

An Overview of Digital Challenges and Users expectation in IT era related to Library Profession

Sambhaji G Patil

Librarian, Central Library, MET's Institute of Engineering, Bhujbal Knowledge City,
Adgaon, Nashik-3, Maharashtra

ABSTRACT

The concept of DL (digital library) library is changing in the light of advances in ICT. The increased role played by the IT in the development of society calls for active reactions to the challenges. The present day librarianship is highly complex profession requiring them scholarly and technical knowledge. Thus the library professional must be familiar with different facets of to the users of the libraries. The educational instructions & training should ensure proper development of man power by imparting suitable skills by considering the future developments. Human resource development includes the range of activities such as education, Training of staff, recruitment & retention of staff.

Keywords: ICT, Need of IT and ICT, Role of Library, Professional Skills,

INTRODUCTION

Libraries and Information centers are powerhouse of academic, research and Industrial setups. Information being a vital resource in library would become an electron and just like an electron in the orbit, it will work essentially for its users. The library is the fulcrum of support for the entire range of academic activities in an educational campus. In today's high-tech learning environment, the library as a learning resource is taking up increasingly more academic space and time in the life of a learner. Academic libraries for centuries have played important role in supporting research in all subjects and disciplines within their host universities and colleges. But

the last decade has brought a sea change in relationships between users and libraries.

Information and communication technology (ICT)-enabled products and services, and the availability of online information resources have changed the way the services academic institutions and libraries now provide to their users. ICT is the integration of computer and communication technology used to process, store and disseminate information. It has changed the traditional practices of library and information centers in delivery of services to the end users. Now users can have access to a variety of information and scholarly journals online. It also helps the users to access, manage, integrate, evaluate, create, and communicate information more easily than ever. Significant developments in ICT have forever changed the way information is gathered, processed and disseminated.

The developing of a vast storehouse of information on the Internet poses a different kind of challenge Librarians, the traditional gatekeepers of knowledge are in danger of being bypassed. Search engines send user straight to the information they require – or so users may think – without any need for an intermediary to classify, catalogue, cross-reference, advice on sources.

User expectations: It is refers to the [consistency](#) that users expect from products. [Interaction design](#) is very concerned with this topic. For example, our user expectations for traffic behavior are one of the more consistent ones because it is governed by [traffic laws](#) that are enforced. [Software](#), or even worse small [consumer](#)

[electronics](#), on the other hand, can have widely varying degrees of consistency.

A good [rule of thumb](#) or design principle to use in interaction design is to follow the "[Principle of least astonishment](#)". In the case of interactive [software applications](#), for example, users form expectations based on their experience with similar kinds of software. Effective [software design](#) aims to conform to prevailing norms for aspects of behavior such as the software's [user interface](#) and its [responsiveness](#).

A commonly noted sign of poor [usability](#) and [human factors](#) due to the violation of user expectations is when [signs](#) are needed for common things like doors. This was made famous by **Donald A. Norman** in his seminal book titled "The Psychology of Everyday Things".

Role of ICTs in Library and Information

Science: Academic and research libraries are now being challenged by the rapidly growing new information and communication technologies (ICTs) like Internet, WWW, content Management systems and other virtual computer technologies. The goal of this paper is to provide the basic and the necessary information user expectation regarding the current trends and techniques in ICT and knowledge management, Which Demands information handling, and provision of information service to the users. It also provides details about computer networks, multimedia and internet which play a vital role as the backbone of the information super highway in the field of ICT. The role of present day Librarians as ambassadors, the new trends and techniques of informatics, library networking systems, the importance of e-mail and internet facilities are also discussed. The digital library networks, its sources and the e-information services are described in a nutshell format. The virtual librarian to alter his role as a digital information manager and the total quality management systems to develop the libraries and the quality of the services are also provided. I hope that this paper addresses more current topics in ICTs by which the level of access and strategies to find right and relevant information have got the new facet and covers them in sufficient depth for the academicians and the library professionals to learn more about the modern role of ICTs in library and information science.

Significance expectation from HRD: Man Money & materials are the basis for the development of any organization. One of the most significant factors for the success of the organization is the effective management of its people. It is therefore, important that the right people are recruited and developed in term of their skills, knowledge & attitude. This is made clear from the fact the production of knowledge, latest technology, equipment & the capital invested would all

remain idle if the professionals of library & information centers are not capable to satisfy the user requirements.

Need for Human Resource Development in IT and ICT: While considering staff development, the following are to be considered as need for human resource development.

- Learning new facts due to the emergence of IT to satisfy the user demand.
- High level of performance & competitiveness presuppose the availability to staff of opportunities for education, training & career development.
- All levels of staff need communication skills & problem solving skills.

Challenging areas in ICT era: Change is the law of nature. It demands the changes in the way we work, the way we think, organize, train the human resources to take up the new challenges. That challenges include.

- Acquisition of digital resources
- Media convergence in digital resources
- Electronic publishing issues
- Resource sharing & consortia approach.

There are many technical challenges to be confronted while adopting new technologies. While implementing new technologies, there is a need to develop a plan for such environment would address the following.

- Current & future information needs in the context of the mission & goals of the institution.
- Current & future physical resources required including as assessment of current technologies & applications
- Personnel issues including the training needs of current & future staff

There are 4 ways to find information in this collection:

- search for particular topics
- access publications by subject wise
- access publications by title wise

- access publications by type of materials

You can search for particular words that appear in the text from the "search" page. This is the first page that comes up when you begin, and can be reached from other pages by pressing the search button.

You can access publications by subject by pressing the subject's button. This brings up a list of subjects, represented by bookshelves. You can access publications by title by pressing the titles *a-z* button. This brings up a list of books in alphabetic order. You can access publications by type by pressing the types button. This brings up a list of types to browse.

Accessibility of information

- To facilitate wider and deeper access to information
- To increase the irretrievability of the resources
- To achieve a new level of library management.
- To improve the existing services and to introduce new services.
- To improve control over collection.
- To have an efficient control over the entire operation.
- To avoid the duplication of work.
- To facilitate sharing of the resources among various libraries.

Some of the factors that forced the libraries to go for digitalizing the activities are:

- Digital Information Explosion
- Space Saving
- Time saving
- Availability of information in electronic form
- Cost effectiveness
- Data manipulation
- Exploitation of computer readable databases

Thus, the application of information technology and computers can exploit the computer based database services and Internet resources.

Changing role in information technology management: Revolution in information technology has radically changed the nature of work & as a consequence in the context and skill base of many jobs in

libraries. Currently Librarians & library staff have dynamic and totally changed roles in the development and management of electronic resources. The new roles played by the librarians in the IT era are.

- Knowledge saver
- Knowledge manager
- Intermediate
- Communicator
- Educator
- Search Expert
- Leader

Professional skills needed to meet the query:

For library professionals, the following skills are required in the changing environment

- Acquire & process information of e-resource
- Mediating & marketing the processed information
- Aware of user requirements on e-resource
- Have the ability to transfer cultural & social developments
- Aware of characteristics, potentials and limits of electronic medias
- Evaluate & appropriate technologies
- E-Team ability
- Readiness for lifelong leaning
- Language skills
- Knowledge of Information and communication technology

Training for the Library Professionals: The repositioning of the library profession will not be achieved by recruiting new talent to the profession. The profession doesn't need new librarians as much as it needs renewed librarians. Training & development of personnel through its effectiveness & influence over the behavior, skill, potential & capabilities of the personnel acts as a formidable tool for dealing successfully with the complex nature of challenges that confront the information professions. With increasingly advanced technology, continuous training of personnel has become essential to

develop their capabilities for jobs with which they may be entrusted in the future.

Training can be of

- Apprentice
- In service training
- Under study method
- Study tour to visit developed libraries or experts

Libraries are going to meet the new challenge of change only if the working personnel keep their professional implements honed to maximum working capability.

Reasons often used to justify staff development efforts include.

- increased job competence
- improved interpersonal competencies
- Development of more effective team management and ICT skills
- Attitudes & value change to encourage creativity & innovation in problem solving.

Today, the ever increasing rate of change and the resulting dynamics inherent in rapid change emphasize the need for varied staff development programs. The demand for professionals qualified for handling electronically published resources has increased significantly in recent years & today, there is a lack of staff with competencies in most of the librarians. This can be overcome by bringing best people into the field, educating people for library and information careers, compensating librarians at a more competitive level. We have an increasing recognition for librarians as information professionals in a changing society.

Ways for Staff Development:

- Updating of syllabus for library & information science programs
- Continuing education programs

- Training and hands on experience

Changes incorporated into the syllabi in formal programs are insufficient because of recent changes & their implementation is quite rare. Continuing education program is conceived as life long process through which individual maintains themselves as competent people & grow to meet the challenges of change.

Conclusion: Staff development is regarded as an important vehicle for using existing human resources to implement changes. The librarians have recognized the expanding nature of changes in an information age and the competencies required to meet the recent information needs. Through effective in service training, the librarians should be prepared to meet the changing scenario. Persons so trained must have the opportunity to work in actual work place. No program develops a person, one develops oneself. The urge to acquire the knowledge and skill must be strong within the individual.

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