Research Paper

Use And Management of Information Products And Services in University Libraries: A Study with Special Reference To S K University

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ABSTRACT: *The services of non-profit oriented sector include academic libraries are drastically changed because of IT application to academic libraries in all over the world. The information is vast but to reach them is very difficult without proper application and management. Therefore, the libraries need to organize and manage the resources in relation to the information use and requirement of the users. In this contest, it is essential to know the opinions and levels of awareness of the users towards their seeking information and its management and services render to them in the University Library.*

Keywords*: Information Products- Services, Library services- management, university library- library services,*

I.   INTRODUCTION

University Libraries are now being challenged by a new environment which demands changes in the attitudes and skills towards information handling. The traditional approaches to information processing and organizations are being renovated by the advent interaction of modern computer technologies, managing conventional and non-conventional information products in University library is a challenging task to librarians. The librarian and his supporting staff are not well acquainted with new technology to satisfy the users. The nature of collection in the libraries are also equally responding to the changing diversion of library in information technology environment corresponding, the users behavior in the effective use of the information products which includes print, non print and digital resources are taking a different approach to the information in user aspect. Therefore, the libraries need to organize and manage the resources in relation to the information use and requirement of the users. In this contest, it is essential to know the opinions and levels of awareness of the users towards their seeking information and its management and services render to them in the University Library.

II. DEFINITION OF INFORMATION PRODUCTS

The term "inform" originally meant 'to give shape to' and information is to shape the users who get it, to make some difference in his/her outlook or insight. The term "information product" refers to electronically deliverable knowledge based products.

III. OBJECTIVES OF THE STUDY

1.   The main objectives of the study are to survey the user's opinions towards the available information products and services in the University Library under study.
2.   To determine the extent of use of the various information products and services in the University Library under study.

IV.   METHODOLOGY

To conduct this study, purposive random sampling from 3 blocks i.e. Arts, Sciences, Humanities were chosen from S K University. A total of 120 respondents were chosen through purposive random sampling from the selected sample departments in each block consisting of 40 in S K University.

V. SIGNIFICANCE OF THE STUDY

Library Service is the supreme activity to attract the attention of the user community. It is more so in the case of a university library. The impact of IT environment in University Libraries on management of Information Products is highly critical. The library users ought to evaluate and assesses the usability of the library resources in the light of the huge investment made in acquiring the information products, resources and the cost of the manpower in managing the library activity.

VI. ANALYSIS OF THE DATA

Views of users on information products:

It is observed from the Table 1 that most of the users from Arts, Science and Humanity blocks expressed their satisfaction extent to be nil extent with regard to OPAC. OPAC service is not installed in University Library. It is noticed that most of the listed information products are not much exploited by users for their study pursuit. Further, it is observed that Books and E-books are more exploited by the users for their study pursuit with the 43.33 per cent and 15.83 per cent respectively.

Table: 1 Views of users on Information Products:

N=120

S.No.	Statement	Arts	Sciences	Humanities	Total
A	Books	17 (32.69)	16(30.76)	19(36.53)	52 (43.33)
B	Journals	4(36.36)	2(18.18)	5(45.45)	11(9.16)
C	Full text data files	4(28.57)	5 (35.71)	5 (35.71)	14 (11.66)
D	CD-Rom/Database	3 (30)	4 (40)	3 (30)	10 (8.33)
E	OPAC	0	0	0	0
F	E-Journals	5 (35.71)	6 (42.85)	3 (21.42)	14 (11.66)
G	E-books	7 (36.84)	7 (36.84)	5 (26.31)	19 (15.83)
Total		40	40	40	120

Source: Field survey

Note : Figures in the parentheses are the percentages on row totals

2. Views of Users on 'Computer Access Points' for Web Resources

Electronic products have been promoted as having potential to replace paper books. The users in a digital environment interact with e-products with help of computer. So computer access point for Internet is required in all university libraries.In table 2 the users were asked to indicate their access points with regard to the category provided in the questionnaire as to university library, Departments, Computer Center, At home and Cyber café.Among the total respondents, 49.16 per cent of students were approached university library for web resources, 60 per cent (24) of users from Arts block were accessed web resources in university library for their study pursuit. 28.33 per cent of users were moved toward Cyber café where as 3.33 per cent of users availed Internet browsing at Computer Centre.With regard to access points in the Departments, all the students expressed that they did not use networking facilities properly. Only 10.83 (13) per cent students were accessed to computer in their respective departments.

Table- 2: Views of Users On Computer Access Points for Web Resources Access Point.

N=120

Category	University library	Depart-ment	Computer center	Cyber café	At home	Total
Arts Students	24 (60)	9 (22.5)	1 (2.5)	3 (7.5)	3 (7.5)	40 (99.99)
Sciences	18 (45)	2 (5)	1 (2.5)	17 (42.5)	2 (5)	40 (99.99)
Humanities	17 (42.5)	2 (5)	2 (5)	14 (35)	5 (12.5)	40 (99.99)
Total	59 (49.16)	13 (10.83)	4 (3.33)	34 (28.33)	10 (8.33)	120 (99.99)

Source: Field survey

Note : Figures in the parentheses are the percentages on row totals.

Further, it is observed that 42.5 per cent of users from Science block and 7.5 per cent of users from Arts Block preferred Cyber café for Internet accessing.

Purpose of using information products:

It is clear from the table 3, that 52.5 per cent of respondents use information products for the purpose of their study, while 16.66 per cent of users use information products for their other activity purpose. However, only 3.33 per cent of respondents use information products for communication development purpose where as 14.17 per cent users approached library for finding relevant information for their study pursuit.

Table: 3 Purpose of Using Information Products

Purpose of approach	Number respondents	Percentage
For research/study	63	52.5
For communication	4	3.33
For finding relevant information	17	14.17
For career development	16	13.33
For other activities	20	16.66
Total	120	99.99

Source: Field survey

Source of learning to use information products

Table 4 shows that 48.33 per cent respondents acquired skills to use information products through guidance from other students include scholars, while 43.33 per cent respondents are learned with their self thought. But a very few i.e. 2.5 per cent respondents acquired skills to use electronic sources through courses offered by institution.

Table-4: Learned to use Information Products

N=120

S.No.	Learned to E-products	Number of respondents	Percentage
1	Trail and error	41	34.17
2	Guidance from other students	58	48.33
3	Self thought	52	43.33
4	Guidance from library staff	11	9.16
5	Course offered by institutions	3	2.5
6	Guidance from lectures	10	8.33
7	Guidance from computer staff	13	10.83
8	External course	22	18.33
	Total	210	

Source: Field survey

5 Views of users on preference of 'Search Engines'

A search engine is a computer program that searches for documents containing key words or phrases of interest to users. The search engine itself is virtually a powerful work station-class machine that searches a database of Internet files. In simple terms, search engine is a software tool on Internet that follows hyperlinks from one HTML on Internet to another, to locate the document that contains the key words that have been submitted to it as a search query.

Table: 5: Views of Users on Preference of Search Engines for Information Searching

N=120

Search Engines	Number respondents	Percentage
Google	35	29.16
Yahoo	14	11.66
Alta Vista	26	21.66
msn	7	5.83
Ask Jeeves	4	3.33
AOL	2	1.66
Netscape	10	8.33
Opentext	2	1.66
Archie	9	7.5
Whowhere	2	1.66
Other	9	7.5
Total	120	99.98

Source: Field survey

Table 5 indicates that 29.16 per cent of users prefer Google, where as 21.66 per cent of users use Alta Vista. 11.66 per cent of users use Yahoo, 8.33 per cent of users use Netscape, 7.5 per cent of users use Archie

and 5.83 per cent of users use msn. But only 1.66 per cent of users prefer AOL, Opentext and Whowhere to access the information in the Internet for their academic pursuit. However, it is also observed that the most of users are not aware of many search engines and their main features and functions.

6 Views of users on electronic information services

Electronic information products services include CAS services, Internet Services, Online SDI Service, OPAC Service, Abstracting Services, Online Database Services and Infonet Services. Table 6 presents the views of users about the different electronic information services offered in the University libraries. From the table 6, it is noticed that the user's satisfaction towards Internet services were more exploited by users from all blocks. Among electronic services, 57.5 per cent respondents expressed their satisfaction towards Internet services offered by university where as 16.66 per cent users expressed their satisfaction towards Infonet services. The university library is not providing OPAC and SDI services. It is noticed that 36.23 per cent humanity students expressed their satisfaction towards Internet services.

Table: 6: Views of Users on 'Electronic Information Services' provided in the University Library

N=120

S. No	Statement	Arts Students	Science Students	Humanities Students	Total
A	CAS services	3 (37.5)	2 (25)	3 (37.5)	8 (6.66)
B	Internet Services	21 (30.43)	23 (33.33)	25 (36.23)	69 (57.5)
C	Online SDI Service	0	0	0	0
D	OPAC Service	0	0	0	0
E	Abstracting Services	4 (36.36)	4 (36.36)	3 (27.27)	11 (9.16)
F	Online Database Services	5 (41.66)	3 (25)	4 (33.33)	12 (10)
G	Infonet Services	7 (35)	8 (40)	5 (25)	20 (16.66)
Total		40	40	40	120 (99.98)

Source: Field survey

Note : Figures in the parentheses are the percentages on row totals.

Further, it is noticed that the users expressed their satisfaction to some positive extent on overall services. The users from Arts, Sciences and humanities blocks expressed their satisfaction to little bit equally on Electronic Information services.

VII.SUGGESTIONS

- The concept of networking emerged more rapidly than anyone expected. In this context user education programmes play a pivotal role in improving library effectiveness.
- Internet can be considered as an international digital public library. Vast amount of information is available in internet. Effective use of internet must be encouraged to enhance in existing the library service.
- The technology is giving a valuable opportunity for the libraries to create new avenues for the information seekers in the university libraries. There is every needed for the libraries to renew their skills periodically and achieve excellence in the library services
- The impact of IT on library management is undisputed. There is a every need for the libraries to exploit information products and services that crop-up due to this impact.

VIII.CONCLUSION

Collection of Information Products in any University library depends on the users demand. University libraries are playing key role in providing information to users by adopting new techniques through ICT to libraries. In modern electronic era, the user expectations are changing rapidly. However, there is imminent need to diversity the information services in response to the changing needs of the users.

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