Theme 02
Role of librarian in rescaling libraries and supporting ODL (Open Distance Learning)

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ACADEMIC LIBRARIES AND E-LEARNING: INITIATIVE AND OPPORTUNITIES

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QR Code

Abstract: - *E-learning is technique means a learning technique in which user may use different technologies, internet, computer technology, and multimedia and it may be replacing the conventional educational system at for extent. E-learning gives new dimensions to higher education and as well as other areas of education. This paper highlights the basic concept of e-learning, its advantages, disadvantages, tools for e-learning and also further discuss about the participation of academic libraries in the e-learning.*

Keywords: Academic Libraries, E-Learning, ICT's.

Introduction:

With the gradual development of ICT's based learning technologies, the traditional ways of teaching is change in e-learning mode. E-learning is a new concept of virtual learning, virtual learning room, and web based education leading to establishment of virtual University with a view of extend educational opportunities for all, anywhere and at any time. Today all the information is available in electronically/digital format. Education system is faced problems such as trained and experienced teachers, lack of infrastructure and need of quality education. E-learning could solve the problems. The future education is totally based on e-learning.

E-learning (electronic learning), a wide set of applications and processes such as Web-based learning, computer-based learning, virtual classrooms and digital collaboration. It includes the delivery of content via internet, intranet, extranet (LAN/WAN), audio and videotape, satellite broadcast, interactive TV, CD- ROM and more.

E-learning makes learning interesting, interactive and fun! It has right the right blend of content (instruction) and cutting-edge technologies that offer the best benefits. It is also called as Online Education, Online Learning, Internet education, Computer-Based Training (CBT), Computer-Assisted Instruction, Virtual Education, Cyber Learning, Asynchronous Learning Networks (ALN), Web Based Training (WBT) or Learning Management Systems (LMS)etc.

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Definitions of e-Learning:

Derek Stockley (2003) defines the delivery of an e-learning, training or education program by electronic means. E-learning involves the use of a computer or electronic device (e. a mobile phone) in some ways to provide training, educational or learning material.

Greg Kersley (1997) defines Online Education (e-learning) as follows: "Online Education (e-learning) allows the study of higher education courses through the electronic medium of internet. Course materials including reference papers, study materials and contact with tutors and fellow students are all accessed through the use of personal computers and telecommunications".

New Zealand's Minster of Education defines e-learning as, "Learning that is enabled or supported by the use of digital tools and content. It typically involves some form of interactivity, which may include online interaction between the learner and their teacher or peers. E-learning opportunities are usually accessed via the internet, though other technologies as CD-ROM are also used.

E-learning is described by European Commission as "the use of new multimedia technologies and the internet to improve the quality of learning by facilitating access to resources and services as well as remote exchanges and collaboration".

Kaplan-Leiserson considered e-learning" a wide set of application and processes, such as web-based learning, computer based learning, virtual classrooms and digital collaboration. It includes the delivery of content via internet, intranet/extranet (LAN/WAN), audio and videotape, satellite broadcast, interactive TV's and CD-ROM".

A comprehensive definition from Department of Education, Training and Employment (South Australia) is follows; "Online education courses (e-learning courses) are conducted through the internet, allowing you to receive and submit coursework and interact with participants and your professor via your computer and modem. The predominantly asynchronous nature of the lessons, activities and communication methods allows you to participate in course at times and places convenient to you".

E-learning can be used by learners in traditional, face-to-face educational settings or a distance as they connect from home, workplaces, internet cafes or libraries. The teacher's role includes the usual dimensions-development of curriculum, learning goals and learning resources" and facilitation of learning processes. E-learning is internet enabled learning. E-learning provides faster learning at reduced costs, increased access to learning and clear accountability for all participants in the learning process.

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Types of e-Learning

There are fundamentally two types of e-learning: Synchronous and Asynchronous.

Synchronous means "at the same time", involve interaction of participation with an instructor via the web in real time.

Asynchronous, which means "not at the same time", allows the participant to complete the WBT at his own pace, without live interaction with the instructor. A new form of learning known as blended learning is emerging. As the name suggest it is an amalgamation of asynchronous and asynchronous learning methods.

Synchronous Methods Virtual Classroom: Virtual classroom duplicates the features of a real classroom online. Participants interact with each other and instructors online via instant messaging, chat, online and video conferencing etc.

Asynchronous Methods Embedded Learning: Embedded learning is information that is accessible on a self-help basis, 24*&. It can be delivered to the place of work, or to mobile learners. Electronic Performance Support System (EPSS) is a type of embedded learning. The advantage is that embedded learning offers learners the information they need whenever they need it.

Blended Method: Most company prefers to use a mix of both synchronous and asynchronous e- learning methods according to their requirement.

Courses: The advantage of a self-paced course is convenience. Participants can get the training they need at any time. This can include just-in-time training where a participant gets exactly the training he or she needs to perform a task.

Discussion Forum: A discussion group is a gathering of conversations that occur over time. They are also called message boards, bulletin, boards and discussion forms. Discussion groups can be used to support a group of participants taking the same class or can be used to support participants performing related tasks. A discussion group is a very competent way to supply expert answers to a large group people. Single answers to a common question cam helpmany.

Characteristics of e-Learning:

E-learning has many characteristics; some of these are:

- Any time learning facility: 24x7 learning system;
- Anywhere learning: E-learning allows learning activity from either office or home or any places. It provides remote across facility;
- Remote Learner Teacher: in the e-learning environment teacher and learner can be away from each other yet achieving the common goal of

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education by the means of ICT applications;

- Learner Centered: It is very much dependent on the learner's own choice, the learner choose his/her learning module;
- Lifelong Learning: The learner will have the flexibility to learn and finish the programme at their own pace also.
- Multimedia Nature: The course contents are available in electronic format, such as it can be text, audio or video form.

Advantages of e-learning:

E-learning has many advantages, some of these are:

- The information can be accessed by any one, any time and any places;
- It is cost effective and timesaving;
- When using information system one is more innovative and interactive;
- Cognitive abilities are enhanced with e-learning;
- It is a self-paced learning. In other words, a slow learner can take time to grasp the things;
- Instruction quality is consistent;
- The information can be shared by more than one user at a time. It has an edge over print media;
- Appreciable time is saved in preparing the E-write-up and for publishing the same;
- Status of the pre-print material with the publisher is known much in advance;
- It offers an opportunity for piecemeal learning.

Disadvantage of E-Learning:

E-learning has many disadvantages over the other methods of learning. Some of these are:

- Lack of face to face conversation;
- Maintenance also very costly; Information and communication infrastructure is required which is capital intensive;
- Special e-learning is required to know and operate computer/Internet etc;
- E-working is power dependent;
- Technology is changing at a faster rate and its incorporation in the system is not that easy and it is costly at the same time;
- Information on websites is not an assured information as the sites are not updated in time;
- E-working is not conducive to good health. One working on computer for a long time is likely to develop physical ailments and poor social skills;
- Lack of technical support to learning providers and learners;
- Equipment needs of learners and learning

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providers.

Tools For e-Learning

There are the some following tools uses for e-learning:

1. Web Blog

A blog short for web log is a user-generated website where entries are made in journal style and displayed in a reverse chronological order. The term 'blog' is a mingling of the words web and log. It provides comments or news on a particular subject, online diaries.

2. Social Bookmaking

Social bookmaking is a web-based service to share internet bookmarks. The social bookmaking sites are a popular way to store, classify, share and search links.

3. Wiki

A wiki is a website that allows visitors to add, remove, edit and change content, without the need for registration. It also allows for linking among any number of pages. This ease of interaction and operation makes a wiki an effective tool for mass collaborative authoring.

4. RSS (Really Simple Syndication)

RSS is a web feed formats used to publish frequently updated digital content, such as blogs, news feeds and or podcasts, podcasts etc.

a. Podcasting

Podcasting is a fusion of two words i. e. iPod, Apple popular digital music player and broadcasting. Podcasting are basically digital audio programs that can be subscribed to and downloaded by listeners by RSS. It can be assessed on an array of digital audio devices like Mp3 players, desktop computer, laptops, mobile etc.

b. Instant Messaging

An Instant Messaging application allows one to communicate with another person over a network in relative privacy. There are many options like Gtalk, Skype, Meetro, ICQ, Yahoo Messenger, MSN Messenger and AOL for instant messaging.

c. Text Chat

Internet Relay Chat (IRC) and other online chat technologies allow users to join chat rooms and communicate with many people at one, publicly. This facilities both one-to-one communication and many- to-many interaction.

d. Internet Forums

Originally modeled after the real-world paradigm of electronic bulletin boards of the world before internet was born, internet forums allow users to post a "topic" for others to review. Others users can view the topic and post their own comments in a linear fashion, one after the other. The above e-learning tools are a practical, inexpensive and uncomplicated method for

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learning online. They are available to one and all and are great propagating e-learning.

Academic Libraries And e-Learning

Academic libraries are considered to be the nerve centres of any academic institution which support teaching, research and other academic programmes. Academic libraries will play an important role in development and progress of any educational system. It provides the any information to their user and fulfill their requirement related their subject, interested area, learning, teaching and research. E-learning is gave great opportunities to libraries, to used the library resources and services in support of learning, research and outreach. E-learning is the change all the traditional way of teaching methods, it is offering virtual classrooms to a without geographical boundaries and countries, it is revolutionizing change in the educational system; it is also focusing on individual rather than a group. We can say that it is totally personally attention teaching methods. E-learning is transfer to the knowledge from one to many people or groups.

Academic libraries have facilities of digital and e-learning. They can apply used their ICT's infrastructure in support of e-learning and e-research by access to electronic resources, online databases, online catalogues, e-books, e-journals, archives, digital libraries and electronic services. The academic libraries provide these facilities to faculty, student in on/off campus. An academic library managing the services regarding e-learning, for this purpose academic libraries should establish an e-learning centre, which would support their academic curriculum with the help of faculty members and supporting staff. In e-learning centre smart class rooms should be created along with video conference and assignment tools enabling flexible learning and teaching with student studying at their own places.

Academic libraries also support the e-learning with their multimedia resources, which consist of audio, video, CD-ROM, microfilm, microfiche and DVD's. Emerging communications technologies nowadays provide an opportunity to academic libraries to contain these multimedia resources. These resources will enhance access to information where anytime and anywhere 24*7 service to student, faculty members.

As a part of e-learning an academic library must provide the services to its students and staff from remote access which includes:

- New acquisitions to indicate newly acquired materials for each department;
- View your patron to see materials borrowed by an individual customer with an option to renew the borrowed materials without visiting the library;
- Request for materials that the borrowed by another user. Upon return of the

material, communication is sent to the user who made the requested to come and borrow the material;

- Users can suggest additional items that the library should acquire based on their need. The request come be made online;
- Materials placed on reserve by lectures for specific courses;
- E-mail communication is provided through the system to enable a two way communication between the users and the library;
- Online charges and fines are made available to users;
- Searching for past examination by faculty, department and course numbers providing access to full text.

Online Computer Library Centre-OCLC has suggested that resources must be integrated for academic libraries at the point of need to make these more effective. The role of the academic library for e-learning process can be carried out if the library has two types of requirements filled up:

Technical and Functional Requirements

- Technical and Cultural requirements

Technical and Functional Requirements

- Display and integrate a variety of information windows as part of a learning activity;
- Average access (discovery and exchange) to content in any given learning context;
- Provide bibliographical tools that permits easy searching and reference completions;
- Provide access to tools that render and present content in user customized formats;
- Integrated plagiarism software into course management systems to encourage good practice and to assess reliability of content.

Technical and Cultural Requirements

- Embed library resources in course management systems;
- Integrate third party commercial information services;
- Customize portal facilities for storing personal preferences;
- Provide easy access to virtual references services at the point of need;
- Embed training modules to assist in information seeking.

Madhukian (2007) has identified opportunities or providing electronic reference service in academic libraries as including the following:

- Providing proactive service at point of need by being a roving reference librarian on the floor;

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- Network users with specialists in other institutions for there to get relevant information including full-text and multimedia;
- Providing information literacy over the networked environment resources on specific subjects;
- Develop expert systems to assist users with information retrieval and filtering based on need;
- Partnership with teaching and research whereby a librarian work within the faculty and together with individual consult with students.

There are a number of emerging technologies like web 2.0 referred as library 2.0 is being used by many academic libraries to learning environments and learning content. These technologies can be used to distribute learning and research content including multimedia content, making available and accessible over distance and time. Web 2.0 technologies refers to web based technologies that provides interactive open access that allows users to remotely collaborate, create own content, edit and share research, information and knowledge present in the form of audio or video. The technologies allows students to active participate in their learning by accessing and downloading relevant information, as well as discussing assignments and research projects with colleagues and lecturers through various facilities

Conclusion:

E-learning is giving new dimension of education sector and also affecting education in different ways. E- learning educates the users and facilities access to information in future. The academics library should convert to the e-learning educational centre and also play a vital role in e-learning education.

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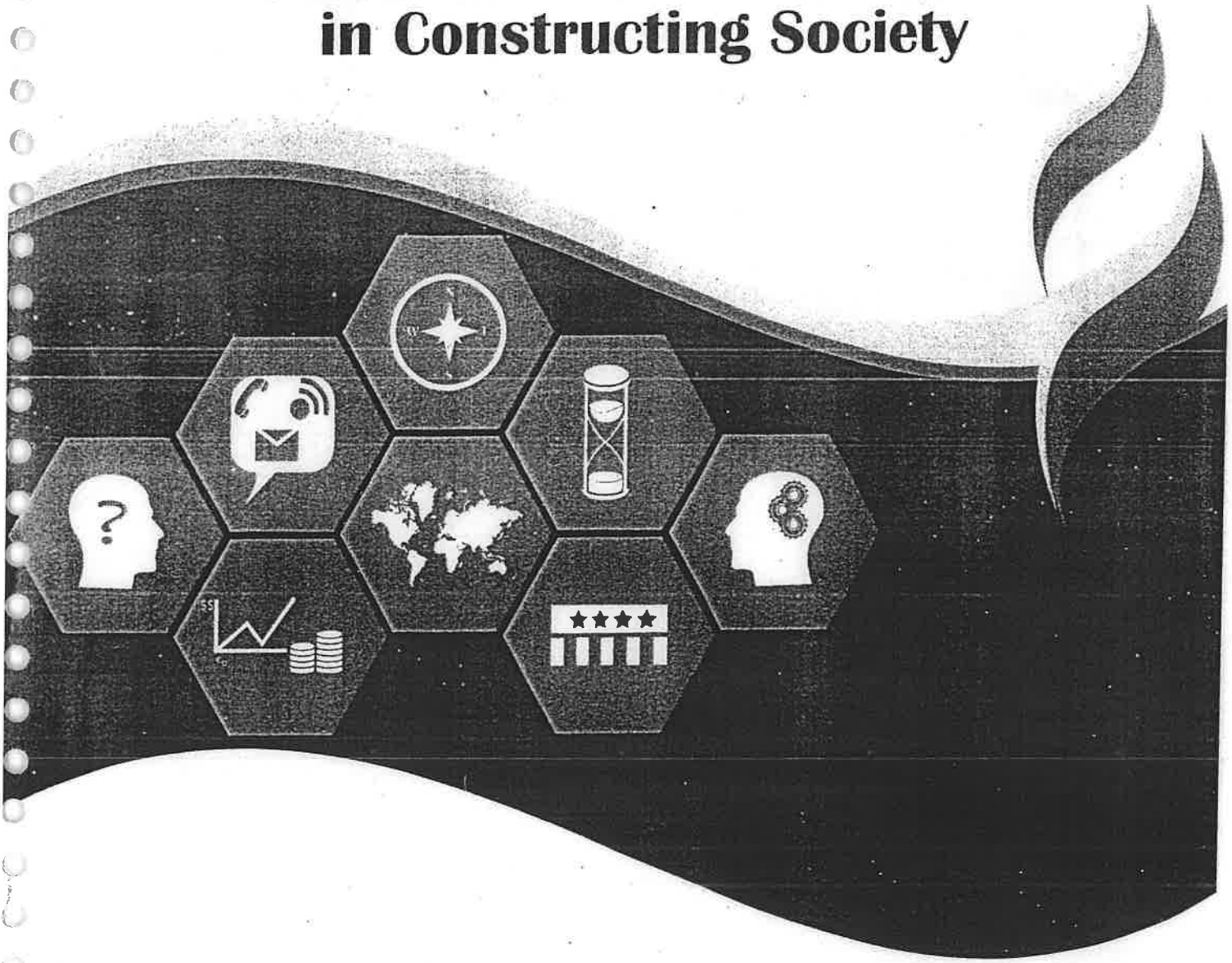

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LIBRARY MARKETING AND CHANGE PERCEPTION

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Abstract

Marketing of library and its products is very essential in the current scenario. Due to development and application of ICT the users have many options to avoid library and its services. Now the user can manage his/her requirements without approaching library facilities. The time is behind when a user came to library for getting information, now the scene is totally different. If a library wants to maintain its consistency and wants to develop then the library should approach to the users directly with a proper marketing strategy. The present study reveals various marketing aspects and correlates with library concepts by which a library can survive and maintain the status in the high-tech era.

KEYWORDS

Library Marketing, Change Management, Marketing Plan, Marketing Strategy, Promotional Techniques, Strategic Planning, Marketing Mix etc.

INTRODUCTION

Today's world is following the 'Change' philosophy of life. Change in living standard, change in technology, change in thoughts, change in every aspects of life. Changes refer something new approach in our daily routine life. In other words, what is being done by us, should be done in different manner using different aspects, for e.g. use of mobile phone instead of basic landline phone. Any kind of changes affects the human activities and society; library is also a service oriented organization which is directly related to human being. What kind of changes required by the users, the library professionals should be prepared themselves according to users' needs.

CONCEPT OF CHANGE PERCEPTION

Change is often a scary concept for any organization. Change requires we step outside of our comfort zone. In fact, change implies that comfort zones may be a thing of the past. However, in our modern society, resisting change as our environments evolve will simply lead to failure. Hence, it is essential for any organization like library to understand the role of change and how to deal with its effects on both the organization and its customers/users. Change is a universal truth. Any person/society/ organization that refuses to change usually eventually stagnates and dies.

CHANGE MANAGEMENT IN LIBRARY

Basically the concept of 'Change Management' is related to business organizations but it has also links with service oriented institutions like banks, universities, libraries and many more. Many theories have developed about organizational change, e.g. Kurt Lewin, Chris Argyris, Peter Senge etc given various theories related to change management. According to the 'Oxford English Dictionary (2009)' change is defined as "the fact or act of changing; substitution of one thing for another; succession of one thing in place for another". We can define change management as "management of change and development within a business or similar organization, especially the management of people adapting to new conditions" (Oxford English Dictionary-2009). In the libraries change management may comes due to:

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Change in leadership

Change in technology

Change in infrastructures

Change in users needs

Change is always accepted for betterment in organization and the library is also a service oriented organization, therefore, the concept of change management cannot be ignored.

Marketing and the Concept of Library Marketing

For a long period, the libraries had been known as storage house of information materials, but in last few years this concept has totally changed libraries became as an information centers with modern amenities for providing information sources and services and the library professionals have understood the concept that it will be beneficial only if it is used by the community or society. Now the concept of traditional library system has completely changed and to make worth of library it is necessary that libraries should approach to its users to provide services. Today's generation is very sharp to get information through technology, thus, if the library keeps to maintain its existence and wants to grow, the concepts and techniques of 'marketing' should be adopted like any other business organization.

What does marketing means? In simple words marketing is about identifying and meeting human and social needs or we can say it art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. In today's materialistic scenario we can also say that marketing is an art to promote people to use those things which are not needed by them. Finally marketing means to define your products or services in well manner and communicate it to end users if the products or services fulfill users' requirement will be sold itself.

In context of library, marketing can be defined as a tool by which a library can show its potentiality among the scholar community. If a library does not inform its products and services to the community, if the library staff do not have people coming in the door, the library will eventually lose its entity. Many library professionals believe that marketing of library is not essential because it has itself worth in the society, but it not completely true. Now the library has to adopt and apply marketing concepts and its approaches to survive in today's competitive era. Marketing concepts focuses on exchange of information between the organizations and the customers. It does not educate, does not change behavior or values, but may influence behavior.

Now the question is what is to be sold in forms of products and services. Basically there are some types of entities like goods, services, events, experiences, persons, places, properties, organizations, ideas etc. for which marketing is needed. The Figure-1 is showing the various areas about library for which application of marketing techniques are required like any business organization for their promotion among the community. It is important for libraries to look at exactly what is meant by marketing because marketing is needed for the library to be proactive and to meet its users' needs.

If a library has a huge range of resources but the end users don't know those resources then it will be the worst situation for library to sustain its identity. A business organization promotes those things or products which are being produced or manufactured by its production unit, but in case of library, the nature of products will be differ, here, the information sources and services will be the product and library has to promote the these products among its users. Print/electronic books, journals, theses, reports, proceedings, patents, maps, databases etc. may the products of library and circulation, reference, Xeroxing, audio-visual,

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current awareness, digitization also may be classified as product of the library. A library must spread the information about its products to its users by using marketing concepts as per the needs of the library.

Smart Way of Library Marketing

Different kinds of libraries (academic, public, special etc.) need different types of marketing strategies depending upon the various factors like purpose or nature of library, types of users, financial support etc. It depends upon the library that how it can make everyone aware about the products available in the library. There are many ways to communicate library's products to the community.

Each of the different type of communications has its own quality. It depends upon the library to choose which mode of communication will be beneficial for it to aware the community for using library sources and services. Each type of library will have a different openness to the various means of marketing as well. Like any other business organization there are several things of library products for which marketing techniques are essentials for their promotion among the community or users. It is important for libraries to look at exactly what is meant by marketing because marketing is needed for the library to be proactive and to meet its users' needs.

The Information and Communication Technology (ICT) completely become the part of library system so it can't be ignored in marketing aspects and now the libraries have also adopted ICT for its product promotion. The Figure- is showing the formulating the ways of library marketing through ICT.

Related Studies

Suresh Kumar studied the marketing strategies for the university libraries in Kerala and he found that "libraries had been putting considerable efforts in the design of information products and distributing the same effectively. The study also suggested various strategies for the repositioning the university libraries in Kerala state for marketing".

The study of Brock was "aim to detail the results of the class-faculty-librarian collaboration. He found that students became strong advocates of the library as they became familiar with its resources, collections and its overall value to them. It also showed that students learning interest and engagement significantly increased with the opportunity to solve real-world problem".

Robinson suggested in his study the\at "libraries must adopt a marketing orientation in order to remain viable into the future. It is imperative libraries understand what their customer values and needs in order to develop services and provide resources to meet these needs".

The purpose of Wade's study was to "explore the impact of strategic planning, marketing and external relations, and shared services on library development. It was revealed that the introduction and development of strategic planning had provided a clear basis through which the National Library has defined and achieved new role within and beyond Scotland".

Chan explored that "advertising strategies that draw upon the social features of facebook were more effective than traditional approaches. The result of his study provided further support for the view that social network advertising had the potential to be a cost-effective means of marketing academic libraries".

The purpose of Garoufallou's study was to "provide an overview of the literature on the incorporation of marketing notations and the implementation of marketing techniques in library management. The study examined and clarified the existing misunderstanding and difficulties in library and information services marketing, and stressed the importance of its adoption in this contemporary competitive

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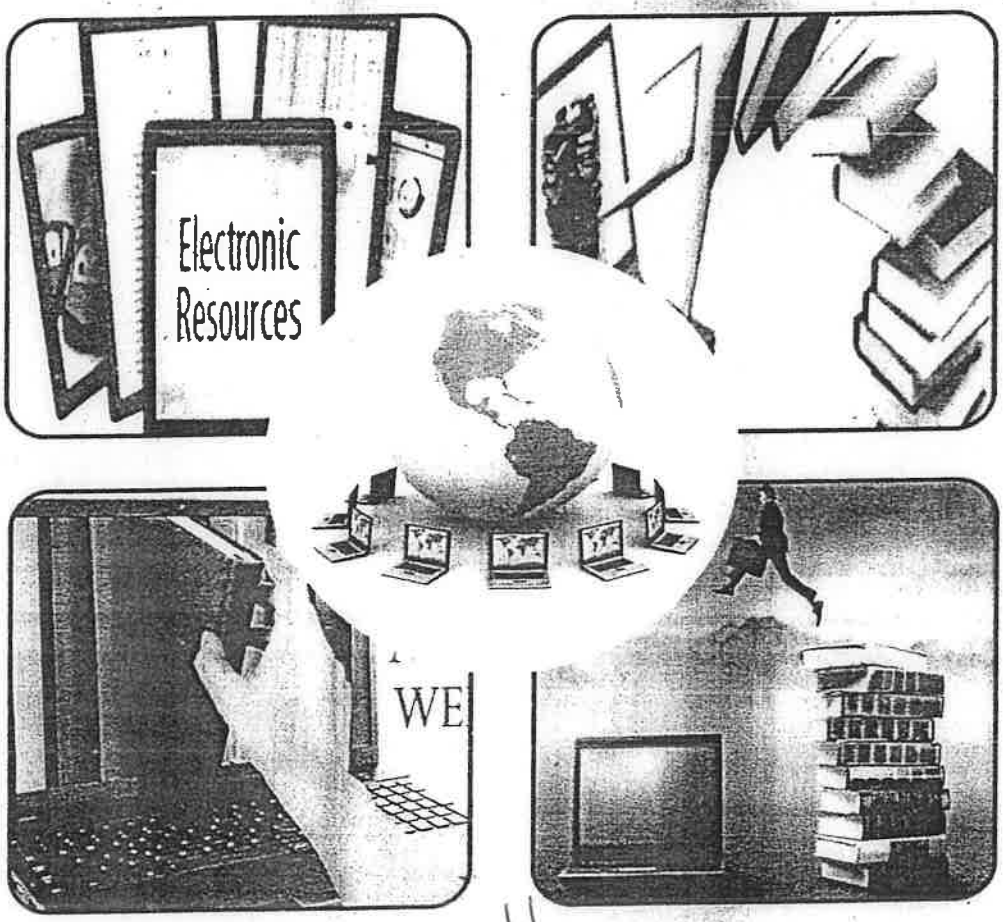

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environment".

The purpose of Henderson's study was "to give some insight into how marketing techniques can be applied in the digital library context. The study explored that relationship marketing offers specific benefits to libraries and can be applied to particular effect in marketing digital library services".

Kanauji reflected in his study "the role of library and information centers including marketing approach, need and application of a marketing program. He revealed that librarians had a positive attitude towards the different aspects of marketing of library's products and services. The study also recommended that currently efforts for increasing users' awareness and separate financial support were requisite for efficient marketing".

Spalding found that "academic libraries in USA were successful in gaining visibility and support for its marketing efforts and the users were more successful in gaining service available to them to meet the academic and research needs".

Jia Mi examined "the role of marketing to new generations of library users. He suggested that libraries can apply classic marketing principles to attract and better serve new generations of users. He suggested libraries to offer value-added services".

The purpose of Shontz's "was to identify attitudes of public librarians towards the marketing of library services and relate these attitudes to select independent variables. Most of response had generally positive attitudes toward library marketing with some statistically significant differences".

Kavulya examined "the methods used by the university in Kenya to marketing their services to different categories of users and the problems experienced therein. He suggested that although efforts had been made to achieve this, more emphasis must be put on promotion of the already existing services and therefore on the need for university libraries in Kenya to adopt more systematic techniques in collecting data on their user needs".

Adeloye explored "how information professionals and librarians can ensure a vibrant use of the library and information centre in their organizations. He argued that library professionals should embrace marketing as an ally and use it to promote their work in a structured way both within and without the organization. Some practical ideas also presented to ensure that information and library units justify their existence within an organization".

CONCLUSION

'Library' and 'Marketing' both seems a contradictory aspect, but in today's scenario, wherein a library deals with new generation of tech-savvy users, marketing has become an important weapon to promote library and its products and services to users. The explosion of electronic/online resources and application of ICT has created many challenges for libraries. Now the users have so many options to get information through ICT so the relevance of the library to users is also a question for library professionals. It has become necessary for libraries to adopt adequate marketing techniques by formulating a good strategic marketing plan according to library's needs and also evaluate the results. Figure-3 and Figure-4 are exploring the effective marketing plan and its components which are essential to consider for making and implementation of successful marketing strategy for the libraries.

LIBRARY MARKETING AND CHANGE PERCEPTION: AN INTER CO-RELATED APPROACH

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Electronic Resources in Engineering College library

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ABSTRACT

Library functions a very significant role in this speedy changing go green of publishing. Their role includes identification of selection of information, its institute of management, storage retrieval and distribution to right users at the right time at right place at right price and in right format. The objective of any academic libraries is to meet the teaching, research and other information needs of the user. The proliferation of the literature on all the subjects, price of journals trek in currency change rate and the budget crunch complete the libraries depend upon each other. This leads to library collaboration, resource sharing and networks etc. At present the online databases, E-resources facilitate formation of the colleges at resource sharing surrounded by the libraries. This paper describes various facets in E-resource in the engineering college libraries.

Introduction:

E-resources are back bone of present society and it is very important for user's points view as well as library. Researchers want quick information and it is possible through only electronic resources. Electronic Journals offer to multiple users access same time and same type of information, no boundary between the users. With the rapid Development of electronic publishing, libraries are not only acquiring reading materials such as printed books and journals but also arranging for providing access to various learning resources in electronic form. In the new situation, the role of library

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Social Media for Academic Libraries in the Twenty First Century

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Abstract
At present day in this twenty-first century we are living in virtual world and Library and informational science professional's need to use social networking sites for academic users. The main purpose of this paper is to examine the effectiveness of using online advertising on the social networking sites Facebook and Twitter in academic libraries and recognize essential trends that subsist. While it is understandably exciting to embrace new technology to reach students and staff members, it is very important to have an understanding of how to utilize the technology to properly connect to library users. Several articles found in library publications are written from a librarian's perspective, explaining the essence of Facebook and Twitter are describing different ways to promoting library advertising and services.

Keywords: Academic Library, Social Networks, Facebook and Twitter

1. Introduction:

New technology has produced new opportunities and challenges for libraries in creation, promotion, dissemination and storage of information and many institution libraries undergoing change in the face of technological proceed. Social networking sites have made a new platform for individuals to communicate, sharing information and interact with a worldwide audience for organizations, social networking sites presents new avenues for communication and collaboration with their users. Several libraries are using social networks to engage their users in the online environment. Social networks propose real-time channels for information sharing and communication. Social networking sites are encouraging social interaction through profile-based user accounts. Social networks are generally defined as Web 2.0 (O'Reilly, 2005), meaning they mimic desktop applications. Popular social networking sites include Facebook and Twitter. Every Social network website includes
'About' and 'Help' sections. These sections focus that every company should write about their social features. This is a secure guard against overlooking a major feature of the website. While this was a suitable preventative measure, the design of each social website clearly emphasized its social features. Over the past half-decade, the online social networking Sites have continuously grown up exponentially. A social Networking application provides a digital look of people's individual relationships or links and presents regular address book updates and viewable profiles. Social network all purposes should also aid in the identification and exchange of probable ties into weak or strong ties by providing 'introduction services' and permitting users to display their knowledge, information, Experience and proficiency in a searchable layout .The experience of quick updates has been dubbed as microblogging. During the 2008
US Presidential Election, microblogging was recognized by Rhett Smith in politics by using Twitter and Facebook status updates on election night .A number of people are using social networking sites and it is an essential part of their everyday life .Information Service providers have naturally sought to an increasing their products. A widely-used definition is presented by Boyd and Ellison (2007), who characterize SNSs as web-based services that allow individuals to:

a. ***Construct a public or semi-public profile within a bounded system;***
b. ***Articulate a list of other users with whom they share a connection; and***
c. ***View and traverse their list of connections and those made by others within the system.***

The present study captures a broad outlook of Facebook and Twitter in academic library. It is focusing on Facebook and Twitter through library services and the need for attractive the quality of social networks based on library services in digital environment programs. These are helpful in producing a positive

environment for successful use of social networks in library services. The Facebook and Twitter are used for learning in higher education. There are several researches conducted on comprehensive digital environment. This point of view on the whole social network spectrum that reaches from the traditional printed textbook to Twitter requires a broad experimental approach to get an overall understanding about how students travel the digital environment during their learning activities. This particular outlook paired with detailed knowledge regarding current developments in SNSs technology can lead to predictions. To the future changes in the digital environment and consequences for libraries. Reddy (2004) presents that very important for university libraries and librarians to design, develop, increase, implement, and deliver world Class web-based library services, resources, and instructions at the

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fingertips of library users and devoting resources to strengthen support in the core areas of teaching and research.

2. Statement of the Problem

As the social networking phenomenon develops into more extensive in our information world, its presence in the library landscape becomes challenging and stimulating. Even though various studies have focused on Facebook and Twitters are impact on different sectors in our society; only a few have so far focused on Facebook and Twitter's use in libraries. The present study efforts to add to the literature on library Facebook and twitter use, addressing library Facebook pages and library twitter pages and their content.

3. Literature review:-

Social networking sites developed exponentially within the last few years in libraries. Social networking sites are also offering different focuses, designs and features for their users. These social networking sites need student and staff members to join their community and experience their vision of the social web. Social networking sites like Facebook and Twitter provide a various features to make possible socialization on the internet. Users share private messages, photos, songs, videos and most other standard forms of expression. These SNSs are the most visited sites on the internet. Library services are more extensively known as information services. Facebook Librarian appears to increase reuse of the library service. Xiaoping and Jing (2009) argue that social networking sites are supporting library and information service has emerged to create organizational knowledge. Charnigo and Barnett-Ellis (2007) surveyed the Facebook for library services after conducting survey of 126 librarians from organizations of higher education. In that study the many librarians (90 percent) point out that they are aware of the existence of Facebook, only half of the librarians knew that their institutions are registered in Facebook's directory.

Aharony (2010) presented the use of Twitter to recognize microblogging patterns. The study indicated that both types of libraries recognized the power of Twitter as a useful channel of communication and effort to produce a tweet at least once per day. He also noted that public libraries use more informal language in their tweets and assess to academic libraries, possibly to reach and attract different potential users. Krishnamurthy et al. (2008) defined those different classes of Twitter users, their geographical growth patterns and network size. There has been significant research on the collaborative characteristics of microblog communication that enhances social presence and maintains connectedness in both formal and informal communication. **4. The main purposes of Facebook and Twitter for academic libraries**

There are several purposes of Facebook and Twitter in library services aimed at the research and scientific community. Their main features include:

a. Facebook and Twitter are freely accessible to the users and having most useful ways to promoting library services and activities.
b. Facebook and Twitter focuses on the users to use of resources and access to library materials from everywhere in the world.
c. Facebook and Twitter offers live chatting and discussion queries in group pages, these sites Increase education/ Knowledge opportunity.
d. Facebook and Twitter are substitute to printed information in libraries and users can get new information easily.
e. Facebook and Twitter have many ways to encourage user group to present feedback and to engage with others in online area.
f. Facebook and Twitter are not only helpful for existing library users, but attracts new users to visit library and to use services.

5. Social Networking sites are changing Library Environment

Academic library and information centers are applying the new technologies and trends to build their library services popular and user friendly. The present idea of a library as substantial place where users can visit to get information is quickly changing to a social cyberspace where users contact, communicate and contribute to existing information. The potentials of the new technology offers the open access protocols which present the opening for free access, free interaction, free communication and contribution to knowledge. Library services through modern technology are making new instinctive tools, continuous change, flexibility and evaluation while encouraging user posting, sharing, cooperation, communication, and personalization. Skewered (2009) defines that social networking sites hard works are a successful and new technique of student outreach; others argue that social networking by academic librarians is an effective use of librarian time and effort. Social networks provide enhanced right to use

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information. It puts the library where the users are. It enables users to share their knowledge and in turn, helps bring others into the library. It helps simply to post future events or book exhibition. These types of postings rapidly increase when users share the information with their friends through their social networking sites channels. This opportunity helps to promoting library services and activities. A social network has several ways to invite user group to present feedback and to engage with others in online area. This research paper focuses on the changes in the library environment through Facebook and Twitter.

6. Facebook in Academic Libraries:

Social networking community engaged for college and university students from 2004, Facebook has surpassed all other social networking opportunities in attractiveness while reaching out to a seemingly never ending user-base. And students, Teachers, and parents are using Facebook. Libraries have contain certainly taken notice and deemed Facebook resource worthy of attention. Library Facebook pages are used to exposes library events, news updates and encouraging library services, information and resources. In the present environment, any study of the possible impact of social networks on academic libraries must essentially focus on Facebook to be appropriate. Academic librarians have been aware of Facebook for some time, although it seems that the early reaction to it was indifferent. Facebook publicized that it now has 845 million monthly active users. As well, it reported that over half of these users (425 million) using the social networks every day (Facebook, 2012). Charnigo and Barnett-Ellis (2007) define that approach of academic librarians towards Facebook, and created that most described as being indifferent and friendly to the use of social networks within libraries and promote library services. Hendrix et al. (2009) defined that the use of Facebook in academic health science libraries, concluding that a small number of libraries use Facebook. Those libraries that do use Facebook do so mainly for marketing the library: they deliver announcements to library users, post photos and provide chat reference. These librarians have positive perceptions about their libraries' presence on Facebook. Academic libraries are trying with implanting library services contained by the Facebook page itself for a true outreach program. Using Facebook applications, a few Academic libraries implanting the library catalogue to permit students to access the inside of the library catalogue without visiting the library's web site (Farkas, 2007). Facebook encourages helpfulness by signifying existing social connections in a virtual space. Facebook is an extension of cooperation in the public section – individual profile information is accessible by users has added as friends. Facebook encourages sociability by creating a comfortable, private and familiar social environment. Facebook's establishment for a social network is the friend system. To view a user's profile, that user must grant you access. This access makes you a friend of the user. Current alteration to the Facebook border is predominantly the big switch to pages and group pages sharing the same appearance as individual profiles provide even greater functionality for creating a presence as an institution. The library creates a 'Facebook page'; it is a permanent, customizable profile. Users can decide to become 'fans' of the library by representing users can 'like; its page. After liking the page, fans and user will begin to receive updates posted by the library to their News Feed, a core Facebook feature. This is essential to understand, as it has been asserted that Facebook users rarely go out and seek information on Facebook, rather they browse those items that come into their News Feed.

6.1 Advantages of Facebook in Academic Library:

Nowadays information can be shared on worldwide basis. Facebook includes many advantages, we can stay in contact with our library relations or friend's circle that lives for away, users can easily find out new arrivals on library Facebook home page. Users are capable to post everything from everywhere. If librarians post any library news or events on library Facebook homepage message will distributed to all library users and anybody can see that message. Ellison et al. (2007) recognized the advantages of Facebook for college students. They use Facebook as a research background in order to decide whether offline social capital can be created by online tools. The consequences of their study explained that Facebook use among college-age respondents was significantly associated with events of social capital. The major advantage of Facebook is that millions of people are registered from all over the world and Facebook provided feedback through 'comment' 'like' and 'dislike' key. The Facebook has many advantages to students and staff and also it is really very useful in library. Here are some most important advantages of Facebook as follows;

a. Facebook presented free service to users and now a day's several libraries are adopted Facebook through library services and Facebook given paid services but it does not compulsory on users they give freedom to users to choice services.

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b. The Facebook site permitted us to sharing information with others, ask library users feedback or opinion, ask question etc. Librarians can share library news, events, photos and videos etc... Librarians can use Facebook as news and information source.

c. Facebook offer the 'chatting' options with friend's circle, and it presents an easy chatting application with friends who are online. Many people particularly student's use Facebook chat for group discussions.

d. Present-day almost all internet users are using Facebook and using Facebook you can discover your old friends and colleagues whom you have lost contact and connect with them online again.

e. Facebook has good privacy setting it gives the option to customize according to your wish. Facebook provided Fan page, group's page, event page etc these all are getting very popular day by day. If librarian uses these Fan pages & groups it focusing library promotion activities.

f. Librarian can use Facebook as social bookmarking site so librarians can share their blogs, most important articles to students and faculty members in fractions of second.

g. Facebook has given very well security to users account and provide extremely secure service with very high level privacy policies. Facebook for all time try to keep privacy setting as simple as possible so users can secure their account easily.

h. Facebook is a 'one-stop shop' because it provides specifically entertainment, communication, and sharing of information with friends and users. It is a right place for solving problems with friends or others through chat options, and sharing new ideas with public, ask questions, comment on people's status, add your status etc. So Facebook is 'one- stop shop' of this kind on the internet.

7. Twitter in Academic Libraries:

Twitter offers quick and efficient tools for information sharing; information professionals should also think about implementation of Twitter in library. Twitter is social networking site which provides users to make an individual account and leave short public messages. Nowadays several libraries have already adopted and started experimenting with Twitter profile as an outreach tool to share library information, library events, and resources links with their users. Users can also commonly use Twitter as an exact platform to ask a query about a library service, request, or technical problem, and practically expect a sequence of answers in reply. Twitter entered the social networking world in 2006 and Twitter is the one of the fastest developing social network in the world .Information dissemination is the primary goal of Twitter program run by the library. According to Twitter's home page – 'Twitter is a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?' This highly efficient social web site focuses entirely on quick updates. Twitter is a most popular and rapidly growing 'microblogging' service where users can post quick and frequent short messages (up to 140 characters) called
'Tweets', which may contain links to other online material such as photos and websites, to their 'followers' who have subscribed to their Twitter account Users subscribe to other user's 'tweet' feeds to receive their updates. Other users or friends are added either by email or by invite.
Twitter can check your web email accounts to see if any of your current contacts are Twitter users. Before becoming friends with another Twitter user and subscribing to their feed, you must receive their permission. From a privacy perspective, Twitter has variable privacy options. In a current study of the use of Twitter among librarians a strong conclusion was that librarians are more likely to take benefit of the tool for personal professional use and their own training and development functions, than for direct library services delivery to end- users These activities all contribute to librarians' professional development which, it would be expected, feeds into their daily work practice. However, less prevalent are examples of instances where librarians and users work collaboratively with these tools to develop service innovations together. Milstein (2009) presents the excellent point that Twitter is developed for ''exchanging information'' and supports libraries to 'treat Twitter as a conversation rather than a broadcast medium.' Of all the options discussed so far, The outlook of using Twitter for reference is actually by far the simplest. The primary difficulty may be the potential learning curve of becoming familiar with the language of Twitter, which is used in symbols (most prominently, '@' it indicates that you are directing a tweet at another user and prompts it to show up in their 'replies' tab) and unique verbiage, such as RT which indicates a ''re-tweet'' of a statement from another user.
Present day, Twitter is commonly using in all types of libraries for different purposes. According to Del Bosque, Leif, and Skarl (2012) presents that Twitter use by 296 academic libraries and in this study authors recognized seven content types in the libraries' Twitter streams: campus events, community events, hours, library events, responses to reference questions, links to outside sites, and resources. This beautiful research study presents the implementation of a Twitter-based information service in a health

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sciences library. Stuart (2010) defines in his study that Twitter is used in libraries for a many purposes. In his study

433 libraries are having Twitter accounts to identify how Twitter is being used in academic, public, state, and national libraries. The author identified that 44 percent were using Twitter account to 'broadcast library news/ information'.

7.1 Advantages of Twitter in Academic Library:

Social Networks has made accomplishment for library fans and building library outputs brands a far easier and straighter process. Twitter is a powerful tool that benefits of many library users. If librarians use the Twitter it increases library functions and focuses to attract the students and staff members. Twitter has free an account, making it easy to get started tweeting to promote library work or sharing library news, events photos, ideas and thoughts and other information. Tweeter intended to spread easily and tweets can be made a user's favourite. Tweeter provides such as photos and videos automatically embedded in the tweet, so users can see the content exclusive of leaving the site.

a. Twitter given posting a 140 character tweets, library would be transferring more information than it can do everywhere else and this is cost less.
b. Library related news, photos and videos Post frequency requires careful alteration. If librarian post occasionally, library users are less likely to see library related posts compared to other feeds. So librarian should update everyday new information to the users.
c. Twitter subsists for Smartphone's and tablets as well, it provides users to an opening to library users across multiple platforms.
d. Twitter presents handy way to quickly address clients concerns. Librarian can answer tweets from followers who ask about library related news and functions or a particular issue. Twitter presents a useful way to alert clients to changes in policies, upcoming events and other important notices.
e. Twitter is social assembly for the producing library functions and events advertising in the virtual world. This is the main advantages and every library and librarians should try to make use Twitter because if libraries are not using twitter advertising, then librarians are missing a large support.
f. The library uses twitter to express short messages regarding library resources and other information for example new book alerts, books due date information, library holidays and other services. Several students connected to the Twitter network become followers. The library also follows helpful tweets from others.
g. There are many people on the virtual world and this is in fact one of the major advantage of using Twitter for library.

Conclusion:-

Present day we are living in virtual world. In the 21st century Library and information science professional's necessity to use of social networking sites and this new technology 'offering outreach technical options for academic librarians. This study is a new platform for reaching students and staff members. Social networking sites allowing users to access the library's resources without leaving. The main advantages of using social networking sites are effectively utilize library services and promotions of libraries. If the library provides a Facebook and Twitter through library services, it always helpful to the staff and students to discussing problems, query, asking questions, library holidays, new book posters, new book lists, reserving book facility due date extensions, instruction sessions or classes etc., in several ways these social networks are very useful to the users.

The literature review explains that several authors have conducted many studies on influence of social networking sites on library and information centre and their students / staff members. Different types of academic libraries are discussed. Some articles studies school libraries and university libraries in the centre of their interest and those all libraries are

Influences Facebook and Twitter through library services. According to the above mentioned advantages of Facebook and Twitter, librarians should think Facebook and twitter are most important social networking sites tools for new platform to communication with their users. Library staff members should encourage interaction by posting library news, library new book photos, announcing library functions or writing notes. The number of library fans, as well as numbers of likes or followers to library pages; it shows that users following their library activities on Facebook and Twitter. Finally, Academic librarians should consider using Facebook and Twitter applications to focus and attract more users to the libraries.

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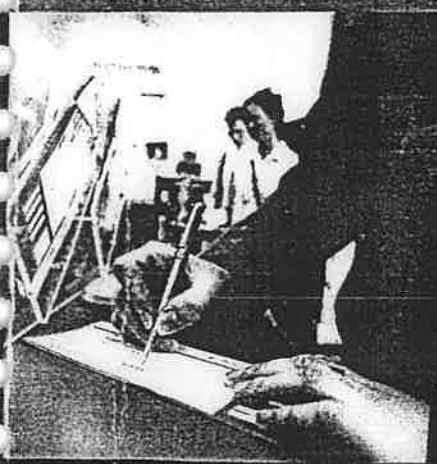

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Marketing and Promotion of Library Services

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Keywords: Marketing, Library Marketing, Marketing Strategies.

Introduction

The challenges to library services from changes in educational approaches, the impact of technology, new methods for information provision and declining budgets have meant that marketing is now so essential that it cannot be considered a separate function. Many libraries have come to appreciate the contribution and application that marketing concepts can make. In designing the marketing mix and developing the marketing plan, the so-called *7Ps* have become central to libraries – product, price, place, promotion, participants, physical evidence, and process. Marketing is frequently viewed as a set of strategies and techniques that belong to administrators other than librarians. However librarians are involved in the process of marketing. Marketing is the management
process which identifies, anticipates and supplies customer requirements efficiently. Thus the essence of marketing involves finding out what the users want, then setting out to meet those needs. Librarians are participating in this process of assessing their users' needs and trying to fulfill them. Thus, we are already marketing our library information skills. However, in order to do this effectively librarians need to embrace the total marketing function involving market research and analysis, service planning and promotion.

Definition

- Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the material goods and culture of a society are transmitted to its members. Marketing, in the library context, refers to those instrument through which information (both raw and processed) are transmitted to its member

According to Kotler, "Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It reties heavily on designing the organization's offering in terms of target markets needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets."

Similarly Stanton has opined, "Marketing is a total system of interacting business activities to plan, price, promote and distribute want satisfying products and services, and present to potential customers."

The above definitions call for various activities in marketing. They are:

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1. Market research and customers' analysis
2. Development of products and services
3. Pricing
4. Distribution
5. Promotion
6. Evaluation of products and services.

All the above mentioned activities of marketing as applied to other industrial sectors are equally applicable in the area of information products and services. Whether it is for profit or non-profit sector, methods remain the same while the policy varies.

Objectives and Marketing Goals

Once users' needs, future trends and resources available have been established the librarian is in a position to plan the marketing objectives, the resources to be used, the place and the time scale of the operation and the strategies required achieving them. The process of setting aims and objectives will serve a number of purposes. It will provide a focused overview of the library service and give direction and
guidance in achieving the objectives .If any of the objectives change over time then the market plan will need to be updated.

Why Marketing ?

Information professionals must understand that it is essential to actively market their services. Library marketing is critical for any information professional in order to spread the word about their library. It doesn't matter what library type, it doesn't matter how large or small the library is - you need to draw attention to your library, your services, your worth to your community, your administration, your staff, and your users.

It is important to understand the organization's mission to produce effective marketing material that builds the library's brand and image, drives traffic to your web site, and differentiates your library from its competitors. That's why in this highly competitive industry marketing plays a very important role

What products and services is the library marketing?

The library has many products and services that it can market. Each library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new

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services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Marketing plan needs to be developed and implemented with ongoing enhancement of the services and products should follow.

When the library is marketing its collections, in particular, the availability of new acquisitions like a new online patent database or a set of electronic journals, must be communicated to clients who need them. Donations of large research collections of potential use to particular disciplinary areas must be publicized. There is an enormous responsibility to ensure that value is received for the significant resource expenditure being made on many of these areas. New services like online versions of examination papers, the development of an e-print archive of institutional research papers, the use of plagiarism detection software and online thesis submission must all be publicized to potential users. For new products or services, part of the planning must involve the creation of a marketing and promotional strategy and the allocation of responsibility to library staff to ensure that the plan is carried through.

Marketing is directly linked to the planning process. Having a formalized plan and direction of where the library is going as opposed to being reactive to change and problems that arise, enables managers to successfully develop marketing strategies and successfully identify new services and products. Part of the planning is development of a suitable mission statement for both internal and external use.

Market Plan

In the light of information gathered from the market research the conclusions should be summarized and stated as the basis upon which the market plan is based. The market plan is the actual process which will establish the library's business goals and objectives and figure out how to achieve them. Katz (1988) calls marketing action most effective when the relevant activities are planned and co-ordinate. The marketing plan is a tool which will ensure that the library services and products are viewed in a focused and clear way.

Marketing strategies

To market a library's resources and information services is not difficult. Wolfe's (2005) observation, "Library public relations, promotions, and communications: a how-to-do-it manual" is a very useful guide for library marketing. Here are a few

suggestions for marketing the library services to the readers:

- Create a library web page for the users. A web page is a good way of promoting library information services and resources.
- Emails containing new library resources and tips on finding information are of great value at the critical stage.

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- Use library wall space. The library can display different language study tools such as bilingual dictionaries, English thesaurus, dictionary of synonyms and antonyms, subject-related dictionaries and encyclopedias.

- Attend academic lectures if the department you are responsible for has a prominent number of users. Librarians can meet users to discuss and gather information about their ineeds as well as to promote the offered information services.

- Links to "Help" services from all appropriate library web pages, where assistance may be needed.

7Ps of Marketing Strategies of libraries

We applied the *7Ps* (Koontz and Rockwood's *4Ps* plus Rafiq and Akmed's *3Ps*) of marketing mix which is defined in Table 1. Koontz and Rockwood (2001) suggested that marketing strategy is a comprehensive, integrated and coordinated plan that combines four marketing elements, commonly called the '*4Ps*' they are: Product, Price, Place, and Promotion and *3Ps* of the marketing mix are: Participants, Physical evidence, and Process.

Table 1: *7Ps* of Marketing Strategies of libraries

7 Ps	Definition
Product	Products or services of the general reference and information service department. This is, of course, the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan.
Price	Pricing of use of the library is usually that of the time and effort the user spends traveling to the library, as well as the time and effort spent
Place	Place of service, based upon knowledge of the market of a library, is essential in order to identify users and their discrete information needs and wants. To expand the service area, the library may have branches, bookmobiles, or electronic access, etc.

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Promotion	Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, advertising, and sales promotion.
Participants	All human actors who play a part in reference and information services delivery, namely the library's personnel.
Physical Evidence	The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.
Process	The procedures, mechanisms and flow of activities by which the reference and information services are acquired.

Promotion

Promotion is essentially the means of informing to users what you do and what you can do. The benefits for those who promote their library services include: increased usage, increased value in the organization, education of users and changed perceptions.

The promotional plan emerges from the marketing plan. It is to do with how to achieve the objectives that have been forecast. It involves:

1. a description of the service requiring publicity;
2. description of the audience at which publicity is targeted;
3. details of the campaign method to be employed including type of publicity to be used and method(s) of distribution;
4. execution of campaign;
5. analysis of campaign performance.

The setting of clear promotional objectives will also ensure that the success of the advertising campaign can be evaluated. From time to time it should be accepted that promotional activities have not met their objectives.

The Medium

Promotional activities can take many forms and the promotional media will depend on the nature of the target audience and on promotional objectives.

1. Personal Skills

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Your manner whether in person or on the telephone, will affect your users' rating for the library. You need to be professional and use quality procedures but you also need to smile and establish a personal relationship with as many of your users as possible. If you react positively to complaints, people will be encouraged to tell you about other things they would like to be changed. Instead of defending your position think about their suggestions.

2. E-Mail

Where a large proportion of the users are on e-mail it is an easy way of reaching them, quickly and cheaply. It can be targeted more precisely than most other methods and so are effective at reaching specific audiences. The staff responds quicker to e-mails than any other medium. By maintaining up-to-date address lists different user groups can be targeted with different versions of the advertising 'message'.

3. The Internet

The Internet has the power to improve the library's image and to allow the library to offer enhanced services. Although it takes time to set up and maintain services on the Internet, it can reap rewards in terms of user satisfaction and recognition. A library Web home page serves as a promotional tool advertising in-house library services
should include an e-mail link to the library making it easy to the librarian contact.

4. Newsletters and Leaflets

Newsletters and leaflets are both a means of delivering information. A newsletter can be used to list interesting new web sites, new journals and online services, and perhaps more general science news of interest. It does not have to be long but should be produced on a regular basis. Leaflets and guides can be handed out, and displayed on notice boards. The library notice board should be in a prominent place.

Challenges faced by Librarians

There are, f course, challenges and difficulties faced by users, but it is also very important to consider the challenges to information librarians. Here are some of the major challenges:

1. Create a positive image

One of the biggest challenges faced by information librarians is to create a positive image as most users hold negative attitudes towards librarians. For decades, people thought of librarians as "trained" or "skilled" but not necessarily as "professionals" and have no idea about the qualifications or training requirements (Ajileye-laogun, 2004). In some Asian countries, librarians are simply retrieval clerks or have low social status, so users may consider themselves more competent and more knowledgeable than library staff and regard it unnecessary to approach a librarian for help. Therefore, the librarians need to demonstrate that they have got both qualifications and a variety of skills.

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2. Be proactive

Language problems may hinder users from seeking assistance offered by the library (Patton, 2002). Some users have to rely on friends rather than librarians for information or instruction.

All professional librarians have got to communicate with users about their services because exchanges between the service agent (librarians) and the customer (users) can elicit information about customer requirements, and also permit the services agent to explain the organization's products and how these can meet the customer needs (Rowley, 1998).

3. Build good relationship

There is no real shortcut to providing good information services to users. According to (Curry & Copeman 2005), quality reference service involves a relationship between the user and librarian within a "Cycle of Dimension of Service": willingness to assist user; knowledge (how to assist user); assessment (of user's need), and action (physically moving with the user).

4. Create a welcoming environment

Librarian needs to develop the ability to create a welcoming environment, be patient, and build confidence with the users. When librarians are friendly, and welcoming and helpful, users are encouraged into the library, whereas, in a library where the librarians are unfriendly and lazy, users are driven away. It is reported the personality of the librarian determines the rate of utilization of the library by its users. If she/ he is friendly and professional, the user will be convinced that there is an approachable and reliable information expert in that library. If they are drawn to the library by the mien of the librarian, they will then be able to browse through the books and thus become aware of the availability of materials relevant to their studies and research, and the use of the collections increases (Ajileye-Laogun, 2004).

5. Know how to communicate well with users from different cultures

Information librarians need to learn ways of styles because the way people communicate varies widely between one aspects of communication style is language usage. Across cultures, some words and phrases are used in different ways (DuPraw, 2002). For instance, one user who had huge fines for a book he borrowed because he misunderstood the concept of returning a book. To him, "return" a book means putting it back on the shelf. Don't assume that the way you are behaving is the "right" way of doing things. Consider a variety of approaches to a procedure.

6. Respect for cultural differences

One of the significant barriers in cross-cultural communication is the use of language. Librarians are not changing their style because of users communication difficulties; they are unaware of the language used and of the need to provide definitions or demonstrations of "peer reviewed", "call number" " full-text", "subject heading" or "Boolean search". (Wang & Frank 2002) recommend that information services in libraries that are sensitive to and encompass differences in culturally influenced styles are more likely to be responsive to the information needs and interests of users. As information librarians become more aware of cultural differences, they will become better listeners and communicators and could communicate better with users from different cultural background.

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Indian Scenario

The developments taking place the worldover have influenced the Indian librarianship as well. There have been a number of developments in marketing of library and information services in the country and some of these are mentioned below:

The beginning of publication of literature on marketing of library dates back to 1980. The Indian Library and Information Science Abstract (ILSA) started abstracting in this area in early 80s. IIM, Ahmedabad, has developed a database on marketing of library services which is very helpful for researchers in many ways. It is an area that is being widely discussed in professional meetings; there is an increasing interest of the national professional associations and organizations, like Indian Association of Special Libraries and Information Centers (IASLIC),

Indian Library Association (ILA), Society for Information Science (SIS), Medical Library Association of India (MLAI) and Management Libraries Network (MANLIBNET). In 1988, the first national conference was organized by IASLIC in 1988 (Kapoor & Chaterjee, 1988). SIS also selected the theme Information Marketing for its conference in 1995 (Kuldip Chand, 1996). During recent years it can be observed that marketing of library services has been included as sub-theme in quite a good number of conferences and seminars . DESIDOC Bulletin of Information Technology has brought out special issues on marketing of library and information services twice in 1998 and 2002 besides covering articles regularly in volumes of the journal.

There has been increasing interest among researchers in this area. The topic of Marketing of Information and Library Services has been included in the syllabi of some universities in the country. The Indian National Scientific Documentation Centre's (INSDOC) MLIS programme of the Indira Ghandhi National Open University (IGNOU) have a blog on Marketing of Information Products and Services. Some other universities also give emphasis on this area in the syllabi, but only to a limited extent. Besides, associations, various agencies and institutions are organizing training programmes.

Conclusion

Marketing approaches are proving to be effective in assisting academic libraries to adjust to changes in its client base and will ensure that services delivered continue to fit the needs. The products and services provided by libraries range from knowledge access and research support to printing services and the provision of information skills, supported by one on one assistance and advice. Strategies examining the distribution and delivery of services and their successful promotion will ensure that those who need information are provided it.

The budget cuts and the advent of sophisticated technology in the libraries have opened up the new vistas for marketing information products and services. If the libraries fail to catch hold of the opportunities, the scene will be captured by the commercial vendors. We know

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that the users do not mind paying for the services if they are useful and available at reasonable price. Therefore, the marketing policy of the libraries needs 'careful planning, structuring, execution and evaluation with regular review'.

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