Application of ICT in Library & Information Centre and Marketing for Library Resource in Digital Era
– A Descriptive Study

Sanket Pal
Assistant Librarian,
MCKV Institute of Engineering,
Liluah, Howrah, India.
sanketlib@gmail.com

Structured Abstract:

In this digital era, the demands of user quality, quantity and their selection have been changed totally by the application of modern technology.

Background: In this study I have tried to focus on libraries and information centers by the use of ICT, how they do marketing of their collection of updated information and marketing the user service facilities, focusing on the different types of facilities and exploring the process of marketing.

Methodology: In the present time in between the vast information to find out the right information, in the right person, in the right time, easy and quick access of the information is very essential, so users can save their precious time (Nwana, S. E., 2008). Many readers in maximum times unaware of information sources, which effect few times user, cannot use appropriate or perfect information.

Findings: The main feature of marketing the service is to propagate available resources to be taken to the doorstep of their clients and also aim, how to utilize the ICT in library for information collection, controlling, storing and distributing in the digital era.

Conclusion: Today our society, nation are all changed and improved for the utilization of ICT, explored possibility, advanced access facility, versatile information of user availability with the help of ICT.

Keyword: ICT, Digital Age, Marketing of Information, Information Resource.

Introduction

Today information is the main strength of each and every sector, society and nation. So its effective resource is a vital component to take any advance steps and its utmost need is development of all sectors in any nation. So libraries and information centers have changed their ideology, introducing ICT for keeping abreast of the time. In digital era, library and information center acquire many different type of information and in this time the character of their clientele are various types and their needs and requirements in various types even the library also being able to meet the challenge all type of demands, requirements of users have

very easily and quickly for the utilization of modern technology. Today in vast information explosion era, not only the collection and storing of information, but also librarians and library & information professional staff have engaged for providing service of this updated information and marketing for distributing the information, reaching easily and quickly the information to users, for focusing the availability of resource, for showing the easy access to the information, for exhibiting the forthcoming and advance information because our society have changed and users' demand also changed. So librarians and library professional staff have been marketing directly to apply different methods to meet the increasing demands of information requirements of library users (Edom, B. O. & Edom, E. U., 2019). In this study, I try to evolve the challenges, objectives, significance, strategies, and implication by the application of Information Communication Technology in libraries and information centers and marketing of their service in the digital era.

Background of the study

Today in the digital era, the main feature of marketing of library service is to create relationships, add members, strengthen membership, and show library research distribution among users, to meet library resources and library users. This type of problem can be met by marketing of libraries and information centers. Libraries effectively managed information. Therefore librarians review and handle the information. Information management is management of information to the library and information center. (Nwana, 2008: 98)

Information age or computer age also can be used as the digital age. Presently we are going through the period of information evaluation in ICT. (Agbo & Anzie, 2017)

The main aim of marketing is to highlight, show, and spread information or library resources. It takes effort to extend service. This is the main way to know the potential user's awareness that their demand and requirement are easily met, they desire to advance their project work, and they meet their findings.

Dictionary of Information and Library Management, 2006 defined that "market is the number of people wishing to buy a product. While service is defined as work which supports another person's or organization's activities".

According to Edom & Edom, 2019 that, Planning for marketing is which product to be shown, how it will be spread, user facility etc. all the items clearly need to be decided. So the

information service is helping the library contribute to their user so that they easily find information according to their requirements from the library.

In the opinion of Das and Karn in Ukworna, 2014 that marketing provides credibility to clientele, and always try to bring morale of users, try to grow users' satisfaction label and to elucidate the information of potential users.

Institute of Marketing in Britain defined "marketing is the management processes responsible for identifying, anticipating and satisfying customers' requirement profitable".

Objective of the Study:

Today many libraries to apply ICT to keep pace with the time that user motive has changed their demands, their requirements also been changed, so here to examine how much need to improvement of Information Communication Technology. And also identify how marketing is required for utilization of their resources and to identify user requirements and fulfill their demands. Mainly the aim is how to meet user needs and grow their satisfaction level (Deng, S., Zhang, Y. & Xu, J. 2016). Presently information creation and information collection have been growing in every moment, and libraries and information centers are always engage to procure this information. So the goal is not only collection but also need to distribution, need to proper utilization, need to proper placing of information and need to marketing for availability of resource in library and information center (Janakiraman, A., Ormsby, R & Subramanian, N., 2016). The increasing dependency on ICT including internet facility and other modern technologies that library and information professional staff to take a great challenge for marketing library service and the librarians ascertain the marketing strategies and methods (Nduka, S. C., 2015).

Significant of ICT application for Information resources and Services:

To change the existing traditional system and application of the new technology, that effect to improved and developed the information service system and took many advanced steps. Now the library and information center provide service with the use of ICT that users are getting information very quickly. Presently we can see the strategy of any society or nation have changed and continues to develop, that means their information communication technology has also been developed (Nwana, S. E., 2008). So in this vast information explosion era libraries and information centers that apply information communication

technology to meet the essence and needs of their clientele.In the old existing traditional system, it is not possible to organize, to control or collect the vast information which evolves in every situation in our surroundings. So today in information explosion era the library and information center utilize the ICT like Internet of Things (IoT), Sensor networks (RFID, Location based Services), Artificial Intelligence (AI), Robotics, Mobile digital Platforms (Digital Streets, towns and villages), Clouds (Fog and Dew) computing, Social Networks and Business, Virtual reality to acquire, to control, to organize, to store, and to spread the information for the user demands, for the user satisfaction and according to their requirements reach the information provide services in right time and accurate information and in right users.

To improve the technology, we meet challenges to provide better service to library patrons to access library resources. Librarians and library professional staff marketing their service to outside of the library or information center and also always been trying to provide their extending service by different methods like library consortia, inter library loan facility and include virtual reference service. Many library professional staff use modern technologies for marketing and focusing their resources and collection like, email, You-tube, Facebook, WhatsApp, LinkedIn, Telegram, Twitter, etc. to reach out to their user to meet the satisfy their information needs (Janakiraman, A., Ormsby, R & Subramanian, N., 2016).

Use of social media for marketing the information resources and services.

Today the library and information center for marketing of information resources are used by different social media, because spreading their recourse to all the users. So the use of social media for marketing of library resources has a good influence on our society. To reach information easily and properly that each and every sector has been benefited. Libraries and information centers effectively use different social apps such as We Chat, Facebook, Twitter, Weibo and Blogs the facility of social media adoption for use as marketing distributing information is different to each other (Kim, K. S. & Sin Sei-Ching, J., 2014). That is needed for free and user accessibility is very easy to create personal pages which can be filled with content in the form of audio, video, photos, text, etc. Presently we are all known that maximum users use social media to retrieve information for getting benefitted. Each and every day is continuously increasing the numbers of users and in addition to that, social media accepts librarians and information professional staff to communicate and distribute information to users and provide service. Further, libraries and information centers now have

too much dependency on social media. Because, the professional staff can easily upload their resources by using modern technology on social media (Alkindi, S. S. & Suqri, M. N., 2013). It is bringing as much benefit to distribute information, to sharing resources, to marketing their own service facility as to getting information to users, to know the library facility, to get know how information and getting facility to know how to use information.

According to Nduka (2015), the use of social media to market library resources and services saves time, is cost effective, exciting, stimulates users, and facilitates access to and use of library resources and services. Library resource and information sharing is not only that, getting benefited in the library and information center to use this platform (social media), but also extending the facility in diversity serves in advance of news, announcements, social interaction among library staff and their user etc. The result to use of social media for marketing of library resource that, acquire the information, shearing the information, to arouse interest on information, to understand the library facilities, to evolve interest on facilities, grow attention on receiving information and do accelerate interest to library resource in many more. So presently, to take work in advance. To take a challenge if information is made available so any task can be completed successfully.

Scope and Limitation:

Books, articles and information are collected for library resources that need to show, distribute so marketing the library service is essential. Many libraries and information centers use modern technology for advent service to users. Library uses have been facilitated by retrieving the needful information. So librarians and professional staff are always trying to market their resources and to know the purpose of the library. To locate or identify the facilities and availability of the resources and information for the users. To create awareness among the clientele on the resources and their availability, searching area, etc (Nwana, S. E., 2008).

Strategic planning is needed for marketing effective planning to make sure clarity about the responsibilities and expectations of each and every stage and to make the best decisions to give the best course of action.

- Networking facilities should be increased and the strengthof the internet be maximized for marketing of library resources, because the internet is one of the main components for spreading information to all.

♣ Planning should be needed for marketing of library resources, to reach information or procurement of information how to be cost effective and within the limits of capability. Many users are economically backwards, sometimes they need valuable information but for financialreasonsthey do not procure the complete information, so their project many times would be complete with low quality. So have to keep attention that anyone or maximum usersare able to collect information easily and quickly(Edom, B. O. & Edom, E. U., 2019).

♣ Not only acquire maximum resource and information availability in the library but also this resource to utilization properly, distribution to needful people. To keep follow of marketing the library facility and resources and keep attention that reaches accurately to users. Many users donot understand the library facility so lack of information they do not use properly.

Methods for Marketing of Information Resources and Services:

Marketing for library resource internet is the main element to assist distribution of knowledge.

Library Homepage: It's one of the main components for marketing library resources. So it needs continuous development. It shows an information hub where the user can meet their demands, needs etc.

Alerting Service: Library & Information center provide alerting service by using ICT. Publishing many newsletter, providing updated information, forthcoming information etc. many current news which are needed to use, provide many proceedings, webinars etc.

Pinterest: It is a great platform of internet lists that libraries are used to provide service and advertise their library resources like pin photos, audiovisual clips, many posters etc.

Email: Mail service is the vital component for communication of information. It's very easy and cheap compared to other media. And another FTP (file transfer protocol) that controls and communicates large endorsement.

Forum : Today there are many discussion groups or chat groups that organize to be accessible on the internet in various subject areas. Many potential users are interested in

giving membership to enhance their knowledge, collect many data / information, and the library also provides many resources.

Library Orientation: library arranged online library sowing for all resources that save the time of users, big library and collection has many more and members also big numbers so online service facility is very helpful to spreading the resource.

Societal needs the use of ICT for Marketing of Information Resources and Service.

Today, we need to improve our society. Because any improvement of race or group is dependent on societal improvements. So, the use of information communication technology has been involved in this improvement. This development where the science and research have developed, information has been reached at high speed and available information has been provided to all, overcome easily any barrier by using information, each and every person to awakening of the consciousness about application of information, that's area to grow societal strategy have need for marketing of information. Because presently vast information and various type of information are acquired in library and information center but many user in many times not aware of information sources, that effect sometimes user cannot use proper or accurate information, so many times their task not fulfill successfully. Many times their projects have been done with very low quality and many times researchers cannot satisfy their own task due to lack of proper information, lack of guidance, so research work may be hampered (Alkindi, S. S. & Suqri, M. N., 2013).

To overcome the barrier, need marketing the library resources. Taking some user orientation programme for getting knowledge about information availability, how to use information, what type of information available, where the relevant information will get and another to need regular interaction with customers increasing their knowledge and understanding how to meet their requirements. Regular observation and analyzing the use of library resources and taking feedback is very helpful to understand and measure that how to meet user demand, how to use information by users, users satisfaction label, what types of material are user prefer, users expectation (Kim, K. S. & Sin Sei-Ching, J., 2014). These are very much needed for librarians or library professional staff because, according to feedback staff are trying to fulfill the requirements, actually the main feature is to increase user satisfaction label. To consciously practice marketing, librarians have to persuade that marketing is better for libraries and information centers so its need to grow the strategy or our society.

Suggestion for Marketing of Modern Library:

The promoting library resource today library professionals staff have always been trying to engage to provide service to their resource. Mainly library orientation program, know how information, knowledge presentation it's very essential in the digital era. Today our society wants information, our strategy demands current knowledge. Otherwise all the system means changes in societal, continued development get hampered. Library professionals should be very positive and take the lead in showing and promoting library products for service. The main features are to grow user interest, to know information availability, to understand library facilities, to spread library products and forget user satisfaction. The existing traditional library presently needs to convert to digital library for spreading information to all very easily, very quickly, economically and wowing availability. Then our society will make continuous improvement.

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