

COURSE INFORMATION

Course Code: LIS 317

Course Title: **Public Information System and Services**

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Course Edition

COURSE TEAM

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COURSE GUIDE

INTRODUCTION

Welcome to LIS 317 Public Information System and Services is a 2-credit unit course is an elective for all undergraduate students of the department. It is designed to allow you to discover and apply strategies, major concept about public information systems and services, and its management. The course examined history and development of public libraries and information centers from early civilization to the contemporary modern age of computer. It also examines public information services and agencies as well as functionality, access and utilization. This will give you a holistic understanding of the resources and services and most importantly facilitate successful management and effective service delivery for the user community.

The course guide gives you information about what to envisage from reading the accompanying study materials. It provides you clear and precise information on how to make best use of the material so that you can achieve success. You should ensure that you read it carefully and pay attention to the instructions and recommendations.

What You Will Learn in this Course

This course LIS 317 titled Public Information System and Services has been specifically designed to assist you in having good understanding of the public information system and services. In this regard, the course will highlight the importance of public information system and system and service. You will learn specifically.

- You will learn about the
- Concept public information system
- Functions of public library
- Purpose of public library
- Historical Development of Public Libraries
- Mission, Roles, Objective and Functions of Public Library
- Public Library Information Support for Community Developments
- Information support to community development
- Community information need assessment
- Information resources in public Libraries
- Information services in public libraries
- Organization and Management of Public Library

- The marketing of public libraries resources and services

LEARNING OUTCOMES

By the end of this course, you should be able to discuss any topic in the area of financial management in library services. Specifically, you will be able to:

- i. Discuss the concept of public information system
- ii. Discuss the functions of public library
- iii. Purpose of public library
- iv. Narrate the historical development of public libraries
- v. Discuss mission, roles, objective and functions of public library
- vi. Provide information support to community development
- vii. Assessment Community information need
- viii. Provide information resources in public Libraries
- ix. Provide information services in public libraries
- x. Organize and management of public Library
- xi. Market public libraries resources and services

WORKING THROUGH THIS COURSE

You must engage in both the academic and practical components of the course in order to pass it. You must also read the study units, take the quizzes, watch the videos and listen to the audios, complete all of the assignments, look at the links and read, participate in discussion forums, prepare your portfolios, and take part in the online facilitation.

The introduction, intended learning objectives, primary material, summary, conclusion, and references/further readings are all included in each study unit. The introduction opens up each unit and provides a sneak peek at what to expect in the study unit. Read and make a note of the learning objectives, which describe the skills you should have after completing each study course. This will enable you to assess your learning at the conclusion of each course to make sure you have met the intended goals (outcomes). Each section's information is offered in modules and units with videos and connections to further resources to help you learn more and fulfill the learning objectives. In cases where you are viewing the content offline, you may click on the links as advised.

There are two types of assessments: formative and summative. Formative assessments will assist you in tracking your progress. This is delivered through in-text questions, discussion

forums, and Self-Assessment Exercises. The institution would utilize the summative tests to evaluate your academic success. This will be administered as a computer-based test (CBT), which will be used for both ongoing evaluation and final examinations. There will be at least three computer-based assessments administered, with only one final examination at the conclusion of the semester. You must complete all of the computer-based tests as well as the final examination.

STUDY UNITS

There are 11 study units in this course divided into five modules. The modules and units are presented as follows:

Module 1: Historical Development, Definition and Concept of Public Information System

Unit: 1 Concept of Public Information System from the Perspective of Public Library

Unit: 2 Historical Development of Public Libraries

Module 2 Role and Purpose of Public Libraries

Unit: 1 Mission, Roles, Objective and Functions of Public Library

Unit: 2 Public Library Information Support for Community Developments

Module 3 Public Library Information Resources and Services

Unit: 1 Information resources in public Libraries

Unit: 2 Information services in public libraries

Unit 3: Public Library and Preservation of Cultural Heritage

Module 4 Management and Marketing of Public Library Services

Unit 1: Organization and Management of Public Library

Unit 2: The marketing of public libraries resources and services

Module 5: Collection Management and Meeting the Users Information Need

Unit 1: Collection Development and Management in Public Library

Unit 2: Meeting the users Information Needs

PRESENTATION SCHEDULE

The presentation schedule gives you the important dates for the completion of your computer-based tests, participation in forum discussions and at facilitation. Remember, you are to submit all your assignments at the appropriate time. You should guide against delays and plagiarisms in your work. Plagiarism is a criminal offence in academics and liable to heavy penalty.

ASSESSMENT

There are two main forms of assessment in this course that will be scored. First is the set of Tutor-Marked Assignment (TMAs). You are advised to be sincere in attending to the exercises. The second is TMA. This is the continuous assessment component which is graded. It accounts for 30% of the total scores. You are advised to take this with all seriousness, because it will assist you to pass the course. The TMAs will be given in accordance to the University calendar. Endeavor to strictly adhere to the slated calendar

FINAL EXAMINATION AND GRADING

At the end of the course, you are required to take an examination which will last for a 2-hour duration. It has a value of 70% of the total course grade. The examination will consist of questions that will reflect the type of self-assessment, practice exercises carefully.

Try to use time between the finishing the last unit and sitting for the examination to revise the entire course. You may find it useful to review your Tutor-Marked Assignment or activities before the examination.

COURSE MARKING SCHEME

The following table lays out how the actual course marking is done

Assessment	30% (Undergraduate) 40% (Postgraduate)
Final Examination	70% (Undergraduate) 60%(postgraduate)
Total	100% of Course work

COURSE OVERVIEW

How to get the Most from the Course

In Open and Distance Learning (ODL), the study units replace the university lecture. This is one of the advantages of ODL. You can read and work through specially designed study materials at your own pace and at a time and place that is convenient for you. Just as a lecturer may give you classroom exercises, your study units provide exercises for you to do at a particular point in time.

Each of the study units follows a common format. The first item is an introduction to the subject matter of the study unit and how a specific study unit is integrated with the other study and the course as a whole. Following the introduction is the intended learning outcomes which helps you to know what you should be able to do by the time you have completed the study unit. When you are through studying the unit, you should endeavor to go back and check if you have achieved the stated learning outcomes. If you consistently do this, you will improve your chances of passing the course. The main content of the study unit guides you through the required reading from recommended sources.

Tutor-Marked Assignment (TMAs) are found at the end of every study unit. Working through these SAEs will help you to achieve the objectives of the study units and prepare you for the examination.

You should do every SAE as you come to it in the study units. There will also be examples given in the study units. Work through these when you come to them too.

The following is a practical strategy for working through the course. If you encounter any problem, telephone your tutor immediately. Remember, that your tutor's job is to help you. When you need help, do not hesitate to call and ask your tutor to provide it.

1. The main body of the unit guides you through the required reading and directs you to other sources, if any.
2. Your first assignment in this course is to read this course guide thoroughly.
3. Organize a study schedule: Refer to the course overview for more details. You should note that it is expected of you to devote at least 2 hours per week for studying this course. Note important information such as details of your tutorials, dates for submission of TMAs, exams etc. and write it down in your diary.

4. Once you have created your own study schedule, do everything to stay faithful to it. The major reason that students fail is that they get behind with their course work. If you get into difficulties with your schedule, please let your tutor know before it is too late to help.
5. Turn to Unit 1, and read the introduction and the objectives for unit 1.
6. Assemble the study materials. You will need your references and the unit you are studying at any point in time.
7. As you work through the unit, you will know the sources to consult for further readings.
8. Visit your study center whenever you need up to date information
9. Well before the relevant due dates (about 4 weeks before the due dates), visit your study center for your next required assignment. Keep in mind that you will learn a lot by doing the assignment carefully. They have been designed to help you meet the objectives of the course and, therefore, will help you pass the examination. Submit all assignments not later than the due date.
10. Review the objectives for each study unit to confirm that you have achieved them. If you feel unsure about any of the objectives, review the study materials or consult your tutor. When you are confident that you have achieved a unit's objectives, you can start on the next unit. Proceed unit by unit through the course and try to space your study so that you can keep yourself on schedule.
11. When you have submitted an assignment to your tutor for marking, do not wait for its return before starting on the next unit. Keep to your schedule. When the assignment is returned, pay particular attention to your tutor's comments, both on the tutor-marked assignment form and also the written comments on the ordinary assignments.
12. After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved the unit objectives (listed at the beginning of each unit) and the course objectives (listed in the Course Guide).

Facilitation

You will receive online facilitation. The facilitation is learner centered. The mode of facilitation shall be asynchronous and synchronous. For the asynchronous facilitation, your facilitator will:

- Present the theme for the week;
- Direct and summarize forum discussions;
- Coordinate activities in the platform;
- Score and grade activities when needed;
- Upload scores into the university recommended platform;
- Support and help you to learn. In this regard personal mails may be sent;
- Send videos, audio lectures and podcasts to you.

For the synchronous:

- There will be eight hours of online real time contacts in the course. This will be through video conferencing in the Learning Management System. The eight hours shall be of one-hour contact for eight times.
- At the end of each one-hour video conferencing, the video will be uploaded for viewing at your pace.
- The facilitator will concentrate on main themes that are must know in the course.
- The facilitator is to present the online real time video facilitation timetable at the beginning of the course.
- The facilitator will take you through the course guide in the first lecture at the start date of facilitation

Do not hesitate to contact your facilitator. Contact your facilitator if you:

- do not understand any part of the study units or the assignments.
- have difficulty with the self-assessment exercises.
- have any question or problem with an assignment or with your tutor's comments on an assignment.

Also, use the contact provided for technical support.

Read all the comments and notes of your facilitator especially on your assignments; participate in the forums and discussions. This gives you the opportunity to socialize with others in the programme. You can discuss any problem encountered during your study. To gain the maximum benefit from course facilitation, prepare a list of questions before the discussion session. You will learn a lot from participating actively in the discussions.

Finally, respond to the questionnaire. This will help the university to know your areas of challenges and how to improve on them for the review of the course materials and lectures.

Contents

MODULE 1: HISTORICAL DEVELOPMENT, DEFINITION AND CONCEPT OF PUBLIC INFORMATION SYSTEM

Unit: 1 Concept of Public Information System from the Perspective of Public Library

Unit: 2 Historical Development of Public Libraries

MODULE 2 ROLE AND PURPOSE OF PUBLIC LIBRARIES

Unit: 1 Mission, Roles, Objective and Functions of Public Library

Unit: 2 Public Library Information Support for Community Developments

MODULE 3 PUBLIC LIBRARY INFORMATION RESOURCES AND SERVICES

Unit: 1 Information resources in public Libraries

Unit: 2 Information services in public libraries

Unit 3: Public Library and Preservation of Cultural Heritage

MODULE 4 MANAGEMENT AND MARKETING OF PUBLIC LIBRARY SERVICES

Unit 1: Organization and Management of Public Library

Unit 2: The marketing of public libraries resources and services

MODULE 5 UNIT: COLLECTION MANAGEMENT AND MEETING THE USER'S INFORMATION NEED

Unit 1: Collection Development and Management in Public Library

Unit 2: Meeting the Users Information Needs

MODULE 1: DEFINITION AND CONCEPT OF PUBLIC INFORMATION SYSTEM

UNIT STRUCTURE

- 1.1 Introduction**
- 1.2 Learning Outcomes**
- 1.3 Definition of Information Systems**
 - 1.3.1 Component of Information Systems**
 - 1.3.2 Resource People**
 - 1.3.3 Hardware Resources**
 - 1.3.4 Software Resources**
 - 1.3.5 Resource Data**
 - 1.3.6 Network Resources**
- 1.4 Definition of Public Information Systems**
 - 1.4.1 Types of Public Information Systems**
- 1.5 Users, Functions, and Objectives of Public Information Systems**
- 1.6 Summary**
- 1.7 Glossary**
- 1.8 Reference / Further Readings**
- 1.9 Possible Answers to Self-assessment Exercise Within the Context**
- 1.1 Introduction**

Public information systems are those that are available to the whole population. Both the public and private sectors have public information systems that individuals and companies may access. This unit exposes you to public information system users and usages, data contents, and technological, organizational, and legal concerns. Throughout the previous decade, information systems and the underlying technology on which they are constructed have grown significantly. These developments have had, and will continue to have, a profound influence on the Public Library System and the larger society in which it exists. Within the Public Library System, we have experienced the same shift from centralized to distributed computing/information systems and points of access as has occurred at universities and business enterprises across the country. This shift in emphasis, access to an information-rich environment, and the pervasiveness of distributed computing have resulted in tremendous opportunities and profound changes that are transforming the institution and challenging the way we provide and support our instructional, research, and public services.

1.2 Learning Outcomes

Upon successful completion of this unit, you will be able to:

1. Explain what an information system is by identifying its primary components;
2. Define public information system;
3. Explain types of public information system;
4. Examine the component of information system
5. Describe users, functions, and objectives of public information systems

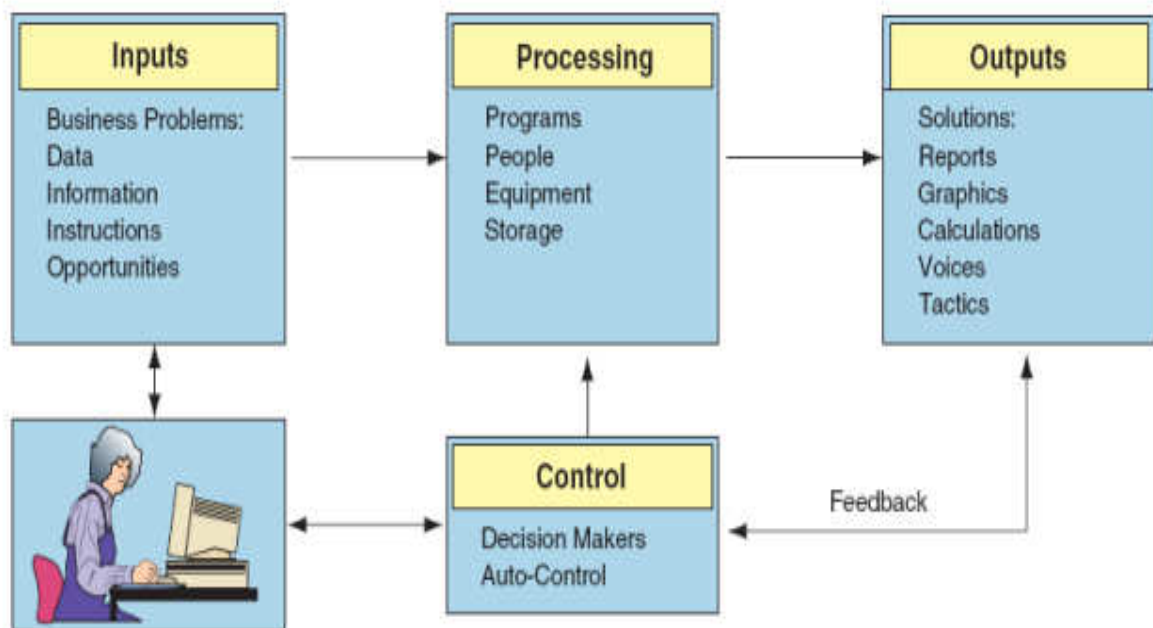
1.3 Definition of Information Systems

The concept of an information system involves two perspectives: one on its structure and the other on its function. An information system is a technologically developed medium that is used to capture, store, and distribute linguistic expressions while also assisting inference-making. A coherent structure made up of a mix of people, processes, data, models, technology, and partially codified language that supports an organizational aim or function is referred to as an information system. The functional definition has the benefit of conceptually focusing on what actual users actually do while using the information system. They consult with specialists to handle a specific issue. The structural definition makes it obvious that IS are socio-technical systems, i.e., systems made up of people, behavioral norms, and conceptual and technological artifacts.

An information system, in technical terms, is a set of interconnected components that acquire (or retrieve), process, store, and distribute information to allow decision-making and control within an organization. Managers and staff can use information systems to help with problem-solving, coordination, and control, as well as problem-analysis, visualization, and new product creation.

An information system produces the information needed by corporations to make decisions, manage operations, analyze challenges, and develop new items or services through three actions. These actions are input, processing, and output. Raw data is captured or collected from both within and outside the company. This raw input is transformed into a more useful form. By output, the processed information is transmitted to the consumers or purposes for

whom it will be used. Information systems require feedback, which is output that is provided back to the right individuals of the organization, in order to assess or enhance the input stage.



https://www.uotechnology.edu.iq/ce/Lectures/SarmadFuad-MIS/MIS_Lecture_3.pdf

1.3.1 Component of Information Systems

2. Human resource resources, including end users, IS experts, system analysts, programmers, data administrators, etc.
3. Hardware (physical computer components and related machinery, devices, and media).
4. Software: (programs and procedures).
5. Information: (data bases and knowledge)
6. Networks: (communications media and network support)

1.3.2 Resource People

- End users: Customers or consumers are those who utilize an information system or the information it generates. Managers, consumers, clerks, salespeople, engineers, or engineers might be among them. The vast majority of us are end users of information systems.

- IS professionals: those who create and manage information systems. They consist of administrative, technical, and clerical IS staff members as well as systems analysts, programmers, testers, computer operators, and other.

In a nutshell, programmers create computer programs based on the specifications of systems analysts, computer operators manage massive computer systems, and systems analysts build information systems based on the information needs of end users.

1.3.3 Hardware Resources

- Machines: these include all electronic devices, including computers, as well as all types of data storage devices.
- Computer systems are made up of a range of peripheral devices that are connected.

Microcomputers, midrange computers, and big computers are a few examples.

1.3.4 Software Resources

Software resources contain all sets of information processing instructions. This wide definition of software includes both information processing systems and the software that drives and operates computers (procedures). A sort of software resource is system software, such as an operating system.

- Application software, which refers to programs that govern computer processes for a specific end-user application.
- Protocols that act as operational manuals for persons who use information systems. Instructions on how to utilize a certain software application or fill out a paper form are two examples.

1.3.5 Resource Data

Databases and data, which serve as the cornerstone of information systems, are examples of data resources. One sort of data is conventional alphanumeric data, which is made up of numbers, letters, and other characters to describe commercial transactions and other events and entities.

Text data is made up of lines and paragraphs used in written communications, picture data is made up of graphic forms and figures, and audio data is made up of human voice and other noises.

The following requirements must be met by data resources:

- **Comprehensiveness:** This refers to the database's real possession of all relevant data on the issue.
- **Non-redundancy:** This refers to the fact that each item of data in the database only appears once.
- **Appropriate structure:** This describes how the data are stored to reduce the cost of anticipated processing and storage.

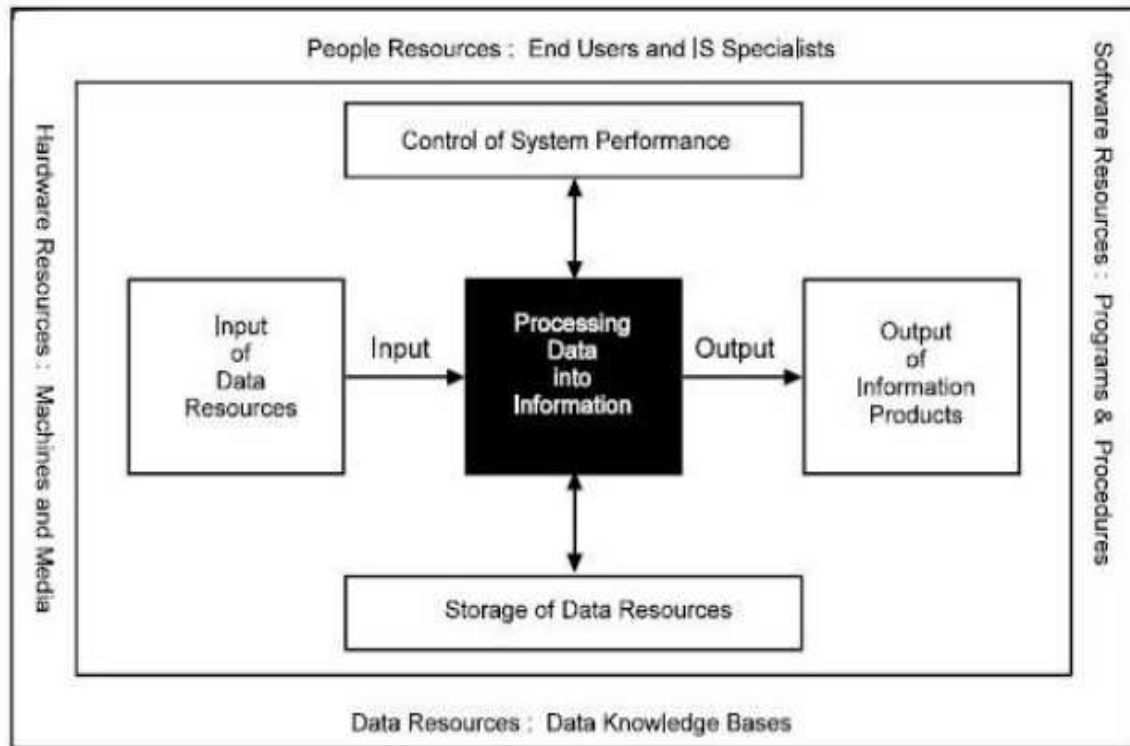
The information systems (IS) data resources are frequently categorized into: o Processed and organized data-Databases.

- Information in a range of formats, including facts, regulations, and real-world case studies of successful company operations.

1.3.6 Network Resources

Telecommunications networks such as the Internet, intranets, and extranets are critical to the success of all sorts of businesses and their computer-based information systems. Telecommunications networks are made up of computers, communications processors, and other devices that are linked via communication media and managed by communications software. The concept of network resources emphasizes the significance of communication networks as a fundamental resource for all information systems.

- Communications media, such as satellite communication systems, twisted pair wire, coaxial cable, and fiber-optic cable, are examples of network resources.
- Network support: This broad category encompasses all the individuals, pieces of equipment, programs, and data resources directly supporting the use and functioning of a communications network. Software for controlling communications, such as network operating systems and Internet packages, are examples.



https://www.uotechnology.edu.iq/ce/Lectures/SarmadFuad-MIS/MIS_Lecture_3.pdf

1.4 Definition of Public Information Systems

Public information systems are information systems that are open to the whole population. This is a quick and straightforward definition, but it suffices. Incidentally, a much longer version of this explanation may be found in (Orman, 1989). Orman defines public information systems as "systems meant for use by the broader public, rather than specialists in a specific subject or organization." He distinguishes three generations of public information systems:

1. information packaging systems, which allow for minimal sharing,
2. information retrieval systems, which allow for data sharing but not process sharing, and
3. information processing systems, which allow for maximum data and process sharing.

Public information packaging systems include automated bank tellers, library checkout systems, and airline reservation systems. Orman goes on to predict (note that the study was published before the Internet was widely available) that information retrieval technologies will have the biggest influence in public education.

Orman argues that if these technologies are to become commercially viable, the infrastructure of terminals, public access ports, and telecommunication networks must be given through public investment. Orman's forecast was rendered outdated by the widespread and spontaneous adoption of personal computers and the Internet among the general public that occurred only a few years later.

Given the practical influence of public information systems over the last decade, one can only conjecture on the implications of the next ten years of development for people, corporations, and society as a whole. Although this transition has been taking place over the last decade with the introduction of personal computing and local area networks, the pace has led to significant growth with the growth of the Internet, new information technology assets, and the increasing computational power of personal computers, workstations, and large-scale servers. The challenges of content and channel are becoming increasingly inexorably connected in today's information-rich technological world.

Sundgren () defines aspects of the Public Information System in a more ordered manner based on the concept given above, similarly to other ideas, "public information system" may be analyzed from three perspectives:

A practical viewpoint: why are public information systems necessary, and for what reasons?

- What are the contents of public information systems, from a semantic perspective?
- From a syntactic standpoint, how are public information systems built?

Figure 1 (obtained from Sundgren in an original version made by Stefan Nilsson-Gistvik) shows how the three views correspond to three tiers of solutions, or three "platforms."

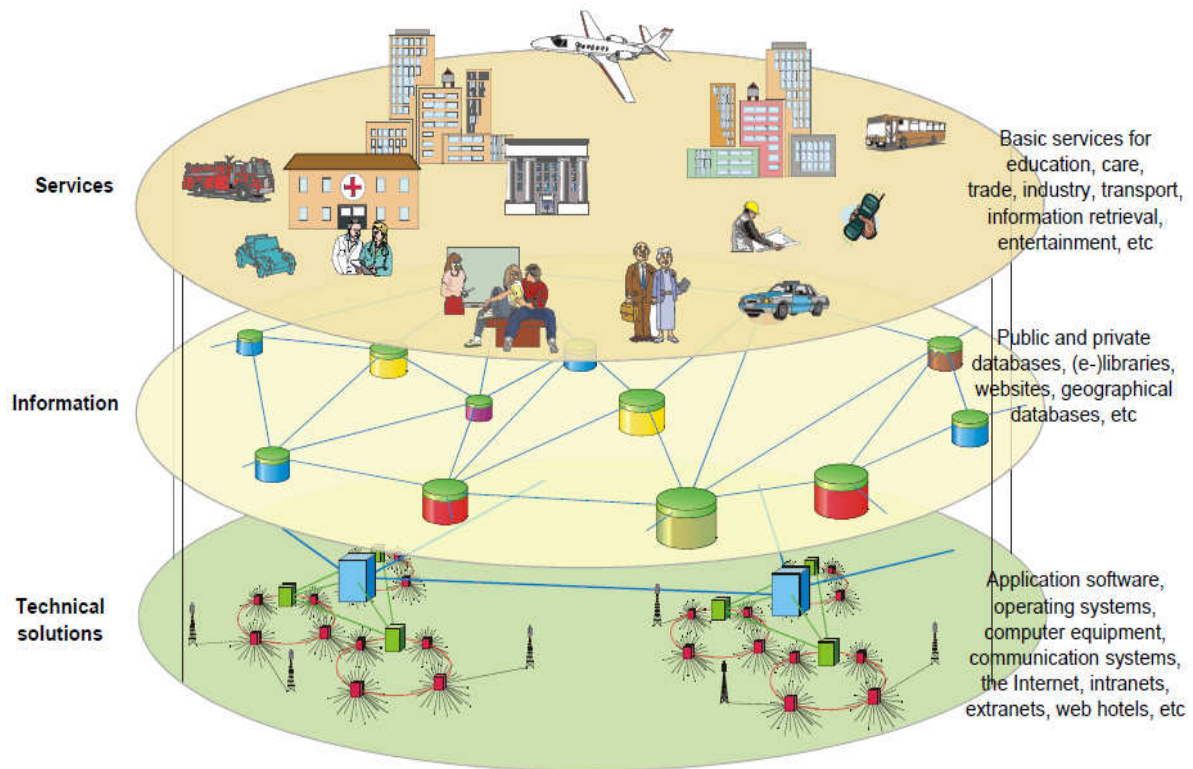


Figure 1. Solution levels in public information systems.

Source: Sundgren, B. (2012)

1.4.1 Types of Public Information Systems

There are various types of information system applications that have been used as examples of public information systems. These examples are provided as follows:

- Information systems that offer the public with access to public data and other "utility data," such as government statistics, maps, directories, dictionaries, encyclopedias, products and services catalogues, events, standards, patents, and so on.
- Information systems that enable private actors (people, corporations, etc.) that are required or desire to carry out a specific obligation in connection to a public authority or institution; tasks initiated and controlled by a citizen, consumer, client, or patient.

- Information systems that assist social processes involving people, public authorities, and other players, such as democratic processes and child education procedures (businesses, etc.)
- Information systems supporting business tasks of public authorities and institutions vis-à-vis individual actors (persons, companies, etc.); e.g., police tasks, medical/social care tasks, etc.
- News media, and its mechanisms for informing the public, examining authority, and promoting the interests of citizens
- Information systems that support other public information systems and infrastructural systems, such as information systems that update and maintain public information system databases and archives, systems that coordinate agency task management with customer task management, and systems that break down agency-side stovepipe organizations.

1.5 Users, Functions, and Objectives of Public Information Systems

The primary purpose of a public information system is to provide aid or support to any process involving "the general public" or "society at large." A "non-public" or private information system, on the other hand, provides services to a small number of users who are closely related to one specific business, performing duties that are typically internal to the firm, such as internal administrative procedures. The general public to expand the idea to encompass groups of other actors, such corporations, particularly small corporations and organizations, who frequently have requirements toward public authorities that are comparable to the needs of specific individuals. Thus, for instance, both individuals and businesses find themselves in circumstances where they must follow a specific procedure (chain of activities) in order to interact with one or more authorities and receive a specific result, such as a permit, payment, etc.

There are various types of information system applications that have been used as examples of public information systems. These examples are provided as follows:

Additionally, there are other professions that are frequently regarded as "representing" or "advocating" for "the broader public" and "society at large," such as journalism, politics, and

research. Typically, the participants in a public information system will be from the subsequent three categories:

C: Individuals and families acting in their capacities as citizens, clients, customers

B: Companies in business and other kinds of organizations, such as non-profits

G: Various levels of government institutions and agencies (central, regional, local)

The figure 2 below illustrates the typical roles of the various actors and their interactions.

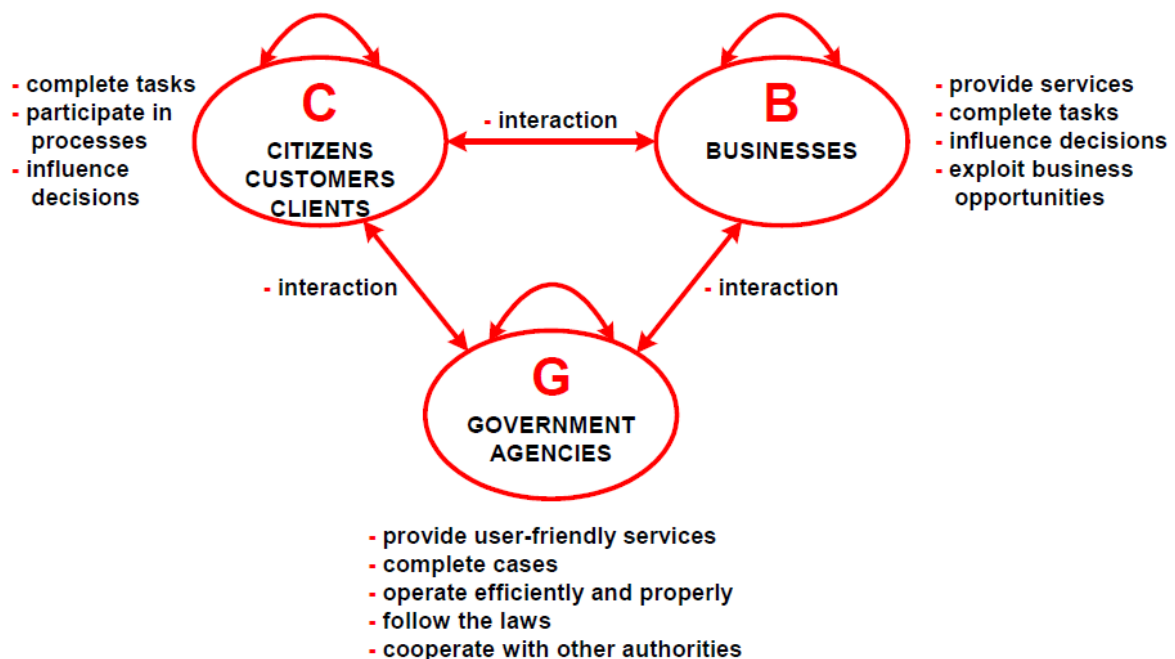


Figure 2. Actors and interactions in public information systems.

Source: Sundgren, B. (2012)

Sundgren, B. (2012). What is a public information system? *International Journal of Public Information Systems*, 1 (1).

- Citizens engage with other people, corporations, and government entities.
- Businesses engage with people, businesses, and other businesses; government agencies engage with citizens, businesses, and other government agencies; and

There are thus six different types of interactions:

Thus, there are six kinds of interactions:

- Citizen/government interactions (C↔G)
- Business/government interactions (B↔G)
- Citizen/business interactions (C↔B)
- Citizen/citizen interactions (P↔P)
- Business/business interactions (B↔B)
- Agency/agency interactions (G↔G)

1.6 Summary

Information systems that are open to the general public are known as public information systems (IS). IS are socio-technical systems, which are composed of people, behavioral norms, and conceptual and technological artifacts. A public information system's principal purpose is to give aid or support to any process that includes "the wide public" or "society at large". In contrast, a "non-public" or private information system provides services to a restricted number of users.

As examples of public information Managers and staff can benefit from information systems that aid in issue resolution, coordination, and control. systems, different sorts of information system applications have been employed. The following are some examples:

- Information systems that provide the public with access to public data and other "utility data," such as official statistics, maps, directories, dictionaries, encyclopedias, catalogues of goods and services, events, standards, patents, etc.
- Information systems assisting private actors (people, businesses, etc.) who must or wish to carry out a certain duty in relation to a public authority or institution; tasks started and managed by a citizen, customer, client, or patient.
- Information systems supporting social processes, such as democratic processes and processes concerning children's education, which involve citizens, public authorities, and other actors (businesses, etc.)

- Information systems supporting business tasks of public authorities and institutions vis-à-vis individual actors (persons, companies, etc.); e.g., police tasks, medical/social care tasks, etc.
- News media, and its mechanisms for informing the public, examining authority, and promoting the interests of citizens
- Information systems that support other public information systems and infrastructural systems, such as information systems that update and maintain public information system databases and archives, systems that coordinate agency task management with customer task management, and systems that break down agency-side stovepipe organizations.

SELF-ASSESSMENT EXERCISE

1. What is information system
2. Identify the component of information system
3. List and discuss any 3 types of information system you know

1.7 Glossary

- Hardware: this are physical component of a computer system that you can see, felt or touch, example: monitor, case, keyboard, mouse, and printer.
- Software: is a set of instructions, data or programs used to operate computers and execute specific tasks.

1.8 Reference / Further Readings

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1.9 Possible Answers to Self-Assessment Exercise Within the Content

1. An information system is a cohesive structure made up of a variety of people, processes, data, models, technology, and partially codified language that serves an organizational goal or function.
2. the components of information systems are:
 - i. Human resource resources, including end users, IS experts, system analysts, programmers, data administrators, etc.
 - ii. Hardware (physical computer components and related machinery, devices, and media).
 - iii. Software: (programs and procedures).
 - iv. Information: (data bases and knowledge)
 - v. Networks: (communications media and network support)

3. The types of information system are as follows:
- i. Information systems that provide the public with access to public data and other "utility data," such as official statistics, maps, directories, dictionaries, encyclopedias, catalogues of goods and services, events, standards, patents, etc.
 - ii. Information systems assisting private actors (people, businesses, etc.) who must or wish to carry out a certain duty in relation to a public authority or institution; tasks started and managed by a citizen, customer, client, or patient.
 - iii. Information systems supporting social processes, such as democratic processes and processes concerning children's education, which involve citizens, public authorities, and other actors (businesses, etc.)

UNIT: 2 HISTORICAL DEVELOPMENTS OF PUBLIC LIBRARIES

Unit Structure

21. Introduction

2.2 Learning Outcomes

2.3 Historical Development of Public Library in Nigeria

2.4 Challenges Affecting Public Library Development in Nigeria

2.5 Summary

2.6 Glossary

2.7 Reference / Further Readings

2.8 Possible Answers to Self-Assessment Exercise Within the Content

2.1 INTRODUCTION

According to Adimorah (1983), the public library movement began in 1910 with the establishment of the Tom Jones Library in Lagos as a subscription library. The Lagos Library, another of its kind, was established in 1932 by Nigeria's Chief Secretary, Sir Alan Burns. Public libraries have experienced several obstacles throughout the years, including funding, personnel, and other reasons that have contributed to poor usage. As a result, this course presents a full historical account of public library growth in Nigeria as well as the problems encountered throughout time.

2.2 LEARNING OUTCOMES

After completing this unit, you should be able to;

1. Give historical account of public libraries in Nigeria
2. Explain the challenges affecting public library development in Nigeria

2.3 Historical Development of Public Library In Nigeria

As compared to other social institutions, Nigeria's public library has a lengthy history. Regrettably, the condition of these libraries' development does not warrant this. According to Adimorah (1983), the public library movement in Nigeria began in 1910 with the establishment of the Tom Jones Library in Lagos as a subscription library. The Lagos Library, another of its kind, was established in 1932 by Nigeria's Chief Secretary, Sir Alan Burns. In 1946, the Tom Jones Library and the Lagos Library merged to become the Lagos Public Library, which was run by the British Council and the Lagos Town Council.

"There are no libraries here except the Lagos Public Library, which I have just opened", said Kate D. Ferguson of the British Council in response to an American Library Association inquiry in 1947. Almost every state in Nigeria now has a state or public library, though the degree of service and percentage of the population served varies greatly. The growth of public libraries in various sections of the country is mostly owing to professional leadership and hard effort, the support of specific government officials, and, particularly from the late 1940s to the 1960s, encouragement and financial aid from abroad (Aguolu, 1977). During WWII, the British Council created reading rooms in some of Nigeria's major cities to act as propaganda outlets. At the end of the war, the goals of these reading rooms shifted to enlightenment and the dissemination of British culture. Better-organized libraries were later established in some of the larger cities, including Ibadan, Enugu, Kano, Kaduna, and Benin. Despite this, the service has had minimal influence on illiteracy and rural areas, and it is used by fewer than 1% of Nigeria's population, which is today estimated to be over 90 million people. 1983 statistical yearbook Those who use the service are the "examination-hungry school boys and girls" for whom the libraries are "mostly glorified classrooms and reading shelters" [6, p. 29]: the would-be future members of Nigeria's professional and administrative elite, or, more precisely, those who live near a service point.

For the purposes of this course, the history of Nigerian public libraries is divided into pre- and post- 1967 periods, 1967 being the year in which the federal government abolished the four regions and the Federal Territory of Lagos in a futile attempt to avert civil war and replaced them with a twelve-state structure. Adeyemi (1971). The early period can be recreated using the pages of West African Libraries Association, WALA News, and Nigerian Libraries; yearly reports; pieces produced for abroad publications by Nigeria-based librarians and visitors to the nation; and later authored theses and dissertations. The post-1967 period is much more difficult to piece together because progress-report-type notes and articles appear less frequently, and little or no printed information about some of the states' library services has been produced—usually, but not always, because the services themselves did not exist. Helen Davies (1982) Nonetheless, the same issues are raised in the literature. The core issue is the difficulty of providing a service that promises to be for everyone but is only accessible to a limited number of people and used by a small number of people in a society whose culture is oral rather than written. The majority of adults are illiterate, and both literate and illiterate citizens want the government to prioritize expanding water supply and health care, schools for their children, access routes to their cities and villages, and energy availability.

The UNESCO-sponsored conference on the development of public libraries in Africa, conducted in 1953 at the University College Ibadan in Nigeria, provided a major push for the establishment of public libraries in Nigeria and throughout Africa. Shortly after the seminar, Nigeria passed its first public library legislation, establishing the Eastern Regional Library Board in 1955. In terms of the goals of public library service in Africa, the UNESCO seminar reached the following conclusion:

“There is, however, general agreement that the public library in Africa should seek to serve, to varying degrees, the following main purposes: (a) to support and reinforce adult and fundamental education programs; (b) to provide effective services for children and young people, including requisite service for schools; (c) to provide needed information and reference service; and (d) to promote and stimulate reading for pleasure.”

2.4 Challenges Affecting Public Library Development in Nigeria

It is unfortunate that, after several decades of public library services in Nigeria, the majority of these objectives have yet to be completely accomplished due to the persistence of unique challenges (Ogunsheye, 1969). These problems appear to be the product of government negligence rather than a lack of funds. The following issues have been raised in relation to public library development throughout history:

2.4.1 Low patronage

In Nigeria, low patronage is a hindrance to the expansion of public libraries. Because most library goods are not used year after year, the number of Nigerians who frequent public libraries for any purpose is quite small. In comparison to his European or North American counterparts, the Nigerian readers' services librarian may be considered inactive. People avoid using the public library for a variety of reasons. One key answer is oral tradition, which has received a lot of attention from librarians. The essence of the problem is that the public library in Nigeria is run in such a way that only individuals skilled in reading the "white man's language," particularly English, are able to successfully use the resources offered. Given that Nigeria is a traditional, oral society in terms of information diffusion and preservation, it is clear that the public library as it exists today is "one of the institutions entirely inherited from the British Colonial Administration." (Basil, 1985). As a result of the foregoing, the majority of Nigerians who cannot read graphic materials printed in foreign languages are denied access to public library services. Anyim (1972), believes it is terribly inappropriate to run our public libraries as though our patrons are a reading public, while our

culture is oral. According to Amadi (1981), the only method to make knowledge available to a "ear" person is to first convert him to a "eye" person. He continues to argue as follows: “If information is the *raison d’etre* of libraries and the ultimate reward for alphabetical literacy, what difference does it make to the recipients that information is acquired orally as opposed to doing so through the printed pages? Is it not more psychologically, socially and even aesthetically gratifying to look at, listen to, smile at a face-to-face basis rather than turning into a book-worm in order to decipher ‘dead’ and linear configurations in black and white?” (Amadi, 1981)

2.4.2 Finance

The most fundamental hurdle to fully incorporating library culture into Nigerian tradition appears to be financial. Many of the problems confronting Nigeria's public libraries may be traced back to a lack of financing. With the range of clients serviced, one would expect the public library to be the most well-funded of all information-based organizations, yet the reverse is true. Public libraries get low budgetary allocations from funding organizations, the majority of which are state governments, not because money is lacking in general, but because the government has yet to fully acknowledge the necessity of public libraries. The previous claim is supported by the fact that the financial attention devoted to public libraries during the 1970s oil boom did not accurately reflect the situation, as there was little boom in public library affairs.

One aspect of insufficient funding is disheartening. The government frequently announces a library budget at the start of the fiscal year, but virtually always fails to release the funds on time. Sometimes the difference between the budgeted figure and the actual amount released is so large that it affects every area of the library's operation. For example, at the height of the oil boom in 1978, the Imo State government approved a budget for the Imo State public library of N 600,000 and N 900,000, representing recurrent and capital expenditures, respectively. Only N 350 000 had been approved for recurrent spending before the conclusion of the fiscal year, and N 100 000 had been released for capital expenditure. (Imo State Library, 1979).

The majority of public librarians now see collection growth as a nightmare. A visit to any Nigerian public library indicates that the majority of the content in their holdings is mainly outmoded and usually irrelevant to the demands of the users. When the required title becomes available, its use is restricted since only one or two copies are stored for a clientele of 1000.

This is directly related to inadequate financing for public libraries. Because public libraries lack the required funds, they typically rely only on gifts and contributions to purchase the essential goods. Unfortunately, the majority of the donated materials come from the contributors' shelves and show little regard for the library's requirements. In keeping with the adage "beggars can't be choosers," public libraries accept almost anything to fill their glaringly empty shelves. Donations of books will undoubtedly replenish their glaringly barren shelves. Book donations are obviously beneficial, particularly to impoverished libraries, but there are a number of drawbacks. Many authors have noted these drawbacks, including Otike, who stated:

“While a fraction of this collection may be useful, the majority part is likely to be unsuitable to the users. The majority may consist of materials which are not only outdated but also have failed to sell and pose serious storage problems in their warehouses.” (Otike,1983)

Most public libraries in Nigeria cannot survive without book donations at the moment, but they should be more cautious about the sorts of gifts they accept. Most public libraries are currently unable to obtain resources from outside due to the continuous drop in the value of the native currency (Naira) versus other international currencies.

2.4.3 Personnel

The public library, like any other institution, requires a certain number of personnel who are well-trained, devoted, and experienced in their fields of expertise. Employees of this caliber are now in limited supply in Nigerian public libraries. As a result, services are neither adequately nor satisfactorily provided. Additionally, due to the low salary, the few available high-caliber personnel have a high turnover rate. Qualified librarians frequently work at public libraries to occupy time while seeking for opportunities in other types of libraries or the banking industry, where pay is more competitive. As a result of the preceding, many meritorious services go unnoticed or are undertaken by untrained individuals.

Indeed, nothing good can be expected in terms of services from a section of the library that is severely understaffed. The International Federation of Library Associations (IFLA) (1977) proposed that qualified librarians make up 33% of the overall employee strength of public libraries. Onyeonwu, (1979) revealed in a research study that the ratio of professionals to nonprofessionals in Nigerian public libraries ranged between 1: 15 and 1: 30, whereas in certain industrialized countries the ratio ranged between 1: 3 and 1: 5.

2.5 SUMMARY

Nigeria's public library movement began with the Tom Jones Library in Lagos in 1910. Almost every state in Nigeria now has a state or public library, though the degree of service and percentage of the population served varies greatly. During WWII, the British Council created reading rooms in some of Nigeria's major cities to act as propaganda outlets. In 1967, the federal government abolished the four regions and the Federal Territory of Lagos. Little or no printed information about some of the states' library services has been produced.

The fundamental issue is the challenge of delivering a service that claims to be for everyone but is only accessible to some. UNESCO-sponsored conference in 1953 provided push for public libraries in Africa. Shortly after, Nigeria passed its first public library legislation. Most of these goals have yet to be fully realized due to persistence of specific issues. These issues appear to be the result of neglect rather than a lack of money.

This is why the number of Nigerians who visit public libraries for any reason is relatively low. The Nigerian readers' services librarian may be deemed idle compared to his European or North American peers. Many of the challenges affecting the Nigerian public library can be traced back to insufficient funding, poor staffing and low patronage. Public libraries get meager budgetary allocations from financing organizations, mostly state governments. The government frequently announces a library budget at the start of the fiscal year, but virtually always fails to release funds on time.

Donations of books will undoubtedly replenish their glaringly barren shelves. Most public libraries in Nigeria cannot function without book contributions, but they should be more selective about the types of donations they receive. Because of the decline in the value of the native currency (Naira) against other major currencies, most public libraries are now unable to acquire materials from overseas.

2.6 GLOSSARY

- WALA: West African Libraries Association
- UNESCO: United Nation Scientific Educational and Cultural Organization

SELF-ASSESSMENT EXERCISE

1. Identify the problem associated public library
2. Identify the purses for which public libraries were created

2.7 Reference / Further Readings

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2.8 Possible Answers to Self-assessment Exercise Within the Context

1. The problems associated with public library development over the years in history are discussed under the following:
 - i. Low patronage
 - ii. Finance
 - iii. Personnel
2. the following main purposes: (a) to support and reinforce programmes of adult and fundamental education; (b) to provide effective services for children and young people, including requisite service for schools; (c) to provide needed information and reference service; (d) to promote and stimulate reading for pleasure and recreation; (e) to provide wherever needed, adequate services for special groups (e.g., women and girls, language groups, etc.) in order to ensure availability of resources on equal terms to all members of the community.’’

MODULE 2 ROLE AND PURPOSE OF PUBLIC LIBRARIES

Unit 1: Mission, Roles, Objective and Functions of Public Library

Unit 2 : Public library information support for community developments

UNIT STRUCTURE

1.1 Introduction

1.2 Learning Outcomes

1.3 Concept of Public Library

1.3.1 Missions of the Public Library

1.4 Objectives and Functions of Public Libraries

1.5 Roles of Public Library

1.6 Summary

1.7 Glossary

1.8 Reference / Further Readings

1.9 Possible Answers to Self-Assessment Exercise Within the Content

1.1 INTRODUCTION

The purpose of a public library is typically to serve the informational, educational, and recreational needs of people from all walks of life. The government or other types of community organizations formed, supported, and funded the organization. All community members have equitable access to knowledge, information, and creative works through a variety of resources and services, regardless of their color, nationality, age, gender, religion, language, disability, economic situation, job position, or level of education. The public library has been able to directly and positively affect people's lives while disseminating information to everyone in the neighborhood, resulting in societal and communal transformation. To successfully manage public libraries, you need to have basic understanding of the knowledge about the definition, functions and roles of public libraries. Therefore, this unit introduces you to the central tenets of public libraries and its role in the society.

1.2 Learning Outcomes

By the end of this lesson, you should be able to:

- Define the concept of public library
- Explain the roles of public library
- Explain the functions of public library
- Explicate the mission of public library
- Describe the roles of public library

1.3 Concepts of Public Library

A public library is a non-profit organization that was established for the benefit of the general public and is mostly funded by tax revenue. A public library is maintained by and for the general public and serves the general public. It provides free services to all citizens, regardless of age, caste, color, sex, social standing, educational level, or place of birth. Generally, all sorts of libraries are utilized for five purposes: research, education, information, leisure, and aesthetic enjoyment. Academic libraries, for example, are primarily used for research and education. Public libraries are utilized to achieve all five of these goals, whereas special libraries are used for information and research.

Public libraries may be found all over the world. They occur in many societies, with distinct cultures, and at varying stages of development. Although the diverse circumstances in which they operate invariably result in differences in the services they offer and how those services are delivered, they often have the following characteristics.

A public library is a facility that is formed, supported, and funded by the community, whether through the local, regional, or federal government or another sort of community group. All community members, regardless of color, nationality, age, gender, religion, language, handicap, economic circumstances, employment position, or degree of education, have fair access to knowledge, information, and creative works through a range of resources and services.

According to Olanlokun and Salisu (1993), public libraries are libraries that are set up to give free but traditional services to everyone. A public library is a service-oriented institution with certain goals that must be met within the constraints imposed by the parent institution, which

is usually the government. In other words, a public library exists primarily to give viable and revealed services to the general population. Public libraries in Nigeria have a universal aim to serve the whole public by offering educational opportunities for self-development, knowledge, and potential for both rural and urban populations. To accomplish this purpose, the tasks of public libraries include the acquisition, gathering, organization, and transmission of information available in the form of written and non-printed resources for effective use. Illiterates, pensioners, children, teens, adults, farmers, physically challenged individuals, and others all utilize public libraries. As a result, the public library serves as the major venue for making entire information resources in a variety of fields of knowledge freely available to all members of society, regardless of age, gender, religion, cultural background, educational level, or political and social tendency.



1.3.1 Missions of the Public Library

The UNESCO Public Library Manifesto was developed in 1949 for UNESCO member countries and revised in 1972. It later joined with the International Federation of Library Associations and Institutions to develop the Public Library Manifesto in 1994. (IFLA). This Manifesto has mostly been accepted by all nations. It provides guidance for the public library's aims, programs, and services, as well as finance, regulations, networks, management, operations, and Manifesto implementation. It has highlighted the missions of

the public library. The following basic missions in the fields of knowledge, literacy, education, and culture should be the principal emphasis of public library services:

1. Encouraging and enhancing children's early reading habits;
2. Promoting formal education at all levels, as well as individual and self-directed learning;
3. Presenting chances for individual creative growth;
4. Encouraging children and young people's imaginations and creativity;
5. Fostering respect for artistic creations, scientific advancements, and breakthroughs;
6. Making all performing arts forms of culture accessible;
7. Promoting cultural diversity and intercultural communication;
8. Defending the oral culture;
9. Ensuring that individuals have access to all forms of community information;
10. Giving local businesses, associations, and interest groups adequate information services;
11. Promoting the growth of information and computer literacy skills; and
12. Supporting and taking part in literacy programs and activities for all age groups, as well as starting such programs and activities if necessary.

(Source: <http://archive.ifla.org/VII/s8/unesco/eng.htm>)

1.4 Objectives and Functions of Public Libraries

S. R. Ranganathan lists the following as the goals and functions of a public library.

- i. Assist everyone in their lifelong self-education;
- ii. Provide current facts and information on all topics;
- iii. Distribute all available information to the public in an objective and fair manner to enable them to carry out their responsibilities in relation to local, national, and international affairs;
- iv. Disseminate new knowledge to researchers as soon as possible;
- v. Preserve the nation's cultural heritage; and
- vi. Provide facility for the fruitful utilization of all available information

The following functions are summarized by public libraries: The most countries have public library legislation in place, and these systems are established with organizational structure and geographic distribution in mind in order to serve all inhabitants, including those in all states, districts, and villages. In order to attract and retain users, the library provides cultural activities such as lectures, panel discussions, film screenings, musical performances, plays,

art exhibitions, and children's story times. It serves as a cultural center as well as a book depository. As a result, a public library is critical in generating informed, capable, and productive people.

1.5 Roles of Public Library

According to the IFLA - UNESCO Public Library Manifesto; 1994, the public library is the local entryway to information. It "provides a vital basis for the continuous education, autonomous decision-making, and cultural development of people and social groups" (IFLA/UNESCO, 2001). (2001 IFLA/UNESCO guidelines) The primary objective of the public library is to provide materials and services in a variety of media to meet the educational, informational, and personal development requirements of individuals and groups, including recreation and leisure. The major role of the public library is to provide materials and services in a variety of media to suit the educational, informational, and personal development requirements of individuals and groups, including recreation and leisure. They play a crucial role in the creation and preservation of a democratic society by providing individuals with access to a diverse range of knowledge, ideas, and perspectives.

In summary, the UNESCO Public Library Manifesto argues that a public library is intended to play a primary role in three areas: information, education, and culture. It must function as a:

- 1. Information:** 'The public library is the neighborhood data focus, making a wide range of information and data effectively open to its clients.' (Declaration). It is an essential common freedom to approach and figure out information, and there is presently more data accessible than any time in recent memory ever. As a free open help, the public library assumes a significant part in get-together, coordinating, and disseminating data, as well as giving admittance to an extensive variety of data sources. The public library has an exceptional obligation to assemble and spread neighborhood data. It likewise fills in as a verifiable memory by gathering, protecting, and making accessible material pertinent to the local area's and people's chronicles. The public library, by giving many data, helps the local area in informed discussion and dynamic on basic subjects. Wherever possible, the public library should collaborate with other agencies in order to make the most use of available resources when collecting and delivering information.

The fast increase in the volume of available information, as well as ongoing technical advancements that have dramatically altered how information is accessed, have already had a substantial impact on public libraries and their services. Information is critical to the growth of both individuals and societies, and information technology provides significant power to those who can access and use it. Despite its rapid growth, it is not accessible to the majority of the world's population, and the information divide between the rich and the poor continues to increase. The public library assists with overcoming that issue by giving community to the Web as well as data in conventional organizations. Public libraries ought to be watching out for and profit by creative advances in data and correspondence innovation. They can possibly turn into the world's electronic data gateway.

Education 'Supporting both self-directed and individual education, as well as official education at all levels,' says the website. (Manifesto) The need for an accessible agency that provides access to knowledge in printed and other formats in order to promote formal and informal education has been the driving force behind the establishment and maintenance of most public libraries, and it continues to be a primary function of the public library. Individuals need education throughout their lives, whether at official institutions like schools, colleges, and universities or in a less formal environment connected to their job and daily lives. Learning, for most people, does not end with the completion of formal schooling but is a lifelong habit. People will need to learn new talents at different phases of their lives in an increasingly complicated world. The public library can play an important part in this process. Materials for both formal and informal learning exercises should be available at the public library from a variety of organizations. It ought to likewise assist the client in taking full advantage of these learning assets, as well as give individuals offices to study in. The capacity to access and utilize information is really fundamental to effective education, and public libraries ought to team up with other educational gatherings to teach the utilization of information assets at every possible opportunity. Where appropriate library offices for formal education exist, the public library ought to enhance them as opposed to copying library administrations. Proficiency is the way to education and information, as well as the utilization of libraries and information administrations, and the public library ought to effectively empower education programs. Individuals who are recently proficient believe that simple access should fit

perusing assets to hold and foster their abilities. In a few countries, the significance of educational improvement is stressed, and public libraries are intended to help with formal education. Notwithstanding, public libraries can help both formal and informal education in different ways. How this is achieved is not set in stone by the nearby climate and the degree of accessible assets.

Cultural Development: By acting as a focal point for cultural and creative growth, the public library plays an important role in developing and promoting the community's cultural identity. Collaboration with appropriate local and regional groups, providing space for cultural activity, organizing cultural programs, and ensuring that cultural interests are reflected in the library's resources can all help to achieve this goal. The library's contribution should reflect the community's range of cultures. It should include resources in the local community's languages, as well as promote cultural customs.

2. **Personal Development:** 'Providing opportunities for personal creative development.' (Manifesto) The capacity to develop one's own creativity and pursue new interests is vital to human advancement. To do this, people must have access to information and works of imagination. The public library may give individuals with access to a rich and diversified reservoir of information and creative achievement that they would not be able to gain on their own through a variety of different channels. It has been a source of pride to provide access to substantial collections of international literature and knowledge, particularly the community's own literature. The public library's distinctive contribution is still a very important function. Access to works of imagination and knowledge contributes significantly to personal education and meaningful recreational activity. By directly giving knowledge to individuals in underdeveloped areas through initiatives such as basic living skills, adult basic education, and AIDS awareness, the public library may also make a substantial contribution to everyday survival and social and economic growth. Public libraries in illiterate areas should provide services for non-literates and interpret and translate material as needed. It should also contain some fundamental user training.
3. **Strengthening the Reading Habits of the young:** 'Developing and strengthening reading habits in children from an early age.' (Manifesto) The public library should strive to meet the needs of all community groups, regardless of age or physical, economic, or social circumstances. It does, however, have a unique responsibility to meet the needs of children and youth. If children are driven to learn and create from

an early age, they are more likely to benefit from these crucial components of human development throughout their lifetimes, enriching them and increasing their contribution to society. Children can also persuade their parents and other adults to visit the library. Children can also persuade their parents and other adults to visit the library. It is also critical that young people who are having problems learning to read have access to a library that can offer them with appropriate materials.

- 4. The Social Responsibility:** The public library serves an essential purpose as a public area and gathering place. This is especially important in communities where there are few places for people to congregate. It is also known as the "community drawing room." People come into informal contact with other members of the community when they visit the library for research and information relating to their educational and recreational interests. Visiting the public library may be a pleasurable social experience.

1.6 Summary

A public library is a nonprofit institution that was created for the general people's use and is primarily supported by the government of local community. It offers free services to all citizens, irrespective of their age, caste, color, sex, social status, level of education, or place of birth. A public library is a facility that the community founded, supports, and finances, whether through local, regional, or federal government or another type of community organization. The universal mission of public libraries in Nigeria is to serve the general public by providing educational opportunities for self-development knowledge and potential.

The UNESCO Public Library Manifesto was created in 1949 for the UNESCO member nations and amended in 1972. It has outlined the public library's missions in the areas of knowledge, literacy, education, and culture. The primary focus of public library services should be culture. The majority of nations have public library legislation, and these systems are designed with organizational structure and geographic distribution in mind. A public library is crucial in producing knowledgeable, competent, and productive citizens.

It functions as a cultural hub in addition to being a book depository. The major role of the public library is to provide materials and services in a variety of media to suit the educational, informational, and personal development requirements of individuals and groups. UNESCO Public Library Manifesto argues that a public library is intended to play a primary role in

three areas: information, education, and culture. Public libraries should be on the lookout for and capitalize on innovative advances in information and communication technology.

SELF-ASSESSMENT

1. Define the public library
2. List any five missions of a public library
3. List any the 6 objectives of a public library as provide by S. R. Ranganathan

1.7 Glossary

- Public Library: is a nonprofit institution that was created for the general people's use and is primarily supported by the government of local community.

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1.9 Possible Answers to Self-Assessment Exercise within the Content

1. Public Library: is a nonprofit institution that was created for the general people's use and is primarily supported by the government of local community.

2. S. R. Ranganathan lists the following as the goals and functions of a public library.
 - i. Assist everyone in their lifelong self-education;
 - ii. Provide current facts and information on all topics;
 - iii. Distribute all available information to the public in an objective and fair manner to enable them to carry out their responsibilities in relation to local, national, and international affairs;
 - iv. Disseminate new knowledge to researchers as soon as possible;
 - v. Preserve the nation's cultural heritage; and
 - vi. Provide facility for the fruitful utilization of all available information
3. The following primary missions in the areas of knowledge, literacy, education, and the primary focus of public library services should be culture:
 - i. Encouraging and enhancing children's early reading habits
 - ii. Promoting formal education at all levels, as well as individual and self-directed learning;
 - iii. Presenting chances for individual creative growth;
 - iv. Encouraging children and young people's imaginations and creativity;
 - v. Fostering respect for artistic creations, scientific advancements, and breakthroughs;

UNIT 2 PUBLIC LIBRARY INFORMATION SUPPORT FOR COMMUNITY DEVELOPMENTS

Unit Structure

- 2.1. Introduction**
- 2.2. Learning Outcomes**
- 2.3. Information Support to Community Development**
 - 2.3.1 Community Information (CI)**
 - 2.3.2 Community Information Need**
 - 2.3.3 Definition of Community Information Services (CIS)**
 - 2.3.4 Historical Development of Community Information Services (CIS)**
 - 2.3.5 Global Public Libraries and the Community Information Services (CIS)**
- 2.4 Problems to providing CIS for Public Library**

- 2.4.1 Programmes of Community Information Service**
- 2.4.2 Types of Community Information Services**
- 2.4.3 Community Information Sources**
- 2.5 Role of Public Libraries and Community Information Centers in CIS**
- 2.6 Summary**
- 2.7 Glossary**
- 2.8 Reference / Further Readings**
- 2.9 Possible Answers to Self-Assessment Exercise Within the Content**

2.1 Introduction

Public libraries play an important role in development by offering equitable access to high-quality knowledge across the world. Library services, technological tools, collection formats, and community demands are diverse and rapidly evolving. Technology will continue to play a role, allowing people access to devices and software that would otherwise be unavailable; library staff will actively engage users and provide expertise face-to-face and online; and they will deliver programs and activities tailored to the local community, both directly and through partnerships. Public libraries will continue to provide customers with access to information and ideas, but they will also play a larger role in bringing people together. The significance of information in national growth is crucial.

2.2 Learning Outcomes

By the end of this lesson, you should be able to:

- Community Information Service (CIS)
- Provide Information Support to Community Development
- Identify Community Information Need
- Explain the types of Community Information Services (CIS)
- Identify problems affecting successful implementation of CIS for Public Library
- Examine the role of public libraries and Community Information Centers in CIS

2.3 Information Support to Community Development

The right use of information resources as an obligatory support to all elements of a community's existence is required for the efficient and functioning operation of a community development system. Public libraries may create awareness and encourage individuals to take responsibility for their own progress by providing knowledge. Librarians at public libraries must assess how their libraries can effectively serve the

community with the resources they have. For community development, the following types of information support will be provided:

The following categories of information assistance will be provided for community development:

- i. Community information services; Since they give access to knowledge and creative works in a variety of media, public libraries play a vital role in community development (Angela, 2005). Libraries have always been places of discovery and exploration via the use of shared resources. In addition to books, we now offer other materials and technologies. Public libraries are already experimenting with maker spaces, which incorporate 3D printers and other expensive gadgets. Participation in the community planning process; Public libraries play a prominent role in community literacy programs through supporting educational activities within the community. The community's educational growth cannot thrive without the assistance of the public library, which is seen as critical to the community's socio-educational establishment. To allow for community growth, the educational requirements of the community must be met through the establishment of public libraries.
- ii. Support for indigenous knowledge and cultural practices; Culture - Values, traditions, tangible and intangible heritage, religious beliefs, worldviews, and expressions of culture in ways of living – defined as an ensemble of values, traditions, tangible and intangible heritage, religious beliefs, worldviews, and expressions of culture in ways of living – can help achieve development goals by promoting social inclusion, resilience, innovation, and local knowledge. Culture is promoted in libraries through locally relevant collections and resources in indigenous languages, as well as preservation for future generations. The public library community is actively concerned in maintaining cultural heritage and fostering a sense of place. These includes programs that record local tales and assist citizens in the development of local content, as well as significant digitization activities that make historic and sensitive collections available online.
 - i. Marketing and advancement of information proficiency programs; Working on grown-up proficiency and language capacity, teaching people how to use innovation, and offering admittance to information and information are ways that public libraries help individuals foster the abilities expected to take part in the present society in both expert and individual settings appropriately. The public library area is persistently

adjusting customary library strategies and helping in a creative way to ensure that projects are pertinent and fulfill the particular necessities of clients and the nearby climate.

ii. Informational help for local area-based self-improvement; and local's proficiency drives, public libraries start to lead the pack by helping nearby educational drives. Without the help of the public library, which is seen as fundamental to the socio-educational arrangement of the local area, the educational advancement of the local area will fail. The people group's educational requirements should be met through the foundation of public libraries for advancements to occur.

iii. Cooperation and joint endeavors with local government and non-legislative associations. Public libraries encourage local area. They support a democracy system by permitting unhindered admittance to information and thoughts. Perceiving the binding together capability, planners and designers have set public libraries at the core of new development and rejuvenation drives. A key passage point for e-taxpayer supported organizations is public libraries. Because of the accessibility of innovation and prepared staff in libraries, the hole between people who are happy with utilizing PCs and the people who don't approach them at home is shutting.

2.3.1 Community Information (CI)

The phrase "community information" is a combination of the terms "community" and "information." Members of the community require this type of information in order to make the most use of the resources available to handle their day-to-day challenges. "Community Information is believed to be that information needed by the general people (or those working on their behalf) to make appropriate use of the resources that may be available to them in the areas in which they reside," according to Susan Fleetwood. Such information may be necessary to aid in the resolution of housing, disability, household finances, marriage, work, and other concerns.

2.3.2 Community Information Need

Urban residents have distinct information needs than rural residents. Rural residents frequently seek assistance with the following categories of information:

- Government initiatives;
- legal aids;

- social welfare;
- cottage industries;
- housing; horticulture;
- local and political news;
- education;
- employment;
- health;
- self-employment;
- animal husbandry;
- Financial support, Etc.

Each person's daily information needs may be different from one another.

2.3.3 Definition of Community Information Services (CIS)

The term "CI" is a combination of the words "community" and "information." It is quite challenging to describe information exactly because it is used to refer to a wide range of notions. Information is typically a message sent from a communicator to a receiver. A community is a group of people who share a shared interest, according to Giggey (1988). This can be determined by a person's age, level of education, religion, interests, political leanings, activities, work, possession, or any two or more of these factors together. CI is information necessary for the community's survival and development, or knowledge needed for community members to efficiently utilize the resources at hand. Community Information Service is the name of the information service via which CI is made available to communities (CIS). Despite the complexity in defining Community Information Services. However, the concept was fully defined by the American Library Association. It states that "Community Information Services are those that support individuals and groups in daily problem-solving and democratic involvement. The services are focused on meeting the requirements of those who lack easy access to other aid options for the most pressing issues that people confront, such as issues involving their homes, work, and rights. (1980 American Library Association). The two aspects of CIS, in Allen Bunch's opinion, are as follows:

- (1) the nature of the information provided, i.e., information in the community to assist people in solving day-to-day problems or improving the quality of their lives; and
- (2) the nature of the clientele served, i.e., those who are from lower socioeconomic groups or who are disadvantaged because they are unable to obtain, comprehend, or act on information that affects their lives (Bunch, A Allen, 1982).

In order to comprehend the purpose and range of CIS, it may be beneficial to compare the two definitions of this concept. According to Joseph (1993), CIS offered the following in 1976.

1. Facts necessary for surviving, such as those concerning one's well-being, home, source of income, legal protection, business opportunities, and political rights.
2. Information about citizen action, necessary for people or members of a group to effectively participate in the social, political, legal, and economic process.

A committee selected by the British Library Association in 1980 gave the following definition of CIS:

Services that help people and groups solve problems on a daily basis and participate in the democratic process. The services are focused on meeting the requirements of those who do not have easy access to other resources of help as well as the most significant issues that people confront, such as issues relating to their homes, jobs, and rights. (BLA 1980)

The widely accepted definition of information literacy today is services provided by all kinds of libraries and other organizations to give people access to information that is pertinent to their daily lives, especially those in lower-income and disadvantaged groups who need to learn how to acquire, comprehend, and use information. Its original goal was to aid in the eradication of poverty and illiteracy in rural areas. Community information services initiatives includes but not limited to health, education, employment, agriculture, village industries, daily necessities, consumer services, and initiatives.

2.3.4 Historical Development of Community Information Services (CIS)

In answer to a declared need, public libraries in Western nations formed Community Information Service (CIS). During the time, public library service was virtually ubiquitous in many nations. Nonetheless, there was a need to focus on certain segments of the population that wanted problem-solving knowledge and help. Although community information services date back to the late 1800s, they truly came into their own during WWII, when towns needed help with the rehabilitation of troops returning from the war. Yet, it is only since the late 1960s that community information services have seen the phenomenal growth that they are presently experiencing (Bunch, 1982). It is time to consider how public libraries may become more involved in the field of community information as librarians have grown to believe over the past few decades that they too must contribute to addressing information demands.

The community is a complex entity that has many groups working for or on it. Although there is a clear connection between the community and the library in a democratic society, for

the most part, librarians have not taken an active role in community development due to a lack of understanding on their part. Despite the widespread idea that a library can satisfy everyone's needs, a significant portion of people do not use them. The inability of libraries to concentrate on what users want rather than what they believe users should have may be a significant issue (Ellis, 1986).

Knowing the processes and issues present in a community's culture, geography, politics, social life, and economics is critical to understanding that community. The local library must be informed of the difficulties confronting the community and give viable solutions. In order to serve the community, the library need support. Both moral and financial support must be provided by the community. When it is dependent on the community, it is responsible to it. For a public library to exist, the community in which it is located must be involved and supportive (Chandrasekhar Rao, 1996).

Libraries' efficacy as information providers to the general public may be enhanced by utilizing them as the greatest media hubs for enlightening communities. According to Martin (1976), a library must seriously undertake an analysis of the community in order to design goals that take into account the primary traits and features of its own community. Public libraries must therefore transcend their conventional functions and offer commercial and technical knowledge. They cannot achieve this on their own; instead, they need the assistance of library groups and government funding (Oguara, 1969).

This necessitates the librarian taking on a new position as an information consultant, learning advocate, and mediator of communication (Penland, 1981), Libraries shouldn't be turned into nothing more than rumor mills and information hubs that resemble middle-class clubs. More than anything else, the librarians must also be social workers. Healy (1984) took into account the public's perception of librarians as effective communitarian information producers.

Because of the growing interest in community information services, the Library Association in the United Kingdom established a Community Information Project (CIP) in 1977 with financial support from the British Library to collect, analyze, process, and disseminate information on the subject of community information in libraries, particularly public libraries.

2.3.5 Global Public Libraries and the Community Information Services (CIS)

CIS is all about information with a goal of addressing issues. According to UNESCO (1972), the public library must give adults and children with the opportunity to keep current with

society, complete their education, and stay informed about breakthroughs in the arts and sciences. Its contents should be an interesting illustration of how knowledge and culture are reviewed, updated on a regular basis, and attractively presented out. In this way, it will help people develop their own viewpoints as well as their critical, creative, and appreciating capacities. Whichever shape information and ideas take, the audience is eager to hear them. The categorization of the public library as an organization supporting universal education is acceptable. Its job is to spread knowledge and improve society and personal lives. It is not a novel concept for public libraries to provide information on common societal issues. However, after World War II, public libraries in the UK and the USA became more involved in this field, working actively with governmental and social organizations to assist underprivileged communities.

In the 1960s and 1970s, there was a change, and libraries began providing CIS directly. Public libraries in Western nations adopted CIS in response to a stated demand at a period when general library services were more or less available everywhere. One of the ones that offers CIS the most frequently is the New York Public Library. Each branch has up-to-date knowledge about the services offered to the neighborhood and the city. Information about civic organizations, consumer and educational groups, health and social care providers, and religious, recreational, and cultural institutions is available. On the basis of reports from Australia's Community Information Sharing Service, the New South Wales Public Library in Australia establishes guidelines for public libraries to participate in CIS (CISS).

About the time the profession started defining distinct services for certain areas, libraries began making the transition to CIS. There are still very few public libraries in developing nations. It typically provides basic services to lightly populate metropolitan areas. Service is being provided in a traditional manner, and the profession of librarians has not yet participated in CIS operations. It is safe to assume that developing nations will also have little interest in the CIS. Libraries may consider community services to be an extension of their core offerings. Bangladesh's population still needs to be made aware of issues like family planning, public sanitation, socioeconomic reforms, and education, among other things. The current public library system can be layered with CIS to allow for the unrestricted use of information.

2.4 Problems to providing CIS for Public Library

The following list summarizes the issues with offering CIS through public libraries:

➤ **Services not meeting actual information needs:**

The gap between the services given and the consumers' actual demands has been identified as one of the most well-known factors. This happens in developing countries because the introduction of modern information services tends to be based on or derived from traditional library services, without taking into account the needs of the numerous and diverse users, who are rarely involved in the planning and operation of the services (Salman, 1981). There is a big mismatch in Nigeria between the services provided and the information required.

➤ **Lack of comprehension**

Many public librarians in remote areas are unfamiliar with the needs of the local populace. Funding, improved management practices, and their unhappiness with the general public's underutilization of library resources and services all have an impact on their comprehension. As long as librarians emphasize books over knowledge and users, the library will continue to be ignored. The book may not be seen as vital to the residents' survival or enjoyment requirements.

➤ **People may not receive information:**

The people who require the information the most might not get it. It has been argued that "there may be a problem with the delivery system," meaning that even if the necessary information is available, it may not be reaching the people who need it.

➤ **Lack of information literacy in the community:**

The local populace is unaware about CIS. Public library patrons are less familiar with the idea than library staff. The person themselves can be at blame. The problem of people being unmotivated to use information is complicated. Both library staff and members of the community still have poor CIS literacy rates.

➤ **Inadequate library education and on-the-job training:**

Nigeria has fewer professionally qualified librarians working in public libraries than developed nations.

➤ **Poor organizational structure:**

Without first creating an organizational structure for libraries that incorporates CIS, it is impossible to promote the growth of CIS through public libraries in Nigeria.

➤ **Lack of a reading culture:**

The data pertaining to the low creation of printed material may have an impact on the development of all types of libraries. The desire to look for information is still

lacking. People in emerging nations, particularly in rural regions, continue to struggle for a decent standard of living and to make ends meet.

2.4.1 Programmes of Community Information Service

The following programmes can be taken to provide CIS:

- Public relation
- Information literacy and its marketing
- Distance education
- User education
- Preparation of information file
- Preparation of computerized data base
- Internet and World Wide Web
- Preparation of Area profile
- Identification of the needs of community
- Networking among Community information centers
- Collection and preservation of indigenous knowledge
- Computer awareness programmes and training about Internet

2.4.2 Types of Community Information Services

The following types of CIS can be given from public library:

- Information regarding livelihood
- Health information
- Drinking water
- Transport
- Emergency services
- Education
- Government information and publications
- Self-help programmes
- Rights and duties
- Consumer information

- Environment pollution
- Employment
- Travelling
- Recreation
- Internet services
- Social programmes of different NGOs
- Blood donation and health camp
- Legal aids

2.4.3 Community Information Sources

A nation's development depends heavily on information. One of the fundamental duties of a government is to see that appropriate channels of communication are established for the efficient dissemination of information (Vishwamohan, 1988). A wide range of organizations provide information to the local population in every modern, complex civilization.

They are as follows:

- i. Local government through its public library system; archives, tourist offices, operational departments, and ad hoc information services, such as those for industry and trade.
- ii. Voluntary organizations that are usually financially supported by the local government.
- iii. Specialist organizations, either connected to subject matter (e.g., housing, law, welfare rights) or to client groups (e.g., disabled people, youth, ethnic groups) (Gray, 1982).

While, making an information needs survey in India, Musib (1991) identified the following sources which are useful to the public as information sources:

- i. Self/personal experience
- ii. friends, neighbors, relatives
- iii. family members
- iv. fellow professionals
- v. market/shop keeper, local place where people generally gossip

- vi. Block/Panchayat office
- vii. Service holders and professionals such as doctors, teachers, etc.
- viii. Others which include public libraries, religious persons, T.V., Radio, newspapers, etc.

2.5 Role of Public Libraries and Community Information Centers in CIS

The public library is the neighborhood's entryway to information, claims the 1994 Public Library Manifesto by IFLA and UNESCO. According to IFLA/UNESCO recommendations from 2001, it "provides a basic condition for lifelong learning, independent decision-making, and cultural development of the individual and social groups." According to IFLA/UNESCO guidelines from 2001, the main function of public libraries is to offer resources and services in a range of media to meet the needs of individuals and groups for education, information, and personal development, including leisure.

Regardless of age, color, sex, religion, nationality, language, or social class, everyone has equal access to the public library's services.

To meet the requirements of their patrons, public libraries offer a variety of services both inside the building and in the neighborhood. I.

- i. Lending of books and other media is one of the public library's main services.
- ii. Providing books and other items for the library's usage.
- iii. Information services utilizing print and digital media.
- iv. Reservation services are included in readers' advisory services.
- v. Services for local information
- vi. Support for literacy programs and user education
- vii. Events and programming (IFLA/UNESCO Guidelines, 2001)

2.6 SUMMARY

We learn about the important role of information in the national development. Public libraries will not only continue to provide access to information and ideas, but they will also play a larger role in bringing people together. Libraries have always been sites of discovery and exploration via the use of common resources. Public libraries services are changing due to technological advancement, hence are already experimenting new technologies such 3D printers and other devices that are out of reach for most people in the past.

Also, the unit discusses community information service i.e., the term "Community Information Services" (CI) is a combination of the word's "community" and "information". A community is a group of people who share a shared interest, according to Giggey (1988) Information is typically a message sent from a communicator to a receiver. Therefore, community information service can be defined According to Susan Fleetwood "Community Information is considered to be that information required by members of the public (or these acting on their behalf) to make effective use of the resources potentially available to them in the communities in which they live. Such information may be needed to help solve problems in the fields of housing, disability, household finance, marriage, employment and so on".

Historically, public libraries in Western nations launched the Community Information Service (CIS) in response to a stated need. At the time, public library services were nearly available everywhere in those nations. However, it was important to concentrate on those parts of the community that needed problem-focused information and support. As part of Community information service, public libraries are actively involved in preserving cultural heritage and establishing a feeling of place. Informational assistance for community-based self-help; and in the community's literacy initiatives are overtly provided.

In Nigeria, there is a significant disconnect between the services offered and the information needs. this challenge was attributed to; lack of comprehension among public librarians, poor organizational structure, reading culture are the major causes of poor information literacy in developing nations. Also, problems were compounded by lack of an organizational structure for libraries that incorporates CIS. However, despite these challenges, it is impossible to promote CIS through public libraries.

SELF-ASSESSMENT EXERCISE

1. What is community information service?
2. Discuss key challenges affecting Community information service
3. Mention any 5 types of community information

2.7 Glossary

- **Community information** refer to as "services which assist individuals and groups with daily problem-solving and with participation in the democstic process. The services concentrate on the needs of those who do not have ready access to other sources of assistance and on the most important problems that

people have to face, problems to do with their homes, their jobs and their rights".

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2.9 Possible Answers to Self-Assessment Exercise within the Content

1. "Community Information is considered to be that information required by members of the public (or these acting on their behalf) to make effective use of

the resources potentially available to them in the communities in which they live. Such information may be needed to help solve problems in the fields of housing, disability, household finance, marriage, employment and so on”.

2. The following list summarizes the issues with offering CIS through public libraries:

- Services not meeting actual information needs
- Lack of comprehension
- People may not receive information
- Lack of information literacy in the community
- Inadequate library education and on-the-job training
- Poor organizational structure
- Lack of a reading culture

3. The following types of CIS can be given from public library:

- Information regarding livelihood
- Health information
- Education
- Government information and publications
- Self-help programs

MODULE 3 PUBLIC LIBRARY INFORMATION RESOURCES AND SERVICES

Unit: 1 Information resources in public Libraries

Unit: 2 Information services in public libraries

Unit 3: Public Library and Preservation of Cultural Heritage

UNIT 1: INFORMATION RESOURCES

UNIT STRUCTURE

1.1. Introduction

1.2. Objective

1.3. Definition of Information resources

1.4. Various Types of Information Resources

1.5. Summary

1.6. Glossary

1.7. References / Further Reading

1.8. Possible Answers to Self- Assessment Exercise(s) within the context

1.1 INTRODUCTION

The necessity of providing library information services to suit the people's needs for education, research, recreation, cultural, political, and information is the cornerstone of a public library. It is a government-run resource that delivers information to everyone, regardless of educational background, age, gender, language, religion, politics, or nationality. Information resources are inescapable in library operations because they enable the library to achieve its aim of meeting the information requirements of its customers. It is the source from which individuals obtain ideas, meaningful messages, enlightenment, and direction to assist them in completing activities, making decisions, and resolving problems. Youths' interests at public libraries usually include adventure, storytelling, science fiction, and other fantasies. This section will cover library resources, often known as information resources. We will discuss the types extensively, their features etc.

1.2 LEARNING OUTCOME

At the end of this unit, you should be able to:

- define information resource
- classify different types of information resources

1.3 DEFINITION OF INFORMATION RESOURCES

Information is a fact, concept, or event that adds knowledge to anybody who has access to and uses it. According to Nzewi (2020), information resources are a channel or platform for receiving information. According to Chimah and Udo Nwokocha (2013), information resources are any sort of information carrier that an information user might employ to support and encourage effective research and development operations. The term 'resource' refers to a supply source, usually in large numbers. When a person can deal with adversity, he or she is said to be 'resourceful.' In general, resources are of aid to the scholar. These are research and development materials, strategies, manipulations, equipment, or consultations. As a result, information resources encompass all types of information carriers that may be utilized to promote and support practical research activities and initiatives.

There is a distinction between print and non-print information resources. Books, magazines, pamphlets, newsletters, and reference materials are examples of print resources. There are additionally projected aids, visual aids, three-dimensional aids, and non-projected assistance.

Non-print resources include materials that appeal to the senses of hearing and touch, such as records and record players, tapes and tape recorders, language laboratories, radio, and materials that appeal to the senses of sight, hearing, and touch, such as sound film, filmstrip projector, television, videotape recorder and tapes, VCD, DVD, and so on.

1.4 VARIOUS TYPES OF INFORMATION RESOURCES

Types of information resources you as an information user can access to satisfy your information needs are

1. Journal
2. The Web
3. Books
4. Thesis
5. Encyclopedias
6. Database

Journal

A journal is a compilation of articles written by many writers in a specific academic subject or on a wide topic that must be authorized for publication as a journal article by an editorial board. Some journals do not charge publication fees, whereas others do. Some journals, for example, charge the author(s) of an article for review and publishing. Reading and writing a literature review for a research assignment may be done using journal articles. Journal articles can also be used for writing assignments and supplementary reading on topics of interest to you. Journals publish the most recent scientific discoveries.

The Web

Another source of information is the Web, which allows people to access information on the internet through the use of a web browser. Sound, video, pictures, and plain text can all be used to convey information on the internet. Anyone who wants information and understands how to get it may use the internet to get current information.

Books

The books contain subjects, facts, or fiction that are read by its users in order to obtain knowledge, arguments, and other people's perspectives. Books are available in both printed and downloadable formats. Some printed textbooks are complemented with electronic versions on CDs that may be viewed on computers.

Thesis

Because it contains the results of study, the thesis is a key source of knowledge. The majority of these theses are current and original research generated each year by final year students in undergraduate and postgraduate programs at higher education institutions across the world. Before you graduate, you will be asked to complete your thesis (project work).

Encyclopedias

Encyclopedias are compilations of factual articles published by individuals who are experts in a specific subject or topic. There are two types of encyclopedias: general and topic. General encyclopedias cover a wide range of topics without focusing on a specific discipline or subject, whereas subject encyclopedias, such as the Encyclopedia of Library and Information Science, the Encyclopedia of Nursing, and the Encyclopedia of Medicine, cover specific topics in a specific field of study or subject.

Database

The database comprises a variety of information resources such as book, magazine, journal, and newspaper citations that may be accessed via the internet, computer devices, and mobile devices. Full-text and summary versions of books, as well as journal articles, are available in several of these databases. Ebscohost, Hinari, Agora, Google Scholar, and ScienceDirect are examples of databases.



Fig 1 Information Resources

Source: <https://www.tutorialspoint.com><https://www.youtube.com/watch?v=6sylTfkjydE>

Thus, by now, you should be knowledgeable about what an information resource is and different types of information resources. The library information resources have been defined as those information carriers or information bearing material both in printed and electronic formats, such as textbooks, journals, indexes, abstracts, newspapers, magazines, reports, CD-ROM databases, internet/E-mail, video tapes/cassettes, diskettes, magnetic disk, computers and micro films.

1.5 SUMMARY

This unit discussed what an information resource is all about and different types of information resources. If you remember, we define.

- According to Chimah and Udo Nwokocha (2013), information resources are all types of information carriers that may be utilized by an information user to promote and encourage successful research activities and development initiatives. The term 'resource' refers to a source of supply, generally in big quantities. When a person can manage difficult conditions, he or she is considered to be 'resourceful.'
- Information resources to include all forms of information carriers that can be used to promote research activities
- There are various types of information resources which you can use as an information user to satisfy your information needs are: Print resources and Non-print resources. Print resources are books, journals, pamphlets, newsletters and reference sources. Non-print resources are materials that appeal to the senses of sight, hearing and touch.
- The database comprises a variety of information resources such as book, magazine, journal, and newspaper citations that may be accessed via the internet, computer devices, and mobile devices. Full-text and summary versions of books, as well as journal articles, are available in several of these databases.

SELF- ASSESSMENT

Now test your level of understanding by attempting the self-assessment exercise below.

- Explain what an information resource is
- Enumerate two types of information resources

1.6 GLOSSARY

- Information resources –refers to those information bearing material both in printed and electronic formats, such as textbooks, journals, indexes, abstracts, newspapers, magazines, reports, CD-ROM databases, internet/E-mail, video tapes/cassettes, diskettes, magnetic disk, computers and micro films.

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1.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

1. Information resources are all types of information carriers that may be utilized by an information user to promote and encourage successful research activities and development initiatives.
 - i. Books
 - ii. Journals

UNIT: 2 INFORMATION SERVICES IN PUBLIC LIBRARIES

Unit Structure

- 2.1 Introduction**
- 2.2 Learning Outcomes**
- 2.3 Concept of Information Service**
- 2.4 Types of Public Library Services**
- 2.5 Library Services in Nigeria Challenges to the Provision of Public**
 - 2..5.1 Satisfaction of Public Library Services**
- 2.6 Summary**
- 2.7 Glossary**
- 2.8 Reference / Further Readings**
- 2.9 Possible Answers to Self-Assessment Exercise within the Context**

2.1 INTRODUCTION

In Nigeria, public libraries are established to provide individuals with free resources and services to suit their information requirements. Public libraries are open to the public and offer the vast majority of their services for free. Service delivery is an organized process that cannot be accomplished without adequate governance and management structures in place, as the ability to deliver the expected public services at the grassroots level necessitates commitment and efficiency on both the authority and the institution's parts. In this unit, you will study about the information demands of library customers and the services that libraries offer to meet these needs. In this Unit, you will learn about the reference and information services offered by libraries and information centres and the impact of information communication technology on the provision of these services. After reading this Unit, you will be able to:

2.2 Learning Outcomes

By the end of this unit, you should be able to;

- Define information need
- Explain user satisfaction
- Identify types of information service provided in public libraries
- Identify challenges affecting effective service delivery in public library

2.3 Concept of Information Service

A rising number of individuals recognize the value of public libraries, in particular, as part of the nation's societal progress and improvement of the general quality of life via information service. Information service may be defined as the activity of delivering information goods and related services to people based on their needs. In a larger sense, it refers to supplying users with knowledge through any sort of product or service. Information services encompass both services in which librarians directly provide information to users and interfaces designed by librarians via which users may access vital information on their own. Information services were designed primarily to address the information demands of users. Information services are provided in anticipation of the different requirements of library and information center customers. The public library has become well-known and respected for its values and ethos of serving the "unserved and forgotten" and making library and information services available to all. When Nigeria's public libraries first opened their doors, they were entrusted with satisfying community development information requirements through their advocacy program and mobile library services. The primary purpose of public libraries is to make timely, accurate, helpful, and trustworthy information available to everyone, regardless of class or color. Public libraries are dedicated to increasing information availability and addressing user needs. It is critical to recognize that the most vulnerable and disadvantaged people are not immune.

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2.4 Type of Public Library Services

The services provided by libraries vary depending on their size, location, and rules. Public libraries provide a variety of services. Ibe (2014) defined public library services as tasks carried out by public libraries for the benefit of the general public, whom they are intended to serve. IFLA (2011) emphasize on loaning of books and other media, providing of books and other materials for use in the library, information service encompassing print and electronic media, readers' advisory services, including reservation services, are all examples of public library services. Services provided by public libraries include:

- **Educational Services:** Public libraries offer a wide range of resources and services to help students at all levels of study. According to IFLA/UNESCO (2001), access to information is a fundamental human right. There is so much available nowadays.

More information is available than at any time in history. Public libraries collect, process, organize, and transmit information to all citizens for free.

- **Services for Information Awareness:** Public libraries offer information. When the need arises, awareness services are provided through disseminating accurate information on current concerns. Additionally, they offer information about politics and administration. The public library plays a crucial role in gathering, organizing, and disseminating knowledge as a free service to the general public. It also offers access to a variety of information sources. Collecting and making accessible local information is a special duty of the public library.
- **Children Library Services:** Public libraries expose children to information resources as early as possible. They provide picture books, storybooks, cartoons, games, poems, children's magazine, textbooks, fiction and non-fiction for children and young adults. The idea of children's library services being taken care of by the public library is an age long phenomenon. These services are presented in colourful mode to educate the children and help them imbibe reading habit.
- **Lending services:** Public libraries provide lending services by leasing out library items to customers in order to meet their information demands. The process of lending library books and other materials to patrons is known as library lending or library loaning. One of the major components of any library is the circulation section. It is described as the public assistance station that is typically located at the entrance to libraries. The unit is in charge of providing the means for borrowing, returning books borrowed, renewing, and paying penalties. Members can borrow books, CDs, DVDs, audiobooks, e-books and other materials.
- **Internet services:** Internet services: Public libraries are now centres of technology that millions of people use as their primary or only option for accessing the Internet. Public libraries play a crucial role in giving residents of their communities' access to the Internet by acting as a hub for those doing their schoolwork, filling out job applications, and using public services. Access to resources for education, business, and employment is made possible by libraries. A growing number of businesses, including well-known stores, demand that job

applications be submitted online. Additionally, government organizations are increasingly requiring citizens to access essential services and resources online. Public libraries need dependable, inexpensive, and high-quality Internet connectivity to address this expanding community need.

- **Publications:** You can search for reference material and other books. These include atlases, dictionaries, directories, encyclopedias, government publications, business information, and yearbooks.
- **Photocopying and printing:** Your local public library may provide photocopying and printing services. Photocopying services are among the supplementary services offered by libraries as a means of managing resources and earning money. One of the basic library services for assisting clients with their information needs is photocopying of library materials. Librarians are being wisely consulted for this purpose. They respond to client requests in compliance with copyright law.
- **Business and employment supports:** The library's "Work Matters" service can assist patrons in employment search. It might also aid them to establish their own business. You can get business magazines and e-learning courses for those seeking for jobs. You should provide them with conducive atmosphere and have access to meeting, study, and research space. Public libraries across the country are actively contributing to the public workforce system by offering a variety of job-seeking activities and career services, as well as addressing workforce requirements in their communities, according to library officials. Most library staff respondents report a high demand for career services; for some, demand has slowed as the economy improves, while for a few, demand has increased.
- **Community groups:** Public libraries frequently offer space and assistance to groups. Book clubs, movie clubs, and mother and toddler groups are a few examples. Most libraries are aware of local groups, organisations, and activities. Public libraries should provide community information services and provide locally based services for the benefit of the local community. The services and collections they offer should be based on local needs, which should be evaluated on a regular basis. Without this discipline, the public library will lose contact with individuals it

is supposed to serve and will not be used to its full potential. Librarians should consequently be aware of societal changes caused by causes such as social and economic development, demographic change, and differences in the age structure. As a result, librarians should be aware of how society is changing as a result of variables including social and economic development, demographic change, and variations in age structure, educational levels, job patterns, and the establishment of new educational and cultural institutions.

- **Cultural Community Service:** The public library should be a major local organization for the collection, preservation, and promotion of regional culture in all of its richness. This can be done in a number of ways, such as by maintaining local history collections, holding exhibitions, sharing stories, publishing content of local interest, and creating interactive programming on regional topics. The public library should support the development and continuation of the oral tradition where it is a significant means of communication.

2.5 Challenges to the Provision of Public Library Services in Nigeria

Public libraries are up against several obstacles as they work to serve their users. In agreement, Ebiwolate (2010) highlighted that public libraries in Nigeria have several challenges in their efforts to offer patrons effective services. Lack of competent and qualified staff, bad location, old and inadequate stock, a lack of employee enthusiasm, and unstable library resources are just a few of the problems. The following are some of the issues that affect how well public libraries provide their services:

2.5.1 Satisfaction of Public Library Services

When a customer has a favorable or positive experience with a service or product, they are said to be satisfied. It is quantifiable and essentially measures how well a library has performed in terms of user demands and expectations. Therefore users' satisfaction could be considered "as the satisfaction users derive from the library by using the various types of information resources and services to fulfil their information needs for their various daily activities." Getting satisfaction from using public library services is the main goal of doing so. All types of public library users engage in a fundamental activity known as user needs through certain behaviors. The areas of collection growth, services, and organizational structures are of particular interest to librarians. In general, needs should be more objective

than both wants and demands. As a result, it is likely that users' requirements for public libraries will be at least largely driven by logic or reason. If public library patrons' requirements are not satisfied, they may fall short of their objectives. The majority of people who visit public libraries have very simple expectations. It is critical that fundamental sold performance and promises are met. Patrons of public libraries expect a high-quality service or product delivered in a kind and courteous manner. Expectations of public library customers include two service levels. The first is the desired service level, which is a combination of what can and should be. The second represents an appropriate degree of service. This is the quality of service that a customer considers acceptable and satisfying. According to Edwards and Browne, (1995), library staff emphasize empathy, tangibles, and customer/staff relationships in order to facilitate user happiness. However, library users place a higher value on dependability and responsiveness. Similarly, library users have high expectations for concrete indications such as the prompt delivery of library services (Coleman, Xiao, Bair, and Chollet, 1997).

Workers at public libraries that understand the requirements and expectations of their customers and how they relate to customer satisfaction will be more effective in pleasing them. Instead than just satisfying people's expectations or requirements, the objective should be to surprise and delight them. To do so, library employees must strive to manage and reinvent their services in response to the needs of their consumers. A survey of the management approaches expected by British service organizations was conducted in 1993. (PiH & Jeantront, 1994). More than a hundred marketing leaders answered and expressed their thoughts. They felt that focusing on managing expectations or demands would result in higher levels of customer satisfaction, a larger market share, a better grasp of the relationship between price and expectations, and an overall better understanding of their business. Another necessary component is a significant educational effort on the part of library employees. Staff must be honest with public library patrons when it comes to educating and informing them about what libraries can and cannot do, as well as the monetary and non-monetary costs associated with providing the required services. Whether or not users' demands are addressed, it will go a long way toward deciding the level of library usage and satisfaction, which will, in turn, decide the relevance of such public library in the community where it is located. (IFLA, 2009) suggests the following as a best practice checklist for catering to users' needs: friends and user groups; staff and public focus groups; statistical analysis and surveys; and suggestions and comments schemes. (Oyediran - Tidings, 2004)

proposes user research as a scientific diagnosis of library users' information needs with the goal of ensuring optimal service delivery and patron satisfaction. This is to emphasize that, in order to be able to support the actual demands of library customers, scientific diagnostic of the needs must be undertaken before public libraries can satisfactorily meet the needs of their users.

This viewpoint is supported by (Aina, 2004), who emphasizes that "for libraries to be able to meet the information demands of their users, they must perform user surveys." User studies entail determining the demographic and personal information of users. It also aids in assessing consumers' information needs in order to advance up the ladder of providing an acceptable, satisfactory, and valuable public library service (Oyediran – Tidings, 2004). This viewpoint was shared by Nnadozie and Nnadozie (2008), who stated that research on information needs is in the realm of library user studies for satisfactory services. According to a related study by (Mabawonku, 2004), there have been studies on the information demands of diverse interest groups and professionals, highlighting their unique characteristics and the sources they turned to in order to meet those needs. On different occasions, (Aina, 2004) and (Akinwumi, 1996) support the claim that libraries are well-placed to know those who use their services, what their information needs are, and what services will likely meet those needs. For libraries to function excellently, the services so provided should correspond as closely as possible to the satisfactory needs of the users, according to (Aina, 2004) and (Akinwumi, 1996), respectively.

2.6 SUMMARY

Information services were created primarily to meet users' information needs. Public libraries' main goal is to make timely, accurate, useful, and trustworthy information available to everyone, regardless of class or race. It is important to understand that the weakest and most marginalized individuals are not exempt. According to IFLA/UNESCO (2001), access to information is a fundamental human right. Public libraries collect, process, organize, and transmit information to all citizens for free. Public libraries play a crucial role in giving residents of their community's access to the needed information. Access to resources for education, business, and employment is made possible by libraries. Photocopying services are among the supplementary services offered by libraries as a means of managing resources. Most libraries are aware of local groups, organisations, and activities. The services and

collections they offer should be based on local needs. Therefore, librarians should be aware of societal changes caused by causes such as social and economic development, demographic change, and differences in the age structure.

Public libraries in Nigeria have several challenges in their efforts to offer patrons effective services. Lack of competent and qualified staff, bad location, old and inadequate stock, a lack of employee enthusiasm, and unstable library resources are just a few of the problems. The majority of people who visit public libraries have very simple expectations. Library staff must endeavor to manage as well as redefine their services in line with their users' demands. Staff must be honest with public library patrons when it comes to educating and informing them about what libraries can and cannot do.

IFLA suggests the use of best practice checklist for catering to users' needs. For libraries to function excellently, the services so provided should correspond as closely as possible to the satisfactory needs of the users.

SELF-ASSESSMENT EXERCISE

1. What is information service?
2. Define the term User Satisfaction.
3. Identify any four types of information service you know.

2.7 GLOSSARY

- IFLA: The International Federation of Library Associations and Institutions
- UNESCO: United Nations Educational, Scientific and Cultural Organization
- Information services: Services given in anticipation of the diverse needs of library and information center users.
- User Satisfaction: “satisfaction users derive from the library by using the various types of information resources and services to fulfil their information needs for their various daily activities”.

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2.9 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

1. Information service can be define as activity of providing information products and related services according to users' need. In a broader sense, it refers to providing users with information through any form of product or service.
2. User satisfaction is define as “the satisfaction users derive from the library by using the various types of information resources and services to fulfil their information needs for their various daily activities.”
3. The four types of information service are:
 - i. Lending services
 - ii. Photocopying services
 - iii. Community group service
 - iv. Business and employment support services

UNIT 3: PUBLIC LIBRARY AND PRESERVATION OF CULTURAL HERITAGE

Unit Structure

3.1 Introduction

3.2 Learning Outcomes

3.3 Concept of Cultural Heritage

3.4 Reasons for the Preservation of Cultural Heritage

3.5 The Role of Public Libraries in Preserving Cultural Heritage

3.6 Summary

3.7 Glossary

3.8 Reference / Further Readings

3.9 Possible Answers to Self-Assessment Exercise within the Context

3.1 Introduction

Physical artefacts and intangible characteristics of a group or society that have been passed down through the generations and preserved in the present for the benefit of future generations are considered cultural heritage. It includes tangible cultural artefacts, intangible customs and traditions, expressive activities, and movable and intangible cultural artefacts. The appreciation of one's own culture and heritage as well as the development and maintenance of one's own national identity can enrich the lives of present-day inhabitants and make it easier for them to deal with current issues. There is more to cultural heritage than just objects and knowledge. Non-movable artefacts and socially constructed knowledge found in manual or technological processes are included.

The preservation of monuments and artifacts is crucial for maintaining national identity, according to Taboraff (1992) and Kawunda (1987). According to Okpoko and Okpoko (2002), culture is a way of life that is learned within the society and passed down through the generations. According to Nwaezeigwe (2009), culture is a set of customs and traditions that characterize a people's way of life and distinctiveness. A people's cultural heritage plays a significant role in shaping and maintaining their sense of identity as a nation and in understanding the significance of their own culture and heritage. The task of gathering, preserving, and disseminating information on a community's cultural heritage falls to libraries and information centers. This unit present to you the meaning of collection development, collection development policy, the range of resources require in a public library, collection development criteria and maintenance.

3.2 Learning Outcomes

By the end of this unit, you should be able to;

- Define Cultural heritage
- Identify reasons for the preservation of cultural heritage
- Explain the roles of Public Libraries in Preserving Cultural Heritage

3.3 Concept of Cultural Heritage

Each nation's cultural heritage is unique; culture provides unique values and has become an identifier for each nation. The existence of people in a country result in national cultural heritage. Cultural heritage, according to UNESCO, is "the legacy of physical artifacts and intangible attributes of a group or society that are inherited from previous generations, maintained in the present, and bestowed for the benefit of future generations." UNESCO distinguishes between tangible and intangible cultural heritage. Buildings, historic sites, monuments, artifacts, and other objects are examples of tangible cultural heritage. While intangible cultural heritage does not take the form of monuments or objects, it is a hereditary tradition inherited from ancestors, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, or knowledge and skills to produce traditional crafts. The most important aspect of intangible cultural heritage is not the culture itself, but rather the wealth of knowledge and skill passed down from generation to generation.

3.4 Reasons for the Preservation of Cultural Heritage

The nation's life is centered on the library, a public institution (Kom; 1996) It has taken part in cultural heritage documentation and preservation in the following ways:

1. Any society's cultural heritage is essential. To create new knowledge, one builds on the body of previously acquired knowledge (Lone, 1995).
2. Cultural heritage is crucial in fostering pride and respect in oneself. People are encouraged to uphold social norms in front of other groups.
3. Failure to preserve one's heritage materials will result in a loss of identity and power in the international community (Ezeani and Ezema, 2009).
5. Globalization's effects make it difficult to uphold cultural identities and heritage around the world. Our cultural heritage can be electronically viewed by others by documenting it and preserving it with the aid of new information and communication technologies, giving our collection a wider scope for research.
6. It can be a component of the technology used to communicate and transmit the distinctive characteristics of each cultural viewpoint, set of beliefs, and mode of interaction.
7. It helps to sustain local and national development, for example, by using modern agricultural tools in farming and using herbs to make medicines.
8. Promotes a greater understanding of the economic value of culture, as in the case of film talent.
9. The library would act as the planner, client, and executor of cultural activities, which would encourage artists of all levels to hone their talents and abilities.

3.5 The Role of Public Libraries in Preserving Cultural Heritage

Every generation has sought to document its work for centuries in order for succeeding generations to review and study it. Through the following methods, public libraries have played a significant role in gathering and recording these heritages:

1. Availability of cultural materials for all segments of the host community, not just the wealthiest or most powerful; as a result, products from various ethnic minority groups are made available.
2. Libraries have an important role in ensuring the preservation and dissemination of cultural heritage. Public libraries and librarians have a hard job and crucial role to conduct cultural heritage preservation, as they provide content related to the cultural heritage. Some libraries have already had a concern about the preservation of national culture, these libraries have collections related to cultural heritage of their local communities and the entire nation at large.
3. Providing space for artistic creations for everyone, rich or poor.
4. There are library programmes that support the cultural preservation, they also provide programme, services and information related to local culture. Today many public libraries have a digital library programme that contains a collection of national heritage and There are more cultural heritage preservation initiatives emanating from libraries nationwide.
5. Maintaining neighborhood cultural events, such as planning and hosting storytelling events.
6. Deliverance of seminars and lectures to disseminate information on societal political, economic, and cultural developments.
7. Ensuring that library resources and services assist users in comprehending their immediate surroundings. the society's uniformity or its varied culture.
8. Keep a record of the community it serves's cultural heritage. The recording ought to contain priceless collections of folklore, riddles, traditional technologies, and traditional medicines that the public can use for group listening sessions.

3.6 Summary

Cultural heritage is the legacy of physical artifacts and intangible characteristics of a group or society that have been passed down through the generations and preserved in the present for the benefit of future generations. It includes tangible cultural artifacts, intangible customs and traditions, expressive activities, and movable and intangible cultural artifacts. Libraries and information centers play a significant role in gathering, preserving, and disseminating information on a community's cultural heritage. This unit presents the meaning of collection development, collection development policy, the range of resources required in a public library, collection development criteria and maintenance. Intangible cultural heritage is a

hereditary tradition inherited from ancestors, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and skills concerning nature and the universe, or knowledge and skills to produce traditional crafts.

Public libraries have played a significant role in documenting and preserving cultural heritage, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and skills concerning nature and the universe, or knowledge and skills to produce traditional crafts. The most important aspect of intangible cultural heritage is the wealth of knowledge and skill passed down from generation to generation. Libraries have an important role in ensuring the preservation and dissemination of cultural heritage. They provide content related to the cultural heritage, provide space for artistic creations, provide programme, services and information related to local culture, maintain neighborhood cultural events, deliver seminars and lectures, assist users in comprehending their surroundings, and keep a record of the community they serves's cultural heritage.

SELF-ASSESSMENT EXERCISE

Meeting the usef

1. What is Cultural Heritage?
2. Identify some of the reasons for the preservation of cultural heritage
3. Explain the role of public libraries in preserving cultural heritage

3.7 GLOSSARY

Cultural heritage: refers to the legacies of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present for the benefit of future generation.

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3.9 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

- a) Cultural heritage: refers to the legacies of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present for the benefit of future generation.
- b) The reasons for the preservation of cultural heritage includes the following among others,
 - i) To create new knowledge, one builds on the body of previously acquired knowledge (Lone, 1995).
 - ii) Cultural heritage is crucial in fostering pride and respect in oneself. People are encouraged to uphold social norms in front of other groups.
 - iii) Failure to preserve one's heritage materials will result in a loss of identity and power in the international community (Ezeani and Ezema, 2009).
 - iv) Globalization's effects make it difficult to uphold cultural identities and heritage around the world. Our cultural heritage can be electronically viewed by others by documenting it and preserving it with the aid of new information and communication technologies, giving our collection a wider scope for research.
 - v) It can be a component of the technology used to communicate and transmit the distinctive characteristics of each cultural viewpoint, set of beliefs, and mode of interaction.
 - vi) It helps to sustain local and national development, for example, by using modern agricultural tools in farming and using herbs to make medicines.
 - vii) Promotes a greater understanding of the economic value of culture, as in the case of film talent.
 - viii) The library would act as the planner, client, and executor of cultural activities, which would encourage artists of all levels to hone their talents and abilities.
- c) The following constitutes role of public libraries in preserving cultural heritage
 - i) Availability of cultural materials for all segments of the host community, not just the wealthiest or most powerful; as a result, products from various ethnic minority groups are made available.
 - ii) Libraries have an important role in ensuring the preservation and dissemination of cultural heritage. Public libraries and librarians have a hard job and crucial role to conduct cultural heritage preservation, as they provide content related to the cultural heritage. Some libraries have already had a concern about the preservation of national culture, these libraries have collections related to cultural heritage of their local communities and the entire nation at large.

- iii) Providing space for artistic creations for everyone, rich or poor.
- iv) There are library programmes that support the cultural preservation, they also provide programme, services and information related to local culture. Today many public libraries have a digital library programme that contains a collection of national heritage and There are more cultural heritage preservation initiatives emanating from libraries nationwide.
- v) Maintaining neighborhood cultural events, such as planning and hosting storytelling events.
- vi) Deliverance of seminars and lectures to disseminate information on societal political, economic, and cultural developments.
- vii) Ensuring that library resources and services assist users in comprehending their immediate surroundings. the society's uniformity or its varied culture.
- viii) Keep a record of the community it serves's cultural heritage. The recording ought to contain priceless collections of folklore, riddles, traditional technologies, and traditional medicines that the public can use for group listening sessions.

MODULE 4 MANAGEMENT AND MARKETING OF PUBLIC LIBRARY SERVICES

Unit 1: Organization and management of public library

Unit 2: The marketing of public libraries resources and services

UNIT 1: ORGANIZATION AND MANAGEMENT OF PUBLIC LIBRARY

Unit Structure

1.1. Introduction

1.2. Learning Outcomes

1.3. Concept of Management

1.4. Management Cycle and Functions in Public Libraries

1.4.1 Planning

1.4.2 Organizing

1.4.2.1 Organizational Structure

1.4.2.2 Library Authority

1.4.2.3 Library Committee

1.4.2.4 Roles of Public Library Departments

1.4.3 Staffing

1.4.4 Directing

1.4.5 Co-coordinating

1.5 Public Library Management – Finance

1.5.1 Sources of Funds for Public Library

1.5.2 Functions of Public Library Finance Department

1.5.3 The finance Cycle of a Public Library

1.5.4 Public Library Annual Report

1.6 Summary

1.7 Glossary

1.8 Reference / Further Readings

1.9 Possible Answers to Self-Assessment Exercise within the Content

1.1. Introduction

A public library system is an ordered structure of connected services "under which each unit discharges its assigned role as an integrated element of the system." Furthermore, the central units provide administrative, financial, and human support to each unit of the system, from the top to the bottom. As a result, a well-organized public library system structure should put an end to the isolated operation of individual units and integrate them into a well-knit system with appropriate linkages between the apex library and their affiliates. This unit present to you how to effectively manage public library: ranging from planning, controlling directing, and coordination. In addition, the unit provides detailed description of public library organizational structure, and also its financial management.

1.2. Learning Outcomes

By the end of this unit, you should be able to;

1. Define management
2. Explain management cycle and functions in public libraries
3. Design an Organizational structure in public library
4. Analyze and explain financial manage in public library

1.3. Concept of Management

Management is necessary when there are involved parties that need to be coordinated in order to achieve the organization's declared goals and vision. It cannot be stressed how important management is to any institution, especially libraries. The management's productive resources, including labor, materials, and capital, are under the direction of leaders who should possess administrative, organizational, and initiative abilities. A library's administration greatly influences whether it succeeds or fails. Tasks are properly handled and organized by management in order to achieve a goal. Management is making full use of all available resources in order to produce more goods and services. Management, according to the American Management Association, is "The guiding of human physical resources into dynamic organization units that attain their objectives to the satisfaction of those served, and with high degree of morale and sense of attainment on the part of those rendering service". The target audience is the clear focus of this definition. Similar efforts should be made in the reference and information services sector of any library or information center that caters to users in order to fully satisfy their information demands. In order to accomplish this, these services must be efficiently and quickly organized and managed. Nearly all large and

medium-sized libraries entrust this work to a different division. However, there is no distinct separation in smaller libraries.

1.4 Management Cycle and Functions in Public Libraries

Because management entails the manipulation of both material and human resources to fulfill organizational objectives. Thus, this sector has to get the appropriate attention if it is to prosper. You may efficiently manage a public library by adhering to the various management principles, including planning, organizing, staffing, directing, coordinating, reporting, and budgeting.



Source - <https://www.managementstudyhq.com/functions-of-management.html>

1.4.1 Planning

Planning is the process of developing a detailed work plan for a business or division to achieve both short- and long-term goals. Throughout the planning process, the foundational materials for a public library need to be properly built and developed. The plan document must contain sufficient provisions for the uninterrupted flow of resources, including staff to provide the service, physical facilities, technical and technological resources like computers,

and telecommunications equipment. This is necessary due to the continuous nature of the majority of public library information resources and services. Updating printed and digital resources are also necessary. A public library would be planned with the following information in mind:

- Evaluations of the information needs of the users;
- Types of services to be provided, both reactive and anticipatory;
- Information resources needed both in print and electronic form, their organization and upkeep;
- Personnel for managing and providing the services;
- Physical facilities, including computers and telecommunication networks;
- Receiving feedback and evaluating the services;
- Providing details of financial liabilities.



Source: <https://groomingurban.com/planning-in-management/>

1.4.2 Organizing

After planning, follows the managerial responsibility of arranging. This has to do with building the foundation for the administration of the public library. The structure is selected after a thorough analysis of the work and all the available library activities. Coordination and fusion of human, material, and financial resources are necessary for this process. Using all three resources is essential if you want to get results. As a result, organizational function supports Library Administration and Management in attaining objectives, which is essential for a business to run effectively. According to Chester Barnard, "organizing is a function through which the concern is capable of establishing the role positions, the associated responsibilities, and the coordination between authority and responsibility. As a result, a management must always plan in order to accomplish their objectives. A manager uses the following steps to carry out organizing duties:-

1. Activity identification: The first step is to identify all of the activities that must be carried out in a concern. For instance, setting up accounts, making sales, maintaining records, monitoring quality, managing inventories, etc. All of these tasks must be organized into groups and classes.
2. The management attempts to consolidate and organize related and similar tasks into units or departments in step two of the process. Departmentation is the process of breaking up an organization into separate sections and departments.
3. Classifying the authority: After creating the departments, the management likes to categorize the authorities and their scope for the managers. Hierarchy refers to the process of assigning administrative roles a rank. Top management is involved in policy formulation, middle management is involved in departmental supervision, and lower level management is involved in foreman supervision. Clarifying authority aids in improving a company's operational efficiency. This aids in improving a company's operational efficiency. This helps to prevent wastage of time, money, and effort. It also helps to prevent duplication or overlapping of activities, which makes a company's operations run more smoothly.

4. Coordination of authority and responsibility: Relationships are built between different groups to allow for easy interaction in the direction of achieving the organizational goal. Each person is made aware of his or her authority, and they are aware of who they must obey, who holds them responsible, and to whom they must answer.

An illustrative Organisational structure is as follows:



Source:

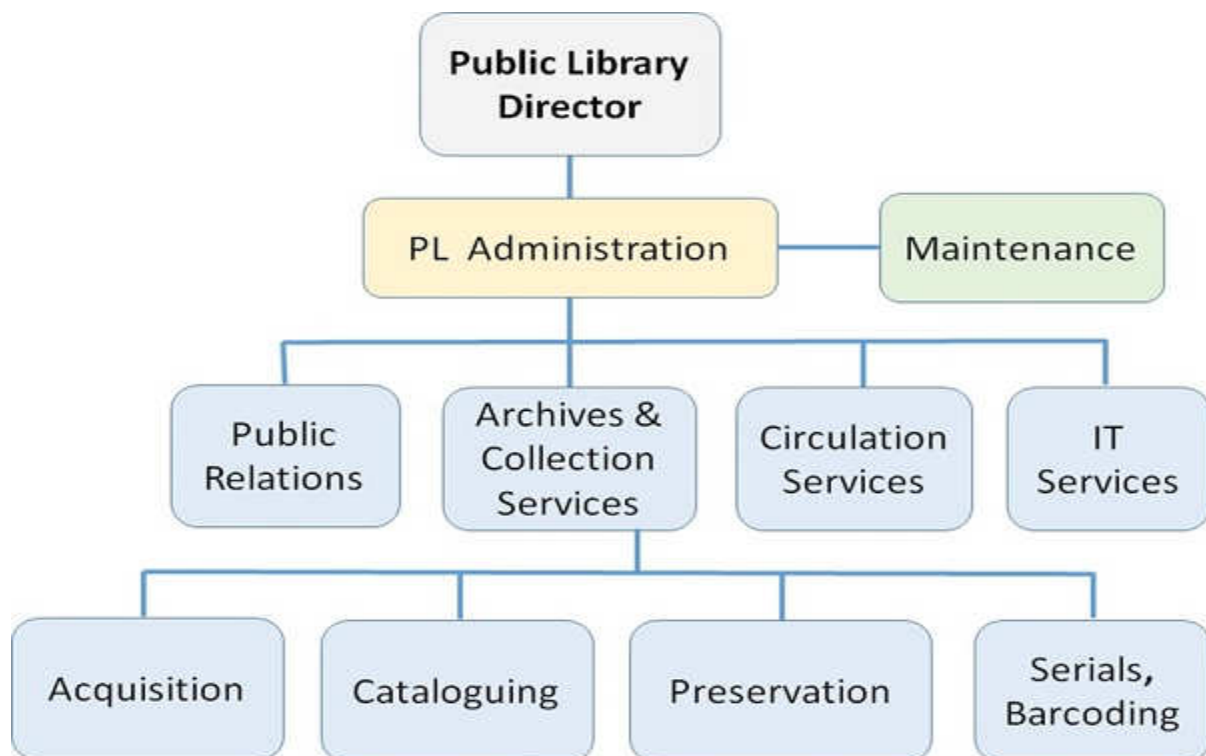
https://www.tutorialspoint.com/management_principles/management_principles_organizing.htm

1.4.2.1 Organizational Structure

Depending on a public library's size, budget, available space, and membership strength, there may be one or several departments inside it.

The management and administration of libraries involves many different tasks, such as collecting, organizing, preserving, and managing knowledge resources that are printed or digital. It involves overseeing the hiring, training, and development of staff, the management of funding, and the overall operation of the library.

Check out the hierarchical diagram below. It displays the public library's simplest internal structure. –



1.4.2.2 Library Authority

A library authority is a person or group of people who oversees all of the institution's operations, including planning, organizing, directing, managing, inspiring, and determining.

1.4.2.3 Library Committee

An advisory committee oversees a public library's operations, develops and tracks the institution's general success, and is in charge of fund raising.

✓ Types of Library Committees

The typical sorts of library committees are listed below: –

- **Ad hoc Committee** – This unique committee consists of members with the insight and intelligence to carry out specific tasks related to library development, oversight, and management. Though less autonomous, the committee members make quick and informed choices.
- **Elected Committee**: This is a group of individuals who are chosen by a bigger committee to whom decisions and operations are delegated. The larger parent committee must receive reports from the elected committee.
- **Self-sustaining Committee**: This group of people was responsible for building the library. It is the only one with the power to administer the finances and the library.
- **Executive Group**: This committee receives full authority from the library authority to make decisions on a number of significant issues. This committee is one that has complete control over certain issues and is exempt from reporting to its local library authority.
- **Reporting Committee**: It makes decisions regarding specific policies to a certain extent. The authority must be informed and given the go-ahead.
- **The Recommending Committee** lacks any meaningful authority over decisions or operations. It may make recommendations for changes to library governance, subject to the library authority's approval.

1.4.2.4 Roles of Public Library Departments

The roles of various public library departments are as follows –

- **Public Library Director** – Establishes strategies, policies, and goals.
- **PL Administration** – Handles overall library operations, enforces policies set by director and planning.

- **Maintenance** – Ensures smooth running of facilities by housekeeping, and maintaining ground, electrical gadgets, and plumbing.
- **Public Relations** – Engages into promotions, informing the public about upcoming events, crisis management.
- **Archives and Collection Services** – Acquires, catalogues, manages, and preserves important records, sets serial numbers or barcodes, handles the rare or fragile knowledge resources with due care.
- **Circulation Services** – Manages issuing and receiving returned material, tracks fines and dues by users due to late return or loss of material.
- **IT Services** – Manages library network, computers, and audiovisual devices, updates software.
- **Care & Preservation of Library Resources**-The library resource users as well as the staff needs to be aware of the way the library material needs to be handled and they should follow the guidelines with due care. Care and prevention prolongs the valuable knowledge resource kept in the library, may it be in the print or the digital format.

For care and preservation of library material, the given rules are followed –

- ✓ **Stitching in time** – Repairing the minor damages while they are small.
- ✓ **Encouraging proper handling** – Training the staff on the type of material, its durability, and the care required for the knowledge resources.
- ✓ **Communicating clearly** – There should be a clear communication among staff members about responsibilities of caring and preserving.
- ✓ **Readiness** – Assessing the risk and equipping the library for handling disasters such as fire breaking out. Prohibiting smoking and drinking in the areas where knowledge resources are stored and accessed.

1.4.3 Staffing

The administrative task of staffing entails manning the organizational structure by carefully and effectively choosing, evaluating, and developing the people who will play the responsibilities that have been assigned to the employers and workforce. According to Theo

Haimann "Staffing pertains to recruiting, selection, development, and compensation of subordinates,"

The term "staffing" refers to human resource planning that determines the sort, caliber, and number of personnel required to do the numerous responsibilities required of the library. The public library's director must be competent to manage the organization and must have a solid academic and professional experience. Other staff members must necessary be more interdisciplinary to support a variety of service kinds, from typical in-person desk reference to 24hour remote access services. In a context of rapid change, public librarians need to be motivated to take on fresh and unexpected duties that may require working with other libraries and having conversations with web developers, vendors of electronic databases, and publishers of electronic journals. Hiring suitable candidates and advancing their training is one of a librarian's main responsibilities. with the intention of One of the main responsibilities of a librarian is to recruit talented people and to help them grow so that the organization benefits.



Source: <https://www.tekshapers.com/blog/Criticality-of-Staffing-:-A-Function-Management>

The management of the public library should consider the following as part of their priorities in handling staff matters:

1. Skills Required by Public Library Staff

The following skills are mandatory for the public library staff –

- Educational qualification
- Technical knowledge and training
- Communication skill
- Interpersonal skill
- Problem solving skill

2. Communicating about Vacancy in Public Library

The HR manager needs to describe the requirements for the vacant post in terms of educational prerequisites and the kind of work the prospective employee is expected to do. The HR manager then communicates these requirements to the people by publishing adverts in appropriate media channels such as newspapers, magazines, notice boards in the library, or on the web.

3. Selecting and Recruiting the Library Staff

The HR manager receives and compiles responses from all the interested applicants. He/she then separates all the eligible candidates and schedules interview for them. On the best judgement of candidate's educational qualification, attitude, nature, and capabilities, he/she then selects the most feasible candidate.

4. Training and Development of the Library Staff

The new staff member needs to undergo orientation program that makes him/her smoothly tune to the responsibilities, culture, systems, and work premises. Sometimes the seasoned staff members also need to undergo training of new systems. Training is vital for developing the staff member to suit to the library's needs.

5. Performance Appraisal

The public librarian must evaluate the work of each employee and bestow awards or perks in the form of cash, benefits, or job promotions. Depending on the policies established by the library's top brass, the performance evaluation is conducted annually or biannually.

1.4.4 Directing

Giving instructions, directing, counseling, inspiring, and leading the workforce of an organization to do tasks in order to accomplish organizational goals are all examples of direction. Providing instructions, directing, coaching, motivating, and inspiring an organization's personnel to do activities in order to achieve organizational goals are all instances of providing direction. The manager must do the key management duty of directing in addition to planning, organizing, staffing, and overseeing. Everyone, from the top executive to the supervisor, performs the role of directing, and it takes place in situations where there are interactions between superiors and subordinates. Directing is a continuous process that begins at the top and proceeds to the bottom of an organizational structure. A community or public library's daily activities are supervised by a library director. Depending on the library's size, a library director's responsibilities change. Typical duties include leading librarians and other staff members, setting up shelves, helping customers, and overseeing library activities.

In order to get the best outcomes, traditionally the head of public should oversee all aspects of the division's operations. Yet since technology is evolving so quickly, the hierarchy is flattening to make place for new, interesting occupations and services that the new learning style requires. These new positions involve managing web resources, reference marketing, virtual reference services, etc. Public libraries are currently using self-directed or team-based management to better integrate previously integrated services. Each team member has the chance to learn more about the duties of the others. The current tendency is toward "self-regulating management," as opposed to having the director of the public library oversee the group. the current trend is toward "self-regulating management teams" that use a system of rotating coordinators.

DIRECTING



For this style to work effectively the leader needs to:

- ✓ Be clear and precise about standards, performance targets & expectations
- ✓ Give detailed instructions
- ✓ Monitor key performance indicators closely
- ✓ Use frequent feedback to modify behaviour
- ✓ Help people over learning problems while being firm about standards.

PRISM
BRAIN MAP

www.prismbrainmap.com
+91 9819 714 238
info@prismbrainmap.com

Source: <https://www.pinterest.com/pin/358458451592992286/>

1.4.5 Co-coordinating

In order to achieve cohesiveness of activity in the pursuit of common goals, coordination is the unification, integration, and synchronization of group members' efforts. All other management duties are held together by a hidden force.

As per Mooney and Reelay.

"Coordination is the systematic planning of collective actions to generate unity of action in the pursuit of shared objectives."

Charles Worth stated that "coordination is the integration of different elements into a planned arrangement to achieve the goal of knowledge." Planning, organizing, staffing, directing, and managing are the fundamental tasks of management that aim to accomplish coordination. The development of harmony between individual efforts toward the achievement of group goals is

therefore a crucial to the success of management, and co-ordination is not a distinct function of management.

In public library all units such as technical services unit, circulation, reading room, stacks and maintenance, and serials unit are all connected. Therefore, coordination between all of these units is essential necessary for the public library to perform effectively and to face the users with confidence and attentiveness. Reports on the performance of the public library, its accomplishments and deficits over a year or at shorter intervals, are vital for building the library's image or reputation. These reports provide detailed information on the numerous activities within the period.



Source: <https://kalyan-city.blogspot.com/2011/05/importance-of-coordination-why-co.html>

1.5 Public Library Management – Finance

1.5.1 **The core of any public library is finance.** Managers of libraries are responsible for monitoring and controlling both the institution's operations and finances. Budgeting, cost control, and money management are all financial tasks in public libraries. It also

covers the growth of assets. There shouldn't be a funding gap to operate any of the services, especially those that need financial assistance, as the bulk of the services offered by the public library are ongoing. For each activity, budgetary allocations should be made based on production and distribution over a given time period, often a year.

Sources of Funds for Public Library

Public libraries can get funds from the following sources –

- National funds that are distributed to states or provinces.
- The municipal corporation gives municipal funds to public library, which were generated from car parking, taxes, and other tools of revenue generation. The librarians need to apply for these funds.
- Private donations, which are given by the charity services and interested individuals.

Sometimes, funds are raised in-house by conducting auctions for sale of knowledge resources.

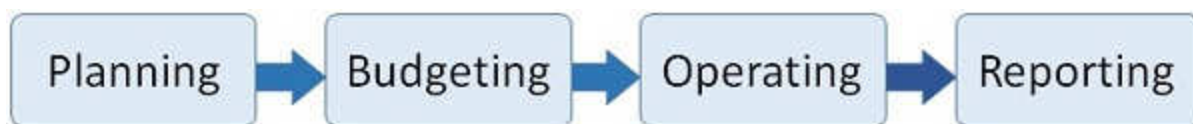
1.5.2 Functions of Public Library Finance Department

The following are the functions handled by the finance department of a public library –

- Financial reporting to directors, managers, and staff.
- Budget preparation and allocation
- Managing annual audit
- Managing all receipts
- Preparing taxes and other governmental filings
- Reporting to donors and granting agencies

1.5.3 The finance Cycle of a Public Library

The finance cycle of a Public Library covers the following general steps –



- **Planning:** The management team attempts to determine what needs to be done in the library, including incomplete projects and new projects. It then makes recommendations to the directors based on the findings. Examine the upcoming costs for those initiatives. Directors will go over it and establish targets for a specified time period, such as a year.
- **Budgeting:** Take into account all income and expenses, as well as the costs of continuous activities. In figures, review and assess last year's income and expenses. Estimate income and expenses for the new fiscal year.
- **Income sources:** include government allocations, contributions from Friends circles, grants, gifts, fundraising book sales, fines, and fees.
- **Expenses:** include fuel, library materials, and employee pay.
- **Operating** – Execute the scheduled plan.
- **Reporting** – Create weekly and annual reports to track the financial activities' progress. It keeps track of each fund's opening balance, transactions, and closing balance. A balance sheet depicts the library's overall financial situation.

1.5.4 Resources Mobilization in Public Library

There are various ways the public library managers can mobilize library resources to achieve it set objectives. To know how the resources are mobilized and as well use the mobilized resources judiciously one needs to be conversant with the following:

i. **Resource Mobilization**

It is a catch-all phrase for the process of producing income from various resources, as well as the library's preparedness to supply knowledge resources to users in an efficient and cost-effective manner.

ii. **Ways of Fundraising**

To raise finances for the library, library administrators must devise and implement an effective resource mobilization strategy. The following are some strategies for resource mobilization:

- Contacting a donor agency for financial support.
- Conducting fundraising programs and events, inviting guests to attend and request donations for the library.
- Keeping donation boxes at the happening places such as banks, social gatherings, and other public areas to request for donation. This practice generates smaller amount, but it is appreciable.
- Setting collection points for the donations in kind such as furniture, vehicles, stationery, and tools.
- Requesting for volunteer support for library from colleges and schools.
- Fundraising from selling a publication, and offering buying schemes.

iii. **Cost Effectiveness Analysis of Public Library**

A public library must use its budget carefully due to the limited funding provided. Cost Efficacy Analysis (CEA) is a comparative study of the costs and effectiveness of public library services. This tool also assists management in making budget allocation decisions and deciding which services to give. It is generated using a ratio.

iv. **Cost Effective Analysis = (Costs new – Costs old) / (Effect new – Effect old)**

- **Cost Benefit Analysis of Public Library**

A cost-benefit analysis (CBA) is performed to analyze how well or poorly a plan's execution has gone. It quantifies all of a program's positive and negative results in monetary terms.

CBA is useful when making investment decisions and comparing two or more alternatives.



An alternative is chosen by library managers only when Benefits > Costs.

- **Total Cost – Total Benefit = Net Benefit**

1.5.4 Public Library Annual Report

The annual report of a public library normally contains the following information –

- The statement of mission of the library
- Letter from the chairperson from the board of directors/trustees
- A letter from the CEO of the library
- A couple of testimonials of the patrons
- A couple of testimonials of the subscribers
- Pictorial timeline depicting achieved milestones tagged with short description of achievements
- The numbers and charts depicting revenues generated and funds used during a financial year
- The consolidated statement of activities and financial position
- The list of donors, directors, and library branch

1.6 Summary

Management is essential to any institution, including libraries, and cannot be overstated. The management of a library has a big impact on whether it succeeds or fails. Following the many management components, such as planning, organizing, staffing, directing, coordinating, reporting, and budgeting, will help you run a public library efficiently. The management task of organizing relates to the construction of the public library's administrative framework.

It is a process that involves the coordination of human, material, and financial resources. In this process hierarchy which refers to the process of assigning administrative roles a rank. Clarifying authority aids in improving a company's operational efficiency. Central to the management of public library is relationships which are built between different groups to allow for easy interaction. This helps prevent wastage of time, money, and effort. It also helps to prevent duplication or overlapping of activities.

Authority in public libraries who oversees all of the institution's operations, including planning, organizing, directing, managing, inspiring, and determining are key element in achieving success.

The role of public librarian is to establish strategies, policies, and goals that reasonable and achievable. As an administration he manages overall library operations, enforces policies through:

Planning: is a procedure that deals with creating a precise working schedule for a company to accomplish both short- and long-term objectives.

Staffing: Manage the organizational structure by choosing, evaluating, developing the people who will play the responsibilities assigned to the employers and workforce.

Co-ordination: is the integration of various components into an organized arrangement to attain the objective of knowledge.

The director of the public library needs to be capable of leading the institution and have a strong academic and professional background. Also, public librarians need to be inspired to take on novel and unexpected tasks. One of a librarian's key duties is to hire qualified people

and train them further with the intention of helping them grow. Self-directed or team-based management is now being used in public libraries. The current trend is toward "self-regulating management teams" that use a system of rotating coordinators.

SELF-ASSESSMENT EXERCISE

1. What is management?
2. List four Functions of Management
3. Why cost benefit analysis is important in managing public Library

1.7 GLOSSARY

- Management: the act of manipulating both human and material resources to achieve organizational objectives.
- Planning: is a procedure that deals with creating a precise working schedule for a company to accomplish both short- and long-term objectives.
- Staffing: Manage the organizational structure by choosing, evaluating, developing the people who will play the responsibilities assigned to the employers and workforce.
- Co-ordination: is the integration of various components into an organized arrangement to attain the objective of knowledge.
- Organizing: It is a process that involves the coordination and fusion of human, material, and financial resources.

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1.9 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

1. Management: the act of manipulating both human and material resources to achieve organizational objectives.
2.
 - i. Planning
 - ii. Organizing
 - iii. Coordinating
 - iv. Directing
3. A cost-benefit analysis (CBA) is performed to analyze how well or poorly a plan's execution has gone. It quantifies all of a program's positive and negative results in monetary terms.

UNIT 2: THE MARKETING OF PUBLIC LIBRARIES RESOURCES AND SERVICES

Unit Structure

- 2.1. Introduction**
- 2.2. Learning Outcomes**
- 2.3 Marketing tools**
 - 2.31 Marketing research**
 - 2.3.2 Marketing segmentation**
 - 2.3.3 Marketing Mix Strategy**
 - 2.3.4 Promotion plan**
 - 2.3.5 Marketing Assessment**
- 2.4 Marketing and communications policy**
- 2.5 Public relations**
 - 2.5.1 Working with the media**
 - 2.5.2 Community support**
 - 2.5.3 Gaining community support**
 - 2.5.4 Advocacy**
 - 2.5.5 Working with governing bodies**
 - 2.5.6 Participation in community life**
- 2.6 Summary**
- 2.7 Glossary**
- 2.8 Reference/Further Readings**
- 2.9 Possible Answers to Self-Assessment Exercise within the Content**

2.1 Introduction

Marketing is much more than advertising, selling, persuasion or promotion. Marketing is a tried and true systematic approach that relies on designing the service or product in terms of the customers' needs and desires, with satisfaction as its goal.

2.2 Learning Outcomes

By the end of this unit, you should be able to;

1. Define marketing
2. Define the term Public Relations.
3. Explain the 4 Ps of Marketing
4. Discuss marketing functions

2.3 Marketing tools

The marketing function, which consists of four primary components, is the driving force behind every successful business or institution. Marketing research 1; marketing segmentation 2; marketing mix strategy (the four P's - product, price, place, and promotion) 3; and marketing assessment 4. Library managers can utilize these marketing strategies to discover and understand their clients' needs, and then plan to address those needs effectively.

2.3.1 Marketing research

Segmentation is the second phase marketing tool that must be based on marketing research. A market segment is a collection of prospective clients with comparable demands and needs. The idea that marketplaces are heterogeneous underpins market segmentation. It is critical for library managers to define and comprehend various markets in order to successfully allocate resources and provide services.

Marketing research is the process of intending to learn everything there is to know about the library's markets. A market, or the ideal potential market, is defined as all of the people who have expressed or may be expected to express an interest in a specific product or service. The library's internal records provide vital market information about actual customers, such as circulation data, which may reveal customers' geographic home, as well as age, gender, and type of reading material checked out. Other use data may include the quantity and type of reference queries asked, as well as the subjects of web searches.

Market study on society as a whole, regarding possible customer demographics, trends in health, sexual mores, entertainment, and sports, are all crucial in analyzing the library's population's information, education, and entertainment needs. This information is valuable, if not necessary, for expanding the library's collection of services, materials, and programs. Library directors must be aware of the legal implications of consumer data.

2.3.2 Marketing segmentation

The second step marketing tool which is necessarily based upon marketing research is segmentation. A market segment is a group of potential customers who share similar wants and needs. Market segmentation is based on the fact that markets are heterogeneous. It is imperative for library managers to define and understand various markets in order to allocate resources efficiently and to provide services effectively.

Market research on society as a whole, including potential consumer demographics, health, sexual mores, entertainment, and sports, is critical in understanding the library's population's information, education, and entertainment needs. This information is essential for extending the library's collection of services, materials, and programming. The legal ramifications of consumer data must be understood by library directors.

2.3.3 Marketing Mix Strategy

Most organizations (including libraries) have limited resources and must deploy those resources accordingly. For example, the reference service must serve the library's goals and objectives. However, it must also meet (or attempt to meet) the demands of every person who visits the website, calls, or walks in.

As a result, the third step of the marketing model, which develops product, pricing, place, and promotion [4 Ps] of products and services and programs based on market research to diverse market segments, supports libraries in making the most of their limited funds.

While the mix is the most obvious aspect of the marketing model, it is not the only one. Librarians have traditionally played an important role in the promotion side of the equation. Promotion is frequently confused with public relations, which is a two-way conversation based on feedback. Promotion simply describes what the library is and what it does. When deciding which segments to prioritize service to, little explicit consideration is typically given to the rest of the mix strategy, which includes aspects of price (sum of cost to customers); place (of delivery i.e., branches, website); and products (books, computer access, librarian assistance, and other services).

2.3.4 Promotion plan

A cohesive promotional plan should be designed to help the library achieve its marketing strategy. It could contain the following components:

- making positive use of print, electronic and communications media
- links to and from related websites and portals
- library websites, podcasts and RSS feed

- social media such as Facebook, Twitter and YouTube
- regular publications and the preparation of resource lists and pamphlets
- displays and exhibits
- effective interior and exterior sign-posting
- book fairs
- friends of the library groups
- annual library week celebrations and other collective promotional activities
- special years of celebration and anniversaries
- fund-raising activities and campaigns
- public-speaking activities and liaison with community groups
- reading and literacy campaigns
- designing campaigns to meet the needs of people with physical and sensory disabilities
- library listings in the telephone book and other community directories
- web links to other community agencies/directories
- special library publications, e.g., history of the library, or community
- special reports designed for the public and local government.

This is not an entire list, and other aspects may be included based on local circumstances and client group use of various media.

2.3.5 Marketing Assessment

Marketing evaluation includes two major methods. One is assessing customer behaviour (i.e. how many signed up for virtual reference, what time of day are questions most often asked, which subject areas are most popular?) The other attempts to measure customer satisfaction (i.e. how well does the service meet customer needs, what benefits are received, and how likely are they to use the service again?) The first process also requires gathering internal customer data, while the latter activity, that of measuring customer satisfaction, can only come from data gathered by asking customers questions through personal interview, online or print survey, focus groups, and other methodologies.

2.4 Marketing and communications policy

The library should have a written communications, marketing and promotions policy to enable it to undertake planned programmes of same to the public. The policy should include considerations of any legal factors; stated responsibilities for media interaction; technology barriers or opportunities; appropriate written and oral communication

methods; and overall marketing and communication strategies of the organisations which facilitate the mission.

2.5 Public relations

Public Relations (PR) is a key component in ensuring mutual understanding between the public and library. Public relations can be defined as managing the communication of information between a library and its neighborhood. By employing news stories and themes of interest that don't demand direct payment, public relations increase the library's exposure to its neighborhood and target audience. Successful relationships with members of the media, local authorities, and community groups are essential to effective PR.

2.5.1 Working with the media

The use of communication channels to promote library services and address media inquiries should be taught to library workers. They ought to be able to draft press releases and articles for regional publications. They ought to be comfortable speaking and doing interviews on radio and television. Additionally, they should be able to advertise the library and its services using computer and telecommunication networks, including the building of library websites, blogs, podcasts, RSS feeds, and social media use.

2.5.2 Community support

The community's awareness of the value of the library service must be maintained by the library managers. The importance of the library in the community should be made clear to municipal, regional, and national funding organizations so they can support its growth.

2.5.3 Gaining community support

An established program and agreed-upon policy should be in place at the library to foster community support. Maintaining a "friends of the library" organization for fundraising and general support can be one example of this.

- Collaborating with community activists to support significant initiatives like new construction and services.
- Establishing connections with neighborhood organizations to strengthen certain services or improve certain elements of the collection.
- Collaborating with organizations that want to advocate for the library service and its growth.
- The involvement of library employees in initiatives to raise awareness of the breadth and importance of the library service.

The library's ability to provide the services it has committed to providing is also reliant on the community's support.

2.5.4 Advocacy

The library ought to have created and enacted written policies outlining its responsibility for garnering support for the library service from the general population. A knowledgeable populace may support the public library service in a meaningful way and actively work to promote it in the neighborhood. One of the best marketing strategies is to encourage people to comment well about the library and the services it offers. Engaging in lobbying entails interacting with decision-makers to achieve particular goals at the right time within the budgetary, legislative, or policy-making process.

2.5.5 Working with governing bodies

The main governing and financing body of the library should meet with library managers at least once a year to discuss the library's services, future plans, successes, and challenges. There should be as many opportunities as possible for librarians to include the governing body in the organization's main activities. This can be achieved by using occasions like the opening of a new library, the debut of a service, the installation of public Internet access, the opening of a new collection, and the start of a fundraising campaign.

2.5.6 Participation in community life

Participating in community events with knowledgeable library staff, committee, or board members is one of the most successful promotional tactics. Examples include;

- giving book and activity reviews on radio and television,
- working with adult and children's literature and cultural groups,
- writing a newspaper column,
- supporting literacy organizations and campaigns,
- taking part in local organizations' activities,
- helping with school-based initiatives,
- joining local history and genealogy societies,
- and visiting local historical sites.

2.6 SUMMARY

The unit discussed marketing function, which consists of four primary components, is the driving force behind every successful business or institution. Marketing research 1; marketing segmentation 2; marketing mix strategy 3; and marketing assessment 4. Library managers can

utilize these marketing strategies to discover and understand their clients' needs. The marketing mix strategy supports libraries in making the most of their limited funds. It is worthy to note that when deciding which segments to prioritize service to, little explicit consideration is typically given to the rest of the mix strategy, such as price and place.

Having set up marketing strategies the thing to consider as a public librarian is Public Relations (PR). Public relations can be defined as managing the communication of information between a library and its neighborhood. Public Relations (PR) is a key component in ensuring mutual understanding between the public and the public. The use of communication channels to promote library services and address media inquiries should be taught to staff.

SELF-ASSESSMENT EXERCISE

1. What marketing?
2. Define the term Public Relations.
3. What are the 4 Ps of Marketing?
4. List the four marketing functions

2.7 GLOSSARY

- Marketing: “the activity or business of promoting and selling products or services, including market research and advertising.”
- Public relation: refers to the range of actions taken by an organization to advance and safeguard the public's image of the business, activities, products or services, and policies.

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2.9 Possible Answers to Self-Assessment Exercise within the Content

1. Marketing mean “the activity or business of promoting and selling products or services, including market research and advertising.”
2. Refers to the range of actions taken by an organization to advance and safeguard the public's image of the business, activities, products or services, and policies.
3. The 4 Ps of Marketing are: (the four P's - product, price, place, and promotion)
4. the four marketing functions are: Marketing research 1; marketing segmentation 2; marketing mix strategy 3; and marketing assessment 4

MODULE 5 UNIT: COLLECTION MANAGEMENT AND MEETING THE USERS INFORMATION NEED

Unit 1: Collection Development and Management in Public Library

Unit 2: Meeting the Users Information Need

Unit 1: Collection Development and Management in Public Library

Unit Structure

1.1 Introduction

1.2 Learning Outcomes

1.3 Concept of Collection Development

1.3.1 Collection Management policy

1.3.2 Content of the policy

1.4 Range of resources

1.4.1 Collections

1.4.2 Formats

1.5 Collection Development in Public Library

1.5.1 Criteria for Collections

1.5.2 Acquisition and discards

1.5.3 Reserve stocks

1.5.4 Interblending

1.5.5 Standards for book collections

1.6 Summary

1.7 Glossary

1.8 Reference / Further Readings

1.9 Self-assessment Exercise

1.10 Possible Answers to Self-assessment Exercise within the Context

1.1 Introduction

Public libraries are essential for educating the populace. These could be someone's first introduction to literature when they are away from home. Public libraries serve the neighborhood educational system by promoting reading habits in both adults and children in

addition to disseminating knowledge. According to the UNESCO Public Library Manifesto, the public library is the center of information in the community, making all knowledge and information easily accessible to its users. A public library's staff must thus build a collection appropriate for the broad public and manage it to meet the information demands of the users it serves. The definition of collection development, collection development policy, and the range of resources needed in a public library are all presented to you in this course. library, collection development criteria and maintenance.

1.2 Learning Outcomes

By the end of this unit, you should be able to;

- Define Collection Development
- Identify various information resources for public libraries
- Maintain and manage collection in public libraries
- M06889-FN1
- Explain basic principles of collection management

1.3 Concept of Collection Development

Collection development is the process of choosing, acquiring, and organizing a library's information resources. The systematic evaluation, selection, and deselection of library materials is known as collection development. (2003) Alexander Often using a written collection development policy as a broad guideline, it starts with the formulation of selection criteria. Public libraries must create and preserve relevant collections in order to carry out their core objective of providing people with relevant information resources and information services. They must also advertise their information services and resources to the general public in order to get more members and offer a service to the public.

1.3.1 Collection Management Policy

Every public library system must have a written collection management policy that has the support of the organization that oversees the library service. The policy's major objective ought to be to provide a uniform approach to the development and upkeep of the library's resources and collection. To ensure that customers always have a selection of fresh materials,

to fulfill the needs of brand-new services, and to accommodate shifting levels of usage, collections must be continuously produced. In view of current technological developments, the policy must take into account not only a library's own holdings but also methods for obtaining information that is accessible globally. The strategy ought to be based on standards for libraries created by qualified personnel that are relevant to local residents' needs and interests and reflect societal diversity and interests. The goal, scope, and content of the collection, as well as access to other resources, should all be specified in the policy.

1.3.2 Content of the policy

The policy might comprise the following elements and could range from general statements that apply to all library services to more specific statements that relate to certain nations or areas to statements that are unique to specific library services..

Universal

- IFLA Statements on intellectual freedom,
- Open access to library resources,
- freedom of information,
- and consideration of the International Copyright Convention

General

- purpose of the collection management policy and its relation to the corporate plan of the library service
- long and short term objectives
- access strategies
- history of the collection and/or library service
- identification of relevant legislation.

Specific

- analysis of community needs
- priorities of the library service

- parameters of the collection, including special collections and collections for special needs, such as multicultural material, literacy and resources for people with disabilities
- selection and discard principles and methods
- budget allocation
- responsibility within the organization for collection development, selection and discard
- access to electronic resources including online access to periodicals, databases and other information

Sources

- the role of the library as an electronic gateway to information
- co-operative relationships with other libraries and organizations
- preservation and conservation policies
- auditing requirements: accessioning, recording, control, discard, sale or disposal
- financial accountability
- donations policy
- complaints procedure
- a resource management plan assessing the current and future needs of the collections
- review and assessment of the policy.

This is not an exhaustive list but an indication of some of the issues that may be included.

1.4 Range of resources

The public library should provide a wide range of resources in various forms to meet the needs and interests of the community. The collection of resources must take into account the cultural traditions of the local society and community. Public libraries must keep up with new information access forms and methods. Every information should be as accessible as possible, regardless of format. Building local information sources and resources is essential.

1.4.1 Collections

The following categories of library materials may be represented in a typical public library, although this list is not exhaustive:

- fiction and non-fiction for adults, young adults and children
- reference works
- access to databases
- periodicals
- local, regional and national newspapers
- community information
- government information, including information by and about local administrations
- business information
- local history resources
- genealogical resources
- resources in the primary language of the community
- resources in minority languages in the community
- resources in other languages
- music scores
- computer games
- toys
- games and puzzles
- study materials.

1.4.2 Formats

The following formats may be included in a public library collection although this list is not exhaustive and new formats are continually appearing:

- books, both hard and soft covers
- pamphlets and ephemera
- newspapers and periodicals including cuttings files
- digital information through the Internet
- online databases

- CD-ROM databases
- software programmes
- microforms
- tapes and compact discs (CDs)
- digital versatile discs (DVDs)
- videocassettes
- laser discs
- large print materials
- braille materials
- audio books
- electronic books
- posters.

1.5 Collection Development in Public Library

Unless they explicitly say that the preservation and protection of resources for future generations is their major goal, collections should be seen as a complement to services rather than a goal in and of themselves. Particularly in the era of digital technology, huge collections are not always indicative of strong collections. More important than collection size is how well the collection meets the needs of the neighborhood.

Space, financial resources, the library's catchment area, distance from other libraries, the regional significance of the collections, access to electronic resources, evaluation of local needs, acquisition and discard rates, and stock exchange policies with other libraries are just a few of the many variables that affect collection size.

1.5.1 Criteria for Collections

The main criteria for collections should be:

- a range of resources that cater for all members of the community
- resources in formats that enable all members of the community to make use of the library service
- inflow of new titles
- inflow of new books

- a wide range of fiction categories and of non-fiction subject coverage
- provision of non-print resources
- access to external resources such as libraries of other institutions, electronic databases, local societies, government departments or the community's knowledge of oral cultures
- discard of old, worn and outdated books, non-print resources and information sources.

1.5.2 Collection maintenance principles

Public library of any size will include materials in a number of formats. Collection upkeep applies to all materials, regardless of format. Open access materials should be in good physical shape and contain up-to-date information. A smaller, higher-quality stock will get more use than a large stock with a high proportion of old, torn, and obsolete books, where newer titles can get buried among the substandard stock. Using obsolete reference material can lead to the user receiving incorrect information.

Electronic materials supplement and, in some cases, replace traditional book collections. Online reference works and journals, as well as CDs, are viable alternatives to printed media.

1.5.3 Acquisition and discards

The library collection is an ever-changing resource. To remain relevant to the community and at an acceptable degree of accuracy, it requires a steady influx of new material and outflow of old material.

The acquisition rate is more important than the collection size. The acquisition rate is frequently controlled mostly by the amount of the resource budget. However, it can also be influenced by other factors, such as:

- the number of books published in local languages
- the population served
- the level of use
- the multicultural and linguistic diversity
- age distribution of the population

- special needs such as people with disabilities or older persons
- access to online information.

The size and quality of the stock should reflect the needs of the community.

1.5.4 Reserve stocks

An older and less utilized book collection might need to be kept on shelves that are not easily accessible to the general population. Only books that are in use or will soon be utilized and cannot be replaced or found in any other format should be included. Out-of-print books and collections on certain topics that are occasionally, if sparingly, utilized may fall under this category. Instead than keeping them in reserve stock, outdated or damaged books that can be replaced should be thrown away. It is effective to keep a joint reserve with other libraries. A continual and continuing method should be used to maintain a reserve supply. The necessity is lessened by the availability of a variety of information on the Internet and in electronic databases for public libraries to maintain large reserves.

1.5.5 Interblending

No library or library service can be self-sufficient in terms of inventory, and an efficient and effective interlibrary loan system should be an integral component of any public library service. “Interlibrary loan (ILL) is the cooperative arrangement among libraries that allows books and other materials from one library to be loaned out to a patron from another library.” (Frederiksen, 2016). A regular program of stock exchange between libraries within a library service with many outlets maximizes stock consumption and gives patrons with a broader range of titles from which to choose for loan purposes.

1.5.6 Standards for book collections

The proposed standards for book collections are as follows. Variations in these recommended criteria may occur due to local and financial circumstances. When resources are extremely constrained, these figures might be viewed as targets, and medium and long-term strategies can be devised to work toward meeting these criteria in the future.

- As a general rule, a well-established book collection should have 1.5 to 2.5 books per population.
- The smallest service point's minimum stock level should not be less than 2500 books.

Materials for children, adult fiction, and adult nonfiction may be provided in equal numbers in the smallest collections. The percentage of nonfiction titles in larger collections will tend to rise. These ratios can vary depending on the local community's needs and the role of the public library. Collections that are relevant to the requirements of young adults should be created. The nature of the stock is likely to reflect the library's significant instructional role where it exists. Alternative techniques of setting standards are required when reliable demographic numbers are unavailable.

1.6 SUMMARY

The public library is the hub of information making all types of knowledge easily accessible to its users. To fulfill their primary mission, public libraries must build and maintain relevant collections. Every public library system must have a written collection management policy that has the support of the organization that oversees the library service. A library collection management policy is a set of general and specific statements that outline the aims and objectives of the library service. Collections should be a supplement to services rather than an aim in themselves unless their stated primary objective is the preservation and conservation of resources for future generations. Many factors influence collection size, including space, financial resources, catchment population, proximity to other libraries and the regional role of the collections.

SELF-ASSESSMENT EXERCISE

1. What is Collection Development
2. Define the term “Collection Development Policy”
3. What is Inter-library Lending
4. List any four collection maintenance principles
5. List any Information that can be found in the public library

1.7 GLOSSARY

1. **Collections:** These are information resources provided in a typical public library.
2. **Collection Development:** is the process of selecting, purchasing, and managing a library's information resources.

- 3. Interlibrary lending:** “Interlibrary loan (ILL) is the cooperative arrangement among libraries that allows books and other materials from one library to be loaned out to a patron from another library.”

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1.9 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

1. “Collection development is the systematic assessment, selection, and deselection of library resources”. (Alexander, 2003)
2. A library collection management policy is a set of general and specific statements that outline the aims and objectives of the library service.
3. “Interlibrary loan (ILL) is the cooperative arrangement among libraries that allows books and other materials from one library to be loaned out to a patron from another library.”
4. Collection maintenance principles are; 1. Acquisition and discards, 2. Reserve stock, 3. Interlibrary lending

UNIT 2: MEETING THE USERS INFORMATION NEED

Unit Structure

2.1 Introduction

2.2 Learning Outcomes

2.3 Identifying potential users

2.3.1 Analyzing needs within the community

2.3.2 Services to users

2.3.3 Service provision

2.3.4 Services to children

2.3.5 Services for young adults

2.3.6 Services for adults

2.3.7 Lifelong learning

2.3.8 Leisure time interests

2.3.9 Information services:

2.3.10 Services to community groups

2.3.11 Reading promotion and literacy

2.4 Customer care

2.4.1 User participation

2.4.2 User education

2.4.3 Co-operation and resource sharing

2.4.4 Relations with schools

2.4.5 Resource sharing

2.4.6 Bibliographic records

2.4.7 Borrowing from other libraries

2.5 Electronic Information Resources and Services

2.5.1 User access

2.5.2 Remote access

2.5.3 Staff access

2.5.4 Information navigator

2.5.5 Access to services

2.5.6 Location of service outlets

2.5.7 Opening hours

2.5.8 Library buildings

- 2.5.9 The function of the library**
- 2.5.10 The size of the library**
- 2.5.11 Designated spaces**
- 2.5.12 Design features**
- 2.5.13 Accessible shelving**
- 2.5.14 Sign-posting**
- 2.5.15 The ambience of the library**
- 2.5.16 Electronic and audiovisual equipment**
- 2.5.17 Safety**
- 2.5.18 Parking**

2.6 Summary

2.7 Glossary

2.8 Reference / Further Readings

2.9 Possible Answers to Self-Assessment Exercise within the Content

UNIT 2: Meeting the Users Information Need

Unit Structure

2.1 Introduction

Regardless of age, color, gender, religion, nationality, language, or socioeconomic class, everyone has access to the public library's services. To enable national library coordination and collaboration, legislation and strategic plans must also specify and create a national library network based on mutually agreed-upon service standards.

The design of the public library network must take into account all types of libraries, including national, regional, research, and special libraries as well as libraries in schools, colleges, and universities. Access to services must be physically possible for every member of the community. This calls for strategically placed library structures, acceptable reading and study areas, appropriate technologies, and ample user-friendly working hours. Also, it implies support for those who are unable to go to the library. There must be library services tailored to the various demands of rural and urban communities.' 1994 IFLA/UNESCO Public Library Manifesto.

The public library service must be completely available to all potential customers in order to accomplish its goals. Any access limitation, whether deliberate or accidental, limits the public library's ability to successfully carry out its primary goal of meeting the needs of the community for information and libraries. In this section, we will examine the following crucial elements of offering an effective public library service:

- identifying potential users
- analysing users' needs
- developing services to groups and individuals
- introducing customer care policies
- promoting user education
- co-operating and sharing resources
- developing electronic networks
- ensuring access to services
- providing library buildings.

2.2 Learning Outcomes

By the end of this unit, you should be able to;

1. Determine users need in a public library setting
2. Provide information resources and service to meet users need
3. Plan and execute resources sharing with other libraries
4. Encourage life-long learning
5. Set up user education programme in a public library

2.3 Identifying potential users

The goal of the public library must be to serve all individuals and groups. There is no such thing as an inappropriate age for using a library. The public library may appeal to the following demographics.

- People from many cultures and ethnic groupings, including indigenous people:
 - children, adolescents, and adults.

- individuals with special needs; — persons with disabilities, such as the blind and partially sighted, the deaf—those who are housebound — persons who are confined institutionally, such as in hospitals and prisons.
- Institutions that are part of the larger community network include: the commercial community; educational, cultural, and volunteer organizations and groups in the area; and the governing body of the parent organization, such as the local authority.

Even in the richest societies, resources are scarce, therefore it is not always possible to provide equal service to all users. Priorities must be set by the library based on an examination of patron needs and their availability to substitute services.

2.3.1 Analyzing needs within the community

It is crucial to determine who makes use of the library service and who does not. Additionally, data that identifies community members' and groups' needs that the public library can meet must be gathered and analyzed.

2.3.2 Services to users

The public library must evaluate the information and library needs of the community in order to offer services. During the planning phase, it is essential to establish clear priorities and develop a medium- to long-term service delivery strategy. Choose your target groups, and only provide services to those groups if they currently exist in your town. The services of the library should not be subject to ideological, political, religious, or commercial pressure. Services must be adaptable and expand to keep up with society changes such variations in family structures, employment patterns, demographic shifts, cultural diversity, and communication methods. Both old cultures and contemporary technologies should be included, for instance by supporting oral communication methods and utilizing information and communication technology. The services that the public library must offer are outlined in library legislation in several countries.

2.3.3 Service provision

Public libraries provide a range of services both inside the facility and in the surrounding area to suit the needs of their users. Everyone should find it simpler to use the library's services, especially those who have problems reading print. The following services, which have to be accessible to the user easily and made available in a variety of formats and media:

- loan of books and other media
- provision of books and other materials for use in the library
- information services using print and electronic media
- readers' advisory services including reservation services
- community information services
- user education including support for literacy programmes
- programming and events.

This is not an exhaustive list; rather, it is a representative list of some of the key services provided by the public library. The breadth and depth of the offering will depend on the size of the library and the neighborhood it serves. Every library should seek to actively engage in one or more networks that will give users access to a variety of content, regardless of how small the access point. Service delivery should not be restricted to the library building when access to the library is unavailable; instead, it should be done directly to the user. Offering services both inside and outside of the library should make use of information and communications technologies as well as the written word.

2.3.4 Services to children

By providing a range of tools and activities, public libraries enable children to enjoy reading as well as the excitement of discovering novel concepts and inventive works. Children and their parents should be taught the best methods to use libraries and how to master printed and digital content. Public libraries have an unique responsibility to support reading instruction by promoting books and other children's media. The library must organize kid-friendly events like storytelling sessions and activities that make use of the resources and services available there. As they are more likely to do so in the future, young children should be encouraged to use the library. Audiovisual materials and books for kids should be offered in the native tongue in multilingual nations.

2.3.5 Services for young adults

Throughout the years between infancy and maturity, children develop into distinctive, culturally diverse members of society. Public libraries must be aware of and respond to user needs when providing services. Offering them resources is crucial, especially giving them access to online information sources that are pertinent to their interests and culture. This may include acquiring well-known books, television shows, music, videotapes, teenage

magazines, posters, computer games, graphic novels, and other items that aren't frequently found in libraries. It is vital to solicit their help in order to ensure that the material chosen by young people represents their interests. These items, when combined with the appropriate furniture, can make a distinct section of the library in larger libraries. This will give them the feeling that the library is for them, overcoming the feeling of alienation that is typical of children their age. Young adults should be the focus of seminars and events as well.

2.3.6 Services for adults

Adults' demands for information and library services will vary depending on the variety of situations they will encounter while pursuing their education, obtaining employment, and maintaining their personal life. These needs ought to be investigated, and services ought to be developed in response to the results of that investigation they ought to offer support for lifelong learning

- leisure time interests
- information needs
- community activities
- cultural activity
- recreational reading. Services meeting these needs should also be available to children and young adults.

2.3.7 Lifelong learning

The public library interacts with schools and other educational institutions to encourage lifelong learning by helping students of all ages with their formal education. Given how challenging it is to support education, public libraries have the opportunity to connect and network with educators. The public library must also include a large collection of books on a variety of topics so that people may explore their interests and further both their formal and informal education. Moreover, it must provide tools to promote the development of core literacy and life skills. Students who don't have access to suitable study places at home must also be provided with those spaces in the library. The public library is being impacted by the growth of distance learning. Remote students who are studying at home are probably going to use their local library as their main source of reading material. The public library should have access to the Internet for those who need it. Public libraries should provide space and access

to materials to meet this need as they play an increasingly significant role within the educational network.

2.3.8 Leisure time interests

The public library plays a significant role in supplying the knowledge that people need to support their leisure activities by providing a variety of materials in various formats. Public libraries must acknowledge the cultural, social, and economic changes occurring in the community and provide services that are sufficiently adaptive to take these changes into consideration. The public library should conserve and make available the culture, history, and traditions of the neighborhood. By organizing activities and making use of its resources, the public library should encourage the development of the creative and cultural faculties in people of all ages. The library serves as a significant gathering place for both formal and informal social gatherings of both individuals and groups. This is especially crucial in communities without other gathering spaces.

2.3.9 Information services: The rapid development of information technology has made a vast quantity of knowledge available to anybody with access to electronic media. The significance of the public library in the dissemination of knowledge has never diminished, but recent years have witnessed a dramatic change in the ways that information is now gathered, accessed, and presented. The public library performs a number of roles in the information industry:

- providing access to information at all levels
- collecting information about the local community and making it readily accessible, often in co-operation with other organizations
- training people of all ages in the use of information and the associated technology
- guiding users to the appropriate information sources
- providing opportunities for disabled people to have independent access to information
- facilitating access to the information world and serving as a bridge between "the information rich" and "the information poor" by making it available to everybody. The Internet's rapid development has mostly been unstructured and unregulated. One of the most important functions of the librarian is to direct users to reliable information sources that will satisfy their needs because the

large amount of material that can be accessible over the Internet is of varying quality and accuracy.

2.3.10 Services to community groups

If the public library wishes to actively take part in community events, it has to be in the center of such activities. It should thus work with other civic associations and organizations. This group includes governmental organizations, local governments, businesses, and nonprofit organizations. The information requirements of these entities should be assessed, and services should be provided to meet their requirements. This will be advantageous to the interested groups and demonstrate the value of the public library in a practical context to local residents who could have a say in the future of the library service. For instance, many public libraries offer an information service to local government officials and staff, providing a real-world example of the importance of the public library.

2.3.11 Services to special user groups

If potential users are unable to utilize the library's regular services for whatever reason, they have a right to equal access to those services. In order to make library materials and services available to these persons, the library should devise means for doing so these will consist of:

- special transport, e.g., mobile libraries, book-boats and other forms of transport to serve those living in isolated areas
- services taken to the home of those people who are housebound
- services taken to factories and industrial premises for employees
- services for those confined in institutions, e.g., prisons and hospitals
- special equipment and reading materials for those with physical and sensory disabilities, e.g., hearing impaired and visually impaired people
- special materials for people with learning difficulties, e.g., easy-to-read materials and cassettes
- services for immigrants and new citizens to help them to find their way within a different society and to provide access to media of their native culture
- electronic communication, e.g., Internet catalogues.

Modern technology adoption can enhance services for people with special needs, such as speech synthesizers for the blind, online catalog access for those who reside in remote areas

or are unable to leave their homes, and linkages to distant sites for distance learning. For instance, public access catalogues (OPACs) are a typical illustration of a mainstream service that may be altered to meet the needs of those with sensory and physical disabilities. Those who can least afford the required expenditures are usually those who stand to benefit most from technological developments. The public library should thus come up with innovative ideas to utilize the new technology in order to serve as many people as is practical. Services for indigenous peoples and local ethnic communities ought to be established in conjunction with the impacted group. They might consist of:

- the employment of staff from the group in the library
- collections including the native literature of the group and reflecting the oral tradition and non-written knowledge of the people
- the application of special conditions, developed in conjunction with local people, to culturally sensitive material.

2.3.12 Reading promotion and literacy: The core abilities of reading, writing, and math are necessary to be a fully integrated and active member of society. Reading and writing are two fundamental abilities that are needed to use modern communication tools. The public library should support projects that assist individuals in making the most use of technology. It should support other groups that support media literacy and media literacy. This might be done by:

- encouraging readers
- supplying those with weak literacy skills with relevant materials;
- collaborating with other neighborhood organizations fighting illiteracy
- taking part in initiatives to fight illiteracy and boost numeracy
- planning activities to encourage a love of reading, literature, and media culture
- encouraging computer technology use and offering training in it
- increasing public knowledge of recent advances in the media market
- assisting people in locating the necessary information in the proper format
- working with parents, teachers, and other contacts to help newcomers obtain the academic skills they need to manage their life in the new environment.

The public library offers a diversity of creative literature, and it can utilize marketing strategies to draw consumers' attention to this variety and range. Additionally, it can plan interactive programs that let users discuss books they've read with one another.

2.4 Customer care

The rules and procedures of the library should be focused on the needs and convenience of the users rather than the organization's and its staff's convenience. Quality services can only be offered if the library is aware of the requirements of its patrons and tailors its offerings to meet those needs. Happy customers are the best ambassadors for library services.

A strong customer service philosophy is required in the public library. This necessitates making sure that the user experience is the major factor in all policy planning, library and system design, operational procedure preparation, and the authoring of information and publicity material.

A customer service policy should include the following actions:

- all libraries must project a neutral and objective image;
- all staff must be courteous, friendly, respectful, and helpful at all times;
- there should be a regular program of staff training in customer care;
- all staff must receive basic awareness training on how to deal with people with disabilities or from ethnic minorities; and
- jargon should be avoided in all forms of communication, verbal and written.
- employees should have a polite and helpful phone manner;
- methods of communication with users, such as billboards, bulletins, and a website; and
- library services should be carefully planned, appropriately prepared, and dependable.
- the library's design should be as convenient and inviting as possible;
- opening hours should be convenient for users;
- open public access catalogues should be available on the Internet so that users can access services from home and outside of opening hours; and
- efficient renewal and reservation services should be available.
- services should be provided outside of the library building when users' needs necessitate it;
- users should receive a response as soon as feasible; letters and other forms of communication should be answered promptly and courteously
- equipment to make library use more convenient, such as drop-in boxes for returning materials after hours, self-service issue and return equipment in the library, answering machines for communicating with the library after hours

- all printed information about services should be available in appropriate alternative formats, such as large print, tape; they should also be available in minority languages
- When finances allow, good quality electronic equipment, including particular equipment for the partially sighted and hearing challenged, should be supplied in the library.

2.4.1 User participation

Customers should be involved in service development by:

- asking them through surveys what services they use and require
- analyzing and responding to user complaints
- monitoring user reactions to services and new initiatives
- ensuring user input is considered in the development of policy and procedures
- providing feedback to users about the effects of their input on service development

2.4.2 User education

According to Fleming (1990), user education is any of the various programs of instruction, education, and exploration that libraries offer to their patrons in order to help them use the information sources and services that these libraries give them access to more effectively, efficiently, and independently. The public library need to help its users acquire the abilities they need to utilize the facilities and services to the fullest. User education programs should be created, and library personnel must serve as information navigators to help patrons of all ages use information and communications technology to its fullest potential. The role of the public library in giving access to new technologies and supporting people in understanding how to effectively utilize them will grow as these tools become more generally available.

Regular guided tours of the library should be held to acquaint people to the library's building and services, as well as how to use its resources, such as catalogues and technical equipment. These guided tours must be carefully organized in accordance with the needs of individuals participating. Group tours should be organized in collaboration with the institution from which they originate.

2.4.3 Co-operation and resource sharing

When libraries establish ties for exchanging information, ideas, services, and expertise, overall community service is improved. Such collaboration leads to less service duplication, more effective resource combining, and an overall improvement in community services. Furthermore, individual community members may be of tremendous aid in some circumstances in assisting the library with particular jobs or initiatives.

2.4.4 Formal links

The library should create official relationships with other groups in the community, such as schools, cultural institutions such as museums, galleries, and archives, literacy programs, chambers of business, or boards of trade. The links should be used to coordinate each partner's resources and efforts in order to cooperatively improve community services.

2.4.5 Relations with schools

The relationship between a public library and the local schools and education system in the service region is one of the most essential institutional ties for a public library. The following are examples of links and/or kinds of cooperation:

- sharing resources
- sharing staff training
- co-operative collection development
- co-operative programming
- co-ordination of electronic services and networks
- co-operation in the development of learning tools
- class visits to the public library
- joint reading and literacy promotion
- programme of web-awareness for children
- sharing of telecommunications and network infrastructures
- jointly arranged authors' visits.

2.4.6 Resource sharing

Each library collection has its own unique characteristics. No collection could ever have all the resources that its audience would require. By allowing its users access to other libraries' holdings, libraries may significantly enhance the services they provide to their clients. At any level, including local, regional, national, and international, libraries can take part in resource-sharing programs that include libraries from a variety of organizations. By joining a network, such as a union catalogue or a local network of information providers, such schools, colleges, and universities, the library should also lend its holdings to other libraries..

2.4.7 Bibliographic records

The library's resources should be classified and cataloged in accordance with approved worldwide or national bibliographic standards. This makes it easier for them to join larger networks.

2.4.8 Borrowing from other libraries

To accommodate users' information demands, the library should borrow items from other libraries both within and outside the institution. The library should develop inter-lending regulations that handle challenges such as:

- lending materials to other public libraries
- the type of materials it is prepared to lend or not to lend
- the length of time for which materials will be lent
- when it will request materials from other libraries
- methods of shipment
- how the costs of the service will be met
- action to be taken if materials are lost or damaged.

2.5 Electronic Information Resources and Services

Public libraries must operate as a safety net against alienation and social isolation brought on by technical growth in the digital age by acting as the electronic doorway to information. All individuals need to have access to the information they require to manage their day-to-day affairs locally, understand the basics of the democratic process, and take an active part in a society that is more interconnected. To facilitate access to its resources as well as those of other libraries and information services, the library should establish, manage, and take part in effective electronic networks at all levels, from local to worldwide. Examples of this include involvement in community networks, technologically improved community development programs, and electronic networks connecting two or more agencies. Moreover, they ought to be covered by the national policies.

2.5.1 User access

For all residents to have access to knowledge available in electronic form, the library should offer free public access to the Internet and the World Wide Web. It ought to provide at least one public workstation with Internet connection and a separate printer for visitors.

2.5.2 Remote access

An authorized user can use remote access to connect to a computer or network from a different location via a network connection. The public should have access to as many of the library's electronic resources and services as is practicable from their homes, places of employment, or places of education through utilizing information and communications technology. They should, if at all feasible, be reachable seven days a week, during the whole day. The public and other libraries may utilize the library catalogue more easily thanks to online access, which raises the quality of service.

2.5.3 Staff access

The Internet and the World Wide Web should be accessible to library employees in order for them to offer users better reference and readers' advisory services. Regular Internet usage training should be provided to the staff.

2.5.4 Information navigator

A mediator, the public library serves as the public's electronic gateway to digital knowledge and aids citizens in bridging the "digital divide" to a brighter future. In order to ensure that the user receives correct and trustworthy information, the librarian's function has evolved into one of "information navigator."

2.5.5 Access to services

One of the most important factors in the effective delivery of public library services is physical accessibility. High-quality services are worthless to people who cannot use them. The organization of service access should prioritize user and potential user convenience.

2.5.6 Location of service outlets

The community's people should have access to public library services in the most convenient location possible. They should, if at all possible, be close to the hubs of transportation networks as well as hubs of local activity, such as retail establishments, business districts, and cultural centers. If necessary, other services like community centers, sports facilities, museums, and art galleries may coexist in the same building as the public library. This may draw users and lead to capital and operational efficiencies.

The outlet needs to be well-lit and accessible on foot, via public transportation, if available, or by private automobile. A public library should be reachable within a 15-minute drive by private vehicle in well-developed urban and suburban areas.

2.5.7 Opening hours

The library must be open at times that are most convenient to persons who live, work, and study in the community in order to give them the best access to the services offered by the library.

2.5.8 Library buildings

The librarian and governing body should generally take the following factors into account when planning a library:

- the function of the library
- the size of the library
- designated spaces
- design features
- accessible shelving
- sign-posting
- the ambience of the library
- electronic and audiovisual equipment
- safety
- parking

2.5.9 The function of the library

The library should have enough room to provide the complete range of services that are in keeping with its strategic plan and adhere to local, regional, or governmental standards and rules.

2.5.10 The size of the library

A public library's demand for floor space is influenced by a number of factors, such as the specific needs of the local community, the functions of the library, the standard of the materials provided, the size of the collection, the location's accessibility, and the proximity of other libraries. It is hard to offer a broad rule of thumb for the size of a public library since these variables will vary widely between nations and between various construction projects.

2.5.11 Designated spaces

The library needs to have areas for family usage, services for adults, kids, and young adults. It should strive to offer a variety of resources to accommodate the requirements of all community members, including groups and individuals.

The size of the library will determine the variety of services offered and the space allocated for each. The following should be planned for inclusion in a new library:

- the library's collection of materials, which includes books, periodicals, special collections, sound recordings, video cassettes, and other non-print and digital resources.
- Provide quiet rooms and reader seating areas for adults, kids, and teenagers to use for pleasure reading, serious study, group work, and one-on-one tutoring.
- Outreach services: room for specific collections and outreach service preparation areas should be provided.
- meeting room space for big and small community groups, which should have separate access to the washrooms and to the exterior to allow meetings to be place while the library is closed
- technology, such as public access workstations, printers, CD-ROM stations, copiers, microfilm/fiche readers, public typewriters, and listening stations for recorded sound
- specialized equipment such as atlases, newspaper racks, self-service book circulation, dictionaries, wall-mounted display racks, display stands, filing cabinets, map cases, and so on.
- sufficient room for public and staff circulation; this can be 15%-20% of public spaces and 20%-25% of staff areas;
- in larger libraries, a public café area is a desired facility
- Space must be set aside for the library's mechanical functions, such as elevators, heating, ventilation, maintenance, cleaning material storage, and so on.

2.5.12 Design features

All users, particularly those with physical and sensory challenges, should have simple access to the library. The following features should be considered when designing a new library:

- the exterior of the library should be properly illuminated and readily recognizable with signs visible from the street;
- the library's entrance should be clearly visible and positioned on the area of the building that most people approach.
- The library should prioritize removing barriers to use.
- there should be no design features that limit an individual's or a group's ability to use any part of the library;
- care should be taken to avoid steps as much as possible in both interior and exterior design;

- lighting levels should comply with those stated in international or national standards; and
- libraries with two or more floors should provide elevators that are close to the library entrance and easily accommodate wheelchairs and child strollers.
- the library should provide facilities for the return of library materials when the library is closed; after-hours deposit boxes should be both theft and waterproof;
- a library should conduct a 'accessibility' audit on a regular basis to ensure that there are no barriers to easy use; and
- wherever possible, local, national, or international standards for making public buildings accessible to the disabled should be followed.

2.5.13 Accessible shelving

Materials should be displayed on open shelves at a convenient height for users. All shelves should be adjustable and preferably on lockable wheels to allow for easy movement. Children's furnishings should be appropriately sized. In terms of height and width, shelves should be wheelchair accessible.

2.5.14 Sign-posting

The library's outside signage serves as both a particular indication of the building's purpose and its most basic form of advertising. So, great thought should go into creating signs that accurately represent the library. Interior areas of the library and sections of the collection, including the library catalog, magazines, reference services, children's area, restrooms, Internet stations, copy machines, and so on, should be correctly identified by professional signage so that users may locate them easily.

Signs should be posted in Braille wherever possible. Where possible, signs in the languages of the community's ethnic groups should be provided. Outside the library, a sign displaying the library's hours of operation should be prominently visible. Talking kiosks could be explored to help all library users make their way around. Signs pointing visitors to the library should be posted on nearby streets and in town centers.

Signs should be posted in Braille wherever possible. The provision of signage in the languages of the many ethnic groups in the town should be encouraged. The library's operating hours should be clearly displayed on a sign outside the building. To make the

facility more accessible to all library customers, talking kiosks could be investigated. There should be signs directing people to the library displayed on neighboring streets and in town centers.

2.5.15 The ambience of the library

The library should provide an inviting physical setting for library services that includes:

- appropriate space to store and display the library collection
- adequate, pleasant, and appealing space for the public to make proper and convenient use of the library's services
- enough space for library employees to carry out their tasks in an efficient and comfortable manner; and
- enough space and flexibility for the future.

The library's climate should be kept at a pleasant temperature by using efficient heating and air conditioning. Controlling humidity protects the items while also improving library comfort.

Larger libraries may have a café that is open during normal library hours or on special occasions. Such facilities are occasionally contracted out to a commercial vendor.

2.5.16 Electronic and audiovisual equipment

The public library must also give access to the essential electronic, computer, and audiovisual technologies since one of its main goals is to close the information gap between those with access to information and those who do not. There will be access to personal computers with Internet connection, public access catalogs, microform readers, tape recorders, slide projectors, and gadgets for the physically and visually handicapped. The wiring should be up to date and simple to update. It should also undergo routine inspections.

2.5.17 Safety

Every effort should be made to maintain the library safe for both visitors and employees. Staff and resource security, as well as smoke and fire alarms, should be provided. Extinguishers and emergency exits must be clearly indicated. Staff should be trained in first aid, and first aid supplies should be readily available. Evacuation drills should be conducted

on a regular basis. The library manager, in consultation with emergency services, should create a disaster plan to be enacted in the event of a serious occurrence, such as a fire.

2.5.18 Parking

If users come by car, there should be ample safe and well-lit parking at or near the library, with appropriately identified spaces for people with disabilities. Secure bike racks should be erected outside the library if bicycles are a popular mode of transportation.

2.6 SUMMARY

The public library's services are given on the premise of equal access for all, regardless of age, race, gender, religion, nationality, language, or social status. Well-located library buildings, appropriate reading and study facilities, suitable technologies, and sufficient operating hours are required. The public library's goal must be to serve all individuals and groups. Information that identifies community members' and groups' needs that the public library can meet must be gathered and analyzed. Clear priorities must be set during the planning process, and a medium-term service delivery strategy must be defined.

SELF-ASSESSMENT EXERCISE

1. What is bibliographic record
2. Define the term resource sharing
3. What if life-long learning
4. Define the term user education

2.7 GLOSSARY

Electronic information resources: these are information resources that in electronic format

Information services: a group of services offered by a library or other institution.

Remote access is the ability for an authorized person to access a computer or network from a geographical distance through a network connection.

2.8 REFERENCE / FURTHER READINGS

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2.9 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE WITHIN THE CONTENT

1. **Bibliographic record** is an entry in a bibliographic index which represents and describes a specific resource. A bibliographic record contains the data elements necessary to help users identify and retrieve that resource, as well as additional supporting information, presented in a formalized bibliographic format
2. **Resource sharing:** refers to the sharing of library resources by certain participating libraries among themselves on the basis of the principle of co-operation.
3. **Lifelong learning** is a form of self-initiated education that is focused on personal development.
4. **User Education:** refers to "as various programmes of instruction, education and exploration provided by libraries to users to enable them to make more effective,

efficient and independent use of information sources and services to which these libraries provide access".