

Digital Transformation of Librarians in Virtual Environment: Issues and Challenges

¹Rony Sebastian, ²Muthumari, P.

¹Govt. Women's Polytechnic College
Kozhikode, Kerala, India

²Alagappa University Model Constituent College of Arts and Science
Paramakudi, Tamil Nadu, India



ABSTRACT: *The latest developments in Information and Communication Technology (ICT) have made the concept “Libraries without walls” into a practical reality. This has posed several challenges to the information work force and the information users. Developments in computers, microelectronics and communication technologies have dramatically changed the library and information environment. In this regard, the information environment is changing greatly throughout the world. Digital libraries are emerging as an important area of research and number of other related disciplines for information science in information age. The facts generation has made a profound effect on availability and accessibility of e-assets. This research paper is highlighted infrastructure and generation as challenges dealing with and parameters of virtual environment. With the application of IT librarians could regularly triumph over such challenges and opportunities in consideration of customers' perspective. Librarians are facing different challenges which have been focused in this study.*

Keywords: Information Professionals, Digital Environment, Changing Role of Library Professionals, Next Generation Library users

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1. Introduction

Our environment is fast, driven by speedy changes in information technology, emerging areas of interdisciplinary research, a richness of latest digital resources, budget constraints, changes in teaching practices and learner expectations, and shifting institutional policies and priorities. What happens to collection management in this ocean of knowledge resources and formats, access strategies, and budgetary choices? This paper seeks to reply this question with the aid of exploring collection control in terms of center values, highbrow communication troubles, acquisitions activities, get entry to and delivery problems, and innovation. It concludes with reflections for charting the long run of series management. The universe of reachable publications and formats become finite; with professional information, one might also connect the dots to well known its size and scale with regards to a specific collection's preferred parameters. Library professionals explicit their journey from clay tablets & palm leaves and these days reaching towards digital contents of reading materials. According to Urs (2004) - “The metamorphosis of

the library professional to information profession largely reflects the shifting in the emphasis and activities aimed at realizing the basic goal of profession- to participate and facilitate the creation transmission and use of knowledge”. For instance- In pre-Gutenberg era the activities of library profession in its early ranges emphasized garage, upkeep and accomplishing of the facts materials. The development of printing generation led to smooth replacement of data substances and beyond Gutenberg technology, the primary activities centered on series development and company of expertise and in current ICT based virtual generation the number one worried of library professionals are fulfill the users call for and offer modern-day and accurate records to their customers.

2. Challenges in librarianship in Digital Environment

The dramatic changes in society, exponential advances in generation and globalization of ‘the whole thing’ are without problems recognizable one decade into the 21st Century. Smart telephones with 4G wireless data transfer, contact display screen and virtual video recorder, have made the video cell phone a reality – and extra dramatically – cell. Tablet devices are replacing laptop computers as the standard mobile computing device for the most continuously connected society in history in a ‘post-PC’ world. Making ineffective attempts to serve young library customers whose wishes we don’t understand, being inundated with generation beyond our ability to hold tempo, even as knowing our more youthful clients are greater technologically savvy than we. There are five foremost demanding situations that each librarian will face, subsequently. Whether you overcome these challenges will determine whether you end up a twenty first Century librarian, and in the end whether or not you, your library and your career live to tell the tale.

3. Broadest Spectrum of Library Users

The six generations (along side that Gen Next of kids) that include 21st Century library customers create extensive variations in library service needs, with the most drastic difference between the Great Generation and the Millennials. This drastic difference creates a heavy name for on librarians to maintain traditional library services for some ‘users’, on the identical time as developing new era-based services for Digital Native ‘customers’. Digital Fugitive and Digital Native customers are at contrary ends of the customer support spectrum, but both deserve first-rate library services. The following diagram is a large generalization of where the generations fall within three types of library customers.

21st century users		
<p>Digital Fugitive</p> <p>Not a digital Immigrant, patrons to whom public libraries have virtually always catered</p>	<p>Digital Immigrant</p> <p>Did not grow up with digital technology, but has learned to use it, and integrate it in to their life as necessary</p>	<p>Digital Native</p> <p>Grew up learning digital technology, and has become dependent on it as an integral part of their life.</p>

4. Information Literate Millennial Customers

The Partnership for twenty first Century Skills posted its version in 2009, and on account that then a national motion to reform public schooling has gained popular enchantment. To ensure that destiny America is capable of participating in the global financial system, a primary precedence is to teach information literacy to younger humans on the way to use all the technology efficaciously to access and manage statistics.

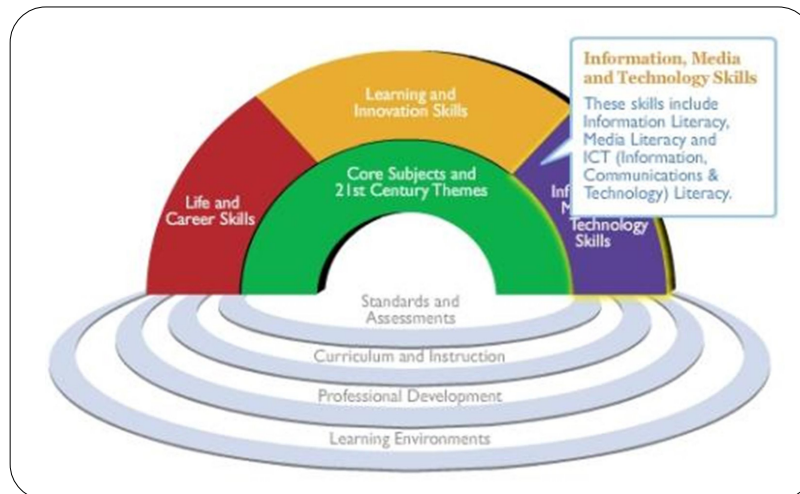
4.1 Information Literacy

Access and Evaluate Information

- Access information efficiently (time) and effectively (source).
- Evaluate information critically and competently.

4.2 Use and Manage Information

- Use information accurately and creatively for the issue or problem at hand.
- Manage the flow of information from a wide variety of sources.



- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information.

The position of librarian as professional researcher handing facts to a waiting client is the antithesis to the collaborative, participative mind-set of the emerging Millennial patron. Even Gen next customers are extra technologically literate than maximum librarians, due to the fact the good sized majority is Digital Natives, but very few of them are pursuing a profession in librarianship. In order to prepare for the more and more statistics literate Millennial user, librarians need to grow to be publications for facts literate contributors

5. Computers that Replace Librarians

Michael Milken, referred to as “The Man Who Changed Medicine” by way of Fortune magazine in 2004, defined that most cancers research is progressing at an exponential rate due to the big quantities of facts available to researchers. “Computers are a million instances quicker than they had been 10 to fifteen years in the past. We have the computing ability now to cope with ... one trillion calculations a second. ... What we handiest should have dreamed of doing when I started out running on cancer research extra than 30 years ago, we will do these days in an hour or an afternoon. It is a completely distinct global nowadays.” The internet gives access to a lot of information, but making sense of the volume of information requires considerable skill. Navigating this endless information sea, assisting the public with finding the way, and teaching skills for evaluating content are important roles for reference librarians. They are the human interface between technology and end users. They teach patrons how to use the online resources and the basics of using a computer. They have a depth and knowledge of the library collections that was unthinkable 20 years ago. They assist patrons with information about the wireless service, the public computers, and other library services. They can manage meeting rooms, create blogs, and locate resources for the library website. They are both the internet and library collection experts. They know the best source to find the answers to patron questions, whether they’re in the hard-copy library collection or over the internet.

6. Transition to Digital Content

Digital media vendors, offer more get right of entry to e-Books, audio books, music, and video (over 300,000 titles) than your nearby library can have enough money to offer from its very own series, traditional flow is being overshadowed by means of digital formats. For those who favor to get right of entry to it today, as opposed to wait for 2-3 weeks to test it out at their library once they sooner or later get it of their catalog (the one book for one customer model applies to eBooks also), “The third-generation Kindle is now the bestselling product in Amazon’s history. Kindle (Wi-Fi) and Kindle 4G were the nice-promoting merchandise on Amazon.Com”. The transition to digital collections is necessary to keep up with technology today, but to what extent of the collection is digitized will be dependent on the library and library users. Change will always come with challenges within library management, therefore some strong policies, funding and reasonable budgets have to be in place to sustain its productivity. The way the information is retrieved is evolving; but there will always be a need for some of the traditional methods. Print materials will always be available, even if more users prefer electronic files there will be the option for paper copies. The world is advancing for the better and so is the future of libraries.

7. Devaluing of the Library's Benefit to the Community

Can or have to libraries attempt to compete with commercial facts carriers like Google, Netflix and Amazon? Can or have to libraries try to compete with digital technologies like smart phones, Tablets, and geosocial networking? How does the library keep its relevance in its local community that is a part of a worldwide network? When one considers all of the proof of advancing era, training reform, societal adjustments, records literate clients, and globalization of 'the whole thing' and their effect on librarianship and libraries, it's miles crystal clear that 21st Century librarianship MUST BE considerably one of a kind from all previous ideas of librarianship. It requires a expert who embraces the potential of generation, creatively unearths suitable approaches to implement it into library services, and one who has greater numerous – even 'unconventional' – abilities than ever earlier than. The twenty first Century Librarian is a professional who is familiar with the Millennial library customer, is capable of adapt current offerings and create new ones to satisfy their network's wishes, and trade the general public perception of "library". Librarians ought to both trap a vision of the twenty first Century Library and Librarianship, in addition to achieve them inside no time, or the neighborhood library will either be extinct, a reliquary, or genuinely a community civic center, with no librarians. In this Century of trade, only 21st Century Librarians can create a twenty first Century Library!

8. Conclusion

The future of librarians as facts providers is not in a remarkable constructing, however within the world of our on-line world that is living within the hand held gadgets of maximum library clients, and as a quintessential accomplice within the neighborhood and world communities. Generation Next adults will most effective get admission to records on their cell gadgets, and they'll have information literacy abilities a long way past any previous era even as dwelling in neighborhood groups that are turning into more targeted on worldwide problems. The end of libraries and librarians has been seen as just a matter of time. We were advised that libraries and librarians ought to change or end up extinct by using irrelevance. Strangely, a few annoying librarians buy into this death state of affairs despite gradually growing library usage information. They fear that subscription digital collections will not require librarians; that self-provider circulation takes away jobs and destroys customer service; that the internet has changed the need for reference carrier. But librarians recognise what their network wishes and pick out the collections (such as virtual) thus; they know that now not each library person needs the identical carrier; and no longer all library customers have the equal technology competencies. For librarians serve people of all ages and types—some who require more traditional formats and services, some who prefer new formats and services, and some who take what they want from old and new. The challenge is to keep the service end result in sight and don't let technology drive the service. Don't adopt technology because it is the latest fad, adopt it because it improves the ability to provide or improve services. What works, stays; what doesn't, goes away.

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