

ROLE OF LIBRARIAN IN DIGITAL ERA

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Abstract: - *The article deliberates on the role of librarian in digital era. Electronic information creates challenges for the library community at its very foundation. Now the concept of the library doesn't remain as a building or a physical repository that houses information. It has reached beyond the four walls of buildings. Librarians have a long history of adopting technology to enhance services. We are entering the virtual library phase and librarians have to use the changing technology to provide the best access and service to their patrons. Librarians are professionals trained in the acquisition, organization, retrieval, and dissemination of information. In essence, the practice of librarianship in the virtual library environment will not be very different from that in the traditional print-based library. Virtual library is not the ultimate answer to everyone's information needs. It is merely another step in a dynamic and evolutionary process. The traditional print library and its services will not disappear. Librarians must accept and adapt to the new techniques and systems. They must recognize the enormous potential of the virtual library, address the issues involved in its creation, and take a leadership role in integrating these new systems and services into libraries, good for their own and for users also.*

Keywords - Digital Library Librarian, Digital era.

Introduction:

The information era with its electronic facilities have imposed many challenges in each and every sphere of developmental activities in. Libraries and Information Centres and the library profession as a whole are no exception to this. Librarianship is a service Profession, which is an

ancient and honourable one. It is a blend of core professional expertise in three areas - information, information technology and users. Librarianship addresses all these three areas where as all other fields including computer science and communications technology address some part of these.

This is because of the effective information retrieval services require the unique professional mix of knowledge such as information, users and information technology. The invention of World Wide Web has drastically changed the information environment in an unpredictable way. As a result, the role of librarian has shifted to that of an information provider or knowledge navigator who uses new techniques to search information in the light of information technology and the requirements of the users. Lack of resources, constant change and the need for flexibility, effective communication define the work – role of librarians today.

Definition

Digital Library

A digital library is a library in which collections are stored in digital formats (as opposed to print, microform, or other media) and accessible by computers. The content may be stored locally, or accessed remotely. The first published use of the term may have been in a 1988 report to the Corporation for National Research Initiatives. The term was first popularized by the NSF/DARPA/NASA Digital Libraries Initiative in 1994. Bush (1945) created a vision based on experience (“Digital library.”)

Concept of Digital Library

- Collection in which complete contents of documents is created and converted to

- computer readable form for online access.
- Online databases and CD-ROM information products.
- Computer storage devices on which information repositories reside such as optical disc,
- Juke bases DVD ROM towers etc.
- Database including library catalogue accessible through the Internet.
- Computerized networked library system.

Objective

- Digital Library is locating, acquiring, disseminating & tracking information resources of many types.
- Digital Library play a crucial role in the education process by making people aware of a need & motivating the use of information new knowledge.
- Collecting information from different sources and repackaging the same in the required
- format as per the requirement of information seekers.
- They are also leaders in devising and implementing standards for the ethical and appropriate use of information.
- Organized collection of multimedia and other types of resources. Importance
- Resources are available in computer process able form.

- The function of acquisition, storage, preservation, retrieval is carried out through the use of digital technology.
- Access to the entire collection is globally available directly or indirectly across a network.
- Support users in dealing with information objects.

Changes in Library Services: -

With the changes in library collection, their organization & expectation of the use, the library services have also changed.

- a) Change in information seeking behavior of the user.
- b) Computerized circulation of documents using various software.
- c) OPAC & WEBOPAC.
- d) Resource sharing through Internet.
- e) Resource sharing through Consortia.
- f) Link to Web resources through library portals & electronic resources.
- g) Digital archiving, institutional repositories.

Significance of Digital Library in Digital Era

Librarian is a technology application leader who works with other members of the information management team to design and evaluate systems for information access that meet user needs. Where required, the new era digital librarian provides instruction and support so that end users can make optimal use of the information resources available to them. The new era Librarian is capable of working in the hybrid

world of print and electronic media and providing the best mix of information. Librarianship has undergone a radical change in recent years, which will be continued in the future. As libraries have changed, so too, has the role of the librarian. Public librarians have expanded their role by providing local community information through publicly assessable computing systems. Some librarians are expert on computer and software. Other are concerned with how computer technologies can preserve the human cultural records of the past or assure that library collections on crumbling paper or in old computers file can still be used by people many centuries in the future. The work of librarians has moved outside library walls. Librarians have begun to work in the information industry as sales people, designers of new information systems, researchers and information analysts.

The Value of the New Era Librarians

The new era librarian is a technology application leader who works with other members of the information management team to design and evaluate systems for information access that meet user needs. Where required, the new era librarian provides instruction and support so that end users can make optimal use of the information resources available to them.

The new era librarian is capable of working in the hybrid world of print and electronic media and providing the best mix of information resources in the most appropriate formats for the environment. The new era librarian plays a key role in

developing information policy for the organization ensuring that access to all information resources -- from internal records to external databases -- is provided in the most strategically- effective and cost-effective manner. The new era librarian also plays another important role in ensuring that contractual, legal and ethical obligations regarding information use are met. The electronic information age provides new opportunities for organizations to produce as well as use information products.

New era librarians, given their familiarity with the information marketplace, can be key contributors to the development; marketing and use of information products. New era librarians are knowledge-based practitioners who use research as a foundation for their own professional practice and who support the conduct of research through their professional associations. Research has shown that the provision of appropriate information can lead to: better- informed decision-making; the ability to proceed to the next step in a project or task; improved relations with a client; and the exploitation of new business opportunities. The right information at the right time can also benefit the organization by saving the time of highly paid employees, avoiding poor business decisions, and even direct loss of funds. In the information age, new era librarians are essential -- by responding with a sense of urgency to critical information needs they provide the information edge for the knowledge-based organization.

In order to fulfill this key information role, new era librarians require two main types of competencies: Professional competencies relate to the special librarian's knowledge in the areas of information resources, information access, technology, management and research and the ability to use these areas of knowledge as a basis for providing library and information services

Role of Information Professional In Digital Library

In Digital Era In the modern era, information becomes a digital form and the digitization form of the information is rapidly replacing the traditional printed form of the information. Digital Information or e-information is more abstract dynamic in comparison to printed form and the because of this many users cannot found their internet based information, here an information professional not only the acquisition and processing but learn new skills they need to help patrons understand how to use digital materials. The Information professional is responsible for locating, acquiring, disseminating & racking information resources of many types. Information professionals play a very crucial role in the education of people for effective & efficient information use and making people aware of a need & motivating the use of information new knowledge. That means they must ensure that there is effective and efficient flow of information from the generators to uses in digital environment. This is a complex communication chain with librarian and Information system. So the

Information Professional plays an important role for their organization and society development likes:

- Provider of information of intellectual access to information in any format for the user.
- Evaluation of information sources for the right use.
- Preserve the information for the long time use.
- Knowledge navigator.
- Search assistant. Basic goal of information professional has always been to provide the information to those needs it

Conclusion

In Digital Era, Librarians has to play important role to satisfy the multidimensional needs of users. Modern Librarianship has become highly specialized job which requires positive attitude towards change and technological upgradation.¹²For facing up new challenges of today & tomorrow, Librarian not only need to acquire wide range of skills & knowledge but also need to keep themselves up-to-date to provide responsive library & information service to the users. In Digital Era, the role of Librarian changed from the tradition role. Librarians need to beware of the implications of the changes. The role of Librarian is evolving as a network specialist, information broker, system designer and knowledge manager, web master, entrant manager, content manager, E-resource manager etc.

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