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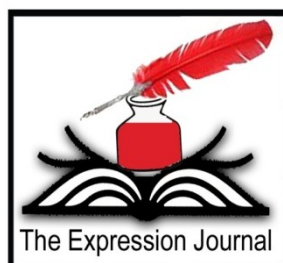
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LEVERAGING QUALITY WEB-BASED SERVICES IN THE DIGITAL AGE IN THE UNIVERSITY LIBRARIES-AN OVERVIEW

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Abstract

The advancement of internet and technologies, the World Wide Web has come up to providing quality based information services and resources to the users through using web technology in the libraries rendered with the help of web technology faster and effective. Web services have brought revolution in communication in our life. The use of internet and web-technologies has changed the way of working in the libraries these days. In the past, people would go to library to access any kind of information but in this era of web-technologies the libraries themselves have become helping tools for the users. There are many resources like E-Magazines, E-Journals, E-Newspapers, E-books, Web OPAC, Online Essays, Current Awareness Service, Online Delivery Services, Document Delivery Services, Indexing and Abstracting Database, Library Portal or Website Service, Federated Search, Alert Service, Digital Library Service and Virtual Library Service etc. which has make users' life very easy and it has saved their time also. The primary purpose of this paper is, to know the use of website, web based library resources and services offered by university libraries.

Keywords

Digital Library, Web Portal, Web Services, Web OPAC, Alert Services.

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Introduction

Web services of Internet had revolutionised the way of communication in all spheres of life. The Internet and web-technologies have changed the way the libraries operate and provide services to the users. Earlier, users need to visit the library to access any kind of information but in this era of web-technologies the libraries are reaching to users. Web-based Library services mean that library users can obtain services whenever they need them and various information accessible 24x7 over the Internet. Website can become the main point of access for all library services, Web-based library services linking to quality and authentic information resources. The web-based library service can be defined as "A digital Library service manages and develops electronic services, the library websites and library staff. It can also be defined broadly as 'an information access service in which users ask questions via electronic means e.g., email or web forms'. The scenario of web based library services help users to access all resources which are subscribed by the library by means of E-Journals, E-books, Web OPAC, Current Awareness Service, Online Delivery Services, Document Delivery Services, Indexing and Abstracting Database, Library Portal or Website Service, Federated Search, Alert Service, Digital Library Service and Virtual Library Service.

Libraries and Web Portals

The Libraries and a Web Portal can be defined as a website for a specific audience that aggregates an array of content and provides an array of services (Pienaar, 2003). They are the sites on the World Wide Web that typically provide personalized capabilities to its visitors. It is designed to use distributed applications, different numbers and types of middleware, and hardware to provide services from a number of different sources. Content linked in library portal

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is superior to the open access content available on the Web (Joint, 2005). Authentication software, commonly known as Web Access Management (WAM) are available that allow the library to govern the access to licensed electronic content (Myhill, 2004). Commonly referred to as simply a portal, it is a website that offers access to a broad array of resources and services of libraries such as e-journals, online databases, Web OPAC, new addition sand any other static information about library services.

The developments in information and communication technologies (ICT) and their subsequent absorption in library and information science (LIS) have forced information professionals to change the way they are functioning at present. Because of their popularity with the users, an overwhelming attention is being given to the web-based information services in libraries (Krishnamurthy & Chan, 2005). LIS community has realized that the academic world is increasingly becoming web-based. Those universities who wish to attract prospective students and the faculty members must show significant improvements in the university's infrastructure. Libraries with mere booked and journals may no longer lend a credible support to the academic fraternity. Having a tech savvy library and information centre with exhaustive information resources in all formats has become unavoidable. Libraries are procuring more and more electronic sources like electronic journals electronic books, online databases along locally digitize theses and dissertations. The efforts of libraries in providing users with an integrated way of checking the availability of a source in all possible formats have necessitated a properly designed web portal (Cox & Yeates, 2003), University libraries are also supposed to define and redefine their services and continuously to keep their efforts on value addition to the services offered by them. Proliferation of electronic resources has posed several challenges like multiple logins, multiple interfaces and resource discovery. Web portal offers effective solutions to these challenges (Groenewegen & Huggard, 2003).

Objectives of Web Based Services

- To know the availability of web-based information services at websites of university libraries.
- To know assess the user awareness on various kinds of web-based services being offered by the university libraries.
- To know assess the awareness about digital library services available through web-based mode amongst the users of select university libraries.
- To utilize energy in the minimum time
- To know the problem to using the web based library information services.
- To identify the user preferences about access of information being provided by the university libraries.
- To make the work hasslefree
- To provide comfort-zone
- To know assess the user satisfaction level across the user communities of the select libraries.
- To suggest for effective the use the web based library information services.

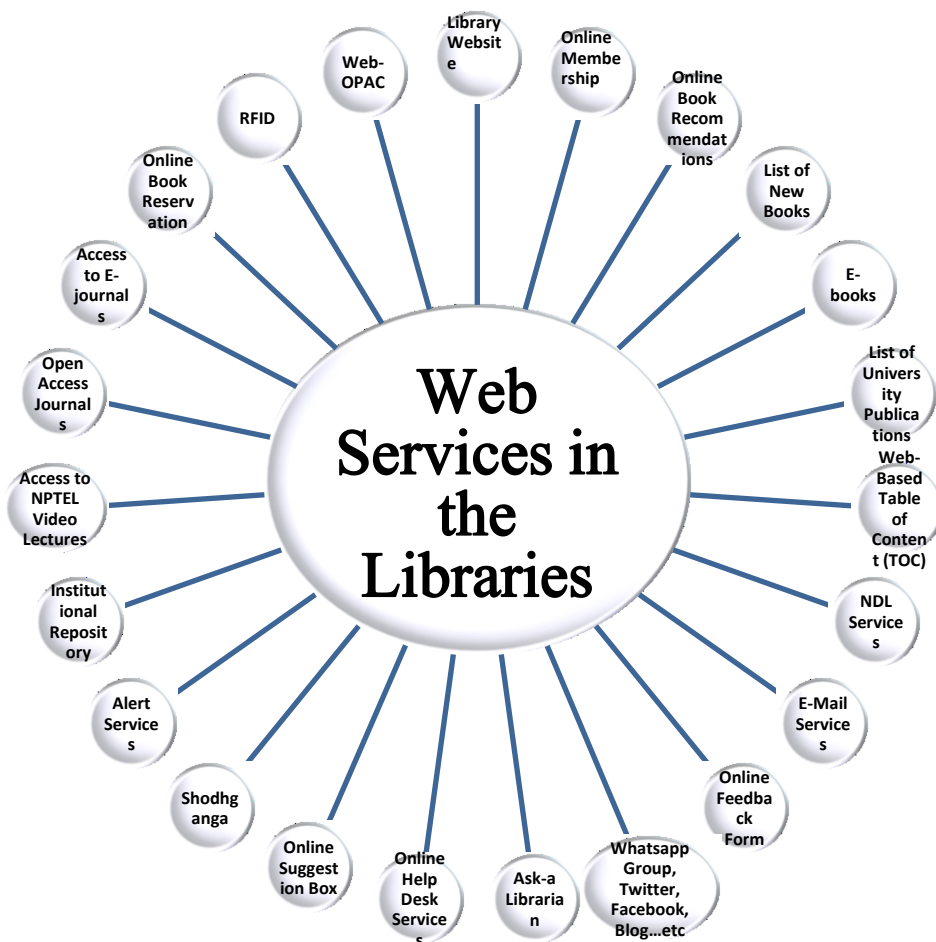
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Libraries and Web Based Services



Need of the Study on Web Based Service

Information communication technology has brought a lot of convenience to the library users. Libraries are using much different library management software [LMS] to manage its information resources and activities. There is growing trend in availability and use of e-resources. Information being accessible by users' desktops or other screens the output of the students and faculty members has increased. Most of the libraries have accepted the change and started providing online library services to their users. Web based services are helpful to large growing academic institutions. Therefore, the study is required to explore the issues involved with opportunities, challenges and future developing trends of delivering dynamic and distributed web based library services in university libraries and help users to get quality web based services and information and suggest new approach for effective use of web based library services.

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Review of Literature on Web Based Services

In review of previous studies is an important aspect for every research work. It helps to go deep into the problem on the one hand and study the different sides of the problem on the other. Knowledge of the previous studies provides the researcher an insight into what is already done and what is still to be done. Sincere effective research is based upon past knowledge, it helps to eliminate the duplication of what has been done and will provide useful hypothesis and suggestions for significant.

Rajendran (1997) viewed that World Wide Web provides university of knowledge or resource which consists of hypertext and hyper media documents. This is very indispensable tool for consultants and clinicians to explore World of knowledge on the information super highway. Peter and Gunn (1998) surveyed the use of internet with a self-selecting sample of 445 users. They reported that female Internet users are more likely to volunteer to participate in research and the proportion of female internet users are growing rapidly. There is significantly relationship between high Internet use and positive attitudes towards the Internet with both self-reported depression and introversion. Previc (1998) reported that teenagers are likely to use cyber cafes more because of their social dimensions, regardless of their access to the internet at home or in this school. Kiresler et al, (2001) reported that Internet use predicted better outcomes for extroverts and those with more social support but worse outcomes for introverts and those with less support. Many people have integrated the Internet into their ordinary lives to their advantage.

Das and Jeevan (2006) reported that the Internet to web has gained popularity for findings any kind of information on any branch of knowledge Information industry has slowly taken advantage of such shift from a paper based to electronic media widely due to the rapidly and strong impact of information communication technology (ICT) available to create, host and access full text electronic information resources. Thrilled with the success of e-journal operations of web, publishes are slowly, but steadily working on products, solutions and access models to disseminate e-books. This has now become easier because they use digital tools, and techniques to publish even printed books. Presence of e-book resources on web calls for proper evaluation to determine its quality and usefulness.

Bhatnagar and Deshmukh (2006) recommended that the organization should take one more step instead of just providing access to the internet. They should take responsibility of evaluating the web resources for effectiveness. They should have n-depth knowledge about the web resources and the search engines, which will give the real power to answer the queries. The librarian should create a web directory of the internet resources so that it can be used of referred to by a user whenever it is needed for providing the services and resources where their skills of structuring and organizing resources could be put to its best use.

Li (2006) found in his study that Library users need assistance for access, locate, convert, synthesize, and evaluate information effectively and efficiently. It is very imperative for Libraries and Librarians to design, develop, enhance, implement, and deliver high quality user-centered information services, resources, and instruction of the fingertips of Library users. Through this review of the literature, it found that the web-based library services are quite popular and various

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libraries around the world is adopting it. However, through this literature review it is observed that there was not study or report published on the study related to the web-based library services in university libraries.

Cahill (2009) found that the role of Web 2.0 and tools play a crucial role in management of the contents in library looking at the demand and supply of the information. Tosaka (2010) libraries analyses the problem associated with the citation output in web-based reference management software in management of bibliographic data.

Rui and Wang (2010) University library teaching reference information system is important for new knowledge service, how to utilize network technology to realize the teaching reference information resource sharing has become an urgent need of university library. Few studies focus on teaching web-based university library reference information system using ASP.NET techniques.

Onohwakpor and Adogbeji (2011) Alireza Noruzi's Laws library highlighted the importance in web environment. Zain, Othman, and Mat Ripin (2015) there are various factors responsible for usage of web-based services includes library budget allocations, research productivity, and extrinsic motivations. for using Web-based library services are surmised to have influenced the usage.

Haruna, Kiran, and Tahira, (2017) the studies in terms of services qualities, a study has identified that Web-based library service has much to offer.

Donabedian, Carey and Balayan, (2018) recommended that it becomes essential for the libraries to change its role and create awareness about various services available through library.

Methodology on Web Based Services

- Sources of data collections:
 - Primary Data – Information sheet, self-developed scale (semi-structured interview schedule and observation
 - Secondary data - policies, rules, regulations, Services of university libraries
 - Personal visits made for collection of data
- Sources explored to find out the needed information:
 - Library websites
 - Library reports
 - Universities' annual reports, etc.

Sampling: Random sampling used for data collection.

Analysis of Data

- Responses collected and tabulated in excel and analyzed data using the SPSS
- For analysis, descriptive statistics used depending on the nature of the data
- Interviews were used to substantiate the outcome of the quantitative analysis

Findings on Web Based Services

- Availability of web-based library services
- Awareness and information available at the library websites
- User satisfaction on various web-based services

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- Analysis was also made to assess:
- Common Reasons for visiting the library website
- Awareness about CD-ROM databases
- Awareness about new arrival display through library website
- Awareness on Online public access catalogue (Web-OPAC)
- Availability of Online Reservation service
- Awareness on Inter Library Loan
- Awareness on NDL, SWAYAM, Shodhganga, e-Learning Content etc.

Recommendations on Web Based Services

- University libraries need to adopt state of the art technologies in the libraries.
- The universities should have vibrant and dynamic library websites
- The libraries should render most of its services through online/digital mode but should not lost human touch while rendering these.
- The web-services should go hand in hand with the traditional services.
- Frequent awareness and literacy programs should be conducted for the users.

Conclusion

The most effective website reflects the best practices of the services and revealed the strength and weakness of the library as well an organization. The web-based services should not replace the traditional services but these should complement to the traditional services. University libraries have continue to play an essential role to provide quality information service with authentic information at the right time to satisfy their users. Many higher institutions now offer virtual delivery of academic programs via internet and the World Wide Web, Information and communication technology has brought vast changes and drastic transformation in the functioning and managerial of libraries. Library professionals play a leadership role in providing quality web based library services to their modern users. The success of an academic library is increasingly dependent on the most effective utilization and strategic management of new technologies in libraries.

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