WEB BASED SERVICES IN ACADEMIC LIBRARIES

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Abstract: *Growth and development of ICT, World Wide Web and Mobile technologies has brought tremendous changes in information and reference services in libraries. Now a day's web is becoming an increasingly important resource in many aspect of life such as education, employment, commerce and health care etc.Web based services are the latest method in technology which enables distributed computing. The global nature of web based services means that libraries can reach a vast audience, serving more people in the virtual sphere than would be possible at physical location. This article tries to deal with new innovative Web based services used in academic library, it's scope, advantages and the role of LIS professionals for delivering innovative web based library servicesin the current scenario.*

Introduction:

Library has undergone a revolutionary process in terms of collections, organizations and services due to rapid development of technology and its applications. Information and Communication technologies play an important role in enhancing efficiency in development of academic library services. In the era of e- technology, libraries have great impact in its services. Traditional library services are insufficient to cope with requirement of today's library uses. The application of information technology in libraries has changed the mode of services in library and information centers. This transformation of libraries led to complete metamorphosis where all functions and activities of libraries are being performed with the application of technology. Upcoming generation is more techno savvy and they are demanding more advanced techniques. The prime goal of library and information centers is user's satisfaction; the pressure on libraries to modernize the way of delivering their services is now intense and more demanding. The use of expectations on libraries to deliver high quality, comprehensive, user- friendly new generation services have grown tremendously in recent years. Currently, in an academic library environment, most students use the library via its web site to search for information needed. The web base services can help students to find better services when they are conducting searches online. LIS professionals are increasingly responsible not only to provide traditional online library and information services but also to deliver Web based online information services to needs of the users. All these have compelled libraries to start various innovative web based services in libraries.

Concept of the Web:

The World Wide Web is a global network of thousands of server computers connected by telecommunications. Tim Berners Lee created the World Wide Web in 1990. The subsequent of the Mosaic browser in 1992 led to widespread use of the Web beginning in 1993, the sites or the documents thus hyperlink each other known as Web. The system enables to link information sources without the requirement for central control and would continuously develop as a growing organism, forming a world wide web.

Scope of the Web Based Library Services:

Every institution needs to evolve in order to survive and a library is no exception. It requires a library services to be outward facing and interact positively to remain focused on service and the environment. An improved quality of service resulting in maximum utilization of library resources. Web based library services are established due to the reasons, the needs of users and the accessible information sources, delivering the information timely and appropriate manner, information assisting the user, promoting user awareness of new services and information sources, providing users with personalized guidance and support in information search and application skill, to save the time of the users, availability of staff to carry out the library works and services, less dependence upon the library staff to carry out the library works and services, instant and elaborate information requirements in different places, information for decision making , increase of the cost of books and journals, availability of information in different places and also in different form.

Web Based Library Services:

1. **Virtual Reference Service:**It is an online reference service that enables library users to ask reference questions through a library's web site or library portal. The user may be at home, in an office, at college, or in a library. Virtual reference services, unlike traditional reference, allow users to ask questions and receive responses via the internet and other electronic means.
2. **Digital Library Services:**Digital libraries services have the potential to contain an unlimited amount of information. Users can be able to access e-magazines, e-books, e-journals, video, audio, images, sound files, television, directories, e-newspapers, e- encyclopedia, Wikipedia websites and so on with the help of digital library services.
3. **Mobile Based Library Services:** E-learning using the smart phones and tabs is cashing popularity among young generation. Easy accessibility of e-resources e.g. full text electronic journals, e books, including multimedia instructions can be made available through mobile devices. Libraries provide various services such as webopac, issue-return massage, access of multimedia-based electronic resources over mobiles. Library services over mobile phones are a great advantage for librarians to reach a wide range of users.
4. **Cloud Computing Based Library Services:**Cloud computing is such type of technology in which academic libraries can provide unlimited resources to fulfill the reader's requirement. Academic libraries can use the cloud computing services for website hosting, library automation; access the e-resources, search services, data storage, and digital library services. Using cloud computing users would be able to browse a physical shelf of books, CDs or DVDs.
5. **Institutional Repository**: Institutional repository is a digital archive of the research output of faculty, research staff, and students of an organization typically a university or research organization and accessible freely to end users both within and outside of the organization

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Digital repository viewed as a set of services the research organization offer to the members of its community for the management and dissemination of digital resources created by members of the community.

6. **Consortia for sharing e- resources:**Consortia of libraries is known for sharing of e- resources at local, national and international levels, several organizations have formed consortia to share their electronic resources in order to satisfy the users expectations and demands for rendering quality services.The main aim of the consortia is to access particular information for all higher educational institution, research center in the world.

7. **E- Newspaper Clippings Service:** Newspaper have provided and preserved detailed records of topics, people and society institutions, issues and events. Now it has become possible to provide news clipping service in full-text over the World Wide Web. Online newspaper clipping service is popular and useful service in current library environment; this certainly has facilitated wide circulation of the news items in networked environment with better archives searching.

8. **Document Delivery Services**:The Document delivery services deliver copies of journal articles and book chapters from participating libraries. In regards to document delivery service the library will request another library for copy of a document, to the transmitted via E- mail or fax. A large number of libraries now host their holding on their website and can be searched on internet.

9. **Web OPAC:**Web OPAC is a retrieval tool plays an important role for finding out the required document. It is an online Public Access Catalog in an online database of materials held by a library or group of libraries. Web OPAC offers the libraries the opportunities to have access to various resources of other libraries on the web. It allows searching the entire catalogue online, conveniently and quickly using one or more search criteria. Web OPACs brings information at the fingertips of member at a remote location with search facility of entire database.

10. **E mail Service:**In our efforts to disseminate information and to engage with a generation of mobile, social and always-connected students, Email & SMS services have tremendous potential. Using this technology provides an opportunity to not only facilitate library tasks but also strength connections with this generation.

11. **Social Networking Websites:**Social networking sites are used in promoting of library resources and services, it is an online platform that allows users to create a public profile and interact with other users on the website. These sites allow users to stay updated on library events and plan events they wish to attend without having to physically go to the library. Social networking service is an online service that focuses on building and reflecting of social networks and social relation among people. Through social networking sites academic librarian can provide news or information for users, provide links to recommended Internet resources, book reviews, information about new books, book discussions etc.

12. **Library Website/Portal**: Library websites are a gateway to an institutions resources. It can be defining as a website for a specific audience that aggregate an array on content and provides and array of specific. They are designed to use distribute application to provide services for, a number of different sources.Its display the current information like job opportunity, fellowship, training workshops, seminars, conference, placement on the library.

13. **Blog:**The blog is a powerful two way based tool. It is very useful for communication now days. Blogs can be used to improve the services provided within the libraries.Weblog is collaborative and communicative. It allows multiple users to post comments, which bring some interesting

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and valuable discussion. Librarian can periodically post massages, share information on a particular subject or issue, and allow users to contribute to content. It serves as a platform where the users can file their concern queries and suggestions regarding the services regarding the services and activities of the library. The reference services via blog are technically cheap and easy to implement.

14. **Ask- a Librarian**: Ask- A Librarian services are internet based question and answer service that connects users within individuals who process specialized subject knowledge and skill in conducting precision searches.   User can ask a question to the librarian and librarian using different tools to find the answer and respond the user. The response is either sent to the users e-mail account or is posted on the web so that the user can access it after a certain period of time.

Advantages of Web Based Services:

1. Provide Access to a very large information collection.
2. Improved efficiency of library operations, quality of existing services and improved user's Satisfaction.
3. It saves the time, space, energy and resources.
4. It decreases time of users who are away from the campus.
5. It has invented the ways of resource sharing by co-operation and co-ordination.
6. Web-based material can be easily adapted for different user groups unlike print based material.
7. Enhance discovery of new and better library practices, information products and services.
8. Increase user's satisfactions with the library resources and services.
9. It will help library professionals to provide pinpointed, exhaustive and expeditious information to the library patrons.
10. Many more users be helped by using web based library services at a time.
11. The library can save money, material and manpower.

Role of LIS Professionals:

Due to impact of ICT the libraries are going to be digital day by day. The Traditional library services have been replaced by web based services and the library collection has also changed tremendously. In this changing library situation the role of LIS professionals has also changed remarkable to fulfill the needs of users. Now they need to be component enough to face the demand of the new job requirements and they should bring innovative changes to its strategies to cater to the need of the users. To survive and sustain in the present environment the LIS professionals need to develop their skills in order to develop new products and services in response to new developments. Proper training for the library professionals is a must to face technologies advancement and to bring out quality services. Nowthey have to play a role of teacher- advisor in educating the users. They have to provide instructions about information resources and assist the users in locating and evaluating information using variety of methods and techniques. In the present situation LIS professionals are required to work independently or as a team to design and develop web- based application, programme and to deliver web based services.

Conclusion:

The role of academic libraries while adapting new technologies have a big opportunity to enhancement the quality of education through providing the quality services. Because various new technologies applied in library, effective and efficient services delivery possible to library patrons.Every aspect of library and information services has been influenced by the web-based e-learning environment.Library professionals realize to improve the range of professional competencies required to adapt the changing technology successfully, they must strive, struggle and improve new skills and knowledge about new technologies that will be needed to provide responsive web based library service to the patrons.LIS professionals must to develop expert technological competencies required to make best use of the web based services. The LIS professionals are playing all round multi model roles to satisfy the different approaches of the end users.

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