Chapter-1

INTRODUCTION

- Web
- Web Based products and Services
INTRODUCTION

The web was designed as an information space, with the goal that it should be useful not only for human–human communication, but also those machines would be able participate and help. One of the major obstacles to this has been the fact that most information on the web is designed for human consumption, and even if it was derived from a database with well defined meanings for its columns, that the structure of the data is not evident to a robot browsing the web.

The question is doing the library users happy with the online approach? Yes most of the web based library service provider is getting a lot of feedback from their effective users. So libraries also introducing more and more services on the web, a tremendous amount of content and the system has had some continuity over time.

As the Internet grows ever larger, the sheer quantity of textual information continually increases. Basic text, in ASCII, HTML, PDF, probably makes up the bulk of the information that we aid Animation facilities.

- Equal opportunity for access to all
- Information sharing for any number of users at any time.
- Provides a distributed information system.
- Move to owning model to access model.
- Exchange of electronic mail and other data files in a wide area environment.
- On-line real time interaction with other network users.
- Participation in electronic media mailing lists and conferences.
- Receipts and delivery of electronic publication.
- Access to data stored on remote computers.
Introduction

- Access to remote scientific computing equipment such as supercomputer, remote sensing equipment telescope, graphic processors.
- Access to wide selection of public domain and shareware software.

WHAT IS WEB?

WEB is popularly used as the synonymous term of World Wide Web or Internet or Online. The Internet and its "publishing arm" the WWW are important components in the communication process. The web is a client or server system used to access all kinds of information to anyone on the net. The information can be in the form of regular text, hypertext, pictures, sounds, Usenet newsgroups and other types of data. To access this information, use a client program called browser. Within the web, the information is stored in pages. Each page can hold not only information but links to other pages. In each page a particular word or sequence of words highlighted item and the other information related to that words in some other pages. This means that there is a link between the highlighted item and the other information, the service is called hypertext. When anyone wants to follow a link, the browser will find out where it is and connect the web server at that location, request the new page and then display it on the screen.

The WWW may represent an intermediate form between recorded and unrecorded communication and information transfer. Because it is a new medium we have not yet fully identified the dynamics of its behavior. Keeping in mind today's tremendous increase in information and changing users behavior we can say that web is an ideal media for providing information. There are some common facilities we can enjoy form web.

- These are-Hypertext document
Introduction

- Text, Pictures, Sound and Animation facilities
- Equal opportunity for access to all
- Information sharing for any number of users at any time.
- Provides a distributed information system
- Move to owning model to access model.
- Exchange of electronic mail and other data files in a wide area environment.
- On-line real time interaction with other network users.
- Participation in electronic media mailing lists and conferences.
- Receipts and delivery of electronic publication
- Access to data stored on remote computers.
- Access to remote selection scientific computing equipment such as super computer, remote sensing equipment telescope, graphic processors,
- Access to wide of public domain and shareware software.

WEB BASED INFORMATION PRODUCTS

Information products are knowledge based products that help people, educate people, and solve a problem. According to Kotler-“A product is anything that can be offered to a market to satisfy a need. It includes physical objects, service, persons, places, organization and ideas.” Traditionally speaking, all the indexing and abstracting information products services, bibliographies, document delivery services translation services, trade products, bulletins, state of art reports are”.

3
DEVELOPMENT OF INFORMATION PRODUCTS AND SERVICES

A product is anything that can be offered to a market to satisfy a need. A large assortment of materials, services, and programmes constitute the library's product. A library offers goods, either tangible (e.g. books and Internet access) or intangible (e.g. personal assistance, or value of the library as a premier community institution). De Aze (2002: 5) says that, "products and services which provide benefits for users and which answer users' most important needs are the core business of the library and information service" (Aze de Elliot E.2002: 5). Seetharama (1998) considers that, "without products no organization has reason to exist, there is no task to perform; hence product is the most important factor in marketing."

Need

Following points are needed to develop a product.

1. Exploiting the Political Process

One form of role transformation is by extending the responsibilities of librarians to include political behavior on behalf of clients. For this to happen, when it is clear that information tools and existing resources are inadequate in alleviating a specific requirement of users, librarians would express themselves by calling attention to needed information products which may not be available, may be obsolete, or are not provided in suitable formats or with necessary timeliness. Using the political process implies the mounting of concerted efforts by librarians, as the societally designated responsible agents of information access, in order to influence external bodies. Practically speaking, such efforts can have the purpose
and effect of influencing external groups to take cognizance of and thus to fill unmet or unsatisfied needs of library users.

2. A More Active Intellectual Role Response
The second form of prospective adaptive performance may be a somewhat more radical change in the basic reactive paradigm of the occupation. The means to do so lies in capitalizing on the intellectual potential of those in the occupation who would accept roles in designing and developing new information products and services which do not yet exist, but which are clearly necessary in fulfilling client needs.

TYPES OF INFORMATION PRODUCTS

- Newsletter
- House Journal
- Bulletins
- Blogs
- Trade and product bulletin

1. Newsletter
Newsletter can be defined as a serial consisting of one or a few pages in print, electronic or any other form, containing recent information or news which is of interest to a special or particular group of users and which is published periodically. Organizations often issue newsletters to members or subscribers.

Newsletters are publications issued by organization, often simple in format and crisp in style, they provide information for a definite public.
Introduction

Types of Newsletters

R&D Newsletters can be categorized into different types based on the publishing organizations such as:

- Organizations (National and International);
- Associations (National and International);
- Government Organization
- Public Sector Undertakings;
- Private Institutions; and
- Academic Institutions, etc.

Functions and Purpose

Newsletters are publications, which are simple in format and provide speedy information for a definite group of audience. The newsletters are relatively easy, fast and inexpensive to produce. Most of the organizations issue newsletters to communicate news of their activities to the target audience in a timely and speedy manner.

- The Newsletter serves as a medium to:
- Publicizes or promote products and services of the institutions;
- Announce current and forthcoming events like conferences, seminars or workshops; and
- Communicate information about social and cultural activities, personae information, appointments, promotions, transfers, retirements, obituaries, etc. of the concerned institution(s)

Contents

Contents of newsletters are based on the purpose of the newsletter. Different types of newsletters cover different category of information. For instance, newsletters issued by R&D organizations carry information
about programmes of the organization, grants and fellowships, awards and rewards, forthcoming conferences/seminars/workshops etc., news from research institutions, reports on seminars conferences, etc. and technical/scientific articles e.g., International Sorghum and Millet Newsletter by ICRISAT (International Crops Research Institute for Semi-Arid Tropics). Newsletters published by associations cover president’s reports/remarks, announcements of association, community e.g., IASLIC Newsletter published by Association of employment news, personnel information and other news of interest to the member Special Libraries and Information Centers. Newsletters from industrial enterprises are of two types, one for internal circulation and the other for external circulation. The newsletter for external circulation covers information about new products and services, highlights the achievements of the organization, announces discounts and benefits for the customers etc. Whereas the one for internal circulation covers news of the employees such as promotion, transfer, wedding, etc, announcements of welfare measures for the employees, social and cultural activities of the employees including sports, etc. and sometimes popular articles, short stories, joke, etc. by the employees.

Electronic Newsletter
Newsletters published and distributed electronically over the computer networks are known as electronic newsletters. E Newsletters started appearing in 1990s and have proliferated since then. These are distributed by e-mail to people who voluntarily subscribe to them online. Initially, e-newsletters contained hyperlinks to web pages – a method employed by website operators to draw users to their sites. However various studies on usage of e-newsletters showed that users were more interested in getting
information from their e-mail account than from websites. So e-newsletters became full-fledged and content-rich publications. More and more people in business and industry are advertising their products through e-newsletters.

**Benefits of E-mail Newsletters**

- E-mail newsletters are convenient and delivered straight to the user's information desk;
- E-mail newsletters have timely information and real-time delivery;
- E-mail newsletters are informative and keep users up-to-date; and
- Users have high emotional reaction to e-mail newsletters. As they arrive in users inbox, users have ongoing relation with them and at times, if found useful, users forward them to their colleagues or friends.

2. **House Journals**

A house journal is a serial publication issued by an industrial, commercial, public service or a similar organization to inform the public of its performance and style of functioning. It also serves as a medium to know the reaction and opinion of the public about its performance. For an organization, the public consists of its employees, customers, dealers, retailers of its products, its shareholders, and the government that have social control over it. The house journal is a form of promotional literature, since it seeks to

Project and enhance the image of the parent organization to its customers or employees or to advertise and promote the products and services of the organization. The functions of the house journal are to:
• Improve business and industrial relations;
• Keep employees and customers in the picture;
• Serve as useful platform for communicating management’s views;
• Promote and enhance the image of the management as well as of the organization among its employees and customers; and
• Provide an objective news service

Types of House Journal
There are three broad categories of house journals - internal, external and combinations of both. Internal house journal is published for employees or members of the organization, whereas external house journal is brought out for customers or potential customers of the organization.

a) Internal House Journal
Internal house journal is brought out for the employees of the organization and is meant for internal circulation. Its prime aim is to keep the employees of the organization informed of the welfare measures and the concern of the organization for its employees. It also aims at providing a forum for the employees to express their views including their grievances.

b) External House Journal
The external house journals are designed for customers or potential customers of an organization and are meant for external circulation. Based upon their contents, they can further be broadly grouped into three categories:
i) The first category is that of a scholarly journal and can be equated in almost every respect with a standard technical journal;

ii) The second category is the magazine. This contains general non-technical information and information about products of the organization, without technical details.

iii) The third category is the periodical catalogue, which is similar to a trade catalogue. The basic difference between this and the trade catalogue is, that the former is issued under the same title at regular intervals, just like a periodical publication.

3. Bulletins

Many organizations have released the need for informing public about the performance of organization. They publish house bulletin to inform the public about functioning of it. Bulletin is a publication, generally a pamphlet, issued by a Government, society or other organization at regular intervals and in serial form. In other words, a periodical or occasional publication containing list of books added to a library, and other library information.

4. Blogs

A blog is often a mixture of what is a happening in a person’s life and what is happening on the web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people. People maintained blogs long before the term was coined, but the Trend gained momentum with the introduction of automated published system, most notably blogger at blogger.com. Thousands of people use services such as blogger to simplify and accelerate the publishing process.
Blogs are alternatively called web blogs or web logs. However, "blog" seems less likely to cause confusion, as "web log" can also mean a server's log files.

5. Trade and Product Bulletins

Trade and product bulletins are information products brought out by the publishers, manufacturers and distributors of various types of materials, products or services. The trade and product bulletins virtually cover every kind of material, product or service ranging from books, drugs, chemicals, household goods to extremely complicated machinery and equipment used in research and industry. The basic purpose of this type of trade literature is to describe various attributes of the product, material or service and promote its sale to the potential customers. They are also known as trade catalogue.

Characteristics of Trade and Product Bulletins

There is a considerable variety in format, size, type and amount of information presented in trade and product bulletins. It may range from a small advertisement in a periodical or a leaflet announcing a single product to a multivolume publication describing thousands of products of a single manufacturer or a large number of manufacturers. Some product advertisements appear just like a magazine article and editors often label them as "Advertisement" to distinguish them from the feature articles. For example, some of the advertisements appearing in Reader's Digest magazine.

Some of the general characteristics of trade and product bulletins are as follows:
Introduction

➢ They generally contain application oriented descriptive information and do not provide theoretical details of the research leading to the development of the product with the exception of trade literature describing medicines and complex scientific equipment.

➢ Trade bulletins are primary sources in which information about a product or process appears prior to its publication in any other form of literature. In fact, much of the information reported about specific commercial product is not likely to be published in any other form of literature.

➢ Much of the information presented in these bulletins lose currency very quickly, because new products and processes are constantly being developed and improvements are made to the existing ones.

➢ These publications are usually distributed free.

➢ Trade catalogues issued by manufacturers are undated.

➢ The amount of information provided for products or processes vary considerably ranging from mere announcement to detailed description of the product or process.

Functions of Trade and Product Bulletins

Trade and product bulletins are primarily published to promote sale but they serve as indispensable source of information for specialized group of users such as scientists, engineers, technologists, chemists, medical practitioners, etc.
Product Bulletins:

- Provide latest ascertain whether a particular machinery or a component of a machine or a specific product is available in the market or not.
- Help the technologists to compare similar products available from various manufacturers and select the most appropriate one.
- Provide easy access to names and addresses of the manufacturers, distributors of industrial products.
- Serve as important communication channel between manufacturers, dealers and buyers.
- Articles published in these bulletins are broader in appeal with colorful illustrations, charts and diagrams.
- Back runs of these publications serve as an important source of information for the study of industrial archeology, business history, and history of technology.

WEB BASED SERVICES

Web services are Web interoperable building blocks for constructing applications. As an example, we can imagine a distributed digital library infrastructure built on web services providing functionality such as distributed search, authentication, inter-library loan requests, document translation and payment. These web services would be combined by a particular digital library application to offer an environment for reaching information resources that is tailored to its particular user community.

Types of Web Based Services

- CAS
- E-mail service
- Subject Gateway
• Newsletter services
• WebOPAC
• Patent Information Services
• Reference Service
• Web casting
• Institutional Repository
• Pod casting
• RSS

Current Awareness Services

CAS according to Luhn is an essential function of management to make the members of its organization aware promptly of such new information which will most likely contributes to performing their individual task with the highest possible degree of competence. The long-term purpose of the CAS is to provide a substitution for the circulation of new journal to the users various electronic current products have been investigated that could partly provide what the circulation of journal has provided over the years. They also had to be available via the Web in order to allow the ultimate extension of the service to research students located at the distance from the campus.

E-mail Service

It is a web based excellent media and most probably most popular media for various purposes specially for delivering some web based services. The most easy and convenient method to access the web sources is e-mail. When a researcher who registers his name and chose the content pages of some journals of publishers like Elsevier science, Pergamon Press and some other society publication, request for sending the content
page of the selected journal the publishers take care of sending the content in advance, against the registered individual's e-mail address. This helps as excellent current awareness service to the scientists.

**Subject Gateways**

Subject based Information Gateways are subject entrances (clearing houses) to quality assessed Internet resources. This can be contrasted with gateways where resources are arranged according to where they are physically placed or "geographically" like W3 servers or according to what type of resource they are, such as InterNIC. Compared to common link-lists SBIGs are labor intensive, but gives the advantage of a quality-assessed collection, with standardized descriptions that gives the user a possibility to judge the relevance of the resources.

For example: A very popular Subject Gateway is "PINAKES" (http://www.hw.ac.uk/libWWW/irn/pinakes/pinakes.html). It gives link of 45 various subjects' gateways. It provides 10 the Multi-Subject Gateways for example INFOMINE (http://infomine.ucr.edu/Main.html), DutchESS (http://www.konbib.nl/dutchess/) and BUBLLink (http://bubl.ac.uk/link/). A link BUBL (http://bubl.ac.uk/) is a famous LIS subject gateway gives BUBL Journals Abstracts, full text, over 200 titles with other various links. BUBL LINK/5:15 Catalogue, 150 Internet Resources link for Library and Information Science.

**Newsletter Service**

It is very good service to the users, listing available Internet services, sites, new addition, publications, useful like Conference, Workshops, Training and Fellowship programs. A catalog of Internet base information...
sources is useful assets for all R&D libraries if given at regular intervals through e-mail or they can host it in their website.

**Web OPAC**

The concept of Web OPAC is of recent origin. These web based online catalogues will function as gateways to the resources not only held by respective library but also to the holding of other participating libraries without limiting to local but going beyond further to regional, national or international levels. It allows users to interact with documents stored on computers all over the world. Thus it makes easier to access catalogue data in the form of bibliographic records. It has sometimes the ability to search the OPAC of other libraries. The tool used in this context is a common user interface (software) known as web browser. A web OPAC is a powerful tool that links all the electronic resources, simple graphic files, the rich multimedia files and a good networking environment.

The decision to move to web based OPAC will be normally made by the libraries when they wish to link or to incorporate electronic resources into its catalogue. It will provide a gateway to the world of information and makes possible to integrate many of the library’s resources within a single access tool. The usual features of OPAC, like bibliographic and full text database; internet search engines; and other linked resources from the OPAC are available on the web based OPAC also. As a result the catalogue becomes another search engine. The web OPAC makes the catalogue from providing access to large banks of actual information. They are also referred as “web cats” and information gateways.

- It offers the libraries the opportunities to have access to various resources of other libraries on the web.
Introduction

- It allows users to interact with documents stored on computers all over the world.
- Makes easier to access catalogue data in the form of bibliographic records.
- Sometime has the ability to search the OPACs of other libraries.
- Powerful tool that links all the electronic resources for easy access.
- Make the catalogue from providing information to providing access to large banks of actual information.
- It becomes another search engine.
- Referred as 'Web Cats' and as well a type of 'Information Gateway'
- Some require a login ID, user name and or password
- Some include information on the screens such as login ID, user name or pass word in boxes and users can see when they access the catalogue.

Patent Information Service

Internet is the fastest expanding network to access patent information sources of different countries most important patent information services available on Internet are:

- General information for obtaining patent (full text or bibliography), list of publications, and offices like USPTO, IP office of Brazil, and Canadian patents and current awareness services form bibliographic database.
- Search can be made by inventees name, applicant's name, classification symbols etc. It is free access services for the users, (http://patents.cnidr.org). Full text of patent are not available for free services through Internet.
Introduction

- Derwent Scientific and Patent Information (http://www.derwent.co.uk/) – Derwent World patent index contains patent information from different patent issuing authorities and Derwent patents citation index.

- Chemical Patents plus from Chemical Abstracts http://casweb.cas.org/chempatplus/ New patent files can also be obtained free of cost.

Reference Service

The reference service in a library is often defined as direct personal assistance given to its reader for finding information. It is the branch of library services, which includes personal assistance given to in their search for information on various subject areas, irrespective of size and collection of the library. Much work has been done recently on the demographics of the current day library regarding access to electronic services. Virtually every academic library and almost all-public ones offer access to CDROM products. Almost all-academic libraries offer mediated access to the traditional online services such as DIALOG, Dow Jones and LEXIS-NEXIS.


Web casting service

Web casting which is another example of Push Technology is defined as the "Pre-Arranged updating of news, weather or other selected information on an Internet user's desktop through periodic and generally unobtrusive over the WWW". In other words, push technology or webcasting is a method of information delivery across the web that
pushes information to the screens of user’s computer. It is a webcasting was introduced by the PointCast Network in 1996. Presently most of the webcasters concentrate on news delivery.

**Institutional Repository**

An Institutional repository is an online locus for collecting, preserving, and disseminating in digital form the intellectual output of an institution, particularly a research institution. For a university, this would include materials such as research journal articles, before preprints and after post prints undergoing peer review, and digital versions of theses and dissertations, but it might also include other digital assets generated by normal academic life, such as administrative documents, course notes, or learning objects.

The four main objectives for having an institutional repository are:

- to provide open access to institutional research output by self-archiving it;
- to create global visibility for an institution's scholarly research;
- to collect content in a single location;
- to store and preserve other institutional digital assets, including unpublished or otherwise easily lost ("grey") literature (e.g., theses or technical reports).

**Pod casting**

A podcast (or non-streamed webcast) is a series of digital media files (either audio or video) that are released episodically and often downloaded through web syndication. The word replaced webcast in common use with the success of the iPod and its role in the rising popularity and innovation of web feeds. The mode of delivery
differentiates pod casting from other means of accessing media files over
the Internet, such as direct download, or streamed web casting. A list of
all the audio or video files currently associated with a given series is
maintained centrally on the distributor's server as a web feed, and the
listener or viewer employs special client application software known as
a pod catcher that can access this web feed, check it for updates, and
download any new files in the series. This process can be automated so
that new files are downloaded automatically. Files are stored locally on
the user's computer or other device ready for offline use, giving simple
and convenient access to episodic content. Commonly used audio file
formats are Ogg Vorbis and MP3. In many respects, this is closer to
traditional publishing models associated with books and magazines (as
opposed to radio, which uses a live stream).

Academics at the Community, Journalism & Communication Research
group at the University of Texas at Austin in the USA are proposing a
four-part definition of a pod cast: A pod cast is a digital audio or video
file that is episodic; downloadable; program-driven, mainly with a host
and/or theme; and convenient, usually via an automated feed with
computer software.

RSS

RSS stands for "Really Simple Syndication". It is a way to easily
distribute a list of headlines, update notices, and sometimes content to a
wide number of people. It is used by computer programs that organize
those headlines and notices for easy reading. Most people are interested
in many websites whose content changes on an unpredictable schedule.
Examples of such websites are news sites, community and religious
organization information pages, product information pages, medical
websites, and weblogs. Repeatedly checking each website to see if there is any new content can be very tedious. RSS works by having the website author maintain a list of notifications on their website in a standard way. This list of notifications is called an "RSS Feed". People who are interested in finding out the latest headlines or changes can check this list. Special computer programs called "RSS aggregators" have been developed that automatically access the RSS feeds of websites you care about on your behalf and organize the results for you. (RSS feeds and aggregators are also sometimes called "RSS Channels" and "RSS Readers".)

Producing an RSS feed is very simple and hundreds of thousands of websites now provide this feature, including major news organizations like the New York Times, the BBC, and Reuters, as well as many weblogs. RSS provides very basic information to do its notification. It is made up of a list of items presented in order from newest to oldest. Each item usually consists of a simple title describing the item along with a more complete description and a link to a web page with the actual information being described. Sometimes this description is the full information you want to read (such as the content of a weblog post) and sometimes it is just a summary.

It is getting more and more common for websites to have RSS feeds. They usually indicate the existence of the feed on the home page or main news page with a link to "RSS", or sometimes by displaying an orange button with the letters "XML" or "RSS". RSS feeds are also often found via a "Syndicate this" link. Text "RSS" links sometimes (there are lots of variations) point to a web page explaining the nature of the RSS feeds provided and how to find them. The buttons are often linked directly to the RSS feed file itself.
References


2. Hatua, Sudip Rajan(). Seminar on web-based library and information services. DRTC.


8. www.ariadne.ac.uk/issue29/gardener

9. www.egyankosh.ac.in

10. www.marketingterms.com/dictionary/blog/

11. wwwencyclopaediaz.thefreedictionary.com/webbased