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Chapter 2 - Research Methods

2.1 Introduction

Research is about the systematic investigation to find new things. This process will add new knowledge to a particular discipline. The investigation is based on scientific methods to solve the problem. Like many disciplines marketing, advertising, communication, mass media, and library and information science also undertake research initiatives. To solve research problems, researchers use various research methods.

Market and social science researchers use exploratory, descriptive and explanatory or causal research. The mode of data collection could be continuous and ad-hoc research and type of data could be qualitative and quantitative. Sources of data could be primary or secondary, or a combination of both. Method of data collection may be observation or interview. The interview method could be face to face, telephone, postal and internet research.¹

Psychology uses more experimental and case study methods compared to other disciplines. Use of research methods in communication are more towards theoretical modeling compared to mass media, for example survey method is being used for National Readership Survey (NRS) and Indian Readership Survey (IRS) for print media. Television Audience Measurements (TAM) uses survey method for measuring Television Rating Points (TRP) of TV viewers.

Library and information science is a part of social sciences. Therefore, one can see easily the clear influence of social science research methods on library and information science. For example, survey and interview methods have been extensively use by the LIS researchers. Powell (1991)
has identified social and behavioural science authors’ work used by the LIS researchers. Babbie (1986) is well known for social sciences text that is particularly strong on the conceptual development of a research study. His book introduces the reader to the logic, as well as the skills of social science research. It also encourages the readers to be responsible consumers of social science research. The appendices explain how to use the library and write the research report.

Other standard texts on social science research include Nachmias and Nachmias (1987), Kidder and Judd (1986), Gay (1978), Mouly (1978), and Kerlinger (1986). These works cover the basic steps involved in planning and conducting social science research, but also exhibit somewhat different perspectives, emphasis, and strength.

Leedy (1985), Issac and Michael (1981), and Sproull (1988) place an extra emphasis on the practical aspects of doing research. These books included systematic research process, number of examples, definitions, sample forms, flow charts, checklists, sample research proposal, reading of graphs, charts, tables, and other non-verbal presentations.

The above books were written for social and behavioural science research, many of them have no examples on library and information science, in spite of this these books are being utilized by library and information science researchers, because the exclusive books on LIS research methods were not available. Therefore, many social science research methods and techniques used in social and behavioral science are also useful in library and information science.

2.1.1 General Guide to Library and Information Science Research:
Powell’s (1991) has also identified that very few books have been written from a library and information science perspective. Goldhor (1972) was one of the earliest and most influential books on the basic research in library science. More recent contributors on library and information science research are Busha and Harter (1980), Powell (2004, 1995, 1991, 1985), Martyn and Lancaster (1981), and Moore (1987). Busha and Harter (1980) text has been widely used; among its features are descriptions of illustrative studies and extensive bibliographies. About 40% of the work is devoted to statistics.

2.2 Objectives of Research

The research is conducted in all disciplines but it could be of different level. To understand depth of the research it has been divided in to four broad groups by Kothari (1985). The research objectives are falling into four broad groupings:

1) To gain familiarity or new insights into it known as exploratory or formulating research studies;
2) To portray accurately the characteristics of a particular individual, situation or a group termed as descriptive study;
3) To determine the frequency with which something occurs or which it is associated with something else known as diagnostic research;
4) To test hypothesis of a causal relationship between variables are termed as hypothesis-testing research studies.

2.2.1 Types of Research

Research falls into various broad groups depending upon the approach, the purpose and nature of the research activity. The major groupings are as under.
2.2.1.1 Descriptive and analytical research

Descriptive research deals with survey and fact-finding enquiries of different kinds. Analytical research has to use facts or information already available to make a critical appraisal of material.

2.2.1.2 Applied and fundamental research

Applied research is based on the existing theories and models to finding a solution for an immediate problem facing by the society or an industrial/business organization. Fundamental research is concerned with generalizations and with the formulation of a theory.

2.2.1.3 Quantitative and qualitative research

Quantitative research deals with measurement of quantity or amount. It is the quantitative study of phenomenon. The qualitative on the other hand deals with phenomenon relating to or involving quality or kind.

2.2.1.4 Conceptual and empirical research

Conceptual research is based on some abstract ideas or theories. Philosophers and thinkers to develop new concepts or to reinterpret existing concepts, they use this type of research. Empirical research deals with experience or observation alone irrespective of system and theory.

2.2.1.5 Some other type of research
All other types of research are combinations of various approaches based on purpose, time, environment, and other similar factors.

2.3 Research Methods:

There are different research methods. The main purpose of research is to enhance the frontiers of existing knowledge. The methods are as under.

- Historical
- Case study
- Descriptive
- Experimental
- Survey
- Bibliometric
- Modeling
- Content analysis
- Quasi-experimental
- Theoretical
- Delphi
- Discourse
- Structural

Research methods or techniques thus refer to methods the researcher uses in conducting research operations. In other words, all those methods, which are used by the researcher during the course of studying a research problem, are termed as research method.  

2.3.1 Historical and/or bibliographical

Historical research method deals with understanding background and growth of a chosen field of study. It can offer insight into organizational
culture, current trends, and future possibilities. Busha and Harter (1980) define the library history as systematic counting of past events pertaining to the establishment, maintenance, and utilization of systematically arranged collections of recorded information or knowledge.

There are varieties of topics in the historical research such as development of school, public and academic libraries, the use of technology and its advantages, the development of preservation methods, famous librarians in the field, library statistics, or geographical demographics and how they affect library distribution. It uses primary sources and secondary sources.

2.3.2 Case study

Case study is in depth study of an individual, firm and institution. This has been developed as problem solving technique and suggestive for improvements in various dimensions of the case under inquiry. Case studies conducted in librarianship have focused on many groups of clientele including persons in intuitions, disadvantaged or deprived citizens, children and high school students, college or university faculty members and students, professional workers, employees in business and industry, and library and information users and nonusers.

2.3.3 Descriptive (i.e. recording of observations of events).

Descriptive research is dependent on surveys and fact finding of different kinds. It is based on questionnaire and opinion study. It tells the present state of affairs. This method is used to find out factors, which are most promising for experimental research. Researcher has no control over the variables is the biggest character of this method.
2.3.4 Experimental Research

This method is based on scientific method. The experimental research is carried out under controlled situation of cause-effect relationship. The values of one or more independent variables are manipulated and the effect of the manipulation on the values of the dependent variables with respect to one or more experimental groups is observed. This method can be used to test new techniques for developing, maintaining, and utilizing library collections, to identify ill-defined or previously unobserved library or information phenomena, and to explore conditions under which certain phenomena in library and information science occur. Independent variables can be also used to study patrons, librarians, indexing system, a mode of instruction, a type of catalog organization, and book selection.

Busha and Harter mentioned the study done by Cyril Cleverdon and others on evaluation of the relative performance of various indexing methods and systems with help of experimental research.

2.3.5 Survey (i.e. use of questionnaires or interviews)

Survey method is used by many disciplines like market research, sociology, mass media and others. Survey method is established as one of the oldest, proven and most economical research method. Survey method can be used when population is large and geographically spread.

Survey method is used to gather the information from the population who has had practical experience with the problem to be studied.

According to Busha and Harter (1980) survey method saves time, money, without sacrificing efficiency, accuracy, and information
adequacy in the research process. Survey method is conducted to obtain three types of data:

- Information about the incidents and developments
- Information about distributions and frequencies
- Information about generally rules and statutes

Field survey is conducted with help of questionnaires and interviews with respondent. Questionnaire can be sent by mail, e-mail or it can be administered by meeting the respondent personally. Librarians use the survey method to know collection size, kind of facilities and services available, use and non-use of library, financial support, and the composition of the library.

2.3.6 Bibliometric studies, including citation studies

This type of research method used in library and information science. It uses quantitative analysis and statistics to describe pattern of publications within a field or body of literature. Bibliometric research method will be able to tell a researcher the relations between two authors or works. Serial publications such as Science Citation Index, Social Science Citation Index, Arts and Humanities Index, and Current Contents are based on Bibliometric methods. Lotka’s law deals with contribution of authors to a particular subject. Brandford’s law gives core and peripheral journals, Zipf’s law used the frequency of words used in the text, and citation analysis establish relationships between and authors and their work, all these laws are based on the Bibliometric method.

2.3.7 Modeling (the development and/or testing of a model)
The term model refers to a representation of a real world phenomenon. Many libraries offering guidance to patrons in the form of a floor plan of the library, indicating the location of major section of the collection, as well as information desk, rest rooms, staircases, and elevators.

There are mathematical models used in library and information science field. These models are computer simulation models, exponential growth to librarianship, queuing theory and operations research.

2.3.8 Content analysis

Users use various media of communications, including books, periodicals, newspapers, films, and government documents, but the contents are crucial in usage of materials. Actual contents are most important in content analysis. Bernard Berelson has described content analysis as “a research technique for the objective, systematic and quantitative description of manifest content of communication.” It is used to determine the presence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an objective manner.

There are two types of content analysis such as conceptual analysis and relationships analysis. Conceptual analysis can establish the existence and frequency of concepts in the text. Relational analysis builds on conceptual analysis by examining the relationships among concepts in a text.
2.3.9 Quasi-experimental

This method is frequently used with experimental method but the major difference is that a researcher has no control over independent variables. Quasi-experimental study seeks to find out what has already happened in an effort to isolate the case of the event. Busha and Harter (1980) gave very good hypothetical example of library science. Library science students study research methodology makes them better librarians compared to those who do not study the research methodology.

2.3.10 Theoretical

A study undertaken primarily to acquire knowledge for its own sake can classified as theoretical research. It is derived from fundamental, intellectual problems. It tends to be of an original and theoretical nature.

2.3.11 Delphi

Rand Corporation developed Delphi research method in the early 1950s. Delphi is a systematic approach to the generation of consensus opinions among a group of carefully selected and anonymous respondents. In this method, judgmental data is collected from selected experts. These experts are may be from same discipline or other discipline but all of them have greater credibility and authority.

2.3.12 Discourse analysis

Discourse Analysis reveals the hidden motivations behind the text. It allows understanding the conditions behind the specific problem. It is
not a hard science but knowledge is based on continuous debate and argumentation.

2.3.13 Structural Analysis

It analyzes and explores structures underlying the text or system, which make the content possible. Main principles of structuralism are that the form defines the content. It means structure of the text or system, which presents and organizes the content, determines the nature of that content, as well as its message of communicated information.

Research Methods Used in LIS:

It is also found that many studies have been conducted on the research methods used in library and information science by Blake (2003), Williamson’s (2000), and Rochester and Vakkari (2000).

To know types of various research methods used in dissertations, Blake (2003) conducted a study for the periods 1975 – 1979, 1985-1989 and 1990-1994 for those dissertations appeared in the Dissertation International Abstract.9 This paper has covered dissertations on library science and information science, research methods have been categorized in 14 categories based on the authors’ descriptions. Blake has identified 11 clear categories and three categories as others, combined use of various research methods and not adequately described.

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<td>Survey</td>
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<td>149</td>
<td>118</td>
<td>18</td>
<td>40</td>
<td>48</td>
<td>536</td>
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<tr>
<td>Other</td>
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<td>27</td>
<td>17</td>
<td>29</td>
<td>25</td>
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<td>163</td>
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<td>15</td>
<td>10</td>
<td>42</td>
<td>41</td>
<td>149</td>
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<td>8</td>
<td>7</td>
<td>15</td>
<td>26</td>
<td>53</td>
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<td>28</td>
<td>48</td>
<td>23</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>108</td>
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<tr>
<td>Combinations</td>
<td>4</td>
<td>16</td>
<td>24</td>
<td>4</td>
<td>3</td>
<td>48</td>
<td>99</td>
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<tr>
<td>Case study</td>
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<td>11</td>
<td>25</td>
<td>2</td>
<td>6</td>
<td>25</td>
<td>82</td>
</tr>
<tr>
<td>Bibliometric studies</td>
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<td>14</td>
<td>14</td>
<td>8</td>
<td>21</td>
<td>4</td>
<td>76</td>
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<td>Modeling</td>
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<td>4</td>
<td>13</td>
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<td>11</td>
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<td>1</td>
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<td>40</td>
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<tr>
<td>Descriptive</td>
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<td>0</td>
<td>18</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>Quasi-experimental</td>
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<td>1</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>24</td>
</tr>
<tr>
<td>Theory</td>
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<td>2</td>
<td>0</td>
<td>5</td>
<td>7</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>Bibliographic</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>312</td>
<td>329</td>
<td>288</td>
<td>109</td>
<td>210</td>
<td>296</td>
<td>1544</td>
</tr>
</tbody>
</table>

Source: Dissertation International Abstract

The table no. 8 shows the total 1544 dissertations have used various LIS research methods. Survey method, others method, experimental method, and historic and bibliographical research methods have been used by the researchers for 956 (61.91%) times in the LIS dissertations. Content analysis, Bibliometric studies, and modeling cover 191 (12.37%) time in the dissertations. Not adequately described research methods are 126 (8.16%) of the total dissertations. Library and information science is
more applied research and less pure research based on 19 theoretical dissertations.

Number of dissertations on information science was 296 compared to 288 in library science in 1990-1994. One can see the increased in information science dissertations over periods from 109 to 296. Library science dissertations have decreased compared to information science gradually during 1975 to 1994 from 312 to 288. This shows the influence and interest of the researchers have increased more on information science.

Williamson's (2000) text outlines many of the methodologies and techniques such as Bibliometrics including citation analysis, and content analysis in use. Bibliometrics and its subsets, including citation analysis continue to draw activity and debate.10

Rochester and Vakkari (2003, p. 555) had reported international trends in LIS research methods. “They found, in their examination of LIS research up until 1994/5 in Scandinavia, Australia, China, Spain, Turkey and UK, 'a remarkable degree of variation of emphases and trends in research in the countries examined. They found conceptual method and surveys amongst the popular methodologies, with historical method following; experimental and qualitative methods were little used. Other analyses of LIS research confirm the diversity, a rise in qualitative methodologies, the popularity of the survey and the multidisciplinary methods are used. Quantitative analyses, although not as common, are seen in work on transaction and Web log analyses, cost-effectiveness studies, and cost-benefit analysis. The use of the electronic domain to assist in research projects brings with it ethical monitoring of the validity of the data sought and received. The reflections of editors Hernon and
Schwartz in the journal *Library and Information Science research* provide a useful commentary on the validity of some methods.”

So far, no research has been carried out on the information management in the advertising industry in India so this has created an opportunity for researcher to conduct exploratory research to know more about the information management in advertising industry. Information and knowledge are vital for decision-making purposes in advertising industry. Advertising agencies need the information for pitches. After account gains an agency would like to know the perception of consumers about a brand. Based on feedback of advertiser and market survey the creative team and media team will prepare campaign and media plan as per target audience to release the campaign. If information is properly organized in advertising agency, it helps in taking fast and accurate decision without loss of time compared to other agencies. In the above process, an agency needs information at every stage either demographic data, information on competitors, market survey, creative ideas, media data etc.

### 2.4 Objectives of the study

1) To study the existing information management in the advertising industry.

2) Role of library related personnel in managing information.

3) Study the widespread changes happening in the same (information management in the advertising industry).

4) Challenges faced by the professionals in Information Management.

5) To assess the need for setting up an Information centre to serve the advertising industry.

6) To suggest/recommend a model information centre/system with requisite standards & guidelines.
The study chosen for research is descriptive in nature and historical method will be used to do the research. The study will have both primary and secondary data, but largely primary data. History and development of advertising industry from 1905 to 2008 will be studied. Data collection and information will be based on published information.

The primary data will be collected through observational research, structured questionnaire and direct personal interview with selected library professional. To get a feel from the user’s point of view the researcher may like to talk/consult with industry and academia either in a formal or informal way depending on their time, availability and interest. The secondary data will be used to assess the growth, and development of selected libraries over the period. Necessary inferential tools and techniques will be used to present the analysis and findings.

2.5 Sampling Technique

When sufficient secondary data are not available pertaining to the research problem, a decision has to be taken to collect primary data by census or sample. Under census survey method, data are collected for each and every unit for examples Census of India, Economic Census, Livestock Census.

Sampling is a process of learning about the population based on sample drawn from population. In sampling method, instead of studying each unit of universe only part of the universe is studied and conclusions are drawn based on the sampling for entire universe. However, it is not possible to conduct a survey of total population for each survey research studies because of wide spread of population, limited time, budget constraint and engaging huge work force. Therefore sample surveys are
advocated for the reason that census inquires are in many cases either impossible or unnecessary. Sampling is done to represent the universe and researcher can save time, money and energy and concentrate intellectually on the problem. A care has to be taken in selecting representative units so that the influence of change and probability can be estimated.

Objective of the sampling is to get the desired information about the universe at minimum cost. Data collection should be precise, reliable and get the best possible values of parameters.

2.5.1 Types of Sample Design

The two different types of sample designs are based on probability and non-probability. Probability sampling gives chance to every item to be chosen for the sample in the universe. Non-probability sampling methods do not provide equal chance to every item. This selection process is partially subjective says Chaudhury (1991).

2.5.1.1 Probability sampling

Simple or unrestricted random sampling: Simple random technique means each every unit of the population has an equal opportunity of being selected in the sample. To ensure randomness it follows lottery method or table of random numbers.

Restricted random sampling has following three methods.

Stratified sampling: Stratified random sampling is designed so that a designated number of items are chosen from each stratum.
Systematic sampling: In this method the first sample is chosen at random and then selecting additional units at evenly spaced intervals until the sample has not been formed.

Cluster sampling: This method has three stages. First stage the random selection is made of primary followed by intermediate and final units from a given population or stratum.

2.5.1.2 Non-probability sampling

Quota sampling: It is one type of judgment sampling and most commonly used in sampling technique in non-probability category. Within the quota one is free to select any sample.

Convenience sampling: This method obtains sample by selecting convenient population unit. This is also called the chunk.

Judgment sampling: The choice of sampling items depends exclusively on the judgment of the investigator which he thinks most typical of the universe with regard to the characteristics under investigation.

2.5.1.2.1 Judgment Sampling:

Judgment sampling is based on the judgment of the researcher. This method allows the researcher to exercise his judgment in the choice and includes those items in the sample which are typical of the universe with regard to the characteristics under investigation. Process involves an appropriate strategy to select representative agencies from population. The researcher has followed the judgment sampling design.
Total accredited advertising agencies are eight hundred sixteen in 2008 as per Indian Newspaper Society. The Indian Newspaper Society (INS) was started in the beginning of the Second World War. It was formed to promote and protect the interest of the press. INS gives accreditation to the advertising agencies and they have to follow the norms of the INS in releasing the payment to press for the advertisement. Accredited advertising agencies get the credit and discount on the billing. If the agency is not releasing the payment to Media Company in time, then the advertiser in such case is considered as a defaulter and INS suspends the releasing of advertisements.

Table No. 9 - INS Accredited Advertising Agencies in India

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>State/City</th>
<th>Ad Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Andhra Pradesh</td>
<td>45</td>
</tr>
<tr>
<td>02</td>
<td>Kolkata</td>
<td>74</td>
</tr>
<tr>
<td>03</td>
<td>Chandigarh</td>
<td>49</td>
</tr>
<tr>
<td>04</td>
<td>Gujarat</td>
<td>29</td>
</tr>
<tr>
<td>05</td>
<td>Karnataka</td>
<td>56</td>
</tr>
<tr>
<td>06</td>
<td>Kerala</td>
<td>43</td>
</tr>
<tr>
<td>07</td>
<td>Madhya Pradesh</td>
<td>09</td>
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<tr>
<td>08</td>
<td>Maharashtra</td>
<td>30</td>
</tr>
<tr>
<td>09</td>
<td>Mumbai</td>
<td>168</td>
</tr>
<tr>
<td>10</td>
<td>NCR</td>
<td>194</td>
</tr>
<tr>
<td>11</td>
<td>North East</td>
<td>04</td>
</tr>
<tr>
<td>12</td>
<td>Rajasthan</td>
<td>20</td>
</tr>
<tr>
<td>13</td>
<td>Tamil Nadu</td>
<td>65</td>
</tr>
<tr>
<td>14</td>
<td>Uttar Pradesh</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>816</strong></td>
</tr>
</tbody>
</table>

Source: Indian Newspaper Society 2008

As per administrative division, India has twenty eight states and seven union territories. INS has accredited 816 advertising agencies from fourteen cities and states from India. The list is given in the appendix –
4. Accredited agencies are only in eleven states. Kolkata, Mumbai and National Capital Region covers 436 (52.94%) of the advertising agencies in three cities. Eleven states have 380 (47.06%) accredited advertising agencies. Tamil Nadu has 65 accredited advertising agencies, out of which Chennai alone has got 54 agencies. If we combine the agencies of Kolkata, Mumbai, National Capital Region, and Chennai the total advertising agencies comes to 490 (60.04%). This means the business concentration is in four major cities of India.

Advertising and Marketing (A&M) Magazine was regularly conducting the advertising agencies survey from 1994 onwards. It was covering top hundred advertising agencies with billings information, major account gains and loss in India. The agency rankings based on billings for the year 1994 and 1997 shown in the table no. 10, remained more or less same in both the years. This publication was ceased in 2000. The top 25 to 30 agencies always remained there in the list but ranking of them kept changing within the list.

Table No. 10 - Capitalized billings of some top-rung agencies
(Figures in Rs. lakh)

<table>
<thead>
<tr>
<th>Agencies</th>
<th>1994</th>
<th>1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindustan Thompson</td>
<td>4390.37</td>
<td>7783.15</td>
</tr>
<tr>
<td>Lintas</td>
<td>3663.37</td>
<td>-</td>
</tr>
<tr>
<td>Mudra</td>
<td>2400.00</td>
<td>3776.44</td>
</tr>
<tr>
<td>O&amp;M</td>
<td>1826.33</td>
<td>3124.42</td>
</tr>
<tr>
<td>Ulka</td>
<td>1650.00</td>
<td>2902.50</td>
</tr>
<tr>
<td>R K Swamy</td>
<td>1042.11</td>
<td>1832.49</td>
</tr>
<tr>
<td>Clea</td>
<td>1008.11</td>
<td>400.88</td>
</tr>
<tr>
<td>Trikaya Grey</td>
<td>985.00</td>
<td>-</td>
</tr>
<tr>
<td>Contract</td>
<td>948.43</td>
<td>1801.72</td>
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<td>936.00</td>
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</table>
After A&M Magazine, The Economic Times – Brand equity started publishing the Ad agency Reckoner every year. The Economic Times comes out every year with Ad Agency Reckoner from 2003 onwards. The parameters are client servicing, creative ability, account planning ability, 360-degree capability, partnering with client, investment in employees, innovation and though leadership, and business development ability. The Top twenty agencies contribute the 40% of the total billings. Top twenty agencies have been sort listed based on last three years of Ad Agencies Reckoner surveys from 2005 to 2007\textsuperscript{15}.

The samples are based on the Ad Agency Reckoner published by The Economic Times – Brand Equity 2007. These are the agencies use the maximum information and knowledge such as primary survey, secondary literature search, creative, media buying and selling for creating advertisement. Lobo (2004, p. 19), had mentioned that “in India about 40 advertising agencies now handle about 80 per cent of the business in an industry that has ballooned into a Rs. 10,000 crore colossus. The rest of the business is spread over about 700 advertising agencies.”\textsuperscript{16} This has been cross checked on telephonic interview with R. Narsimhan, Advisor, AC Nielsen; he confirmed the views of the Lobo. The top 25 agencies cover 50\% of the advertising billings. They are full-fledged agencies with all the departments covering creative as well as media buying and selling. Agencies involved in only financial advertising and creative jobs have been excluded in the sample. Because some times the financial advertising agencies billings are high but they do the routine jobs. Small advertising agencies support the medium and small-scale industries in advertising and promotion. However, they do creative work by using certain standard creative books for images and media buying will be done by some other agencies.
According to Jethwaney & Jain (2006, p. 129), “it is estimated that 50 advertising agencies have 90% of the advertising business in the country and out of them, the top five agencies corner 40% to 50% of the business.”

The Advertising Club of Bombay is the Mecca of Indian Advertising, contributing about 60% of the total billing of the advertising industry. As per INS year book, Mumbai has 168 agencies.

In the table No. 11 total nineteen agencies have been consistently chosen as the best performers between 2005 and 2007 and they fall in the top twenty three advertising agencies list out of top twenty five agencies. Five agencies have appeared twice between 2005 and 2007 such as Orchad, Capital, TBWA, Interface, and Percept H. There are eight agencies appeared once in three years in top 25 agencies list. These agencies are Enterprise Nexus, rmg Divid, Vyas Giannetti Creative, iB&W, Triton, Eques Red Cell, M&C Saatchi, and Fortune.
### Table No. 11 - Top Twenty Five Advertising Agencies

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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<tbody>
<tr>
<td>01</td>
<td>O&amp;M</td>
<td>O&amp;M</td>
<td>O&amp;M</td>
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<tr>
<td>02</td>
<td>Lowe Lintas</td>
<td>McCann Erickson</td>
<td>Mudra</td>
</tr>
<tr>
<td>03</td>
<td>McCann Erickson</td>
<td>Lowe Lintas</td>
<td>McCann Erickson</td>
</tr>
<tr>
<td>04</td>
<td>JWT</td>
<td>JWT</td>
<td>JWT</td>
</tr>
<tr>
<td>05</td>
<td>Leo Burnett</td>
<td>Leo Burnett</td>
<td>Lowe Lintas</td>
</tr>
<tr>
<td>06</td>
<td>Grey Worldwide</td>
<td>Mudra</td>
<td>Rediffusion DYR</td>
</tr>
<tr>
<td>07</td>
<td>Mudra</td>
<td>Grey Worldwide</td>
<td>Leo Burnett</td>
</tr>
<tr>
<td>08</td>
<td>FCB Ulka</td>
<td>FCB Ulka</td>
<td>Grey Worldwide</td>
</tr>
<tr>
<td>09</td>
<td>Rediffusion DYR</td>
<td>Contract</td>
<td>FCB Ulka</td>
</tr>
<tr>
<td>10</td>
<td>Contract</td>
<td>Rediffusion DYR</td>
<td>Saatchi &amp; Saatchi</td>
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<td>11</td>
<td>Saatchi &amp; Saatchi</td>
<td>RK Swamy BBDO</td>
<td>RK Swamy BBDO</td>
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<tr>
<td>12</td>
<td>Ambience Publicis</td>
<td>Saatchi &amp; Saatchi</td>
<td>Contract</td>
</tr>
<tr>
<td>13</td>
<td>Enterprise Nexus</td>
<td>iB&amp;W</td>
<td>Everest</td>
</tr>
<tr>
<td>14</td>
<td>Rmg david</td>
<td>Euro RSCG</td>
<td>Bates Enterprise</td>
</tr>
<tr>
<td>15</td>
<td>Everest</td>
<td>Bates Enterprise</td>
<td>Percept H</td>
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<tr>
<td>16</td>
<td>RK Swamy BBDO</td>
<td>Ambience Publicis</td>
<td>Publicis India</td>
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<tr>
<td>17</td>
<td>SSC&amp;B Lintas</td>
<td>SSC&amp;B Lintas</td>
<td>Ambience Publicis</td>
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<tr>
<td>18</td>
<td>Vyas Giannetti Creative</td>
<td>Everest</td>
<td>Dentsu</td>
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<td>19</td>
<td>Dentsu</td>
<td>Dentsu</td>
<td>M&amp;C Saatchi</td>
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<tr>
<td>20</td>
<td>Euro RSCG</td>
<td>Interface</td>
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<td>Bates India</td>
<td>Publicis India</td>
<td>SSC&amp;B Lintas</td>
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<tr>
<td>22</td>
<td>Orchard</td>
<td>Triton</td>
<td>Orchard</td>
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<tr>
<td>23</td>
<td>Publicis India</td>
<td>Percept H</td>
<td>Interface</td>
</tr>
<tr>
<td>24</td>
<td>Capital</td>
<td>Equus Red Cell</td>
<td>Fortune</td>
</tr>
<tr>
<td>25</td>
<td>TBWA</td>
<td>TBWA</td>
<td>Capital</td>
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</table>


The survey of twenty-five agencies has been done as per Ad Agency Reckoner 2007 because it covers 50 percent of revenue and they are real users of the information and knowledge. Closed ended Questionnaires were administered in library/information centre/knowledge centre. In charge was requested to fill up the questionnaire. The questionnaire
covered questions on agency profile, profile of the library, rules and regulation, membership, physical facilities, Finance, staff, governance, acquisition, processing of library materials, computer application, selection of information/articles, sector coverage, services, lending services, inter-library-loan amongst branch offices, reference services, bibliographical services, current awareness services, print advertisement, abstracting and indexing service, online search service, networking, photocopying, translation, challenges to librarians, contribution to agency, merger & takeover, nodal agency, and users satisfaction. The questionnaire has been given in appendix -XII.

The in-depth interviews were conducted among the senior people in the advertising on the four main areas.

1. Role of the Librarian in the agency
2. Investment on information and knowledge
3. Outsourcing
4. Information centre for advertising industry

In the next chapter researcher has discussed the review of literature relating information management in advertising industry.
Bibliography:


References:


5 Kothari, C. R. (1985). ibid


