CHAPTER 1
INTRODUCTION

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1.0 INTRODUCTION

EMERGING DISCIPLINE

For the last one century, technology has promised us Utopia. Communication systems have been a key part of this promise. The recent trend of every nation is to see information as the new resource and informatics also called Information Science as a rational, systematic and necessary way to apply information to political, economical and social problems. In the present context of "Technology Culture" three things namely "Energy", "Raw materials" and "Information" have been widely recognized and are assuming greater complexity. Information has been singled out as an important commodity for the vital growth of any country for scientific progress. This kind of evolution has been caused by technological advances, social pressures and the sheer growth of recorded knowledge. This sudden change in the information exposition is due to the shift from solo to relay and then on to team research. It is now estimated that there are about 12 million research workers in the world and they produce about 2 million papers a year.
There are about 50 to 60 thousand current scientific and technical journals. Three new journals appear and one new journal disappears per day. Fun of it is 50 percent of the published literature is redundant. Most of this literature will be in transit and quarter of this never cited and about 98% is forgotten after 10 years.²

Participative management for the information scientist has ironically created tensions, about the various techniques to be employed for better services. According to another survey, the time between a basic research discovery and its application averages 13 years. Interestingly enough, the time from introduction of a new technology until its adoption which is an expected ceiling is 35 years. It now takes 6 to 20 years to train scientists to do research.³

INFORMATION ENTROPY

With this wide spectrum of information explosion, it is obvious that the information is expandable to any limits and it tends to entropy. Having this characteristics of information, every discipline of knowledge is being used at scientific research technology transfer, computer software industry and a host of other industries. The
subjective of entropy with information is described by Dr. Rajaramanna in his article "Physical reality- is there any which denotes that the increase of entropy is related to decrease of information to system. In other words the mass of information at our disposal has got a lot of potentialities but transformation of that into real utilization for better innovation has become problem.

RELEVANCE TO NEWSPAPER INFORMATION

As observed, the increase and decrease of information are a common future in newspaper industry. The variety and amount of information, the regularity and speed with it is published and the number of people it reaches have grown in ways undreamt of a century ago. This has come about largely through technical development in printing and communications. People had their own way of gathering information but they used it for their own ends and only make public what they choose and the manner they choose. Printing, however by offering a powerful new means of spreading news eventually gave rise to a powerful new idea: that the public was in a fundamental sense entitled to know not merely from official or interested sources but from free and voluntary services with an ethic of its own responsibility to the public
itself both standards of truth and for completeness of information and to know, not merely to satisfy curiosity but as a means of public affairs. The growth of this idea and the attempts to realize it through newspaper and the limitation imposed by the forces of authority, ideology and economics make history of press. Interlocking interest of public and communication may make an interdisciplinary guide for the diffusion, development and utilization of information. The sources and distinctive type of information, plays a vital role in mass communication system.

POSITIVE TRENDS

Given the current information explosion, libraries are more vital to newspaper operation today than ever before. Advances in automation and technology in other departments of the newspaper have effected the library and its functions. In some newspapers, clippings collections have been computerized, and in some other, photographic control, or the subject heading control has been computerized. Many large newspaper libraries search commercial databases.

Today an increasing number of journalists think more in terms of search than did their predecessor and place greater demands on a library than in the past. A modern newspaper
industry owes to its writing staff for best and the easiest possible information.

Print media would maintain its supremacy over the electronic media in the forseeable future. Nearly 78 million people read newspapers, while the electronic media is yet to influence so many people. Print media also has an advantage over its electronic counter-part since it could have a permanent influence over the people. Newsman go by the facts and they have the responsibility to maintain objectivity no matter what their opinion in other write-ups. They have the social responsibility to help strengthen the different institutions which contribute to the development of democratic environment.

USERS

Primary clientele is the editorial staff-editors, reporters and the photographers. Other departments have the need for the library too. Bureau staff writers, the art departments for the photos and graphics, display advertising for stories about present and potential advertisement, the promotion department for wide variety of material, special
sections department for feature backgrounds and photos, circulation for dates of stories for back copy sales.

Library is the memory of the newspaper and consequently the memory of the community the newspaper serves. Reporters and the editors will have more confidence in the librarian who not only knows how to organize materials, but who is also vitally interested in the news world. Management support of the library, while critical to a good operation, is far from automatic and is certainly impossible without established lines of communication.

SCIENTIFIC EFFORT

It is convinced that print will continue to play an important role in multimedia future and emphasizes that newer technologies themselves contain the potential for including ever larger number of people in the mainstream of democratic participation. The plethora of new developments in information dissemination provides a potential for democratic expression.

The new electronic technology heightens the awareness of democratic attitude and cultural classes. It is expected that major portion of the population is capable of managing a
new technology incorporated in the mainstream of newspaper technology. It contains the potential for including ever larger number of people in the process. The future development of newspaper libraries requires sense of user needs even more than publishing capabilities. The object of newspaper is not just a question of options for elites but a social responsibility to bring the largest total of eligible voters into the decision making framework.

1.1 STATEMENT OF THE PROBLEM

"Integrated Information Network for Newspaper Libraries in Karnataka."

The integrated information system serves as a basic ingredient for the formulation of Network for the newspaper libraries in Karnataka. The organization of information within the framework, helps in the physical design, layout, density, topology and different information technology tools covering various parameters like identification of similarity, non-similarity critical assessment, analysis and other relevant features to present information network.
1.2 NEED FOR THE STUDY

The Indian press is playing a pivotal role in newspaper industry. Since independence numbers of newspapers increased considerably. At the end of 1991 the total number of newspaper was 3,229. Even though the number of newspaper have increased, people in rural areas are finding hard to get the news. In Karnataka there were 1,014 newspapers at the end of 1991 published both in Kannada and English. Many literacy programs have been conducted and is found that the use of newspaper is very poor in rural areas. Apart from this the need is felt to assist journalist and to coordinate different newspaper publisher through the network. It is also observed that not much of the work has been done in this field of activity. The study will help to suggest measures or the planning of information system for the newspaper establishment.

1.3 LIMITATION OF THE STUDY

The study is limited to Karnataka but it is expected that the study will bring to light problems common to other newspapers as well. The final conclusion will be useful not only newspaper published in Karnataka but also the newspapers published in other language in India.
1.4 OBJECTIVES OF THE STUDY

1. To survey the present status of libraries/information units with respective to their organizational efficiency, services, manpower and physical facilities;
2. To know the various information sources in the newspaper libraries;
3. To identify the different queries received by the newspaper libraries;
4. To find out the availability of software and hardware facilities in the participating Newspaper libraries;
5. To predict and enumerate the various issues involved in networking of newspaper libraries;
6. To analyze different steps involved in networking of newspaper libraries;
7. To propose a scientific approach to the implementation of networking for newspaper libraries.

1.5 FORMATION OF HYPOTHESIS

All scientific investigations start with the statement of a problem followed by the tentative generalization in the form of a proposition i.e., Hypothesis. A thorough
examination of the available literature, personal visit to the newspaper establishment and discussions with the library personnel and the person in charge of editorial section or the editors in the newspaper in the state enabled the investigator to arrive at some assumptions as the starting point of the enquiry. The hypothesis are,

1. The existing newspapers libraries have poor library facilities;
2. Collection development of books, journals and other relevant literature are practically neglected;
3. Existing services and the management of library are far from satisfaction;
4. Participating newspaper libraries have the required computer hardware;
5. Participating newspaper libraries are having direct telephone lines.

1.6 METHODS AND MATERIALS

The area under the survey is Karnataka. About 21 districts are coming under the preview of this study. Potential news publishers in English language are the monopoly of the news information. They have been well established and
rarely allow other small in-house newspaper to flourish. Reasons are many but still some are functioning well in some local districts. It is estimated that 8 to 10 local newspapers in different languages are being published regularly. The study centres round these publications including the major English media newspaper, highlighting various links for quick and speedy transfer of information.

Apart from this, there are many techniques used to collect data required for the study. Generally questionnaire method, interview method and observation method are used. As a special features a survey of library evaluation, its organization, administration and services have been conducted. The questionnaire method also is used to collect data on information needs of journalists.

Methodology of the study is based on the following information:

1. Resources
2. Sampling
3. Data collection
4. Method of analysis
1.6.1 Questionnaire method

The questionnaire consists of nine sections i.e., A to I. Section A is general information about the library. Section B deals with collection of books, periodicals and non-book materials. Section C deals the technical operations, processing of books and other documents covering classification and cataloging. Different functions of the library and its services is observed in section D. Scientific and technical services rendered have been obtained for assessment. Section E Library finance: Budget: Information regarding plan and non-plan are noted and also the provision under capital head and recurring head are studied. In section F Library personnel. The existing staff patterns is evaluated looking into the number of professional and non-professional employed in the organization. Section G Library building: Space provision and the environment of the building provided to the library were taken into consideration different furnitures used in the library are assessed. Section H: Computing facility available in the newspaper organization and the libraries. covering PC’s CD-ROM Floppy based databases, online searches Lasers Scanners. Fax machines and modems, Section I: Networks:
The present study is to point out the concept of establishing network in Karnataka. All possible ingredients have been obtained to make the study update.

1.6.2 Interview Method

Visited all the newspaper libraries in Bangalore, and all the district of Karnataka and interviewed the librarians and in charge of the newspaper where ever there are no libraries and librarians. Collected information of factual status of newspaper library.

1.6.2.1 Resources

During my personal visit to all newspaper libraries in Karnataka, all the resources available in the library were examined for assessment.

1.6.2.2 Sampling

Newspaper published in different districts were analyzed regarding its representation, circulation and frequency or periodicity were examined.

1.6.2.3 Data Collection

On the availability of the sample study the data was collected and scanned.
1.6.2.4 Method of Analysis

The data collected was analyzed. The qualitative and quantitative data gathered helped to throw light on the objectives of the study. A simple application of "PERT technique" is used to analyze the project on networking model for newspaper libraries. Suitable tables and graphs were developed to facilitate interpretation of data.

1.6.3. Observation Method

Personally visited different newspaper libraries in Karnataka and in Bangalore to get to know the various organizational structure for the study. The observation has been projected in details.

1.7 CHAPTER SCHEME

The thesis has been presented into seven chapters. In Chapter 1 the introduction covers statement of the problem, need for the study, objectives of the study, formulation of hypothesis, methods and materials, interview, survey techniques, discussion and observation methods. Chapter 2 includes the concept of integrated information system, covering definition and meaning of the
system, systems approach and networking, the organizational context of information, knowledge flow and utilization, linking roles with model representation. The 3rd chapter represents review of related literature. Chapter 4 describes the Growth and Development of Newspaper industry and newspaper libraries with Hi-tech application, networking strategy, information policy and data and database formation. Analysis and interpretation of data have been represented in Chapter 5. Chapter 6 presents Newspaper Libraries Network in Karnataka, (as a project proposal), types of network, network application, components of network, Model network for newspaper libraries and application of "PERT method". Findings, suggestions, recommendations and conclusion in Chapter 7. Followed by references, appendices, questionnaire, list of newspapers in India, list of circulations of newspapers in India and a Selected Bibliography are given at the end of the text. The succeeding chapter enlightens about the concept of integrated information system to get to know the importance of information flow in newspaper libraries.
REFERENCES


