CHAPTER 7

FINDINGS, SUGGESTIONS AND CONCLUSION

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7.0 INTRODUCTION

The idea of "The Integrated Information network for Newspaper libraries" is of a recent origin and requires a framework of understanding the process of organisation of the documents, dissemination and utilization of the resources in the library. The integrated concepts of information flow incorporating the principles of analysis, synthesis and evaluation have been highlighted to assist the management of the newspaper libraries. The existing newspaper libraries are far below the expectations of a normal library system. The publishers of the newspaper are quite well aware of the present deficiencies and are keen to adopt the modern ideologies of Information technologies (I.T.) in their domain. Keeping in view of the recent trends in complete application of multi-mass media concepts, and features of the networking system of newspaper libraries, this study is undertaken to help the newspaper libraries to identify the perspective areas such as research, diffusion, adaptation, social interaction, transactional media's and Information sources in the entire set-up of the system. The study is limited to Karnataka covering Bangalore and
the rest of district places in its, suggesting a model of network bases on the analysis of the data gathered. The following findings have been projected.

7.1 FINDINGS OF THE STUDY

1. Newspaper libraries are specialized in nature;
2. Collection of the documents is multi-disciplinary;
3. Organizational features of the newspaper libraries are very poor;
4. Newspaper library service facility are inadequate;
5. Provision of the real appropriate budget for newspaper libraries is below normal recommendation;
6. Staffing patterns in the newspaper libraries is very poor;
7. Physical facilities such as functionally planned building and appropriate furniture are inadequate;
8. Provision of computer facility is highly felt for information dissemination;
9. Lack of networking facility is hindering dissemination and utilization of information;
7.2 SUGGESTIONS

1. Newspaper libraries should not isolate themselves from production technology. It offers improving facilities for immediate availability of condensed data either through microfilm or databases in computers.

2. Look for extensions to the facilities that can offer internally and externally in the form reprints.

3. Integrate the services by having as far as possible common referencing systems. This helps cross supplying of Information quickly and smoothly.

4. Sell yourselves to your publishers as an extension of this newspaper function-providing Information internally and selling it externally.

5. The press communication should have necessary fund for the development of resource collection of newspaper libraries.

6. Pages of newspaper should be micro-filmed and sent to library for indexing. This practice eliminates the need for files of cuttings.

7. Information technology provides solutions to storage retrieval of Information.
7.2.1 Suggestions and Recommendations made by the Management

1. Management expects the librarian to be more dynamic in convincing the approach of library system.

2. Suggests to find out the economic measures in respect of purchase of Information from foreign agency.

3. Suggest to resolve a plan for getting more from selling the Information.

7.3 FURTHER RESEARCH

The present study is limited to Karnataka area only which can further be extended to cover other areas also for its application. The following are the some of the problems which can be further studied:

1. The newspaper Information is a public oriented or a mission oriented disciplines. The efficiency of the newspaper rests with the public at large. Evaluation of the needs of newspaper coverage is still to be investigated.

2. Information gathering procedure can still further be evaluated.
3. Skill and knowledge are the two faces of organisation and dissemination of Information. It requires further study in respect of its practical approach.

4. To explore the possibility of user - system interface.

5. To realize the different transactional behavior of the users.

6. To find out the different variables involved in the network.

7. To enhance the incorporation of multi-media concept.

8. To study the "problem - solving process" of Users.

9. To design the mode of microfilming of newspapers for long term preservation of Information.

10. To adopt Hi-tech application for speedy transfer of messages.

11. To explore and identify the role of press commission in respect of IT utility for development of newspaper libraries.

12. Specific study of specialists like editors, correspondents, reporters;

13. Exchange of free flow of information is restricted amongst the newspaper publishers.

7.4 CONCLUSION

The study points out that the present day information system is mostly of the evolutionary kind and this kind of evolution has been caused by technological advances, social pressure and sheer growth of recorded knowledge. Knowledge and skill of information handling are considered as complementary to each other. The process of evolution indicates that there is a high disposition of skill and knowledge while representing the techniques and modalities in the different forms of formal and informal applications and exhibiting "learning theory to library use".

The deliberation of the study has identified the various components of the system, the task of analysing the mass, media, message and culture and of its application for the perfect flow of efficient services. Basic characteristics such as good administration of library management, reasoning power, understanding motivations, value judgment, subjective attitude, conceptual framework, brevity, sanity and sobriety are the basic needs of efficient functioning of the library system. The approach stresses the need to have the background knowledge of "user-problem-solving-process" and different "variables" involved in the "Transactional analysis of the problems in question".
The "Integrated information system" suggested to newspaper libraries denotes the perfect flow of knowledge for diffusion development and utilization of information.

Networking techniques and strategies formulated in this study exchange of information amongst the local newspaper libraries of Karnataka and the central library of the newspaper in Bangalore will focus on the strength and capabilities of the proposed networking system.

The implications of "Multi-media" in several disciplines have intensified its applications for better use. The newspaper libraries have ample opportunity to interact with this new multimedia wave. It is found that today several on-line services providers allow users to become editors of their own.

All said and done the conceptual framework of this study is to absorb apply and communicate the straints and design of hi-tech in the field of newspaper industry.