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Digital Content Collection Development: A Case Study of the Asian Cultural Documentation Center

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Abstract

The growth and influence of cyberspace in people's daily lives and their efforts to access valuable digital content is evident. Therefore, the issue of how to prepare, produce and develop digital content is also of great importance. The purpose of this study is how the Asian Cultural Documentation Center (ACDC) prepares, produces and develops different types of digital content according to its goals and missions. The present research has been done by descriptive survey method with a case study approach. The results show that the ACDC still does not use an intelligent system to assess the needs of the audience. Digital books, documents and publications are a priority for production and development. There are important challenges such as skilled manpower, budget, copyright and technological infrastructure in the preparation, production and development of digital content at the ACDC.

Keywords: Digital content, Digital collection, Digital content development, Asian Cultural Documentation Center

1. Introduction

One of the most important and vital elements requested and valuable in cyberspace is content. The advanced technologies, software, bots and other phenomena that are seen in cyberspace these days are for convenience, increasing the accuracy and speed of accessing to content. The customers of organizations also want access to content beyond all these technologies, software, and facilities. What is called as digital content and can be accessed through cyberspace, websites, applications, virtual social networks and other technologies have a very important role in making decisions, providing information, informing and researching, so that many people (real or legal) to complete their affairs and works, only rely on the contents that Finds from the cyberspace, and the results of their works can have important and fateful effects on their society.

Digital content is very important in organizations, that called as organization's digital assets and have high affects on decision making and researching. Digital content can even play a significant role in increasing the value of organizations and their survival in the brutal virtual world. These days the value of digital

content and the importance of publishing appropriate, relevant, accurate content in cyberspace has increased.

How create and develop digital content which appropriate to the needs of users of any organization, because of its effect on user satisfaction, increase the number of customers and then increase the value and position of the organization, is important and valuable. In many organizations, the importance of digital content is understood and invested in, but no special attention is paid to how its process, and scientific researches has did in this field is inadequate.

2. Statement of the problem

The Asian Cultural Documentation Center (ACDC) has valuable documents in the field of Asian cultural subjects. On the other hand, one of the main missions and programs of this center is to collect and develop documents and resources in the field of issues related to Asian culture and disseminate them in order to meet the scientific, information and research needs of experts and researchers. Users and customers of the ACDC's services and information, expect to have access to accurate, and relevant sources, documents, and records. One of the ways to empower the ACDC and develop its services and activities is to organize and centralized the resources to have a maximum usage.

Powerful and programmatic presence in cyberspace, audience identification, development of digital resources and digitization of documents and other contents available in ACDC, both in terms of preservation, maintenance and ease of use and keeping up with the latest technologies can be very important and useful. For disseminate digital content in various formats and in format of softwares and applications and use them for different purposes, it is appropriate and necessary to first prepare and produce digital content or develop existing content.

In this research, be tried to identifying the types of resources in the field of digital content, determined ways of their preparation, production and development and recognized how to usage these ways and the challenges faced.

3. Research questions

3-1. What are the types of needs assessment methods for content development in ACDC?

3-2. How are resources selected and evaluated for content development in ACDC?

3-3. How are types of digital content acquisitions in ACDC?

3-4. What are the challenges of preparing, producing and developing of digital content in ACDC?

4. Literature review

Piontek and Garlock(1996) In their research on creating collections through the World Wide Web, looked at the role of librarians in selecting Internet resources. They believed that collection librarians are the best at identifying and compiling web resources because of their ability and knowledge in collecting, organizing, evaluating and presenting information.

Brown(2001) In his article discussed about limitations in digitalization frameworks used in the production, development, and dissemination of digital archives of the library collection. The results of this study described three technical methods that improve the provision, restoration and presentation of digital collections: 1) 3D imaging approach; 2) new restoration technology; 3) A flexible and cost-effective design to create a high quality display and large dimensions.

Clark(2001) In his doctoral dissertation, described the collection development activities including needs assessment, policy development, evaluation, selection and maintenance of the collection, which includes protection and weeding, and says that the services, tools and resources available from The web can help librarians do these activities. The results showed that most librarians use both online and traditional sources in the selection and evaluation discussion.

Basuki (2004) examined digital collections at Indonesian universities. Findings showed that universities have faced challenges and limitations in the process of digitizing their resources, including: technical infrastructure, manpower, budget, publishing policies, copyright, And cultural issues.

Marriott (2008) conducted research on co-purchases of e-journals at National Health Service Centers to describe trends and lessons learned from co-purchases of e-journals by health service libraries in the East Midlands of the United Kingdom. The results of this study indicated that the collective cooperation of librarians of the National Health Services Network can be an important and extensive help in providing more useful and better services to users.

Jensen (2009) in his researched described how online survey tools are used to gather feedbacks from faculty members on collection building and assessing current status of collection and make guideline for future decisions.

Liu (2009) in a research paper entitled "ERM system implementation in a consortium environment" described the problems and challenges associated with its implementation. The findings showed that there are both benefits and challenges in implementing an electronic resource management system in consortium environments. He concluded that the strategy of selecting, evaluating, and implementing an electronic resource management system is critical to making appropriate decisions for libraries.

Flatley and Prock(2009) reviewed and tested the processes used in the selection and evaluation of electronic resources by academic libraries among Pennsylvania University librarians. Findings of the research confirm the hypothesis of the authors that the effectiveness of the electronic resource evaluation process in the process of electronic resource development and this is very necessary.

Hunter Marshall (2014) in a study aimed at analyzing the collection in the library of the School of Veterinary Medicine according to the needs announced by a certain group has concluded that this particular group of users is very willing to use electronic resources. Buying and developing eBooks collection is very useful from this group viewpoint.

Padgett (2014) surveyed how digitize French cultural resources, especially historical documents, oral histories, and photographs of immigrant artifacts, with the aim of preserving and developing the French heritage and language in Louisiana. The proposal of this research is Collaboration between Louisiana Libraries and Universities and the American Digital Public Library to work on digitize, preserve, organize, and continuously present cultural resources to the public.

Wang (2016) researched on the development and sharing of collections in digital libraries in China and points to the factors that lead to successful collection building in the developing country, including: continuous financial support from the government, scientific mechanism Collaborate, and control issues related to copyright laws; Integrated standards for the development of targeted collections and curricula.

Wise and Kostelecky (2018) in "Respect for Language: The Digitization of Native American Language materials" aims to show how members of the community (Zuni Pueblo, a Native American tribe in the Southwest) launched a digital humanities project to publish Zuni language learning materials. The

results show that the project produces a digital prototype, valid metadata and an interactive portal that invites users to interact with the collection.

Nneji (2018) in a study on digitalization of academic resources of Ekong Library concluded that digitalization in this library is mainly to protect at-risk collections and increase the number of visits to resources, reduce time constraints and increase cooperation between libraries. Challenges facing digitalization include lack of upstream support, database security, digitalization infrastructure, human resource capacity for digitalization, and users' dependence on traditional resources.

Neatrou, Myntti & Wittmann (2020) in their study, "Documenting contemporary regional history: the Utah COVID-19 digital collection" looked at how the Utah Digital Collection responds to the unique opportunity created by the COVID. The target community has used the digital born resources. The method of this research is a case study on the University of Utah. The results showed the satisfaction of the community using the digital collection. In this research, the work process of collecting digital resources and related issues, including the issue of copyright, has been studied.

What is most evident in these studies is organizations attention to cooperation in digital resources acquisition. This issue has been expressed and analyzed in the researches of Basuki (2004), Marriott (2008), Liu (2009), and Wang (2016) and in the field of coalition purchases in the form of consortia to reduce their costs and problems. Programs for presenting and managing participatory projects have been reviewed, and the benefits of consortia purchases and affiliate programs and resource sharing are listed, including: How to select titles in consortia purchases, split costs , Installments, assistance in arranging contracts, drawing on the experiences of others and various levels of partnership. Also use of technology is considered in these studies, including web-based survey tools and data mining techniques, which shows the libraries in the field of digital resources acquisition is up to date. Jensen (2009) has addressed the important issue of needs assessment for the development of digital content collections and Falatley and Prock (2009) have also researched on the selection and evaluation of digital content. Marshall (2014) also considered the needs assessment of specific groups. Meanwhile, Padgett (2014) research has given more importance to the subject of digitization, but in his proposal, he considers cooperation between relevant organizations to develop and create a digital archive. Padgett, Neatrou, Myntti, Wittmann(2020) and Wang also discussed important issues of

copyright laws that is missing in another researches. In general, most of the researches have considered the development of collaborations as a valuable way to have digital content suitable for the public.

5. Research Methodology

The present study is an applied research and its results can be used as a guide and tool in the preparation, production and development of digital content in the Asian Cultural Documentation Center and even in other similar organizations and institutions. The method of this research is survey-descriptive and has a case study approach.

The study population in this work is the Asian Cultural Documentation Center, which is examined in terms of various aspects related to the preparation, production and development of digital content.

The website of the Asian Cultural Documentation Center¹ states:

The introductory steps to establish the Asian Cultural Documentation Center was initiated by the UNESCO International Conference on Cultural Policies hold in Jakarta, Indonesia, in 1973. The Asian Cultural Documentation Center was established on July 25th, 1977 as an independent and nonprofit center funded by the Ministry of Culture and Art. After the 1979 Islamic Revolution, the center was under the supervision of the Center for Cultural Coordination and Studies (Secretariat of the former Supreme Council of Arts and Culture). On December 17th, 1981, the center was merged into the Cultural Studies and Research Institute, according to the decree of the Counselor of the Asian Cultural Documentation Center. On March 16th, 1991, the Institute for Cultural Studies and research was renamed to the Institute for Humanities and Cultural Studies.

Aims

1. Introducing cultural heritage of Asian nations to each other and to the world in line with the United Nations Educational, Scientific and Cultural Organization (UNESCO goals);

2. Gathering, categorizing and publishing the information about all Asian cultural documents;

3. Encouraging and assisting to cultural and art researches of Asian nations;

4. Introducing the Center to Iran, Asia and to the World as one of the Asian Studies Agencies;

5. Introducing Asian religions alongside the establishment of communication and dialogue among the followers of different religions.

¹ <http://www.ihcs.ac.ir/en/page/2064/asian-cultural-documentation-center>

Field research method has been used to study the current situation of the Asian Cultural Documentation Center in terms of preparation, production and development of digital content. The tool required for data gathering is a researcher-made checklist, containing 56 questions in a subset of 8 main components and including closed-ended questions. To complete the checklist with the technique of interview and observation, the opinions and answers of the managers and experts of the center have been used. To check the face and content validity of the research tool, checklist was presented to six experts in the fields of digital content and digital collection, and after receiving their opinions, and summarizing their proposals, with deleting and editing some questions, necessary changes was made in the checklist.

6. Findings

6-1. Types of needs assessment methods for content development

Table 1: Types of needs assessment methods

Methods	Used
From web site	-
Email	√
Direct contact	√
Users behavior analyzing	-
Others	-

According to the above table, only through e-mail and direct contact, users' opinions on their needs in the field of digital content are received.

Another finding of this section is that selecting digital resources tools have not been provided to users through the website or other applications. Also, the ACDC does not have specialized digital content management software to receive and categorize user feedback.

6-2. Selecting and prioritizing resources for digital content development

Table 2: Priorities for selecting different types of digital content in ACDC

Priorities Types of materials	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Books	√													
Periodicals			√											
Manuscripts												√		
Conferences articles													√	
Databases											√			
Thesis										√				
Research reports									√					
Picuris							√							
Maps								√						
Videos					√									
Sounds						√								
Multimedia's				√										
Documents		√												
Course materials														√

According to the table, books, documents and periodicals are the main priorities as the sources of digital content in ACDC and the Conferences articles and Course materials have the lowest priority.

In the case of linguistic priority of digital content, first priority is Persian, then English, Arabic is in third place and Kurdish and Turkish languages are at last. Another finding of this section is that users' current requests are in under priority to their future needs.

The ACDC does not have a resource selection committee to provide its digital content. Another finding of the selection and evaluation section is the priority of

the factors involved in the selection of resources, the results of which are shown in the table below:

Table 3: Priority of factors involved in the selection of digital resources in the ACDC

Factors	priority
User needs	5
Financial resources	1
Quality of resources	2
Frequency of use	4
Resources size	6
Resources formats	7
Resource validity	3

6-3. Acquisition of digital content resources

The findings of this section in the field of ordering and preparing various sources are as follows:

Table 4: Methods of ordering different types of digital resources in ACDC

Ordering methods		
books	Direct order from publisher	√
	Order from dealers	
	Order from bookseller	
	Order from delivery centers	
	Order from internet shop	√
	Others	
periodicals	Direct order from publisher	
	Order from dealers	
	Other(download and scan)	√
Other resources	Direct order from publisher	√
	Order from dealers	

	Order from delivery centers	
	Order from internet shop	√
	Others	

Another finding of this section is that in ACDC, resource ownership is more important and priority than access rights.

In the field of various methods of preparation, production and development of resources, the functions of the ACDC are as follows:

Table 5: Methods of preparing different types of digital resources in ACDC

Methods Resources	Buying	Digital publication	Scan	Free	Exchange	Subscription	Donation
Books	√	√	√	√	√	√	√
Periodicals	√	√	√	√			
Pictures		√	√				
Maps			√				
Reports		√					
Thesis		√					
Sounds		√	√				
Videos		√	√				
Manuscripts			√				
Documents	√	√	√		√		

In the case of equipment and scanners that the ACDC can use to scan resources, the research findings indicate that the center, with the support of the parent organization, can use flat scanners, paper feeders, cassette scanners, handheld scanners and cameras.

6-4. Challenges of preparing, producing and developing of digital content in ACDC

Table 6: Challenges of preparing, producing and developing of digital content in ACDC

Cases	Challenges
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Human resources	<ul style="list-style-type: none"> - Lack of specialized staff with the necessary skills - Lack of a separate section for the provision, development and digital content
Planning	<ul style="list-style-type: none"> - No written program - Lack of a clear policy for the preparation, production and development of digital content
Need assessment	<ul style="list-style-type: none"> - Preparation, development of digital content in bulk - Do not use needs assessment tools and techniques - Lack of familiarity with the needs of the audience
Resource selection	<ul style="list-style-type: none"> - Lack of familiarity with selection tools - Lack of familiarity with the types of digital content resources - Insufficient human resources skills in the field of selection and evaluation
Digital content acquisition	<ul style="list-style-type: none"> - Financial issues - Lack of familiarity with digital content sellers - Insufficient skills of human resources in the field of ordering and preparation
Digitization	<ul style="list-style-type: none"> - High price of scanners - Lack of proper planning to scan resources - Lack of human resources skills in scanning resources - Select the appropriate file format - Weakness in mass decisions - Copyright issues
Digital publishing	<ul style="list-style-type: none"> - Lack of specialized software and tools - Lack of specialized manpower
Resources exchange	<ul style="list-style-type: none"> - Lack of inter-organizational cooperation and agreements - Agreements about the importance of the resources that is exchanging
Free and donation resources	<ul style="list-style-type: none"> - Resource validity - Issues related to resource organization - Copyright issues
Resource sharing	<ul style="list-style-type: none"> - Lack of inter-organizational cooperation and agreements - Victimization of freedom of action - Reluctance to take risks - Organizational complexities

	- To be economical
Digital content evaluation	- - Lack of accurate statistics - Weakness of software - Insufficient skills of human resources in the field of evaluation
Weeding and censorship	- External and internal pressures - Conflict of opinions - Lack of clear rules
Copy rights	- Unclear rules - Lack of awareness of the manpower involved - Do not use related technologies
Budgeting	- Lack of independent budget

7. Analysis and conclusion

According to the research findings in the field of the status of the Asian Cultural Documentation Center (ACDC), the following results have been obtained:

- Policy
The ACDC does not have a significant policy or program for preparation, production and development of its digital content. Lack of serious attention to this area, young in cyberspace, lack of facilities or expert human resource may be the reasons for this problem.
- Human resources
ACDC does not have an independent section, department or force for the subject of its digital content. Decisions in this area are made by the director of the ACDC and its technical and operational work be done by the center of information technology and public relations of the parent organization (Institute for Humanities and Cultural Studies).
- Need assessment
There is no systematic and intelligent needs assessment of the audience in the ACDC for the preparation, production and development of digital content. Lack of specialized and independent manpower, lack of content policy and policy making, lack of digital content management software and newly move towards digital content development can be the reasons. Users' comments are received from time to time and only through direct contact and e-mail.
- Selection and evaluation
In the ACDC, priority of selection of digital content resources is books, documents and periodicals according to goals and missions of ACDC. ACDC needs to have a powerful selection committee for selecting appropriate digital resources. The most important factor involved in the selection of digital content resources in the ACDC is financial issue.

Criteria for evaluating different types of digital content resources in the ACDC are mainly based on the subject relationship and authority of the author and publisher.

- Acquisition

Ways to provide main resources such as books and publications are mainly through purchases or scans. Resource ownership currently takes precedence over the right of access, which is probably due to that ACDC is a governmental organization that they want resource ownership in exchange for payment. Digitization facilities and equipments are completely dependent on the parent organization, and even in the parent organization there are no specialized equipment such as specialized book scanners (as stated, the main priority of the center is to prepare digital books).

- Copy right

At present, of course, due to the limitations of digital content disseminated in the center, no special attention has been paid to the issue of copyright. Normally, with the development of digital content, it becomes necessary to use legal advice to respect copyright issues.

- Budgeting

Due to the limited and non-independent budget for the subject of preparation, production and development of digital content, the lack of budget announced in this area is obvious and logical. This makes the center dependent on the decisions of top managers (directors of parent organization) for any decision to select and purchase or supply resources, especially in specific cases.

Finally, it can be concluded that ACDC, despite the relatively many limitations and challenges it faces, tends to develop and disseminate digital content in accordance with its goals and missions. Preservation and dissemination of documents and intellectual heritage can be important reasons for moving towards digital content development, as Padgett and Wise & Kostelecky emphasized in their research. The most important challenges in producing and developing digital content at ACDC are trained and skilled manpower, upstream budgets and support, digitization equipment, and copyright issues. Piontek and Garlock said librarians are the appropriate manpower for developing online collections. Clark, Basuki, and Nneji also cited lack of skilled manpower as challenges to digital content development. Basuki, Wang, and Nneji pointed to the important issue of upstream support and budget. The issue of copyright is seen as one of the major challenges in digital content development in the research of Basuki, Nneji, and Neatrou, Myntti, and Wittmann. Brown, Basuki, Wang, and Nneji addressed the importance of infrastructure and technical equipment as a major problem in the preparation, production, and

development of digital content, which is similar to the findings of the present study.

Another important issue in the field of digital content development is needs assessment and its methods, which is also mentioned in this research. According to the findings of Jensen and Hunter Marshall, the ACDC should also develop online needs assessment and intelligent analysis of the needs of its audiences.

Another result of this research is the need for a written plan and strategy in the field of selection and evaluation of digital resources in ACDC, which can be seen in the research of Liu, Flatley and Prock.

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