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Digital libraries, opportunities and new ways to attract and develop clients in the public libraries of Mazandaran Province (I.R.Iran)

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Digital libraries, opportunities and new ways to attract and develop clients in the public libraries of Mazandaran Province (I.R.Iran)

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Abstract

the study focuses on feasibility of establishing digital library in public libraries of Mazandaran province in order to develop patrons and attract clients. Survey and filed research implemented and 31 questionnaires were distributed among librarians. In order to analyzing research data, SPSS software and Microsoft office Excel software was used. Librarian's knowledge about digital libraries is very well and with some short-term in-service training courses, considerable qualitative human resources as librarian will prepare to work in this area. However, libraries need to be equipped with the standard infrastructure and equipment to service them. the results of this research Applicable for feasibility study of establishing digital library in public libraries of Mazandaran province and other similar public libraries in Iran. the research aims to assess the infrastructure and equipment in libraries, also examined the librarian's familiarity about requirements, priorities, and how to establishing a digital library.

Keywords: Feasibility, Client Attraction, Digital Library

1. Introduction

Increasing the volume of information, the rapid expansion of the Internet, the production of various information formats, the emergence and transformation of multimedia, and the increasing willingness of researchers to access electronic information formats, has changed the role and functioning of libraries in today's world, so that At present, the Internet is the most comprehensive and up-to-date source of information and its popularity is still increasing. Accordingly, in view of the main mission of libraries to address the information needs of users, today new models for library design are considered, among which digital libraries have a special place in the virtual environment of the Internet. have given. These

libraries have been distinguished from other Internet resources by having more and more advanced capabilities for information management.

Digital libraries catalog various collections of information for multiple users and categorize them in small to large sizes. They use any type of data entry tool and make it available to the network and make it available to users. Thus, the greatest function of digital libraries is for users to access more information, reduce costs, and use multi-functionality. (Norouzi and AlipourHafezi, 2001).

Lu and Chiu (2015) in a study entitled "Improving and Role of Academic Librarians in the Digital Age", with the aim of examining the recent viewpoints of faculty members and university administrators on the role of university librarians in the era of technology and communications in Hong Kong, on learning based on Research and the need to support digital libraries and librarians with the expertise and skills needed. According to a study by Leo et al. (2014), librarians in universities are not only managers of academic libraries, but also roles and responsibilities such as educational consultants, research fellows, information literacy teachers, and information literacy teachers. Searle et al. (2015), in a research entitled "Librarians as Partners of Information Development Services at the University of Griffith" focusing on the role of librarians, describes the current and future evolution of policies, infrastructures, skills development and counseling services. Information research at the Griffith University in Australia. The results of this study showed that the organizational structure and collaborative approach created at this university has helped to develop information support services in the field of information research. The development and proper support of software infrastructure has led to the provision of extensive information management solutions.

In a research entitled "Skills and Knowledge for Digital University Academic Libraries", Rajo (2014) examined the level of information literacy and current software and hardware skills of librarians and staff in South African academic libraries. They will also determine their future skill requirements to keep pace with the rapid changes in the age of digital libraries.

Luce (2008) suggests to university libraries who are considering providing electronic and digital resources that they should consider the protection of knowledge as a key principle.

Ochola and Shongwe (2013) to closely work digital libraries with Web technology should be implemented and announced to the day and keep pace with the dramatic changes of information technology in digital libraries need librarians with the concepts of software architecture and digital libraries , Qualitative and technical standards, HTML coding, computer knowledge and skills, such as working with Microsoft Office software suite, database management and development, web languages such as SSM and X.M.AL, Web Space Design and Development, Electronic Publishing, Digitalization Resources, Web 2, Web 3, Cata Sector 2, Library 3, Mass Media, Open Access, and other aspects of Information and Communication Science that are rapidly evolving.

Communication skills are one of the most important public librarian's skills in entering the field of information technology in digital libraries, and one of the main feedbacks of this skill can be the success of more research group activities, in which librarians have played a major role. (Ways et al., 2011; Reeves & Han, 2010). Some researchers (Girolimus and

Constance, 2008) have personal librarians' personal skills, such as the ability to learn continuously, flexibility and adaptation to issues and challenges in the information and library sharing environment, activity in a totally independent manner, enthusiasm and motivation, the power of reason and Thinking and ability to respond to the needs of others is also considered as the skill needs of librarians in digital libraries.

In current research, the feasibility of creating digital libraries as a new and applied tool for attracting and developing audience of book and reading books has been considered by reviewing the human resources capabilities as well as existing hardware and software infrastructures of Mazandaran Public Library. The fulfillment of duties and the use of information technologies in the public libraries of Mazandaran province is subject to the assessment of existing facilities, as well as the level of familiarity and readiness of librarians with this important, so that by digitizing resources, a large amount of resources can be stored and retrieved It is possible to access information at the lowest cost and as soon as possible for clients, students, researchers and professors. The present study seeks to investigate these issues and, by removing existing cams, make possible the feasibility of creating a digital library in the public libraries of Mazandaran province in Iran.

2. Research Methods

The research method was survey and descriptive. For data gathering, 31 questionnaires were distributed among librarians of general libraries of Mazandaran province, in which the level of familiarity of librarians of provincial public libraries with web content and digital libraries as well as facilities and infrastructure of libraries for deployment and commissioning the digital library was reviewed. In order to analyze the data, SPSS software and Microsoft Office Excel have been used.

3. Findings

As it is seen in Table (1), the level of familiarity of librarians of public libraries in the province of Mazandaran is very good in using the Internet World Wide Web and searching the web content, and almost all of them have a moderate to very large capacity in this regard.

Regarding the skill of collecting, producing, organizing and evaluating digital information, %45of librarians have a high and very high ability, %48moderate ability and only %8 low. Librarians used the Windrose operating system to have a high degree of familiarity with %13, a high degree of familiarity with %58, an average of %19, and a low degree of %4familiarity.

Table 1- The rate of familiarity of librarians of public libraries of Mazandaran province with the activities required for launching a digital library

The degree of familiarity of librarians with activity	The method of using the library resources digitally (Internet)		Databases (Microsoft Access , ...)		Office Software (... ‹Excel ‹Word)		Windows operating system		The skill of collecting, producing, organizing and evaluating digital information		Use the World Wide Web and search the web content	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Very High	16	5	13	4	23	7	13	4	16	5	19	6
High	26	8	32	10	58	18	58	18	29	9	42	13
Medium	55	17	48	15	19	6	19	6	48	15	39	12
Low	0	0	7	2	0	0	4	1	7	2	0	0
Very Low	0	0	0	0	0	0	0	0	0	0	0	0
Unanswered	3	1	0	0	0	0	6	2	0	0	0	0
Total	100	31	100	31	100	31	100	31	100	31	100	31

The level of familiarity of librarians with the Office suite is impressive, with 23, 58, and 19 percent, respectively, having a high, medium and high degree of familiarity with these software applications. In the case of using databases like Microsoft Access, 13 % of librarians are very familiar, 32 % have high knowledge, 48 % have average acquaintance and 7 % have low acquaintance. Also, the information of librarians of public libraries in the province of Mazandaran is highly appropriate with the method of using library resources digitally (Internet). Because16, 26, and 55 percent of them have information in a very large, medium and large order, respectively. According to the evaluation, about 68 % of the public libraries in Mazandaran province now have Internet speeds under 512 kbps. This is based on information provided in Table 2 to 512 kilobytes per second Internet speed by 23%, to speed 1 Mbps, 3% for more than 1 mbps internet speed is 6 percent.

Table 2- Frequency of Internet Speed in Public Libraries of Mazandaran Province

	More from One mb / s	mb / sOne	512 kb / s	256 kb / s	128 kb / s	fewer From128 kb / s
Frequency	2	1	7	17	3	1
Percent	6	3	23	55	10	3

According to the data contained in tables (3) and (4), 71percent of the public libraries of the province have a server, 58percent have a personal computer with appropriate hardware specifications, 81percent have an independent phone line, 68percent have a scanner and printer machine and %45have a power backup system. Also, %23of libraries have fewer

than 3Internet-capable PCs. About %72of libraries have 3to 10devices, and %5of them have 10to 15computers that can be connected to the Internet.

Table 3- The number of public libraries has at least the devices and facilities needed to create a digital library

	The server	Personal computer	Telephone lines	scanner	Printer	Power backup system
Frequency	22	18	25	21	21	14
Percentage	71	58	81	68	68	45

Table 4- Number of computers connected to the Internet in public libraries of Mazandaran province

	Less than 3devices	Between 3 and 7devices	Between 7 and10 devices	Between 10 and15 devices	Total
Frequency	7	11	11	2	31
Percentage	23	36	36	5	100

According to the results of the statistical analysis presented in Table (5) and according to the librarian's viewpoint, only 6 % of the clients show a great deal of interest in using the digital library rather than on-site visits. According to his assessment, 26 % of clients in this perspective will be of great interest, 36 % will be average and 19 % will be reluctant. The librarian's view of the reduction in attendance at the digital library was 10percent, 36 percent, 36 percent moderate and 9 percent low, respectively.

Table 5- shows the readers 'opinion about the number of clients' interest in using the digital library to non-attendance and the amount of attendance reduction in the case of creating a digital library in the public libraries of Mazandaran province

Librarians views	Reduced attendance if you create a digital library		The degree of willingness of visitors to use the digital library in their presence	
	Percentage	Frequency	Percentage	Frequency
Very High	10	3	6	2
High	36	11	26	8
medium	36	11	36	11
Low	9	3	19th	6
Very low	0	0	0	0
unanswered	9	3	13	4

Total	100	31	100	31

As can be seen from the results presented in Table (6), only 25 % of librarians believe that the ability to influence and understand the study will be much more or more than a paper source study. From this perspective, 36 % of librarians believe that the ability to influence and understand the subject is digitally equal to the study of paper resources. Also, 29 % and 10 % of librarians believe that the ability to understand and understand the study is digitally less or less than the study of paper resources.

Table 6- Students' Perceptions about the Effectiveness and Understanding of Digital Literacy Study on Paper Resources Study

Very High		High		Medium		Low		Very Low		Total	
Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
2	6	6	19th	11	36	9	29	3	10	31	100

According to the survey, based on the results presented in Table (7), according to librarians, in the case of the implementation and deployment of a digital library in the province, priority is given to the digitization of resources for Persian books, Latin books, Persian journals and periodicals, publications Latin journals, resources for textbooks and reference resources are 36, 6, 26, 6, 3, and 23percent, respectively.

Also, as the results of Table (8) in relation to the opinion polls on the protection of the rights of authors in the use of library resources in digital form (the Internet) and the content and content of library resources in digital form (in the library) The general population of Mazandaran province; %77of them agree with the downloading (downloading) of digital resources and %23oppose this issue. In addition, %52of them have stated that digital resources are necessary to be editable to the audience and %48of librarians have opposed this issue.

Table 7- The opinion polls on the priority of digital (Internet) **resources of public libraries in Mazandaran province**

Persian Books		Reference books		Tuition		Latin journals		Persian Journals		Latin Books	
Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
11	36	7	23	1	3	2	6	8	26	2	6

Table 8- The opinion polls on the protection of the rights of authors in the use of library resources in digital form (Internet) and the content and content of the library resources in digital format (Internet) in the public libraries of Mazandaran province

Terms of protection of authors' rights in the use of	Library Resources Digital (Internet)		The content and content of the library resources are digitally (Internet)	
	Ability to download (download) digital resources		Digital resources are editable	
	Frequency	Percentage	Frequency	Percentage
Be good	24	77	16	52
Not available	7	23	15	48

4- Conclusion

Digital libraries are organizations in which the provision of resources, the presence of expert staff, the process of selection, organization, assistance and guidance for rational and rational access to (digital) information, interpretation, distribution, preservation of its integrity and guarantee for the existence and maintenance of a collection Digital artworks are being considered over a long period of time to allow digital information sources to be made economically and economically efficient for the use of a community or a set of specific communities.

The results of this study can be deduced that: In general, librarians of public libraries in Mazandaran province have a very good knowledge and readiness for the digital library software requirements. The librarians of the public libraries of Mazandaran province have a very good knowledge and readiness of the software requirements for the creation of a digital library. Of course, according to the evaluations, it is essential that in-service training be conducted for librarians who are familiar with the software. Especially in relation to the skill of collecting, producing, organizing and evaluating digital information and the use of databases (Microsoft Access, ...), and in view of the very important role and application of these topics in the deployment of digital libraries; the organization of training courses for Librarians will be very important in these areas.

Because of the need to create any new platform for the creation of appropriate infrastructure for its implementation; it seems that the speed and breadth of the Internet of public libraries of the province are low and in order to establish a digital library, it is necessary minimum Internet speed of all libraries for interest The better the contacts and the prevention of any problem upgrade to a megabyte per second. Also, all target libraries need at least one server, 10 PCs with hardware and software specifications suitable for connecting to the Internet, independent phone lines, 6 quality scanners and printers, and at least one backup

power supply device Equipped. Based on the results of this research, the level of knowledge and information and librarians' knowledge of the libraries of Mazandaran province is appropriate for establishing a digital library. By providing short-term training courses, appropriate human resources will be well placed to prepare for the activities in this field. Public libraries in Mazandaran province, in terms of infrastructure and equipment, need to be equipped with appropriate planning. As a future research, the assessment of the level of familiarity, willingness and interests of the audience and users of the public libraries of the province can provide useful information for compiling the feasibility of establishing a digital library.

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