



ROLE OF MOBILE AS A MASS MEDIA AMONG LIS PROFESSIONALS: A REVIEW

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ABSTRACT :

Over the last two decades the use of mobile as a mass media has been playing significant role in the personal and professional life of LIS professionals. Due to the huge information explosion and increase in the cost of publications and the principle of right information to the right user at the right time has made mobile to play a unique role as a mass media. This article provides a review with regard to use of mobile and its impact on the LIS professionals.



KEYWORDS : LIS Professionals, Mobile, Mass Media.

INTRODUCTION:

Mobile as a mass media plays a significant role in information dissemination. It helps in transmission and dissemination of information very quickly compared to other mass medias like newspaper, TV, radio, etc. Mobiles were introduced in Japan in 1979 but became mass media in 1998. Later most forms of media content were introduced on mobile phones. Mobile is a portable device that acts as interactive media which has become inevitable for every layman and LIS professional(s) are not exceptional to it. As libraries are now a day's termed as information centres and LIS professionals as information scientists which creates a necessity for communication through various mass media. Mobile is one among such mass media which clears the gap of distance and language barriers by making the whole universe into a small global village.

1. Review of Literature of Mobile(s) /mobile services : with special reference to the Libraries & LIS professionals

An attempt has been made to review several studies in India and abroad on the use and impact of the mobile as mass media. Sangwon KIM and Seongam (2009) in their mobile video service of the TOEST Korean Telecom mobile video service in Korea has found that TOEST has helped libraries and information management organizations to provide online multimedia content leading for creation of a mobile campus consortium of 70 university libraries in 2004 by developing wireless digital libraries impacting to provide OPAC to each university library and digital original texts to mobile terminals through wi-fi networks. But TOEST has a limitation of providing download type service like PDA & PMPs. Cummings Jeol, Merrill Alex and Borrelli Steve (2010) in their open ended survey of 766 librarians on the use of handheld mobile computing by LIS professionals revealed that 58.4% use web enabled small screen devices like PDA to search library OPAC. Evans B. (2011) says mobile remains ubiquitous despite of many constraints because of its functionality after conducting a series of online surveys and discussions of 150 librarians from 31 countries by Elsevier online community viz innovation explorer between 2009 to June 2011 on topics of mobile & 89% respondents download contents for work related & have positive impact. Navin Kumar Soni, Upendra Singh

Sudan & Rajeev Vij. (2015) in the survey consisting 298 responses from 345 questionnaires of north part of Madhya Pradesh have pointed out that 91% were using smart phones, 52% use mobile more than 4 hours, 93% consider mobile as primary device for communication. Social networking sites, news, apps like whatsapp were high in usage & 90% are comfortable with usage of mobile. Lijina P. & Jalaja V. (2015) in their survey of use of mass media by women professionals of universities of Kerala have identified that 80% use social networking sites and FM radio through smart phones. Prakash B. Bilawar (2015) in his survey of the use of mobile by LIS professionals has identified that 99.72% use mobiles because of its various inbuilt facilities creating impact on information seeking behaviour by increase in their communication in personal and professional life and at the same time excess usage had made diverse and adverse effect on their health. Findings in survey of the usage of mobile app viz. whatsapp by LIS professionals accessed by Maneesh Kumar Bajpai (2016) clearly reveal that 82.08% have opined whatsapp as vital means of communication & 73.03% agreed whatsapp have positive impact on their professional life. Gan Chunmei (2016) in his survey on most developed 46 Chinese public libraries with regard to usage of mobile app viz. We chat by LIS professionals indicate that all 46 public libraries used we chat in standardizing, encouraging services. Qiandong Zhu (2016) in his case study of mobile app Wechat by LIS professionals in oldest Jinan University of China highlights the importance and increased in the use of Sina Weibo account service to smart phones from 2011 to 2016. Nilanjana Purkayastha and Anupama Chandu (2018) in a study of mobile app viz. Whatsapp as means of sharing information among LIS professionals of north-east India have revealed that 74.98% use smart phones, 95.27% use whatsapp for sharing information and 50.34% have perception that whatsapp is effective for library services.

2. Mobile services with special reference to Libraries & LIS professionals:

As mobile is a portable device it can be accessed anywhere irrespective of location and its services can be extended within and outside campus of the libraries with the help of various mobile applications. Mobile application is a type of application software designed to run on mobile devices like smart phone, tablet, iPods, PDA. Mobile applications are pre installed on phones during manufacturing platforms, or delivered as web applications using server-side or client provide an applications within web browser. Applications or apps that are not pre installed are available through platform app store. App store began in 2008 and are typically operated by the owner of the mobile operation system like Apple App Store, Google Play, Windows Phone Store, Black Berry App World. The various inbuilt facilities especially over smart phones like camera, Bluetooth, FM, Google maps, dictionary, video games, calculator, alarm, calendar, access to different websites specially social networking sites and search engines, etc, through various apps etc has brought LIS professionals close to each other.

The Library & LIS professionals are providing access to users through other mass media like mobile. The relevant library services rendered by LIS professionals through mobiles are as follows

- ✓ SMS services for several purposes like – membership status, new arrivals, distance learners, reservation notices, reminder for dues, requesting loan of documents, renewing, overview of fines, checking available documents or resources, automatic renewal of borrowed items, reference and referral service can also be rendered by texting librarian to enquire about library resources through e-mail or phone or applications like we chat, instant messaging, etc.
- ✓ Browsing library collection through WEB OPAC service
- ✓ Applications for mobile devices to access library resources either text based or audio or video based. Mobile augmented reality application helps in the integration of library resources by expanding and extending needed information to the user, mobile application like Optical Character Recognition(OCR) allows user to scan textual document.
- ✓ RSS alerts – clientele informed about events, status of interaction/requests and availability of resources.
- ✓ Video conference service enables clientele to connect with LIS professionals for reference or referral services like Skype mobile

- ✓ Mob logging – a mob log is a mobile blog is maintained by using mobile blog maintained using mobile device like smart phones, PDA or cell phone, tablets, iPods, MP3 players. LIS professionals can directly publish blog entries to the web from mobile phone or other mobile device. Especially social networking sites can be used to post write-ups or interact directly from their mobiles or mobile devices with each others.
- ✓ Mobile library databases- digitized collection of selected documents like books, research papers, abstracts of periodicals, e-books, etc
- ✓ Websites especially designed for mobile friendly usage like m-library website
- ✓ M-repository – access to repositories like syllabus, project reports, old question papers, databases, theses and dissertations, patents, standards, special collections, etc
- ✓ Links to free open access resources especially for distance learning on mobile networks. Various mobile applications and QR codes wherein information encoded horizontally and vertically in limited space in web 2.0 technologies used in marketing & promoting library services
- ✓ Technologies like Radio Frequency Identification (RFID) tags and Near Field Communications (NFD) can be used for maintaining bibliographic details of documents.

Advantageous and Limitations of Mobile Services for libraries & LIS professionals :

Though adaption of mobile technologies in libraries by LIS professionals is advantageous but at the same time has risk of privacy concern. Information can be accessed and exploited by the law enforcement official. Mobile technology bringing new dimension in rendering services and is found creating positive impact by expanding the services and bringing LIS professionals closer to clientele and at the same time is posing new challenges to readers privacy. Issues concerned to security, users accessing information from different locations in cloud may require protection at different level. Besides these content ownership & licensing, limited memory of mobile devices, digital rights management, etc all these are added disadvantages. Apart from all these most important is the use of wireless devices will have adverse effects on health of individuals and on environment from the harmful radiation released.

3. CONCLUSION:

Mobile as the name itself indicates is movable or portable and acts as a mass media is ubiquitous entering in the all areas of human life by reaching beyond its limits. Since there is acute lack of awareness on various issues of mobile technologies among LIS professionals in India there is a need for proper training with use of mobile technologies especially with regard to library services rendered by LIS professionals.

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