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PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY

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ABSTRACT

The emerging trends in digital technologies give a new challenge to knowledge professionals in the way of providing qualitative services to its users. Public libraries play an important role as parts of the digital, smart, knowledge and creative infrastructures of these knowledge society. The public library in the knowledge society is to support citizens, companies and administrations in their society and region with digital services, namely e-resources as well as reference services, and to communicate with their customers via social media; and to provide physical spaces for meeting, learning and working, as well as areas for children and other groups, in a building that is a landmark of the society. The paper analyses the public library innovation for the knowledge society and identify the factors for the next generation of libraries.

KEYWORDS
public library innovation, e-resources.

INTRODUCTION
We live in the changing world. Everything is changing that creates innovation. Public libraries serve knowledge centre in society. In the way, in the changing scenario of information environment make the knowledge society in more interactive, collaborative and dynamic. The emerging trends in digital technologies and their applicability to information handling activities are added new challenges to knowledge society. They have to deal with a growing number of contexts for information like e-commerce, competition intelligence as well as the information needs of ordinary citizens. So, we need to move from a concept of the information society on to a concept of a knowledge society, the role of public libraries must undergo similar changes of priority. The definitions of libraries and of librarians should change accordingly. The enormous increase in Internet-based communication serves to shift attention to the virtual, rather than the physical library. Digital reference services, free access to large-scale data banks and secure retrieval become vital areas of professional development, and there is certainly more to come in this decisive domain of innovation. The librarian's traditional role as 'cultural custodian' or 'cultural guide', is downplayed in favour of the librarian's function as effective information disseminator assisting in the user's development of information literacy. Focus is on developing user-friendly information searches to become more and more the levers of development which is the creation, circulation and appropriation of knowledge in a knowledge society.

WHAT IS KNOWLEDGE SOCIETY?
A knowledge society is not only about technological innovations, but also about human beings, their personal growth and their individual creativity, experience and participation in the generation of knowledge. The primary role of a knowledge society is to ensure that their knowledge sources are passed on and advanced by each generation. Knowledge Society is understood as the ability that people have in the face of information, to develop a reflective competence, relating its multiple aspects, according to a particular time and space, with the ability to establish connections with other knowledge and use it in their everyday lives (Pelizzari et al., 2002).An association of people that have similar interests, be they social, economic, political, cultural and so on and by making effective use of their collective knowledge in their areas of interest thereby contributing to further knowledge that will lead to national progress and global development.
Manuel Castells argues that in the new economy emerged around the world as a result of the current phase of globalization process, productivity and competitiveness is by and large a function of knowledge generation and information processing or information. In the new information age knowledge became the power and the tool for capital accumulation. According to Yoneji Masuda, in the post-industrial, information-based society, knowledge, or the production of information values, will be the driving force of society, rather than industrial technologies. Thus in the evolving information age the generation, dissemination and application of knowledge becomes the basis of all aspects of knowledge and hence it is also called as knowledge society. Public libraries, in their physical as well as their virtual versions, are spaces that people enter at liberty and often in their spare time. In shaping new visions for public libraries in the knowledge society, perhaps this image is their most fundamental value. For it offers public libraries a unique chance of catching on to the multi-sited nature of learning in a knowledge society.
According to Daniel Bell, in information and knowledge society science plays an increased role in the productive forces; professional, scientific and technical groups will rise into prominence in addition to the vast expansion of information technology, which include a converging set of technologies in microelectronics, computing (machines and software telecommunication or broadcasting, and optoelectronics etc. This will be the new axial principle of the economy and society. He forecasts the growth of new social framework based on telecommunications which may be decisive for the way knowledge is created and retrieved, and the character of work and occupations people are engaged in. The computer will play a pivotal role. In information society knowledge and information will supplant labor and capital as the central variables of the economy. Here the information will be treated as a commodity and the possession of information will give more power to its owner. There will be more and more penetration of information into more traditional areas of agriculture, manufacturing and services. There will be major social changes resulting from the establishment of new telecommunications infrastructure. New forms of social interaction based on electronic communications devises are replacing older types of social relations.

PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY
Library innovation for the knowledge society are not only soft location factors (as before), but form essential parts of the Society's (digital, knowledge, creative, and smart) infrastructure. Thorhauge (2010) has three "visions" for public libraries in the knowledge society. The first vision focuses on the physical library space. The key issue here is not – or not only – the borrowing of materials, but the provision of spaces for learning, for having experiences (e.g. films or meetings with writers), for meeting people and for staging performances. The second vision is the establishment of the digital library. The digital library includes commercial digital information services and Web 2.0 services. The licenses for fee-based databases may vary from municipality to municipality, depending on each library's financial framework. The third vision is partnership, in the sense of "from collection to connection**.** In the new millennium, the library professionals have to embrace new tools, techniques and technologies for reaching out to users. The professional have to handle tacit and explicit knowledge to become knowledge managers; it is the duty of the knowledge professionals to develop and maintain full-text databases and digital repositories
According to Bakker "Whatever may be the library environment the primary task has always been - and will remain regardless of changes of technology - to select, stabilize, protect, and provide access to relevant and representative information resources. The collection function, however, is expanding to include a connection function. Selection is moving to an environment in which a multiplicity of media is available. A new facet of resource sharing is the development of joint licensing agreements that permit consortia of libraries to share responsibilities and costs of providing access to electronic resources." Therefore, the traditional librarian, transformed as documentation officer, information officer/manager needs to metamorphose as knowledge professional to meet the demands of the new millennium. To meet the present and future challenges, knowledge professionals need to have theoretical and analytical knowledge. They have to be creative, innovative and responsive to keep up their presence felt in the knowledge society.

National Knowledge Commission (NKC) recognized that access to knowledge is essential and stated, "Access is one of the most fundamental issues in a knowledge society." NKC in its observation about libraries stated that: firstly, library and information services are fundamental to the goals of creating, disseminating, optimally utilizing and preserving knowledge. Secondly, libraries are instrumental in transforming an unequal society into an egalitarian, progressive knowledge society. Thirdly, developments in information communication technology (ICT) have enabled libraries to provide access to all, and also bridge the gap between the local, the national and the global knowledge. Therefore, in the new society the Library and Information Centers (LICs) have to play role of facilitator and aggregator and the information professionals have to be adaptable and multi-skilled in order to survive in an environment of constant and rapid change.

CALL TO ACTION

The changing methods of information search is ought to include reflectivity, density, tone, speed, and volume. In this new information environment, the user is considered as consumer of knowledge. Thus digital revolution and networked environment make the libraries without walls where data and information can now be transmitted to all corners of the world, and also access without geographical restrictions. Now information is just like any other commodity, which can be bought and sold in the market place. Libraries should also start to apply business techniques to manage the libraries in the flowing views;

1. To understand the needs of users and endeavor to meet them. They are manage servers, manage e-mail and print accounts, populate and evaluate websites, select, organize and manage print and electronic collections, offer training and guidance and provide network support – both physical and social.
2. To create the new knowledge environment role to play in knowledge manager, multi-media user, intermediary, enabler/facilitator, team player, trainer/educator, evaluator, negotiator, innovator and fund-raiser.
3. To offer current technology much more possibilities for sharing, archiving and retrieving knowledge and creates knowledge to become the most important capital in the present age, and hence the success of any society lies in harnessing it.
4. To use universal and free use of information and fiction and multimodal literacy, act library or librarian as a knowledge facilitator, include as material or content material artefacts and non-material processes, information and fiction and make user as knowledge producer, co-operator and cultural citizen
5. To provide important infrastructures for information and communication technology as they are given in a digital society which refers to a "green" society with a high quality of life. A knowledge society consists of diverse knowledge institutions such as universities and science parks. A creative society offers infrastructures for the creative class. Moreover, the economic success of a World society correlates positively with an enhanced human capital,
6. To satisfy the needs of citizens, small businesses, entrepreneurs and the community's organizations and institutions. With their own libraries and information centers. Small and medium-sized companies are dependent on the services of the local public library. One of the roles of public libraries in communal economic development is in helping businesses.
7. To describe strategic partnerships between the library and private companies, relating, for instance, to document supply, market intelligence, technical intelligence or strategic intelligence. Empirical studies concerning the economic value of libraries in terms of willingness to pay and willingness to accept clearly show that people think that public libraries are worth their price
8. To acquire public Libraries in the knowledge society to turn them into "smart" users. This includes developing people's ability to retrieve, evaluate and use information as well as to create, upload and index their own. Stress that there are "environmental savings offered by the multiple use and reuse of library materials." Hence libraries also form specific parts of the smart society infrastructure
9. To develop Informational society "build the Internet of Knowledge as a strategic step." Similarly, to conceptions like infrastructure as a service or software as a service, Informational society implement "knowledge as a service". Access to knowledge is ubiquitous: anytime, anywhere, anything, in any way and at any pace.
10. To offer spaces outside for working, meeting people, and learning. In their educational infrastructures, their government, and the businesses established in them; "by developing physical and digital public spaces that provide resources and opportunities for learning and interaction, they enhance community development and innovative collaboration. Libraries serve as important knowledge hubs and main components of the infrastructure of a knowledge society.
11. To play important roles in the creative infrastructure of a society, e.g. supporting rural, urban development and culture-led regeneration. The library building is part of the society's architainment and of its experience. The public library acts as a "place maker". It is an active part of urban planning and contributes to urban diversity.
12. To offer internet access in their rooms and can lend smartphones or laptops to people who are unable to buy such devices and produce specific information services for distribution on the society wide networks (e.g. digitized images of the society, access to their catalogue and to full-text collections, digital reference services).
13. To create smart environment, "smart mobility," "smart energy" "smart health," "smart living and working" for the all aspects of "smart" developments and to educate their users in information literacy in cultural districts and creates public domain and new stages for experience. The public library provides for community consolidation and community vitalization insofar as it boosts local identity and cohesion and involves users and other local citizens in its activities.
14. To build the library in the contemporary digital environment the holdings are accessible to multiple users from multiple workstations that made 'libraries without walls'. This emerging 'library without walls' is often described as existing in a space free world in which users can search catalogues and access electronic files at the click of a mouse on his desk top, without having to walk through a library's door in person.
15. To analyze Information professionals design and develop knowledge products and services that promote learning and awareness. Their tasks include the representation of the various kinds of organizational knowledge; developing methods and systems of structuring and accessing knowledge; knowledge distribution and delivery; amplifying the usefulness and value of knowledge; and knowledge storage and retrieval.
16. To evolve measures continuously to keep up with the changing needs of their users. Knowledge professionals can provide better service offerings by adopting new ideas and re-evaluating old ones according to the need of its consumers in changing behaviour, changing needs, training and support in marketing services, information literacy, webbliography, value added, aggregator services, open access strategies, open access publishing and digital repositories
17. To provide access to top-quality databases, literature search through subject gateways, downloadable audio books and music, and instant messaging reference services, etc. Owing to these developments library's services underwent change, focusing more on the facilitation of information transfer and information literacy rather than providing controlled access to it.

CONCLUSION

Library innovation makes a witnessing advantage with cultural, educational and knowledge institutions, with companies and with single individuals. Besides the partnerships between the public library and other institutions, businesses and people, the economic value of the public library in the knowledge society lies in the way it shapes the infrastructure of digital, smart, knowledge and creative society and serves as a soft location factor in the societies' spaces which are the physical space and power, money, and information space. If the public libraries are hardly concerned with power and money they are essential with regard to information. So it is reasonable to disaggregate the outreach space into the physical and the digital aspects. Information flows in the knowledge society are organized both face-to-face and electronically. The library thus functions in spaces, the physical and the digital.

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