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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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FACTORS INFLUENCING THE PROGRESSIVE USE OF PUBLIC LIBRARIES BY ITS PATRONS**BIMAL CHANDRA NAIR****RESEARCH SCHOLAR****FACULTY OF SOCIAL SCIENCE & HUMANITIES****PACIFIC ACADEMY OF HIGHER EDUCATION & RESEARCH UNIVERSITY****UDAIPUR****ABSTRACT**

Public library has vital role to play in the society and since inception they have served a diverse range of users and have been expected to meet the evolving needs and expectations of wide variety of stakeholders. Public libraries can satisfy the patron's requirements by applying modern technology, by assessing its infrastructural requirements and user expectations. Various factors have their lasting effects on the progress of Public libraries.

KEYWORDS

Public libraries, ICT Skills, E-Book Reader, E-Book, Cloud computing, Leadership, Software.

1. INTRODUCTION

Public libraries play a pivotal role in dissemination of knowledge and they are democratizing agents, making information available to everyone. Government of India had recognized public libraries as an extremely important element of the foundation of a knowledge economy in National Knowledge Commission. As per Sunniva Evjen¹ et. al libraries in general, and public libraries in particular, find themselves in a situation characterised by strong environmental change impetuses. Today's public librarianship unfolds itself against the background of three profound changes. These are:

- (a) The way people learn and educate themselves, the way they search for information and the way they read are changing. The very concepts of what texts and documents are – i.e. the basic materials with which libraries work – also change.
 - (b) Globalisation and the growth of the multicultural society challenge public libraries fundamentally. How should public libraries define their role in the age of multiculturalism?
 - (c) Political and ideological changes, e.g. neoliberalism and corresponding trends in public management, such as new public management, challenge the traditional value base of public librarianship as are reflected in the UNESCO Public Library Manifesto.
- Development of public libraries and its progressive use by its patrons depend on various factors and following factors will be discussed in this article.

2. APPLICATION OF MODERN TECHNOLOGY IN PUBLIC LIBRARIES

Success of future Public libraries will largely depend in keeping pace with the change in modern technology and using those modern technologies. Dr. B. D. Kumbhar (Karnataka University)² opines that the time is ripe to convert the public libraries as community information resources centres rather than a mere collection of books. This can be done introducing rapid computerization of libraries. Networking has to be established amongst all types of libraries at all levels. In the Western Countries, it is observed that there are visible changes taking place in organizing and operating the public libraries. In the so called Cyberspace environment the greatness of libraries will depend far less on the size of their collections, but rather on strength of their service and their ability to connect electronically with one another.

2.1 Choosing between Open-Source-Based ILS and traditional Closed-Source-Based ILS Public libraries under budgetary stress to consider a migration to an open-source-based ILS. The choice of how purely open source the system should be remains a controversial one (Irene E. McDermott)³. In the current library automation marketplace, news of libraries selecting open source ILS products has become routine. A very important factor in the adoption of open source ILS products by libraries involves the role of commercial companies. Each of the open source ILS products is closely tied to a commercial business that markets, develops and supports it. For both the proprietary and the open source ILS products, one of the main trends involves vendor-hosted implementations, marketed as software-as-a-service (SaaS). These SaaS implementations relieve the library of the need to maintain local server hardware, operating system and network administration.

2.2 E-Readers and E-books in public library (Jessica E. Moyer et al, 2012)⁴ E-books will not be going away any time soon. It is up to librarians and researchers to figure out where they fit in the scheme of things, and how this new technology can act as a tool to best accommodate patrons. With the declining cost of e-book readers, and with library systems investing more resources into collections, we are going to be looking at new types of literacies and must understand the modalities we are advertising. With more research, and the increasing practice of e-book and reader circulation, we can only build a framework for best practice, and work towards a future of e-book use, both in the public libraries and in the schools. In a study James Hutter(2012)⁵ stated that for a public library to understand what is going on in the world of digital materials, they need to properly gauge exactly what it is that their patrons want and how they want it. Libraries need to understand if their patrons are recognizing their institutions as sources of e-Books. Libraries need to determine if their users own these e-Reader devices in significant numbers. Professionals in the field need to understand the positives and negatives of these technologies to be able to recommend and support their users. If users do not own these devices, libraries need to determine why. In the case of users not being able to afford e-Readers, libraries should contemplate if they should purchase and loan out e-Readers. Finally, library Administrators need to know if they are providing enough technical assistance to ensure that their users are able to fully utilize their e-Book lending services. As mentioned above the provision of e-readers and e-books in public libraries is definitely going to impact the progress of public libraries.

2.3 Bandwidth for Public Libraries Public libraries ought to evaluate their quality of Internet connectivity so that sufficient services are rendered to their patrons. Public libraries should have proper assessment of their internet requirements based on what bandwidth is available to them. As per Bertot, John Carlo(2007)⁶ currently much of the management and planning of network services is based first on what bandwidth is available as opposed to the bandwidth needed to provide the necessary services and resources in a networked environment. This stance puts public libraries in a relative condition rather than a proactive condition regarding provision of networked services.

2.4 Incorporating Cloud Services in Public Libraries Cloud computing is a current trend that considers the Internet as a platform providing on-demand computing and software as a service to anyone, anywhere, and at any time. Public Libraries cannot keep them away from the developments in the cloud computing field. Cloud computing is definitely going to have an impact on the way public libraries will function in near future. National Institute of Standards and Technology (NIST), U.S.A defines cloud computing as "Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction". Data availability, scalability, elastic service, and pay-per-use are attractive characteristics found in the cloud service model.

3. IT LITERACY WILL BE A REQUIREMENT AS AN ESSENTIAL SKILL

For librarians in public libraries, Information and communications technology (ICT) skills have become extremely important as we witness an intensive use of technology in maintaining digital collections. ICT offers ample opportunities for libraries to automate the traditional activities, implement efficient and effective

library cooperation and resource sharing networks, develop repository, provide value-added information services and initiate capacity building programmes for library staff and library users.

4. THE LIBRARY BRAND

Public libraries are already absolutely brilliant at providing customised support to individuals. In fact they are so good at it that it impedes the ability to relay a simple national message. Yet a simple message is what's needed to convey the role and value of the service to everyone else (Liz Dubber). There is an increasing recognition that the future for public libraries looks bleak, and that a major contributing factor is their failure to change the image or their "brand" as their identity (what they are and what they do) has evolved. There is widespread recognition that branding could be used more effectively to enhance the profile of public libraries. As per Subnum Hariff (2011)⁷ It is therefore important to understand the various stakeholders' current images of what a public library is and does. Unfortunately, libraries are not seen as exciting and interesting places to visit; they are seen as places for quiet and individual study, with old dusty and tatty book stock. The second key challenge facing libraries is the development of a clear and positive identity, and the communication of that identity through marketing and branding communications, towards changing the image of libraries, and aligning the image more strongly with the service experience delivered. However, this issue seems to be intractable. The third aspect of branding that has been discussed in the literature relates to the need to deliver on the brand promise. There must be a "reality" behind the brand. Library managers and leaders have a pivotal role in developing the brand, acting as brand champions and fostering a culture that will allow staff to promote and nourish a strong brand.

5. SOCIAL SOFTWARE IS NOT BEING USED TO ITS FULLEST EXTENT IN PUBLIC LIBRARIES

Social software is not being used to its fullest extent in public libraries. In a study by Louise L. Rutherford (2008)⁸ his study participants mentioned that in theory social software had the potential to allow users to create their own content, this was not generally happening in practice. Social software is being used in libraries to enable participation, but this participation is limited to library discussion forums, comments on blogs and questions on IM, rather than to actually allowing users to create information content.

6. NON-BOOK MATERIALS AND SPACES FOR NON-BOOK ACTIVITIES

Space for non-book purposes should be studied for a variety of reasons and is a fundamental concern not only for library professionals, but also the wider society for whom services are provided. The rationale often cited for including non-book materials and spaces for non-book activities, is to provide a building the community will use and ultimately encourage more use of books. Library buildings have finite space and balancing how space is utilised is likely to affect the services provided; architects along with librarians will need to identify the full range of book and non-book use of space in order to create successful public buildings for the future. This concern relates to the fundamental issue of the role of libraries in our society. This speculation over the death of the library is dependent on the postulation that the new libraries indicate a change of services and space in buildings, away from books Rachel Begg (2009)⁹.

7. LOCAL STUDIES COLLECTION

Bundy, A (1999)¹⁰ At the end of the 20th century it is becoming axiomatic that every local government authority should ensure that its citizens have ready access to local studies resources, information and services, principally through its library. Every library should therefore have this responsibility implicit in its mission statement, and explicit in its services and collections policies--unless it can show cause why it should not. Opting in to local studies has been the developmental pattern for public libraries in the 20th century. An increasing number in the latter part of this century have chosen to do so. Opting out, and then only for good reasons, should be the case in the 21st century. Those reasons will be limited but may include developments such as the Geelong Historical Records Centre which since 1979 has involved a number of agencies, including the regional library corporation, in providing an historical reference service for the area. The political potential of local studies within the lifelong learning educational impetus of the 21st century is, for public libraries, very considerable. Local government and their libraries would be most unwise to ignore that potential.

8. TEEN LIBRARY WEBSITES (TLWs) FOR A PUBLIC LIBRARY WEBSITE

The growth and development of Teen Library Websites (TLWs) represents an important step in addressing teens' information need. A recent focus group study with teens by Howard (2011) points out the importance of creating a TLW for a public library website. The study found that one of the main barriers to public library use was the lack of a teen website and Web 2.0 technologies. The teens in the study either had to use the main website that was designed for adults or the children website that was not designed for teens. Thus, the teens did not use the public library website (Robin, A.N 2012). Teen website can provide the teen their own space in the public library.

9. NEGATIVE LEADERSHIP ATTRIBUTES

An area of concern for leadership in public libraries is negative leadership leadership. The impact of an all pervasive defective leader is far-reaching and organisationally devastating. A core finding in a study by Mullins et.al supports arguments in the literature suggesting a widespread dearth of leadership practice in the public librarianship. Librarians articulated the view that: "many head librarians are not making that changeover from librarians to leaders", "some library chief do not have the mental picture of themselves as real managers or leaders", or "they are books people, sometimes they are authors, but they are not leaders".

10. CONCLUSION

It is pertinent to mention here that 'change is the only constant', Public libraries must evolve a working culture where in new developments in every sphere of its work are incorporated in the system without any delay. Public librarian has a predominant role to play in the progress of library. His leadership qualities, overall skills and ability to successfully navigate through tough times can produce positive results and if it is otherwise it can have a cascading effect on library services. Government's policy for public libraries in terms of infrastructure and other allied facilities have a far reaching impact on the functioning of public libraries. Mere keeping the patrons satisfied and contented will not suffice as the Public library has to simultaneously build its own Brand.

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