

Libraries on the Web: Government Medical College Libraries of Madhya Pradesh

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***Abstract** - By the application of Web 2.0 element, the modern libraries are sharing knowledge and interacting with its user by going to the places where most of the modern tech savvy users today resides i.e. at the virtual world. Libraries are now also having their web interface in the form of WebPages and Web 2.0 tools for providing the information to its users. The main aim of this paper is to expose the current status of the libraries under study in terms of utilization of ICT and Web 2.0 tools for its users. The study is confined to the features of the Library's webpage and the applications of Web 2.0 tools by the Government Medical College Libraries of Madhya Pradesh. The study also recommends the basic features to be included by all types of libraries in their WebPages.*

Keyword: Web 2.0, Library 2.0, Webpage, Medical College Library

1. Introduction:

In today's world, emergence of affordable Mobile and Internet technology and user-friendly web platform easily reachable to the layman results in making individuals showing their presence on the web by using many forms of Web 2.0 tools to form virtual communities and to share information. Keeping pace with the time, in order to get connected with the users, the libraries needs to host a webpage with necessary contents while applying Web 2.0 tools to involve users to get them informed and to get evaluated through feedback, contribution and conversations. In India, many libraries from school level to higher education institutions are now providing new types of library services and involving its users by embracing the Web 2.0 tools.

The problem is, in spite of many libraries that are making their noticeable presence on the web and actively participating in sharing knowledge with its users by using social media tools; there is still many higher learning institutions that are not prompt to accept the changes. There is a need to identify these types of libraries and provide them a basic webpage format incorporating Web 2.0 tools to ensure the gap is closed quickly so that the new library objective of information anytime anywhere can be fulfilled. The main objective of this study is to investigate the extent to which libraries under study are using their web pages; to find out the Web 2.0 tools used by the libraries and to explore the innovative services of Library 2.0 designed for its users. Scope and limitation: The present paper is limited to Government Medical College Libraries of Madhya Pradesh only. The different applications of the ICT in these libraries are the main focus of the study.

The study is merely a part of the broad research topic of use of ICT in Government Medical College libraries of M.P. and U.P. It is based on online survey via Google Form, literature review and assessment of WebPages of Government Medical College libraries of Madhya Pradesh. The assessment reports of Medical Council of India (MCI) are also taken into consideration for collection of data. Finally, keeping in mind the findings of the current status of the libraries, some recommendations for the best use of web platforms of the libraries has been suggested.

2. Web 2.0 and its Features:

The term Web 2.0 coined by Tim O'Reilly (2005), portrays the development of Internet as the second generation of World Wide Web with the advance characteristics features as compared to the first generation of web i.e. Web1.0. According to Tim O'Reilly¹, "Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform." The Web 2.0 shows variety of development over Web 1.0 like being a user centric read-write web and focuses on active participation, creation and sharing of user-generated and dynamic content. According to Stern, Joshua (n.d.)², Web 2.0 Websites typically includes search, links, authoring, tags, extensions and signals features/techniques. Although a new version of the World Wide Web, 'Web 3.0' or 'Semantic Web' has already been emerged; most of the web we used today is still Web 2.0 only. According to Cho and Giustini (2008)³, "Web 3.0 refers to the *third* decade of the Web from 2010-2020," and a common Web 3.0 theme is taking principles of information systems design to create an "integrated web of data."

3. Web 2.0 Tools in Libraries

For the purpose of active involvement of users and creation and sharing of contents, the Web 2.0 encompasses several technologies and services, like Blog, Wikis, RSS feeds, Mashups, social networking, video sharing, AJAX, folksonomies, etc. When a library applies the tools of Web 2.0 then it is stated as Library 2.0. In this regard Sodr and Summey (2009)⁴ said that, "Library 2.0 takes the tools of Web 2.0 and creates libraries that are vital and evolving, designed to meet the needs of the current information culture." According to Casey (2006)⁵ Library 2.0 can be defined as a set of innovative technologies and services that are integrate with the library, facilitating the use of library resources and services, allowing library user to participate and keeping the librarians updated in their field.

Maness, J. (2006)⁶ explains that Library 2.0 theory have these four essential elements:

- **"It is user-centered.** Users participate in the creation of the content and services they view within the library's web-presence, OPAC, etc. The consumption and creation of content is dynamic, and thus the roles of librarian and user are not always clear.
- **It provides a multi-media experience.** Both the collections and services of Library 2.0 contain video and audio components. While this is not often cited as a function of Library 2.0, it is here suggested that it should be.
- **It is socially rich.** The library's web-presence includes users' presences. There are both synchronous (e.g. IM) and asynchronous (e.g. wikis) ways for users to communicate with one another and with librarians.
- **It is communally innovative.** This is perhaps the single most important aspect of Library 2.0. It rests on the foundation of libraries as a community service, but understands that as communities change, libraries must not only change with them, they must allow users to change the library. It seeks to continually change its services,

to find new ways to allow communities, not just individuals to seek, find, and utilize information.”

3.1 Merits of Library 2.0:

The role played by the Library 2.0 in libraries was well explained by Michael Casey (2005)⁷ “For me, Library 2.0 is not about technology. Library 2.0 seeks to harvest good ideas from outside and use them to deliver improved and new services, often times in an effort to reach a new target population. Library 2.0 is, at its core, a way of thinking, a way of operating. It’s a framework for integrating change into all levels of library operations. It’s in our effort to reach this new level of service that we will utilize these new, often times Web 2.0, technologies.”

Blog, Facebook, Twitter, Wikis, RSS Feeds, Tagging, Podcasting, Instant Messaging, YouTube, Flickr, Instagram are some of the most popular tools of Web 2.0 commonly used by modern libraries. These interactive, collaborative and multi-media Web 2.0 based tools promote the libraries activities in the following ways:

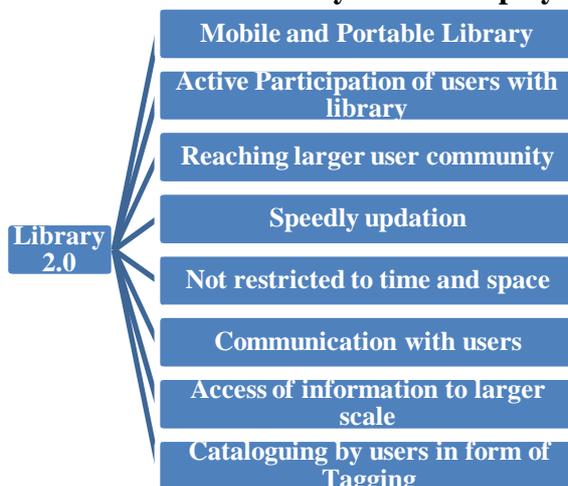
User Participation Centric Library- Library 2.0 provides its users a platform to interact with the library staff and other fellow users in the virtual environment. Users can now actively participates in the review and rating of the books through the OPAC, catalogue it through tags and can provide feedback to the library activities. It promotes more conversation and collaboration between Library and Users.

Wider Reach- Library is now not bound of time and space. It can reach to its larger user community anytime anywhere through web. Users also can response and comment to the content posted by the library from their respective places.

Marketing of Library Resources and Services: With the help of IM, RSS Feeds, Social Network sites, etc. the libraries can reach to its users instantly and inform them about their new add-ons.

Variety of Resource formats: The traditional text based library has now become the multimedia library with the possibility of sharing the contents generated in different types of file formats like text, image, audio, video, graphics, etc.

Some of the other merits of Library 2.0 are displayed in the following figure 1:Figure 1



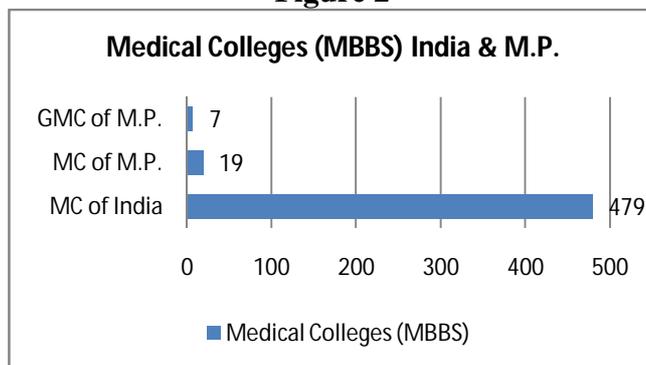
4. Government Medical College (GMC) of Madhya Pradesh (M.P.):

“Doctors have one of the most respected jobs in the world. This includes Physicians and Surgeons. They use their extensive knowledge in the field of medicine to free their patients of suffering. It is considered to be a ‘noble profession’ simply because it fulfills the most vital of all human desires, and that is to survive.”⁸

In India, Medical Colleges approved by the Medical Council of India (MCI) are the source of producing these highly knowledgeable doctors. Each Medical Colleges gets the approval on the basis of fulfillment of some pre-stated mandatory requirements lay down by the MCI. Library set-up in all the Medical Colleges is one of the obligatory field duly inspect by the MCI while giving the letter of approval to the respective college.

According to Medical Council of India, there are total 479 Medical colleges in India who are running M.B.B.S. course with a total of 60845 seats. Out of this 19 Medical colleges are established in Madhya Pradesh with 2050 seats for M.B.B.S. course. From the 19 Medical Colleges of M.P., there are only 07 Medical colleges with 900 seats for M.B.B.S. course whose management is done by the government. Figure 2 (From www.mciindia.org)

Figure 2



**Table 1 (Source MCI website <https://www.mciindia.org>)
Government Medical Colleges of M.P. running MBBS course⁹**

Sl. No.	Name of Medical College / Institution	Abbreviation	University Name	Year of Inception of College	Annual Intake (Seats)
1	All India Institute of Medical Sciences, Bhopal	AIIMS-B	Statutory Autonomous, AIIMS	2012	100
2	Gajra Raja Medical College, Gwalior	GRMC-G	Jiwaji University	1946	150
3	Shyam Shah Medical College, Rewa	SSMC-R	AP Singh University	1963	100
4	Gandhi Medical College, Bhopal	GMC-B	Barkatullah University	1955	150
5	Bundelkhand Medical College, Sagar	BMC-S	Dr. Harising Gour University, Sagar	2009	100
6	M G M Medical College, Indore	MGMMC-I	Devi Ahilya Vishwa Vidyalyaya	1948	150
7	Netaji Subhash Chandra Bose Medical College, Jabalpur	NSBMC-J	Rani Durgavati Vishwa Vidyalyaya, Jabalpur	1955	150

The Figure 3 explains that out of total 07 Medical Colleges of M.P., 03 of the Colleges have the capacity of 100 intakes of MBBS course totaling 300 seats and 04 Colleges have 150

intakes totaling 600 seats available for MBBS admission. This makes the total of 900 seats of MBBS altogether in Government Medical Colleges of M.P.

4.1 WebPages of Government Medical College (GMC) Libraries of M.P.:

As the existence of Library plays an essential part for the approval of Medical Colleges; it is found that all the seven Medical Colleges of M.P. have the Library as an important part of its infrastructure. In the MCI inspection guideline section ‘College Website’—>‘Details of Information’—>‘Details of Medical College’s infrastructure’, there is a part where **detail about the college “Library”** under ‘Academic Facilities’ has to be provided in the **website** of the concerned college for further approval process. In this way, a Medical College Library is showcased in the website of its parent institution with exception case of Gandhi Medical College, Bhopal (GMC-B).

Table 2

Sl. No.	GMC-M.P.	Library Webpage source URL (As on date 21-12-2017)
1	AIIMS-B	http://www.aiimsbhopal.edu.in/library.aspx
2	GRMC-G	http://www.grmcgwali.org/library.html
3	SSMC-R	http://www.ssmcrewa.com/Library.aspx
4	GMC-B	None
5	BMC-S	http://www.bmcsagar.edu.in/
6	MGMMC-I	http://www.mgmmcindore.org/library.html
7	NSBMC-J	http://www.nsbmc.ac.in/library_detail.php

Table 3 Content of WebPages

Sl. No.	GMC-M.P.	Separate Library Webpage	General Information about Library	Library Images	Staff Detail	OPAC	Library Contacts	Social Network	Links to other Web resources
							Phone No. / Email Id.	Presence	
1	AIIMS-B	Yes	Yes	Yes	No	No	No	No	No
2	GRMC-G	Yes	Yes	No	Yes	No	Yes	No	No
3	SSMC-R	Yes	Yes	Yes	Yes	No	No	No	No
4	GMC-B	No	No	No	No	No	No	No	No
5	BMC-S	Yes	No	Yes	No	No	No	No	No
6	MGMMC-I	Yes	No	No	Yes	No	No	No	No
7	NSBMC-J	Yes	Yes	No	Yes	No	No	No	No

The findings indicated that even the basic details about the library is not displayed on most of the webpage of the libraries. There is no communication medium in the majority of the libraries’ webpage. On the overall, the study found that the libraries of Government Medical College of Madhya Pradesh are far most behind in using the tools of Web 2.0 and have not kept pace with the changes. They have no presence on the social network, nor are they using their web platform for providing links to other medical resources through any subject based information gateways. Although the Library of AIIMS, Bhopal indicates through its webpage about its vision that it is going to embrace the library automation in the library. The study examines, that the content of library web page front-end design is lacking in even the

fundamental information about the library. It is also found that the utilization of social media tools to enhance knowledge sharing has not even started in these special libraries.

5. Applications of Web 2.0 in Libraries: Recommendations:

The ultimate objective of any information system is to make provision for information to reach the end-user in a short time. Library 2.0 is the cost-effective method of disseminating information to its virtually present user group irrespective of location and time. All the Government Medical College Libraries have had their web presence so why not using the free web 2.0 features to add value to library services.

Government Medical College Libraries follows MCI guidelines for basic setup and then go for its parent institution for further development. It is recommended that if both the body makes the library obligatory to adopt a certain practices related to the new trends in the library services by following pre-selected one of the best libraries of higher education of India as role model, can help boost the level of library services without much delay.

“Existing studies have extensively explored factors that affect users’ intentions to use university library website resources (ULWR); yet little attention has been given to factors affecting university library website design. The findings show that when planning a website, university web designers consider university guidelines, review other websites, and consult with experts and other divisions within the library; however, resources and training for the design process are lacking. While website designers assess their websites as highly successful, user evaluations are somewhat lower. Accordingly, use is low, and users rely heavily on commercial websites” (Kim, 2011)¹⁰.

In order to make library compete with the fast changing environment, it is recommended that it should have the following basic information and Web 2.0 tools on its webpage:

5.1 The library home page:

Home page should be easy to search using simple navigational methods so that visitors to library home page can quickly find the information they seek. It should also be frequently updated with last updated date displayed on the page.

The basic content on the library home page should be the following (in no specific order):

- A short description of the library
- Library Hours
- Collection information
- Access to OPAC (if available)
- New Arrivals
- Library Services and its rules for using it.
- Library Staff
- Contact us (Ask a librarian online form, Contact No. and Email Id. of the Library)
- Announcement (for Library related news and events)
- Links of subscribed databases
- Subject based Information gateway for open access information resources.
- Links of other libraries of the same category. (In this case, other Gov. Medical College libraries of M.P.)

5.2 The Web 2.0 tools on the library home page:

Facebook, Twitter, Youtube, Blog, RSS feed can be used to publicize the library services and to connect with the user encouraging them to share opinion. The social networking tools can be also used for marketing at individual level by engaging with users. Mashups can be used to bring library web based services to portable devices. Virtual Reference Services via Email/ Chat / Ask a librarian platform, PowerPoint based and/ or video based Library Orientation programme and Tagging for user friendly cataloguing can be also part of the library webpage/website.

6. Conclusion:

Today availability of less expensive smart mobile computing devices, low-priced 4G internet services and easy to use user friendly operating systems have made a new community of tech savvy users. Users are frequently using social networks, blogs, wikis, RSS feeds etc. so why not Government Medical College Libraries? Today even the school level libraries have adopted Web 2.0 technologies to get connected with its users in a more meaningful ways. Library 2.0 encourages constant and purposeful change, inviting user participation 24x7. Library 2.0 makes a library portable. Where the user is, there the library is. There is a need to take the initiative to upgrade the status and prestige of the Government Medical College libraries by the Government, MCI, Parent institution and by the library itself. Their combined efforts can make these libraries enhance their standard as to is products i.e. Doctors. A predefined standard library home page front-end design with some mandatory content on library web page including Library 2.0 tools to meet users' needs can brings a fundamental change in how these libraries operate in the virtual environment.

“It is, finally, also necessary to consider that the Web will continue to change rapidly for some time. Web 2.0 is an early one of many. Libraries must adapt to it, much as they did the Web originally, and must continually adapt for the foreseeable future. In this "perpetual beta" (O'Reilly, 2005), any stability other than the acceptance of instability is insufficient.”¹

The paradigm shift of web has already been started form ‘Social Web’-Web 2.0 to ‘Semantic Web’-Web 3.0. Libraries have to quick response to the new changes and continuously keep shifting itself to the new trends of information dissemination to get global recognition through World Wide Web.

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