After studying this unit, students will be able to:

- Understand the need and role of information services
- Learn about the nature and functions of information services
- Study about various types of information services
- Understand responsive and anticipatory information services
- Learn about value added information services

Contents

3.1.1 Introduction

3.1.2 Information Services: Need and Role

  3.1.2.1 Reference and Information Services

3.1.3 Users' Approach to information

3.1.4 Types of information services

  3.1.4.1 Responsive Information Services
  3.1.4.2 Anticipatory Information Services

3.1.5 Value added Information Services

3.1.6 Summary

3.1.7 Glossary

3.1.8 Exercise

3.1.1 Introduction

An important need for human development is to seek information, and today libraries have become more than the information centres. Libraries may also be considered as service centres. Libraries have evolved from being a closed store house of documents (data-centric) to being an open destination where users are catered with information according to their needs (user-centric). Over the years, the task of the librarian has transformed from being a caretaker of information to being an information professional, who manages a system of information in multiple formats. This information is disseminated through specifically designed services as per the users' demands.
One of the prime objectives of any library is to satisfy the needs of its users and library and information services are designed to achieve this. The obligation of a library to its users is to provide information services to support their educational and recreational needs. This demands well-planned information services and proper implementation. There are basically three categories of information sources, primary, secondary, and tertiary. The method of dissemination of information is also variable. The basic methods are of two types, one is to provide information to the user in response to an expressed demand (on demand or responsive services) and the other one is to anticipate user's needs and provide them the right information (anticipatory services). The main focus of this unit would be to focus on basic categories of information their, services, needs, functions and role of information service.

3.1.2 Information Services: Need and Role

Libraries fulfil the needs of the user communities by acquiring a wide variety of information sources of diverse nature and formats, storing and preserving these sources at a suitable location, and adding value to them by organizing for easy access. The next step is to connect the users with the resources by providing direct assistance to them. Libraries provide users with information resources and in some cases leads or refers them to other information sources. The difference between a source and a resource is that a source is a raw material whereas a resource is a processed product. Sources become resources when they become relevant for the user. It should be verified and the content should be enriched with proper storage and easy retrieval. The development of a system or mechanism to acquire required sources, providing uninterrupted access to users, managing it in an organized way and customizing the resources and providing information services as per the needs of the users are the basic functions carried out successfully by any well-managed library or information centre. Information services in a library are also focused on marketing its products to the potential user or the one who demands. Making the information products marketable is a challenge before any modern library. The trends in the information required by the users of different educational, economic, and social backgrounds are to be conducted in order to decide the nature and scope of information services a library or information centre intends to provide.

3.1.2.1 Reference and Information Services

To meet informational needs of the users, libraries provide a range of services referred to as Reference and Information Services. Reference service are concerned with direct personal assistance to the users seeking information. They cover services such as assistance to the users in the use of the library and its tools, assistance in searching and locating documents, ready reference, and long range reference service, literature search and compilation of bibliography.
On the other hand, information services are provided in anticipation of various needs of the users of libraries. The current awareness services, indexing, and abstracting service are included in this category. These services are provided to users when they ask for it. The factors which affect the nature of services depend on the information-seeking behaviour, the information needs, and the service expectations of the targeted community. There are a number of ways by which a library can provide information services including direct personal assistance or reference service and referral services where the user is directed to the source, reader’s advisory services, document delivery services and many other services designed in anticipation of user needs such as current awareness services, Selective Dissemination of Information (SDI), etc. There are value added information services like information repackaging (particularly in the field of business and science), subject analysis and information analysis, citation analysis, abstracting, translation, etc.

3.1.3 Users’ Approach to Information

The nature and functions of an information service depends on the information and requirements of the end user. A user needs information for accomplishing certain objectives. We may classify a user’s approach to information as below:

i. **Everyday Approach:** This approach satisfies the daily information needs of the users. For example, Data on the property of a substance like colour of a substance.

ii. **Comprehensive or Exhaustive Approach:** The purpose may be to identify a research area or to formulate a research proposal of a given subject by the users. This approach facilitates a detailed study on the field of interest.

iii. **Current Approach:** This is the most essential approach to information for professionals and researchers. The user tries to keep abreast of what is being published from time to time in his/her area of specialization and in areas closely related to it. The knowledge about the latest advancements in the field of interest to keeps a professional up-to-date and also helps a researcher in avoiding duplication in research.

A library may device information services that are adequate to provide right information within the shortest time limit, keeping in mind the above approaches of information.

3.1.4 Types of Information Services

The variety and number of information services and products provided by modern libraries and information centres are quite large in the present era of information and knowledge explosion. The surge in knowledge creation and consumption happens in basic and interdisciplinary fields of technology, development, industry, marketing, trade and research and calls for an increase in personalized services.
Library and information services may be categorized as:

i. Responsive services or services on demand, and

ii. Anticipatory services

**Responsive information services**, also known as **passive information services**, are provided in response to the requests from the library users. **Anticipatory information services**, also known as **active information services** are provided in anticipation of the needs of the library users.

The following features and some of the important information services provided by libraries under these categories are discussed in the following sections.

### 3.1.4.1 Responsive Information Services

An information service provided in response to an expressed demand by the user is called a responsive or on demand information service. Here, the user requests an information professional to search and find out the specific information that he/she needs. A brief description of important responsive information services provided by a library is given below.

i. **Reference Services**

The concept of reference service was formulated in 1876 by Samuel Swett Green, librarian of Worcester Free Public Library in Massachusetts. In an article published in Library Journal, he advocated personal assistance and service by librarians to library readers. The purpose of reference service is to facilitate access to information. This is a highly personalized service, where the librarian interacts with the users in a one-to-one manner and provides access to the information. According to Dr. S. R. Ranganathan, “reference service is the establishing of contact between reader and book by personal service”. The concept will get clearer when we understand the role of the library professional or the reference librarian, who delivers the reference service. Green’s original paper suggested a reference librarian as the one who teaches people how to use the library resources, answers reader's questions, aids the reader in the selection of good books and promotes the library within the community.

Joan M. Reitz, in her “Dictionary of Library and Information Science” defined reference service as, “including but not limited to answering substantive questions, instructing users in the selection of appropriate tools and techniques for finding information, conducting searches on behalf of the patron, directing users to the location of library resources, assisting in the evaluation of information, referring patrons to resources outside the library when appropriate, keeping reference statistics, and participating in the development of the reference collection.”

Reference services delivered by a library depend on the local situation, traditions,
kind of users, size, resources and the organizational and administrative philosophy followed by the library. The nature of service also varies from one type to another type of library. The reference services may be divided into three categories.

A. **Basic services:** There are several essential and minimum reference services that a library should perform. These include:

   a) Provision of general information (e.g., queries like “where is periodical section?”)

   b) Provision of specific information (consulting the documents)

   c) Assistance in the location and searching of documents (locating on the shelf and if not available, then searching in other places)

   d) Assistance in the use of library catalogue

   e) Assistance in the consultation of reference books, etc.

B. **Services performed on regular basis:** The reference services usually performed in a library are:

   a) **Readers’ advisory service:** This is the process of recommending sources to library users based on their needs/queries. The reference librarian chooses a source which may be a book, journal, database, or website based on his/her skills, expertise and the nature of user’s query.

   b) **Inter-library loan and document delivery:** Inter-library loan is the process of sharing materials between libraries. The libraries under a consortium or a mutual agreement may loan a physical item in original or a partial copy of it and deliver the same to the requesting library for a specific period of time based on certain established codes and copyright guidelines.

   c) **Reservation of documents:** This service allows a user to reserve an item of the library that has been loaned out to another user. When the item is returned, the user who reserved the same is informed and allowed to borrow it.

   d) **User Education (instruction):** User education deals with educating the user about the use of library facilities and services. In other words, this is a methodical approach to teach the users as to how to use the library effectively. There may be user education programmes on the general use of library and the use of library tools like catalogue, bibliographies, reference books, etc. Library orientation, which is given in the beginning (initiation of a freshman), is also a part of user education. But, user education is treated as a continuous service.
e) **Compilation of Bibliographies:** This service may be on demand or in anticipation. This service will significantly help students and researchers.

f) **Bibliographic verification and citations:** This is the process of reading, identifying, and interpreting citations to information sources, including books, manuscripts, journals, theses, web pages, or any other form of publication. During this process of verification, the reference librarian frequently finds other reference sources that cite the same publication, correct errors, and determines where to find the preferred information.

g) **Indexing and abstracting services:** This service is mostly performed by special libraries. The abstracts and indexes of acquired publications may be prepared locally at the library. The intended users can refer to these services to find the required information.

h) **Subject specialists:** Subject specialist reference librarians are now common in large and special libraries. They are specialists in specific subject fields or disciplines who select material for the collection as well as assist users with specialized research requirements. These service providers work closely with researchers and handle very complex questions.

i) **Ready reference:** This service is particularly important for public libraries, where factual answers to highly specific queries are provided. (e.g., “What is the population of New Delhi?”).

j) **Library Tour:** This is a reference service given to a library visitor or a new member to understand the resources and services. The member is taken around the library under the guidance of a professional/instructor.

k) **Holding of library exhibitions:** Exhibitions and displays are important services to attract users’ attention towards new additions or previously unknown resources.

l) **Issue of permits for library use:** This involves issuing of permits to non-members of the library to use the library for a certain period of time.

m) **Maintenance of clippings and vertical files:** Clippings prepared from newspapers, magazines and pamphlets and vertical files containing pamphlets, prospectuses, reports, press clippings, etc., are sources of information having special importance.

n) **Preparation of library publications:** Bringing out publications like handbooks, user guides/manuals, newsletters, bibliographies, indexing and abstracting documents, etc., and assisting other departments in their publishing activities, is an important reference service.
C. Services performed sometimes

These are information services not always provided by the library but only when the users demand. They are:

a) Display/list of current periodicals
b) Maintenance of special files
c) Reproduction of documents (Photocopying, CD/DVD writing, microfilming, etc.)
d) Translation service: Translation is a process of transforming precisely the information contents of the text from one language into another language.

ii. Referral Service

Referral service is referred to a prospective user of information source. The Concise Dictionary of Library and Information Science defines referral service as a “service which, if unable to provide the information required, refers the enquirer to another potential source or service”. The distinction between a reference service and a referral service is that, in the former, the user is actually provided with the required document or information but in the latter (referral) the user is directed (referred to) the sources such as secondary publications, professional organizations, information units, research organizations or individual specialists. A referral service guides a user where to search for a resource which is presently not available in the library.

iii. Literature Search Services

Literature search service is an extension of reference service. The process of literature search starts with the library professional first understanding the nature, scope, depth and exact area of enquiry of the user by a user interview. Assessment of these indicators decides whether the search is for specific information, or for a few select references or for a comprehensive bibliographic information (mainly for research). This is followed by the formulation of a search strategy for searching different information sources. Knowledge of the subject area of search is beneficial for the librarian here. Traditionally, books, journals, theses, etc. and in modern parlance online databases, CD-ROM databases and web sites are considered as the most important sources for literature search service.

3.1.4.2 Anticipatory information Services

An information service provided for anticipating a user's needs is called an anticipatory information service. The important services under this category are given below:

i. Current Awareness Services (CAS)

The meaning of the term “current awareness” is the knowledge regarding recent
developments in a subject area of special interest to an individual. The process of current awareness function includes the reviewing of newly available resources relevant to the user community or pertinent to the programme of the organization and the selection and organization of individual items which must be brought to the attention of the user. The means for delivering this service varies depending upon the type of library. This service is concerned with the dissemination of latest information to a specialist to keep him/her up to date and well informed.

Finding relevant information has become more and more difficult for a professional, particularly in the field of science and technology. The exponential growth of scientific and technical information makes it impossible for the users to examine the information comprehensively. The need and relevance of CAS comes into effect at this point. The CAS enables the researchers to keep them up-to date and well informed. The information products delivered periodically by the libraries under CAS keep the researchers abreast of the recent developments in their field of study or work and save their valuable time. This is a perfect example of an anticipatory information service which draws a user's attention to latest trends/developments in a specific area of interest.

Current Awareness Services have two categories:

a. **CAS directed towards individuals or group of users:** This type of CAS includes communication of information to individuals or groups through informal conversation or by telephone or mobile phone; through electronic messages (SMS), messages sent on notification form, selective dissemination of information (SDI), selective dissemination of documents, routing of documents (periodicals), etc.

b. **CAS directed towards all users of the services:** This includes accession lists (new arrivals), bibliographies, indexing and abstracting services, literature surveys, bibliographic surveys, table of contents of periodicals, etc. The end products are current awareness bulletins which may include all the above elements.

The systematic ways to deliver a CAS are:

(i) reviewing or scanning of documents regularly and focusing on a desired subject.

(ii) selecting information and recording individual documents, and

(iii) sending notification to the users about items of information of their interest.

The selected information is recorded and delivered by suitable means, such as (i) telephone calls or personal visit by the library professional; (ii) Written messages sent
on notification forms or post to call at the reference desk; (iii) routing of periodicals, selective dissemination of documents and users; (iv) preparation and publishing of library bulletins; (v) display, and (vi) view data.

ii. **Selective Dissemination of Information (SDI)**

The concept of Selective Dissemination of Information was originally given by Hans Peter Luhn in 1958. Selective Dissemination of Information (SDI) is a highly personalized service. It is a method of supplying each user or a group of users with references of documents or abstracts relating to their pre-defined areas of interest selected from documents published recently/received during the period in question. This service saves the user the effort and time of having to scan through a number of publications, and to choose the documents of interest to him. The basic concept behind SDI is the matching of information/documents with the profile of each user or group of users with same interest. A user profile and document profile are two important components of the SDI service. Then the matching items are brought to the attention of the user. The same activity can be performed effectively with the help of a computer. Commercial mechanized SDI services are available in highly information rich fields like science and technology.

During the process of SDI, the 'user profile' which comprises of a set of `key words' organised as meticulously as the 'system' permits, describe the subject of interest, in accordance with the keywords that appear on the documents. A document is selected when two key words coincide. In an automated environment, once a search profile of the user is created and saved, relevant information is sent to the researcher automatically (and the selected databases/catalogues are updated). The effectiveness of an SDI service depends on the completeness or comprehensiveness of the user profiles and the relevance of the information; which are to be matched with each other. The SDI is considered as one of the best current awareness services available at present.

3.1.5 **Value-added Information Services**

'Value-added' information services are those services which have an added value to the original, in order to make them more useful for the users. These are the services or products that are provided in a collated, refined and convenient form to make them readily usable by the users. These are different from services offered in routine manner and are treated as special.

Taylor suggested three advantages of value addition to the information services. These are:

i. Making choice easier, by labelling information and reducing noise;

ii. Classifying a situation by providing a new structure to information;
iii. Increasing the possibilities of better decisions by providing better quality, better formatted, and more precise information, adapted to the problem or situation.

Value added information services can be organised into the following groups:

i. **Selection and packaging:** This is the process of selection and integration of information from different sources (internal and external) and of varied kinds (bibliographic and numeric/factual or formal and informal) to get an enriched end product with an added value.

ii. **Subject analysis:** The added value by this service is based on the intellectual input of the analysis (by means of indexing, classifying, cataloguing, abstracting, etc.) makes the information easily accessible and more comprehensible.

iii. **Information analysis:** Information analysis is done for improving the authenticity and usability of information. This is done by specialists in the concerned subject areas, keeping in view the requirements of the potential users of the information. The process of information analysis includes selection, evaluation, validation, standardization, summarization and synthesis.

iv. **The user interface:** User interfaces are mechanisms built into information systems and services to enable the users to utilise these services in an effective manner. For example, user interfaces in an online bibliographic information retrieval system.

v. **Context setting:** Context setting, by its very nature, implies a particular context and a particular user need. This service is most relevant for inter-disciplinary areas where the significance and inter-relation among individual pieces of data are assessed. This data will be converted into information.

vi. **Information for innovation:** Innovation gives a winning edge to an organization. It is based on new ideas and new combination or interpretation of old ideas. The quality of processed information by an organization and information activities within it make their innovations fruitful.

vii. **Information rich environment:** This will keep communication among individuals and groups more relevant and accurate. Every time access to quality information supports good decision making and better management.

The main disadvantage of a value added information system or a service is its high cost of production and delivery, which may not be affordable to all users.

The advancements in the field of Information Technology have initiated a large number of online and digital information services. Many traditional information services may become non-relevant in future due to the exponential growth of new technologies and tools. We will discuss in detail the new trends in the field of information services in the next unit.
3.1.6 Summary

The primary objective of a library as a service organization is to satisfy the information needs of users, and the information services are designed to achieve this objective. The nature and scope of any information service depends on the user's approach to information. Information services are basically categorized into responsive or on-demand services and anticipatory services. Responsive services are provided in response to the demand by the user. Major responsive information services include, reference services, referral services, and literature search. Reference services may be categorized into: (i) basic services (e.g., Provision of general and specific information, assistance in locating the document, searching the library catalogue and using a reference source), (ii) services performed usually (e.g., readers' advisory service, inter-library loan and document delivery, reservation of documents, user education, compilation of bibliographies, bibliographic verification and citation, indexing and abstracting, subject specialists, ready reference, library tour, exhibitions, issue of library use permits, maintenance of clippings and vertical files, preparation of library publications, etc.), and (iii) services performed sometimes (e.g., display of current periodicals, special files, reproduction of documents, translation service, etc.). Referral services refer a user to the right source. An information service provided by anticipating a user's needs is called an anticipatory information service. Examples are: current awareness and Selective Dissemination of Information (SDI). Value added services are different from routine services, with the addition of something special which makes them more useful. The sudden growth of technology has changed the nature of library and information services tremendously, but their role in providing the right information to the needy users remains unquestioned.

3.1.7 Glossary

Abstracting services: Short summaries of articles of periodicals, collected and organized and brought out periodically for access.

Active service: Library staff provides the service in anticipation to keep the user well-informed.

CD-ROM: Compact Disc Read Only Memory.

Indexing services: Providing access to journal articles and such other documents through organized arrangement of entries of subject headings.

Passive service: Library staff waits for the user to approach them and make a demand.

Referral Service: A service which directs enquirers to an appropriate source for the information or data required.

Reference Service: A service that is concerned with direct personal assistance to the user seeking information.
Special Libraries: The libraries that are attached to R&D organizations to serve the specialists of the R&D organization, who are actively engaged in research in a particular subject or discipline.

User Education: Imparting formal training to users for using library and its resources.

3.1.8 Exercise

Short Answer Questions
1. Name the two basic types of information services.
2. Name the three basic categories of reference services.
3. What are the factors on which reference services provided by a library should depend?
4. What is an anticipatory information service?
5. Distinguish between Every day approach, Comprehensive approach and Current approach to information.
6. What is a responsive information service?
7. Define a reference service.
8. Distinguish between library orientation and user education.
9. Write a short note on ‘referral services’.
10. Write a short note on ‘Current Awareness Service’.
11. How are the value added information services categorized?
12. Compare the advantages and disadvantages of value added information services.
13. Name the two types of Current Awareness Services.
14. Who set forth the concept of Selective Dissemination of Information?
15. What are ‘value-added information services’?

Long Answer Questions
1. Explain the role and need of library information services.
2. How do the user approaches to information affect the information services? Discuss.
3. What is a responsive information service? Describe the major services under the category.
4. What is the role and importance of anticipatory information services in a library? Describe different types of Current Awareness Services.
5. Discuss about the value added information services and how are they categorized?