Higher Education Scenarios, New Media and Connecting With Modern Researchers: Issues and Challenges for Indian Academic Libraries

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Abstract

At present users are empowered with an unbelievable amount of information, allowing them to thoroughly research their requirements before contacting a library. Today libraries are experimenting on with how to market library services and information products through established and emerging online platforms. Emerging citizen journalism and new media information marketing encompasses different mediums, including display advertising, content marketing, mobile apps and social media promotions. The crucial objective of this new strategy is how best libraries can reach their users, service impact and attracting users to library brand. Even though libraries are pro-actively engulfing these new online platforms in several areas of library such as library communications, marketing of information, brand creation, impact analysis etc., there are several other untouched areas which need to be tested and tried to exploit full potential of new media.

Keywords: Modern libraries, Academic libraries, Social media, Modern information services, Indian Higher education

Introduction

Libraries are one of the most enduring features of the academic research, central to the values and the practice of scholarship. As academic institutes are expanding with new subjects and libraries are taking on new roles in digital scholarship, data management, and scholarly communications. An important element in the research process is the accessibility of information resources and services provided by libraries. Although the role of academic libraries remains constant, the kind of activities engaged are changing. The academic libraries expresses a purpose not just to collect, but also to organize, preserve, and make knowledge accessible. In every higher education institution the library occupies a central position and manages various facets of knowledge generation. However, academic libraries are also passing through a crucial phase, whether it is budget crunch, changing patron demands or keeping track with changing technical requirements. Nonetheless, information society is changing at an unimaginable speed and keeping pace with it is becoming a phenomenal task.