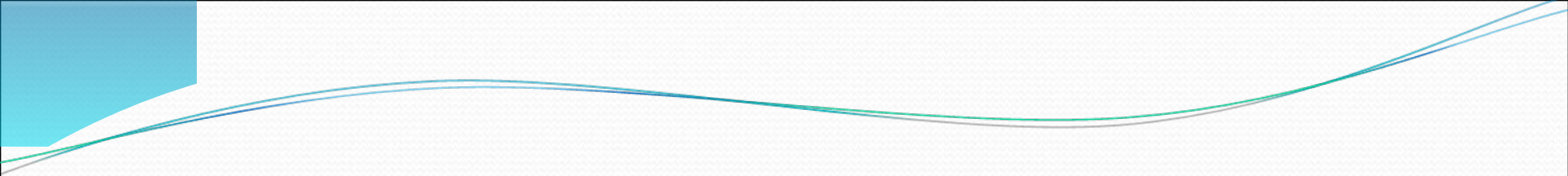


Design and Development of Information Products

A Presentation at half day seminar of ADINET at British Library
on
27th April, 2013

By
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According to Shiv Khera_
Winners don't do different things,
They do things differently

Information need:

As per **Wilson**'s view Information need is subjective and it is a relative concept only in the mind of the experiencing individual.

Krikelas defined it as 'recognition of the existence of uncertainty'

Information need is described as an ASK (Anomalous State of Knowledge) OR

A gap in individual's knowledge in sense-making situations.

Need of Information

Is Academic and Non academic both

- Research
- Decision making
- Policy making
- Personal and professional development
- Expansion of business
- Better financial management
- Personal and intra personal training
- Customer service
- To know market intelligence
- For standardization
- Economic and social planning
- Day to day life

User and Information providers

Information users may vary with regards to ã

- Attitudes, Believes and Values
- Goals and Objectives
- Capabilities *(in terms of intellectual, cultural, financial, physical)*
- Communication attitudes
- Experience and Habits
- Academic background
- Age
- Profession

**Librarian / Information Officer / Information Manager
is the common medium for providing information.**

Information Intermediaries

According to Frank Ross Information intermediary is an independent, profit maximizing economic information processing system performing its activities on behalf of other agents. A information need.

Any system that mediate between the procedures and consumers of information. They are:

1. Producer
2. Publisher
3. Distributors
4. Government and Non Government agencies
5. Automated Computer System
6. Single or many computer files

Functions of Information Intermediary:

To collect information and disseminate it to its defined audience. *(we can call it client group)*

It will _

1. Select and organise information according to the needs of its client group
2. Set access fees / price to access
3. Modify and restructure products after feedback

Use of IT & ICT to generate information:

- Website
- Wikis
- E-books
- E-journals
- RSS Feeds
- Blogs / Microblogs (*e.g. Twitter for Library news, Events, Service announcement*)
- FriendFeed / Tumblr (*to retweet: 1. Special awards and honoures*)

Social Networking for users:

'Go where users are~'

1. MySpace
2. Facebook
3. Friendster, Hi5, Orkut
4. YouTube, Tweeter

For Professionals: LinkedIn

Online Information resources:

- Internet as a prime source of information
- Encyclopedia ã Britannica
- Oxford Art Online
- Oxford Dictionaries Pro
- Oxford Dictionary of National Biography
- Who's who and Who was Who (*After subscribing*)
- Ask a Librarian
- Chat / LiveChat / Online Chat (*Instant messaging*)

Online Information resources: continue...

- Bulletin Board
- VRS through VRD
- Real time reference service
- FAQs
- CAS and SDI services
- **CAS:** Newspaper clipping service, TOC, New arrivals / Recent Addition Service, Conference / Seminar / Workshop alert`H
- **SDI:** Electronic Document Delivery Service (DDS), ILL Service, Subject Gateways and Subject Portals`H

Advantages of these services:

- Fast / Quick / Instant
- Organised, Efficient and Affordable *(Some time)*
- ATAW *(Any Time Any Where)*
- Interactive *(Many times)*
- Provides latest / updated information
- More responsive
- Basic at the same time advance information
- More effective
- Downloadable and stackable
- Easy to store
- Easy to retrieve and reuse

What is Information Product?

A product which contains information in any form. It can be a book, periodical, report, numeric data, abstract, indexed matter and many more`H

Expert mentioned electronically deliverable information as **ADigital GoodsA** or **AKnowledge Based GoodsA**. They are: E-books, E-zins, Newsletters, Reports and Research Data, Course ware, Help files `H

Why college librarian should develop information product?

- To fight with Identity Crisis
- To be acknowledged
- To serve clientele in better manner
- to make maximum use of available resources
- To prove our selves

Which types of product?

- In-house Journal
- Newsletter / Bulletin
- State-of-the-art-report
- Trend Report
- Technical Digest
- Trade Catalogue
- Directory
- Broacher
- Handbook / Manual
- Advertisement
- Posters / Message carrier

Steps to create Information Product:

- Conduct research
- Set objectives
- Identify audience / users *(Background, Literacy level, Need, Economic status)*
- Financial decision ã Setting budget, source of finance, expenditure ã cost benefit approach *(MCLP ã More Copies Less Price)*
- Select / Identify appropriate physical form of product
- Design : size, shape, layout, cover page, title, reasonable amount of text and visuals



Make sure...

Price / Access cost and effective Marketing Strategy should not be left out.

Products at DLIS, Gujarat University

- Initiated in academic year 2005/06 at MLIS level
- Every year 15 ã 20 products (approx)
- Total 140 ã 150 products developed by students
- Subject area is vary from current situation
- Type of product ranged to Hand book, Manual, Broacher (*Institutional and Commercial as well*), Directory, Message Carrier, Guide Book, Question Bank, Subject Portals`H

Some outstanding / notable products:

- Calendar of LIS Pioneers
- Calendar of National Libraries of various countries
- Calendar of Quotations *(Dual language ૫ Life Long)*
- National / State level Leadership
- Indians in Obama's Council
- 60 outstanding Women Personalities of India
- Doctors Directory (Civil Hospital, Ahmedabad)
- Directory of Translators in Ahmedabad and Gandhinagar
- Useful Websites for Librarian

Some outstanding / notable products: continue...

- Ahmedabad : Now and then
- 60 Laureates of Chemistry
- 60 Management Gurus
- 60 Successful brands
- Question Bank for Library & Information Science
- Manual of Open Universities of World
- Placement Broacher of DLIS, GU students
- Librarianship as a career
- How do You Save 4 Lives by Donating Blood

Geeta Girish Gadhavi on Design and Development of Info

Comments from Library Professional: 1

Prof.Karissidappa

'Praiseworthy efforts, should be bring out at national level and exhibited to library fraternity.~

Dr.E.Rama Raddy

'A unique task done by students. Never seen before~.

Dr.Pawanji

'Congratulations G4 for providing students hands on experience to play with information and develop creativity

Comments from Library Professional: 2

Dr.R.K.Chadha

'Real practical experience by future librarians`H
keep it up~.

Dr.Mazid Baba

'Hats off to you Madam~

Prfo.Shailendrakumar

'Just innovative, excellent and adorable efforts~.

StudentAs work is widely appreciated.

"60 WORLD'S NATIONAL LIBRARY"



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RFID TECHNOLOGY for LIBRARIES



ગુજરાતમાં સાર્વજનિક પુસ્તકાલય

Paper - 2
Set No. - 13

કાલ



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આવતીકાલ



60th LIBRARY STANDARD

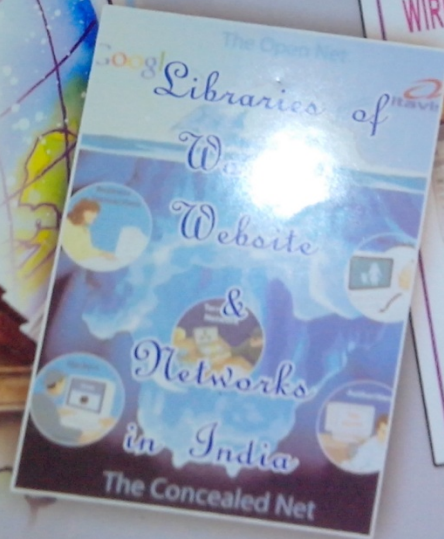


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ગુજરાત યુનિવર્સિટીના
એમ.એલ.આઈ.એસસી.ના
વિદ્યાર્થીઓ દ્વારા તૈયાર થયેલ
ઈન્ફોર્મેશન પ્રોડક્ટ્સની
માહિતીપુસ્તિકા



*Libraries of World :
Website & Networks*

baby in India

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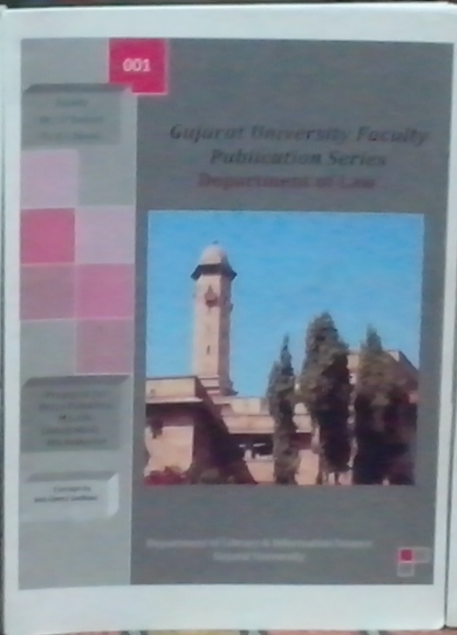
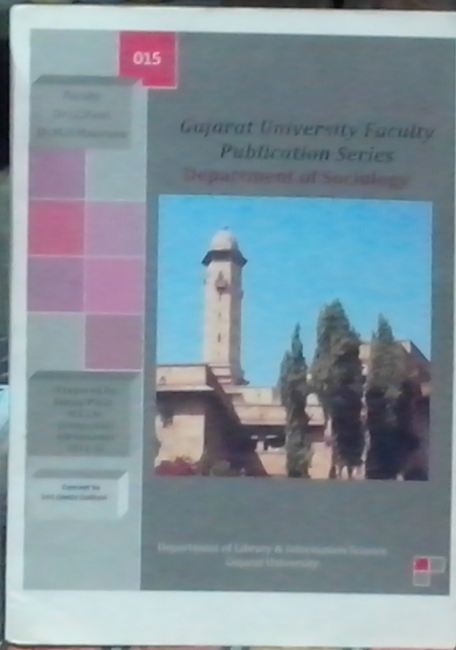
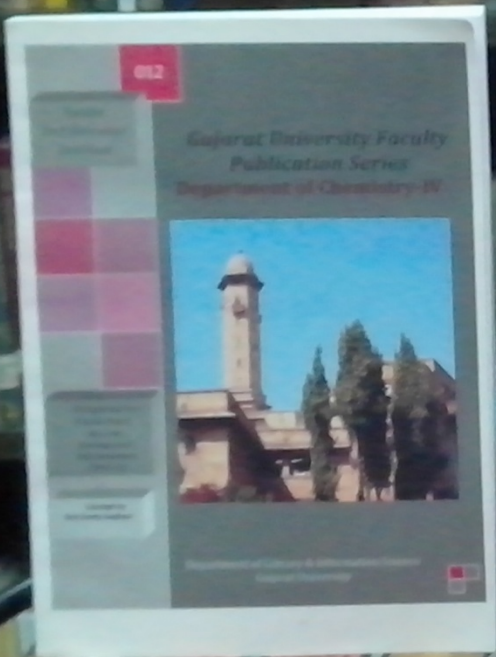
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2006-07
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2007



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60 OUTSTANDING WOMEN PERSONALITIES IN INDIA



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60 Successful Brands



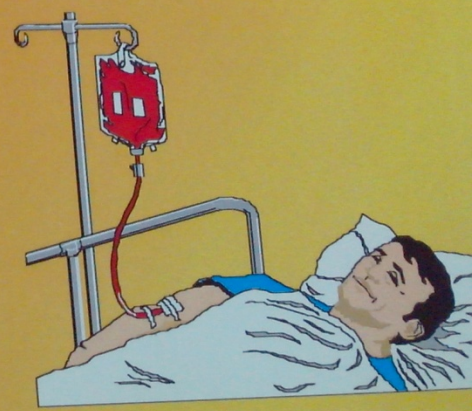
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2

**HOW YOU
SAVE "4" LIVES
BY DONATING
BLOOD ?**



A
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L

27



Reading the best state yet to keep
absolute loneliness at bay.

- William Styrom

Books support us in our solitude and
keep us from being a burden to
ourselves.

- Jeremy Collier

The closest we will ever come to an
orderly universe is a good library.

- Ashleigh Brilliant

S
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Y



Mann, Margaret : 9th April 1873

A brilliant and imaginative teacher, Margaret Mann revolutionized instruction in cataloging. In an obituary, the Australian library journal described her as one of the most outstanding librarians of the twentieth century. She prepared for publication the library's classified catalogue, a monument of its kind and a valued reference tool for many years. Her list of subject headings for a juvenile catalog was published by ALA in 1918.

Genser, Johann Matthias : 9th April 1695

Prime line isagoges in eruditionem universalem (1734). An edition of Basilius Faber's Thesaurus eruditiois scholasticæ (1726), afterwards continued under the title novus linguae et eruditiois Rominae thesaurus.

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1st - Ram Navmi

5th - Mahavir Jayanti

6th - Good Friday

9th - Ester

Moral of the story is:





A hand holding a grey marker writing the words "Thank you" in a cursive script on a white surface. The marker is positioned at the end of the word "you".