

ROLES OF LIBRARIES AND PUBLISHERS IN KNOWLEDGE ACCESS AND MANAGEMENT

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ABSTRACT

The electronic publishing has changed the role of libraries, academics, publishers and subscription agents for scholarly publishing and making the e-content to users' through information centres. Changing role of internet and digital technology has created new initiatives for the creation of institutional repositories and developing digital publishing services for education, outreach and advocacy activities. The role of subscription agents are described in detail with an emphasis on e- media products. New role of libraries and the skills required by the professionals for digital content production, metadata formats, software development and system administration, etc are outlined. Some of the strategies are suggested like pilot testing, reexamining the existing workflows and responsibilities, developing a network and partnership relation for collaboration, etc. Role of publishers for knowledge access and management of e-publications and making them available to the user community through the information centres are discussed in detail. The activities carried out by the Federation of Indian publishers are also described with the book publishing industry. Changing role of publishers' have enumerated in detail with the changing scenario of the relationship between libraries and publishers. Concluded that consortia formation also helps libraries to share the e-publications among many libraries with single subscription and the business strategies for the publishers for marketing their products are discussed. The security features by which controlling can be done for knowledge access by different type of users is also mentioned.

KEYWORDS: Electronic Publishing Has Changed the Role of Libraries, Academics, Publishers and Subscription

INTRODUCTION

A great deal has been written about the changes being driven by the advent of widespread electronic publishing to the traditional information chain of authors, publishers, subscription agents, librarians and academics. Intermediaries will still have a role to play in the new paper-free world, to the conviction that 'disintermediation' will strip away all the existing layers between the producers and customers of scholarly research literature - including publishers, libraries, and subscription agents. There can be no doubt that the learned publishing industry is now in a period of very rapid transition. Library-based publishing activity is just a tiny fraction of the larger scholarly publishing world; these activities fill an important need, providing support and visibility to new start-up electronic journals, or to departmental journals that may lack the staff and resources to move their print publications online. In addition, they are playing a useful advisory role to journal editors and publishers on campus who are trying to understand changes in scholarly publishing and the range of e-publishing options available to them. These services tend to focus primarily (but not exclusively) on journal publishing, and generally offer a no-frills environment - emphasizing access and visibility, local control, and preservation - for hosting content and for supporting the peer-review and production activities of journal editors. Academic libraries are also playing an increasingly visible role in advising and educating the higher education community on scholarly communication issues in general. They are engaging in discussions

with faculty (in their roles as both instructors and authors) on matters such as copyright issues, author publication agreements, journals policies on self-archiving and how to comply with new open access policies. This article deals with the knowledge access and management by the libraries and the publishers.

CHANGING ROLES

The growth of the Internet and digital technology has caused a dramatic and rapid change in scholarly publishing world. For academic libraries, which are responsible for preserving and providing access to the scholarly record, these changing scholarly communication practices are creating both new challenges and new opportunities? The challenges include the escalating costs of subscribing to scholarly journals; the explosion of new born-digital content and the corresponding need to manage, describe, and preserve it; and an intellectual property and copyright environment seemingly out of sync with the ways the scholarly community wants to use (and reuse) digital information. They reassess their own roles in supporting the evolving needs and behaviors of their users; they are identifying opportunities to actively shape the scholarly communication environment and are undertaking a range of new initiatives. These

Initiatives Include

- creating institutional repositories to support the archiving and distribution of a wide range of scholarly and teaching materials produced by faculty at their institutions developing digital publishing services to support the design,
- management and distribution of online journals and monographs and engaging in education,
- Outreach and advocacy activities addressing scholarly communication issues.(Rosenblum, Brian 2008).
- A recent report issued by the Association of Research Libraries (ARL) concluded that "publishing services are rapidly becoming a norm for research libraries."

ROLE OF SUBSCRIPTION AGENTS

Subscription agents have had to continuously re-appraise their role, their technical infrastructure, their procedures and their skills, keeping in mind that, although printed journals still predominate, the balance between print and electronic media is likely to continue shifting gradually in favor of electronic media over the next few years. New skills have had to be learned, and agents have had to become more responsive than ever before to changes in technology and the marketplace. They play a key role in supporting libraries in the acquisitions and management of print. They offer a single point for journal orders, for claims for missing and damaged issues, for annual renewal of all subscriptions and for minimizing the processing of invoices and payments. Over the years many of the agents have developed a wide range of extra services, to support the core function of processing subscriptions. These include a wide range of information, invoicing and financial services, consolidated delivery of issues, the supply of back issues and systems to improve the overall efficiency of their operations (Camp fens, Yvonne 2000). Agents are strongly placed to provide subscription

Services for E-Media products (CD ROM, online databases, e-journals, etc.).They have close links with the library community; their trading relationships with publishers are long established. Most of the agents have developed sophisticated E-Media services, both for electronic database products and for electronic journals. The E-Media services offered by agents are built on their traditional services, but take into account the special character electronic products.

The Services are Usually Threefold

- Information services
- Subscription administration services and
- Support services.

NEW ROLE OF LIBRARIES

Libraries have traditionally focused on acquiring

Externally produced work to make available to their local communities. Within the information chain, libraries perform an intermediary function between publishers (and other information producers) and end-users. This function is performed in two distinct ways:

- **For Information Producers, the Library Acts as an**

Informationclearinghouse. This means that producers do not need to offer their products to individual users, with all the administrative problems and costs involved. This is especially important in the area of journals, where the library takes out a relatively expensive institutional subscription from which materials are further distributed to end users. In many cases (especially in the area of commercial publishing) administrative intermediaries such as booksellers and subscription agents handle the distribution of publications. Through this system the publisher only has to deal with a limited number of purchasers, whereas libraries can handle their acquisitions through a limited number of suppliers.

- **For the End User, the Library is an Efficient**

Instrument to make available a limited set of relevant publications out of the entire volume of publications available in the market place. The library acts as a selective filter and quality instrument, making available to the user only those publications which are relevant and of sufficient quality. There is no need for individual users to keep themselves informed about the information market and to acquire materials individually from publishers and other producers. Also, since publications are acquired through library funds, information usually is made available to end users free of cost.

In addition the move from hard-copy journals only to

The digital transmission and transformation of scholarly knowledge has thrown these divergent views into sharp relief, as spiraling costs, dwindling budgets and the emergence of a networked digital society generated a series of dysfunctions in the creation and dissemination of knowledge (Urs, 2007). She stressed the role that publishers could play as "knowledge brokers" for the scholarly communication system. (Lamond, 2007). Libraries must develop new specialists with skills in areas such as digital content production, new metadata formats, software development and systems administration, project management, XML markup and other technical skill

A Few General Strategies are Suggested, Which are as Follows

- Allow for pilot testing - for institutional repository
- And electronic publishing services, pilot testing and room for experimentation is important.
- Use existing organizational structures to support

- These activities.
- Bring existing relevant activities in to a new
- Structure that can provide more strategic planning and support. Scout good talented authors and bring them to the fore. The main objective of the publishing industry should be to promote professional standards among its members so that they may in turn generate and encourage the development of a knowledge society through publication of various types of books and material and make the country a book-reading and book loving nation. This entails heavy responsibilities on our publishers in order to bring out healthy and clean publications suited to the needs and tastes of various sections of the society. One has to inculcate the reading habit among our people if we want to make Reexamine
- Responsibilities. Existing workflows and India a book reading nation. Axiomatically, book publishing and libraries are important for culture and social progress. For the economic well-being of Include a diverse range of specialists and
- Departments within the organization in planning and supporting scholarly communication activities.
- Explore a variety of training options.
- Develop a network. Tap into established
- Communities of practice. Subscribe to listservs addressing IRs and scholarly communication issues, and find websites and published articles with information or case studies about IR implementations and publishing services.
- Establish partnerships. Seek out opportunities for
- Planning and collaboration or planning with other centers of expertise and stakeholders on campus.
- Libraries are about connecting users with information,
- so let's embrace the role as disseminators of information, as *publishers*. Service and collections come together in the new role as publishers. University presses have increasingly lost their vitality and they have made themselves largely irrelevant by ignoring new economic models and new forms of publishing. Of course this includes mounting institutional repositories, a significant step in this area, which gives attention to helping shape new forms and venues for publishing. (Wilkin, 2005)

ROLE OF PUBLISHERS

The publishers can also evolve new role and continue

To provide outstanding value - both to the research community and to libraries can be articulated. Publishers need to get much closer to their customers - get to know them and interact with them as intuitively as Amazon.com or e-bay might, to find out what they really want and value, and find out the use of online product. The publishers are supporters and facilitators of the knowledge-creation and quality-assurance processes and disseminators of the resultant "knowledge units". They play a key role as promulgators or brokers for supporting research and the presentation of the results, connecting authors, reviewers and editorial boards and assisting users with knowledge access to the resultant knowledge bases (Walther, 2003).

Book publishing is not just a commercial activity. It is aimed at the education and welfare of society. It is tors, two

things are necessary. The first is a strong copyright law with proper enforcement machinery to protect the intellectual property of authors and the second is the support from good and honest publishers who should act as the custodians of the financial interests of these authors. An ideal publisher is one who studies the needs of society and publishes such books which would enhance their social and cultural standard. A publisher must have respect for his authors and act as the custodian of their interests. Their creativity has to be respected and nursed if a publisher wants to get the best out of them.

Federation of Indian Publishers (FIP) has worked Closely with the Ministry of Human Resource Development at various national and international book fairs, seminars and conferences, to promote reading habit, copyright and piracy etc. Indian publishing is on the threshold of a great revolution. The FIP, along with the International Publishers Association (IPA), has always advocated Freedom to Publish. The publishers as well as the authors' community and book- lovers of India feel that our books do not reach the rural areas. The only way to make books reach them is by post. But, the postal rates for books have only very negligible concession. The postal rates for sending books should be made just minimal. If this one problem is solved, the reading public will increase manifold immediately. {FIP's (34th) Annual General Conference, 2007}.

A broker is an agent who arranges and settles a deal between a buyer and seller. So think of the publisher as an agent who orders and arranges content from the seller - writer, speaker, artist, or whatever - and takes money from the info consumer, or the buyer. The role of publishers played as talk brokers - namely, their roles as editors, selectors, printers, distributors - are instead played by the general public, from students, to teachers, to civic-minded professional volunteers, and by the processes of collaboration and aggregation.

CHANGING ROLE OF PUBLISHERS

- The job of publisher would no doubt change
- Considerably. Some of them are as follows:
- The core competencies would probably remain
- The same: working with authors and artists, finding people to pursue a project, building networks, design, and so forth.
- Content brokers should (and indeed have a
- Business reason to) quickly develop industry standards with regard to the licensing, archiving, accessing, search, and presentation of free content.
- The original copyright holder licenses the content,
- Not the content broker. There is no need, and questionable business ethics, behind the notion of a content broker collecting much copyright itself. Its main legal role is, rather, to ensure that the terms of the exchange (money for content released under a genuine free license) are legal.
- Editorial decisions as to whom to award contracts
- Should be constrained by enforceable codes of ethics. Decision making should be transparent, well-documented, and easily reviewable (although not necessarily public).
- Publishers can still offer professional proofreading.

- It will be useful when an organization needs a professional looking document - for instance, when it wants to print an online book in order to show off the organization's capabilities to a potential client.
- A more significant contribution publisher makes
- To quality is factual vetting. Many newspapers and magazines hire staff to do it; technical journals and book publishers such as O'Reilly pay outside experts for this service.
- Publishers play a major role helping to organize
- Content culled from around the Internet. But the process is a lot different from organizing material into a book. It requires a new online tools and a type of different interaction between experts and those tools. (Walther, 2003).

CHANGING SCENARIO

The Relationship between Libraries and Publishers

Since libraries depend to a large extent on information resources from publishers, the division of roles between these two parties in the information chain is of crucial importance. One of the problems in assessing the future of libraries is that we do not know the future strategy of publishers with respect to digital distribution and the use of networks. Under this alliance, publishers offer their products (notably journals) to libraries in digital form, allowing them to distribute information in digital form to end-users over the network. This service is governed by license agreements that specify the conditions under which the library may offer this type of service. Basically, this amounts to a digital version of the traditional mode of distribution. Libraries maintain their subscriptions to journals, now in digital form. They also continue to store published materials, i.e. to maintain (digital) collections. The advantage to publishers is the efficiency of the administrative process (libraries continue to act as clearinghouses), and the availability of detailed information (which license agreements require the library to collect and supply to the publisher) on the use of publications. The advantage to users is the availability of materials in digital form on the desktop (Mackenzie Owen, 1997).

It can be argued that this strategic alliance is only

Temporary, a kind of large-scale experiment to gain experience with the many technical, legal, financial and organisational issues involved with digital publishing and distribution. In the networked world, there is no need for resources to be stored in a large number of locations (e.g. libraries). A single source is, in theory sufficient and cost-effective. It is therefore not unlikely that in future publishers will not continue to distribute journals through the library, but will make them available through their one network servers or 'digital repositories'. The library will continue to provide users access to these materials based on license agreements, but will no longer be allowed to store the materials in the library. This will, of course, have many implications for the type of services offered by the library, payment schemes (e.g. based on 'pay-per-use' rather than on a subscription basis), and long-term availability (Mackenzie Owen, 1997).

CONSORTIA AND PUBLISHER, COMPETITION AND SCHOLARLY PUBLISHING

Although most of the librarians felt that consortia activity had positively affected academic libraries' position with publishers, just over half also felt that consortia activity had positively benefited publishers. Some of this benefit to publishers resulted from consortia activity changing the structure of the scholarly publishing market by making consortia, rather than individual institutions, the new customers. Consortia activity was perceived as stabilizing the market for publishers

by giving them access to a larger number of institutions with fewer negotiations. Publishers have learned to deal with academic library consortia as a way of doing business and the much more professional negotiations undertaken by consortia work to publishers' benefit and increase publisher profits (Maskell, 2008). Publishers also use alternative protection mechanisms such as contractual agreements and technological devices to appropriate more of the revenues of their content. For example the use of new business strategies and the two alternative protection mechanisms in the markets for music, books and software, for **music**, CDs, the availability of digital copying techniques such as MP3 has made it possible to download music from the Internet. MP3 is easy to use and allows consumers to choose beyond the album format; they can pick any song they like and download it. Another challenge to the music publishing industry is the wide availability of re-writable CD-ROMS that also can store music files. Second, the industry is trying to develop new

Business strategies that take advantage of the new technologies. One of these strategies is to develop a safety standard that protects MP3 files (and files in other formats) from being illegally copied. Some of the functions and value added roles intermediaries can provide to libraries, end users and publishers in the

ElectronicField Include

- Aggregation of the content of multiple publishers,
- Through one source.
- The provision of single interfaces, access points
- And searching capabilities across multiple sets of content, supported for example by aggregated usage data, customised information, etc.
- Providing services that link secondary
- Bibliographical data (or other source data) to Related full text articles (or other related data).
- Handling authentication of user rights ('ease of Access') - validating who can access what information.
- E-commerce ('ease of purchasing'), in any shape or form.
- Acting as 'managing agents' between library Consortia and publishers.
- Handling the chaos and diversity of e-journals
- Availability, licensing and pricing - the agent as 'consultant'.
- The consultancy role extends further and merges
- Into implementation: aggregation with all other services and systems in the library the agent offering 'turnkey services'.
- The agent as 'service provider' offering services
- Like helpdesk and training for both libraries and end users.
- Providing Internet publishing services for journal Publishers.
- Establishing electronic archive services, e.g. JSTOR and OCLC.
- The development of services for assigning and

- Handling unique identifiers for electronic information (for example the work of the DOI Foundation and the registration agencies it plans to set up). (Campfens, 2000).

PROBLEMS FACED BY PUBLISHERS

Publishers are faced with the uncertainties of the new electronic marketplace and the need to invest in the new e-products where the returns on their investment are not yet clear. E-developments pose a potential threat to their traditional sources of income and they need to assess the increasing array of intermediary services offered by both established organizations and a number of new comers, to determine their benefits and drawbacks. Copyright issues are a major preoccupation and publishers are viewing e-copying as a potential new "primary" market. They are therefore unwilling to license these rights to a body such as the Copyright Licensing Agency (CLA) as they currently do for paper copying. Their concerns include document security, charging and ensuring copyright compliance. The rights of authors,, who may have signed these over before the advent of e-dissemination, provide a further complication.

- The security features have been put in place in order
- To reassure publishers that their e-copies are secure from unauthorized use or onwards transmission like
- The articles are only accessible from machines on the concerned campus.
- Access is restricted by ID and password to Students registered on the particular module for which the reading has been recommended.
- Certain features within the Adobe reader have been disabled - users cannot 'cut' or 'paste' from the documents nor download an e-copy.
- A copyright statement has been added to the Footer of each page, both for on-screen and printed copies, and the user's ID appears on any print- outs. (Kingston, 1997).

CONCLUSIONS

There can be no doubt that the learned publishing Industry is now in a period of very rapid transition. Subscription agents have always been keenly aware of changes in the industry, and in most cases lean enough to be able to adapt rapidly to ensure their own survival, by ensuring development of new services and roles and often setting the scene. We have great expectation from the publishing industry that it would play a very important role in taking our society forward by facilitating the establishment of Knowledge Society which alone could lead our country to heights of excellence. Publishers still have roles to play when we are no longer gatekeepers. But we have to renew our relevance in environments where enormous amounts of information are put online by different participants, with ample facilities for commenting and linking. These new technologies and norms force us to look at every area where we traditionally boast of adding quality, and to find new ways to apply our skills. Academic publishers need to become much more service-minded and in particular, they need to understand that their real customers are the producers of the content that they publish. The role of an intermediary is attractive to libraries for publishing activity, as the contacts and experience they bring provide a speedier and more efficient approach to carry out the activity fast.

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