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DIGITAL LIBRARY SERVICES AND READER'S SATISFACTION: A LITERATURE REVIEW

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ABSTRACT

In the present age of information, all libraries have been initiated to update and digitize themselves for the purpose of modernizing information services. The need for digital services has been met by providing ICT and machine oriented services. Therefore, in order to improve the services and survival of libraries, it is imperative to measure user satisfaction in terms of digital resources. Therefore, this paper attempts to determine the actual research gap by analyzing the previously organized research through a long literature review. So that a background can be identified for starting research gap oriented new research.

KEYWORDS: *Digital Library Services; User Centric Approach; User Satisfaction; User Perception; Digital Library Literature*

INTRODUCTION

The present age is the age of digitization. Traditional documents are slowly taking on digital form. This is because, on the one hand, due to the abundance of information, there is a need to save space in the storage of information on the other hand, it is demanding to save time in a very busy life. In this context, data collectors and distributors i.e. Libraries have also become digitized and digital services have been provided to satisfy the readers' demand for digital information. Readers are no longer inclined to use the library in the traditional way. They want to get travel less information, in less time. So libraries are also trying to increase their importance and existence by updating themselves and satisfying the user community.

DIGITAL LIBRARY SERVICES

The practice of providing hard copy documents in the traditional way is changing day by day. Digital library services are the strategy for collecting digital content and documents and serving them through software, internet, fax etc. That is, the current library service includes not only the collection and distribution of information but also the collection and distribution of various information source links, metadata, software, etc. Providing of variety of web pages, digital artefacts etc. are also included in digital services. Thus, the services that libraries provide with digital and technology base to meet the information needs of the users are called digital library services. In the age of technology the service expectation is changing due to the need and demand for quality service provided by libraries (23).

REVIEW OF LITERATURE

Here, we are actually discussing the user satisfaction from the digital service provided by the library. It will help to understand users union, attitude, satisfaction and experience, which in turn will help to enhance digital services to increase user satisfaction levels.

Nicholas, David et al. (2009), the study showed a particular form of information seeking behaviour of students and identified differences from other academic members. For example, they spent longer online sessions, important 'hot link' and access scholarly databases.

Tan, T., Chen, T., & Yang, P. (2017), this study focused on togetherness of service experience, perceived quality and user satisfaction affects on users loyalty in a public library context, Results showed that service experience directly and positively influenced both user satisfaction and loyalty but effects of service quality is non-significant on users satisfaction.

Podbrenic, Igor (2016), this study indicates that, quality of the public library services depends on the users satisfaction level. It points out that importance of systematic evaluation of users' satisfaction to determine the quality of library services.

Demekaa, U. (2013), this study was made to assess user's satisfaction level with circulation policy in university libraries. The findings showed that there were no differences in user's level of satisfaction indeed.

Mairaj, ML and Naseer MM (2013), this study was held on healthcare professionals of Punjab institute of cardiology library, Pakistan to evaluate the satisfaction of users with their services. It concluded that library should maintain and strengthen their services by which users are satisfied.

Ifeyinwa Aidah Ariole (2017), The study was made to measure user's satisfaction and displeasure with the services of public libraries in south-eastern Nigeria. Results showed that hard copy documents rather than soft copy documents using ICT which still mitigates the demand of users even today.

D'Elia, George; Rodger, Eleanor Jo (1996), survey conducted on urban public libraries to examine customer satisfaction and comparison with other libraries. It concluded that overall customers are satisfied but satisfaction levels are different based on convenience, availability of materials and information and services facilitating access.

Hauwa Ibrahim, Zakari Mohammed (2017), studies made to evaluate satisfaction level of users against electronic information resources and services. It concluded that electronic information resources i.e. full text e-database, e-book, e-journal are vital and backbone of any dynamic collection. These will change leaning behaviour and academic research in universities.

Aslam, Rabia, Seher, Naveed E (2018), this study made on users' satisfaction level with the library services. It was discovered that library is playing vital role at some extend but many areas need to revised.

Ariole, Ifeyinwa Aidah (2017), this study was designed to examine utilization and user satisfaction with ICT services provided by public libraries in Nigeria. It showed that users are not satisfied by utilizing ICT because of lack of e-power supply, lack of trained staffs, inadequacy of funding etc.

Nnadozia, Chuma Opara, Okeke, Ifeka E (2015), this study held on satisfaction level of users of public library in Nigeria. It showed that ICT should have to develop strongly in future.

Joy, Ikenwe Iguehi, Idowu, Adegbilero-Iwari (2014), the survey was made to know the satisfaction level of users. Its finding is that more funding is required for adequate information resources and ICT facilities.

Liu, Y.Q. et.al (2006), this study was made to uncover the current usage of public digital services and level of satisfaction with digital resources or content in urban digital libraries. It provides demographic pattern of users with digital services.

Shabi, I.N., Oyedapo, R.O., Isaniyi, J.T (2016), survey of users' satisfaction with library services in Nigeria showed that, satisfaction level is low. So, suggestions are- human relation by staffs should be developed, computer with interest, reprographic services should also be developed.

Kaushik, Anupama (2013), a study made on C.C.S. (Meerat) university library to justify the relationship of collection development and services with users' satisfaction.

Sankpal, Dattatray P. & Punwatkar, Sunil D (2015), study had made on academic library for evaluation of information need and seeking behaviour of academicians. It was concluded with the use of technology libraries have transformed drastically from storehouse of books and journals to powerhouse of knowledge and information since middle of the 20th century.

Kuruppu D.C (1999), this study made for understanding of information needs and seeking behaviour of workers in an organization specially research organization which is quite different from the information service users.

Bharadwaj, Poonam, Kumar, Dharmesh (2016), study was made for knowing the use and non-use of public library services in digital age. It was found that due to lack of time users are not use the library services and also they only user the library for reading of newspaper/ magazine purpose.

Singh, Kunwar, Kuri, Ramesh (2017), this study was held for investigating users satisfaction with library resources and services in IIT libraries in India. The satisfaction level is sufficient but updating is required with the time.

Bhatti, Rubina, Marwat, Atta-ur-rehman, Khan, Shakeel Ahmad (2015), study was made on central public library of Bahawalpur to investigate user's perception of service quality provided to them. It was found that user's are satisfied with library resources, services and behaviour of staffs of that particular library.

Kasimani, C., Rajendran, N (2018), this study was made on public libraries in Chennai city for knowing the satisfaction level of users. It was concluded that they are satisfied with services, staffs and resources.

Jhamb, Garvita, Ruhela, Arun (2018), study made on DPL to find out the satisfaction of users with the services provided to them. It was found that users are satisfied with different facets of the library.

Singh, Anup (2015), the study was made to investigate ICT and its impact on library and information services in Kendriya Vidyalaya library in India. ICT enables users to access internet usage, favourite search engines etc.

Singh, Archana, Krishna, K.M., Jaiwal, Shikha (2014), the study was made on Allahabad University library to examine the use of ICT based resources and services and its impact on users. Here also measured the satisfaction level of users regarding online services.

Partap, Bhanu (2016), study was made on library of Chhaju Ram Memorial Jat College, HIsar (HR) to investigate information seeking behaviour and satisfaction of users in digital era. Some suggestions for better user services were concluded by the study.

Lolrokhawma, Verma, Manoj Kumar (2017), a study was held on higher and technical institute, Mizoram (Hatim) to evaluate the users satisfaction with library resources and services. Here main focusing area was use of ICT which may transforms libraries into digital and virtual libraries indeed.

Lakshmi, N., Kavitha, T (2016), study was made to identify user's satisfaction towards public libraries in Udumalpet town. Due to decline of users number government has to take lots of efforts like computerization, networking of resources for betterment of library etc.

Behera, Jeetendra Kumar, Singh, Satya Prakash (2011), here a study was held to identify the problems of collection development of Indian libraries in digital era. It identifies various problems which are in front of modern libraries indeed.

Ali, A (2014), here it is trying to show that the position of rural libraries in respect of fund, infrastructure, equipment, user satisfaction level, collection of resources in West Bengal, India. And also to know that what kinds of opportunities and challenges they are faced in rural area.

Ali, A (2015), A study was made on evaluation of ICT facilities in rural libraries of West Bengal, India. It was showed that they have faced lack of technological support, trained personnel, proper infrastructure etc.

CONCLUSIONS

In the current age of information, providing digital information has become undeniable, and it is advisable to do so through digital services like access of internet, search engine facility, web pages, e- books and e-journals etc. It is therefore imperative to determine the user's satisfaction factor for the analysis of the validity and suitability of all these digital services. This paper shows the different ways in which different researchers have taken their research forward. In most cases, research has been conducted to determine the user satisfaction of academic libraries and public libraries in terms of collection development, service delivery and use of information communication technology, be it in different parts of the world or in different parts of India or West Bengal. But the work of digital services provided by public libraries in a specific place and research based on user satisfaction by that service is still elusive. So, a study on reader's satisfaction of digital services of public library in any place likes Kolkata is quite open and demanded as a research work in future.

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