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SALUTATION

Assalamuallaikum w.b.t,

Alhamdulillah, firstly I would like to thank Allah for showered us with His blessing. All the way that He helps and eases for me and team mates were such permission those we really hope for. What can be proud more is we have such a big and kind hearted person with strong determination lecturer, sir Azmi bin Abd Rahman. He is very eager in guiding us to publish our own writing and guiding us very well to publish our first TINTA publication in the defined way. He deserved so much credit and salutation. Not to forget, with the cooperation given together with all the joyful and tenses time to finish this book, it was a bitter sweet experience that worth to be going through together. Thanks to my assistant, my graphic designer, my editors and my reporters, we all did a very good job with all our dedication and effort to publish this book. Thank you all, with love, we should be proud with our selves!

To all dear readers, please enjoy reading ours writing, may it be useful for you, Thank You supporters!

Chief Editor SOK

Fatin Nurain binti
Baharuddin

INFORMATION

TINTA is published bi-annually by semester 5 students of Bachelor of Science Library and Information Management (Hons) @ IM244 pursuing Publication and Production of Information Material (IML601). The scope of the plan includes a variety of issues in the field of information management.

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E-BOOK: THE EMERGENCE, PURCHASING METHODS AND LIBRARY RETURN ON INVESTMENT

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ABSTRACT

This paper presents a perception study on e-book selection practices and its relationships with library's return on investment. Return on Investment (ROI) is one method for measuring the value of a library's collections and services. The paper focuses on common practices of e-book selection regarding support distance education, sustainability and the introduction of patron driven acquisition (PDA) in developing e-book collection.

KEYWORDS

Patron-driven; acquisition; E-book selection; Support distance education; Sustainability Return on investment (ROI); Academic libraries.

Introduction

The emergence of e-book has created a new phenomena in academic library. The culture of the libraries has changed with the usage of information communication technology (ICT) in providing and getting the information. This paper traced the theories of selection in early years which begin in 17th century. The history related to development of e-book is been mentioned briefly. Main focused is the selection of e-book practised in libraries such as packages, subscription, pay-per-use and patron-driven acquisition. Library return on investment is another main issue discussed in this paper.

Theories of Selection

Many theories have been proposed to explain the principle of organizing work. One of them is the theory which evolved from the work by Adam Smith in the 17th century. His work observed the principle of organizing work according to its major purpose or function such as; the process that is used; the persons or things dealing with it; or the place where a service is rendered. Following this pattern, early university libraries were organized by function into acquisitions, integration (cataloguing, classification, and processing), circulation, and reference (Hoadley & Corbin, 1990). As shown by Atkinson in 1991, a model that divided library services came into two functions: delivery and mediation. He placed acquisitions within the delivery function, which was also tied strongly to a technological base (Ogburn, 1993).

It is apparent to Ogburn (1997) that the primary business of acquisitions is acquiring resources for the library. This usually entails acquiring services as well. Meanwhile, acquisitions may not judge the value of resources in the library of the user, the methods and services employed are judged by their value to assist the business of acquisitions. Ogburn (1993) postulated that acquisition has not been identified strongly with a body of knowledge, principles, and theory. The question also arises whether acquisitions have a theoretical base. Identifying principles is also a first step toward developing a theory. Determining principles and theory will ultimately lead librarians to a definition of their knowledge base of their professions, and will more clearly identify and validate the role that acquisitions plays in the information dissemination process.

Recent studies outlined by Johnson (2009) suggested that the origins of collection management and development can be traced to theories of selections. He stressed on the American guide to selection which was prepared by Thaddeus M. Harris, a Harvard Librarian, in 1793. In the introduction to a catalogue of being concerned with books which was referred to a “small and cheap” library to serve common readers at a distance in the country, he wrote that “...Books have become

so exceeding numerous... That the greatest caution is necessary in selecting those of established reputation from the many that are indifferent or useless" (Johnson, 2009: 13).

History of e-Book

It was believed that project Gutenberg was the first electronic book project. It focused on documents and books that were in the public domain of Project Gutenberg that began in 1971 at the Materials Research Laboratory at the University of Illinois. Michael Hart began the e-book project in part to fill up the spare time of computer operators in the laboratory. The philosophy behind this project was to create texts that were easy to use and inexpensive to create (Yu & Breivold, 2008). The first commercial packages of electronic books became available at about the same time as other CD-ROM products (Yu & Breivold, 2008). A Partnership between Blackwell's and netLibrary in 1999, a company that specialized in providing e-book, plan to offer e-book to their library customers as an additional option to the physical book services they currently offer, thus making it possible for the libraries to consolidate the management of their physical book and e-book using the same process (Gorman, 2000). In 2014, the digital revolution is well underway, a handful of publishers are offering their current and backlists titles online or via e-book apps (Aoki, 2014).

Previous studies on the development of e-book, clarified that publishers' catalogues and websites have shown whether or not titles are available electronically (Chapman, 2004). In the transitional stage, the intermediary companies promoting and supplying e-books come and go. The most stable at this time seems to be netLibrary but even this has been taken over by Online Computer Library Centre (OCLC), which has meant changes, particularly in pricing models. e-book has been around since 1980s and were initially delivered via physical media such as CD-ROMs or diskettes (Johnson, 2009). In the study on e-book, de Olivera (2012) acknowledged that e-books represented the fastest-growing segment of the

publishing industry in 2004. During the first quarter of the year, more than four hundred thousand e-books were sold, representing a 46 percent increase over the previous year's numbers. E-books continue to gain acceptance with some readers, although their place in history is still being determined. Services such as netLibrary (a division of OCLC), e-book Library, and ebrary host the content of several publishers for online access. In addition, numerous publishers including Elsevier, Springer, and Oxford University Press have developed their own e-book publishing initiatives through which they host and sell e-books to libraries directly or through vendors (Johnson, 2009).

E-Book Purchasing Methods

There are a variety of business models (purchasing method) available for acquiring e-books. Several options are one book or one user, multiuser, unlimited simultaneous use, subscription, patron-driven acquisition, and short-term loan (pay-per-use). Depending on the method selected, a library may own the title in perpetuity (perpetual access) or use the content for a designated period of time (lease) (Polanka, 2011). In the subscription method, library pay a regular fee (monthly, weekly, or yearly) and they will have easy access to a large pool of content (and book discovery and recommendation features), rather than purchasing individual works (Reid, 2013).

Another method is packages or big deals which are relatively cheap to purchase on a per book basis, but can be duplicative across a library or consortium and usually feature very little in the way of professional collection development. This method is often guided by existing print collection development policies (CDP). The CDP reflecting the reality that they serve as the plan for building and maintaining a collection, both locally held and accessed remotely. It describes the collection as it now and sets out plan for how it will be developed while defining the rules directing the development (Johnson, 2009).

Patron-Driven Acquisition (PDA) defines by Schroeder and Wright (2011) as a collection development tool which allows the patron to decide by their behavior what the library buys. It shifts the decision from a librarian driven just-in-case decision to a patron just-in-time decision. In the digital world, PDA of e-book allows for immediate access and shifts library funds for speculative buying for purchasing at point of need. Meanwhile, Salisbury (2011) asserted that in the PDA program, vendors make anywhere from a few thousand to tens of thousands of book records available to patrons through a library's catalogue. Users can then preview the electronic contents of a book in much the same way they would go to the stacks and flip through a monograph to see if it contains information they need. A patron attempting to download, print, or copy any of the books would trigger an automatic library purchase, but in many cases, up to 10 pages may be viewed before a purchase is triggered.

Library Return on Investment

Ballestro's and Howze's (2005) idea which addressed that cost benefit analysis that shows how library services can save money for the company or help the company to make profit. Cost-benefit analyses can be structured into hard dollar saving (money expenditures), soft dollar savings (saving staff time, freeing up library shelf space), and cost avoidance (reducing or eliminating a future cost), such as buying movable shelving to hold more books in less space, or hiring a part-time staff worker to avoid overtime costs. Based on these aspects, literatures on library's time saving, cost saving, job commitment and increase in quality which is associated with e-book will be considered.

i. Time Saving

Previous study outlined by Strouse (2003) presented that quantitative measurements for the library's ROI which include time saved by library users; the money users saved by using the library instead of alternative

sources; and revenue generated with the assistance of the library. Meanwhile, Dow Jones (2009) has evolved the idea of time saving which could be the only one of the benefits of knowledge management. It is the only advantage currently used in the return on investment (ROI) calculation. Other benefits are considered intangibles. With regards to distance education, Cox (2004) emphasized that where the content need matches, e-books can support the academic mission effectively, save time and add value as a collective online reference resource rather than a set of individual titles. There is a definite synergy with e-learning. For libraries, they require considerable staffing input but open up possibilities for dynamic and cost-effective collection management.

In the recent finding, Nabe (2010) added that the benefits of e-book to library staff are:

- Less staff time on collection development
- Less staff time on acquisitions
- Less staff time on cataloguing
- No shelving expenses.

Previous studies indicated that e-book can effectively support an academic mission by saving time, adding value as a collective online reference, and enabling dynamic and cost-effective collection management (Cox, 2004).

ii. Cost Saving

Previous studies stated that cost was a prominent ingredient in any acquisition work. Its role becomes more dominant when the acquisition is for e-resources. As libraries develop their collections that not only integrate, but also begin to replace print with electronic resources, libraries must compete not only with the cost of the databases, e-journals, and e-books and other electronic resources that are routinely

purchased or licensed but also with the cost of hardware, software, technological innovations and the maintenance of these large files and systems over time (Bakeri & Abdoulaye, 2002). The finding from a study in the developed country by Moahi (2002) demonstrated that the estimation cost in staff time for re-shelving and other maintenance functions ranged from \$45 annually for a core journal at a small college, to \$180 per title at a large research library with heavy use. In addition the just-in-time access has the potential of saving costs related to space, staff time, and even the time it takes for users to find articles of interest.

Based on supporting evidence, Jamali, Nicholas and Rowland (2009) revealed that about 90 (1.9 percent) of their respondents highlighted the advantages for e-books, and those to library are:

- Solve the lack of space in libraries
- Are good for research and systematic review as well as teaching
- Can be used anywhere, out of campus by distance learners, disabled, and part-timers.

iii. **Job Commitment**

Commitment is an internal decision which cannot be forced on a person. It occurs when one's thoughts and emotions are pointing to the same direction (Adio & Popoola, 2010). The job/career commitment of librarians has bearing on the way they carry out their professional duties in the university libraries. For instance, the librarian who is highly committed to his career will not have the intention of quitting the library profession for other careers. He will display low work absenteeism, and have high job performance (Adio & Popoola, 2010).

A survey done in university libraries in Ankara by Kaya (1995, cited in Adio & Popoola, 2010) revealed that several library staff members were dissatisfied with regards to physical working conditions, recognition

with work conducted, obtaining respect with the job conducted, job security, promotion, wages, social status, social services, having authority and responsibility. These will affect their job/career commitment. Kaya summed up, that the status of the librarians should be defined, the promotion should depend on objective criteria, and that technological development must be used to inject new ideas. In addition, responsibility must be backed up with authority, participation in the decision-making process, job security, and provision of proper working conditions.

iv. Increase in Quality

The studies on quality of electronic resources in Australia by Missingham (2009) agreed that to support education, business and gaining the recognition and support for the delivery of government services communities, the Electronic Resources Australia (ERA), which consists of e-book, e-journal and other e-information has an important strategy to enable Australians to have online access to quality information and the collaborative work of libraries. Besides, related studies in Korea by Ka (2003), stressed that librarians should make sure users have as much access as possible to electronic resources, including links to quality websites; and at the very least, utilise common naming classifications for the resources listed on library websites.

Meanwhile, a study in Hong Kong, revealed that faculty member used the e-resources extensively and that this increases their research efficiency as well as increase their productivity and their interdisciplinary and international perspectives. Furthermore, it was found that most respondents accessed at least half of the articles and books they cited in grant proposals, reports, and publications from their institutional library e-resources (Sidorko, 2010).

Conclusion

In purchasing e-book the librarian travelling time in getting approval can be avoided; it is paperless and there is no working paper required and no forms to be filled; weeding exercise which is very tiring and time consuming is no longer required. The knowledgeable and resourceful librarians in reference department could focus more on activities such as library promotion, referencing, and collaborating in academic research such as reading and writing for local or international publications and hence, will utilise more time in upgrading professional status. Consequently, the librarians will realize that their investment in education is boundless especially by providing e-book services to the users. The availability of current information within e-resources such as e-book will create a knowledge-based society and this serves as a pre-requisite for attaining prosperity and stability in our country.

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INTERVIEW SESSION

With Encik Abduk Rahman Bin Abdul Rahman

Faculty of Information Management, Universiti Teknologi MARA

1. What is your background education?

I come from Bachelor of Information Science Library Management at UiTM, previously known as ITM and I am also studied in Master of Library and Information Science at Universiti Malaya.

2. How long have you been working in this field?

I have worked around 15 years old in this field.

3. What is your opinion regarding the Faculty of Information Management?

For me, Faculty of Information Management is one of the new faculty. So, this faculty is not so well known unlikely from the other faculty but this faculty has expanded quickly and well.

4. How to provide fresh graduate in Faculty Information Management?

I think, this faculty can provide two types of fresh graduates that encompass well in both academic and non-academic. For the academic, they can get the best students by helping those students to achieve good and satisfactory pointer every semester. For the non-academic, this faculty can get the fresh graduates with good in non-academic matter by having the students involves in sport, associations and uniform units.

5. What is the different between Faculty Information Management and other faculty?

Faculty of Information Management is different with other faculty which is in term of the specialty of the field. If the Faculty of Information Management it takes pride in being the pioneer in providing professional education to fulfil the manpower need of the country in three very important fields namely are information management, library management, and records management. While, the other faculty might be the pioneer in engineering, languages and so on.

6. From your opinion what can be learn from Information Management?

For my opinion, Information Management is the collection and management of information from one or more sources and the distribution of that information to one or more audiences. This sometimes involving those who have a stake in, or a right to that information. Management means the of and control over the structure, processing and delivery of information.

7. What is the specialty of Information Management program?

From my knowledge, Information Management program can be considered as specialty because it is a field which teaches on how to manage information, plus it is also being taught at Univsersiti Teknologi MARA (UiTM), Universiti malaya (UM), Universiti Islam Antarabangsa Malaysia (UIA) and Universiti Selangor (Unisel).

8. In your opinion, is it posible for graduate in Information Management join other field in employment for example the accounting program?

Yes, these graduates are more versatile and flexible to join other field in employment because there are one name of Faculty of Information

Management but it will be divide to many field based on the individual's interest.

9. From your observation, how far can Information Management go further?

For me, our philosophy is to provide students with knowledge and skill in effective delivery and use of information systems, together with an awareness of the continuing development in the field of information technology. Knowledge of the principle and techniques required of an information professional oriented to one or all types of library or information centre, system or service, including library, archival, and record management, and other related disciplines. So in future, students can use their knowledge and experience to use in the work.

10. What are the skill that needed by the fresh graduate in order to improve their quality and capability in Faculty of Information Management?

For my experience, use the keywords like P.I.E.S..P stand for physical need. That means it is most important that your physical needs are met. Physical needs induce food, drink, warmth and shelter. I stand for intellectual need. These are needs that are met by using that part of the mind that are we thinking. E stand for emotional need. As example, how do we weel about ourselves and others. How we feel is linked to our emotions. Lastly S stand for social need. It is being able to join in activities and to communicate with other people is a way of meeting out social needs.

11. Based on your experience, what are the challenges for information professional to survive?

From the challenges that I faced in my experience, the challenge that will be faced by information professional in the future is information technology.

Nowadays information technology is growing at a rate beyond anyone expectations. This means any staff or librarians need to constantly be improving their skills. New technologies are always appearing, leading to previous information becoming obsolete.

12. What are your expectation for Faculty Information Management in the future?

Sincerely, I hope this Faculty of Information Management can get the best faculty equal with other faculty in Malaysia. Although this faculty is not famous like other faculty but this faculty can follow them slowly. So, Faculty of Information Management can be the best faculty because they can divide to many fields that can be chosen by student according to their interest.

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1. Content

TINTA publishes full articles, brief notices, conference reports, project briefings, opinions, letters, clippings, and pointers of broad interest in information management.

Full articles should:

- o be of interest to a broad community of information management, and
- o Reflect work that has been completed, rather than just beginning.

Articles should not have been published previously in another magazine or journal, nor been available in a final version on a publicly available web site.

2. Matters of style

We prefer *TINTA* articles that are 1,500-5,000 words in length but in certain circumstances accept articles that are 5,000-10,000 words in length. They should be in English or Bahasa Melayu. Articles must include a 100-200 word abstract. We have the following additional preferences:

- o Text should be in Microsoft Word or rtf format.
- o Images may be in gif, png, or jpeg formats. Images can be handled several ways- as in-lines or as linked files. They normally should be no more than 700 pixels in width.
- o Hyperlinks to external sources are encouraged. URLs should be spelled out rather than embedded as links, either following the appropriate name/text or, if preferred, within the References section at the end of the file.
- o References must be in APA format.

3. Mechanics of submission

While we often receive completed manuscripts, we would prefer that you contact the editors at tintaeditor@gmail.com before you finish writing so that we can determine whether the topic, style, and approach are appropriate for *TINTA*.

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Each author will be asked to submit a brief (50 - 100 word) biographical sketch along with his or her manuscript. Please contact the editors for details upon acceptance of your article.

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- Upon acceptance, articles are put on the magazine's production schedule for two months that is mutually acceptable to the authors and editors.
- *TINTA* editors will read your submission and return it with suggested changes or comments.
- After the authors and editors have agreed on a final draft, the revised text will be formatted in doc or pdf by *TINTA* staff.
- Authors will have a specified length of time to request final corrections or minor changes prior to the release of the magazine to the public.
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