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**Availability and Usage of Information Sources and Services at Select Media  
Libraries in Delhi Region: A Study**

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## **Abstract**

*Information is a basic need of today's fast changing world important for one's day to day life. People need information to efficiently carry out work in their respective fields. Media professionals working in Media organisations needs current, authoritative and factual information to construct news and programmes. Such information is made available by Media libraries in the shortest time frame to meet the targets of the Media Professionals. The information is collected from the printed as well from the electronic resources available in the Media libraries.*

*In view of the remarkable contribution made by the media libraries, the present research has been conceive with the broad objective of studying the adequacy and availability of information sources and how optimally the same has been used by the users. The study is confined to two Media Libraries such as The Indian Institute of Mass Communication Media Library and Anwar Jamal Kidwai Mass communication Research Centre Media Library in the NCT of Delhi have been taken for research investigation. The study adopted the survey method and data was gathered through close ended questionnaire and through in-depth personal interviews with the Media Professionals and media library staff. Two separate sets of questionnaire were used to elicit the desired information.*

*The Research investigation highlighted survey findings in term of availability of sources in two media libraries. Apart from media professionals and media librarians, the library use pattern, e-resources use pattern, library visit pattern and the problems encounter by media professionals in accessing the*

*information sources etc. were highlighted. At the end, the researcher made some suggestions and important recommendations for the overall improvement in providing quality services to the users. Sinha & Purkayastha (2018)*

**Keyword:** *Special Library, Media, Media Libraries, Library services, information sources, Media Professionals,*

## **1.0 Introduction**

A library is an organised, adequately maintained collection of information sources to be used by scholars, faculty and students for reference and borrowing. The collection of print and non print material of books, periodicals, newspapers, manuscripts, films, maps, print documents, microforms, CDs, cassettes, audio books, video tapes, DVDs, offline and online databases and other forms. **Yadav and Sinha (2018)**

A library is of two types' public library and special library. Public library is for all the general public. Anyone among the masses can use the public library. Public library keeps general collection like general books, newspapers, magazines, reference books etc. for the use of all kinds of persons. Whereas, library which incur special skill and technique to serve a set of professionals is called the special library. Media library is therefore, a special library with an organised collection of information sources for referencing and borrowing by particular set of readers. Media library keeps the collection print and non-print material like reference books, periodicals, journals, video clippings, , films, documentaries footage or video tapes and geographical maps, audio books, etc. made available in stipulated time.

Mass Media is an essential instrument for communication and building public opinion .It makes the people at large aware of what is happening in the society. The Media Libraries have important duties and responsibilities for providing the

correct information to the media professional at short span of time. It enables the media personnel to use the information in time. As a result, media library should be kept well equipped, organised and with adequate collection resources so that to avoid wastage of valuable time of the media Professionals.

### **1.1 Need of the study**

Media is one of the most powerful tools of communication and it plays an active role in dissemination of various types of information among the masses. The Media Library plays a vital role in making the information available to the media professionals for their decision making. There is a need to examine the extent of availability of information sources in media libraries and how far the media professionals have been able to make use of the information sources. Hence, an attempt has been made to carry out the proposed study taking two Select Media Libraries i.e. Indian Institute of Mass Communication (IIMC) and Ajmal Jamal Kidwai- Mass Communication Research Centre (AJK-MCRC) in the union territory of Delhi region. The present study was carried out from January 2017 to March 2020.

### **1.2 Locale of the Study**

The present study would be confined to the National Capital territory of Delhi with the city population was about 11 million as per the Census 2011.

Mass Communication has become area of interest among the youth during the recent times. The subject has contributed to the development and overall growth of the society. This discipline has attracted the new generation with its charm and bringing rapid growth to the subject. The information communication technology has played an important role in bringing this profession to the limelight. The fame and name in this profession has taken this subject to general masses like no other subject has been accepted by the students. The students in

huge number are enrolling in different domains of this subject. Delhi region has most renowned and prestigious institutes offering various courses in mass communication as a subject. The oldest colleges are listed below:

- Indian Institute of Mass Communication, Delhi (IIMC); and
- Anwar Jamal Kidwai Mass Communication Research Centre (AJK MCRC).

The investigator has selected the above two pioneer institutes of Mass Communication, i.e., IIMC and AJK MCRC, offering the best faculties and media research facilities for the research investigation.

### **1.3 A brief account of Select Media Library of Delhi region**

#### **1.31 Indian Institute of Mass Communication, New Delhi (IIMC)**

Indian Institute of Mass Communication is an autonomous body registered under the Societies Registration Act 1867 which came into existence in August 1976. The Government of India provides financially aid through the Ministry of Information and Broadcasting for the overall working of this organisation. The institute is headed by a Chairman, Director General, Governing Council, consisting of representatives of the faculty and eminent media professional from the industry.

In the first few years, the Institute organized training courses mainly for Central Information Service Officers and was engaged in research studies for a while. In 1969, a major international training programme, the Postgraduate Diploma Course in Journalism for Developing Countries, for middle-level working journalists from Afro-Asian countries, was started. The Institute subsequently started several specialized short term courses of one week to three months' duration to meet the training needs of communication professionals working in various media domain of the central/state governments and public sector

organizations. Over the years, IIMC has expanded and now offers regular Post-graduate Diploma Courses.

Since IIMC's training programs and alumni have made a remarkable contribution to the society which encouraged the demands for opening more centres of the institute. As a result, first branch was opened at Dhenkanal, Orissa in 1993 with Post-Graduate Diploma Courses in Journalism, in English and Oriya. Later, on two more centres were opened at Amravati in Maharashtra and Aizawl in Mizoram. With the popularity of the subject two more institutes were opened to cover north eastern region and south India as a result the branches of the institute were opened at Jammu in J&K and Kottayam in Kerala. **Indian Institute of Mass Communication, 2021, IIMC**

IIMC offers various Post Graduate Diploma courses in Mass Communication, To name a few Radio and TV Journalism, Advertising and Public Relation, Hindi Journalism, English Journalism, Oriya Journalism, Urdu Journalism etc. The institute also offers specialised short term courses in Development Journalism and dedicated courses for Indian Information Services Officers.

**1.32 Media Library:** The Media Library at IIMC is a specialised library in the discipline of mass communication. It is one of the oldest Media library have rare collection of books and non print material for the use of the students and faculty. Many alumni visit the Media library for time to time for planning of their future projects.

Collection Management of IIMC Media Library

- **Books Collection:** The library has an exhaustive collection of about 30,000 academic and reference books on different areas of mass communication. Besides, collection of books others allied discipline are economics, political science, international relation, psychology, sociology, etc. The collection is not only use by the students, faculty, visiting users

but also used by but also are in use by officials of Press Information Bureau.

- **Journal Collection:** Similarly, Apart from this, Media Library has a Periodical Section having rich collection of national and international journals on various aspects of mass communication and leading newspapers. The Media Library subscribes 7 national and 32 international journals on covering different arena of Media, public relation, advertising, journalism etc.
- **Services offered by Media Library:** IIMC Media Library provides various information sources and services to the students, faculty and media professionals. Mainly the services include: reading room service; reference service; circulation service; Inter-Library loan service; and Reservation of document service.
- **Audio-Visual Material:** They also have a collection of 1205 CD/DVDs of rare/old movies and documentaries, recording, clips, audio-visuals etc.
- **E-Resources:** IIMC is the member of consortium organised by ICSSR-NASSDOC for e-resources. The institute has uninterrupted power supply and high broadband internet connection for the use of students, faculty, media professionals, visiting media library users, alumni and Indian Information Service Officers etc.
- **Library Staff:** Media Library is headed by Library and Information Officer; she is assisted by an Assistant Library and Information Officer and three semi-professional assistants and four Library Attendants.

#### 1.4 **Anwar Jamal Kidwai Mass Communication Research Centre (AJK-MCRC)**

The **Anwar Jamal Kidwai** Mass Communication Research Centre was set up in 1982 by Anwar Jamal Kidwai, Vice-Chancellor of Jamia Millia



Islamia University during that time. He later became the Chairman of the Centre. The Anwar Jamal Kidwai Mass Communication Research Centre was conceived as a comprehensive production school that produces outstanding media professionals. The courses were accordingly design to impart both theoretical and practical media education. The Post Graduate courses over the two decades established AJK-MCRC as a leading media school in South Asia. Presently, the centre is engaged in providing creative and transformative education in media related discipline though a variety of post graduates courses. The centre offers excellent standard of media education by professionally and academically competent faculty and varied nature of visiting Media Professionals.

### **Anwar Jamal Kidwai Mass Communication Research Centre, 2018, AJK-MCRC.**

AJK MCRC offers unique courses in Mass Communication discipline like PhD; M.A. in Mass Communication; M. A. in Convergent Journalism; PG Diploma in Development Communication; PG Diploma in Still Photography; PG Diploma in Graphics and Animation etc.

#### **1.42 Media Library**

The media library has an exclusive collection of print and non print material for the use of students and faculty members of the institute. It has a rare collection of old foreign films used by the faculty members in their curriculum. The faculty and students sit together in the Media library for extensive discussions. The students research on various topics from the e-resources available in the media library. The students also have the privilege to use the Zakir Hussain Library of the University for their Broader Spectrum. Fatma, S. Dure. 2011.

- **Collection of AJK-MCRC Media Library:** The media library of AJK-MCRC has an excellent collection of text books and reference books, like, guides, directories, dictionaries, encyclopaedia, maps, guides etc; Media Library also subscribes journals, periodicals, magazines and newspapers etc. Along with print Media library also takes care of non-print material like audio visual material, CDs, DVDs etc. Media Library has a good collection of digital material like online-books, e-journals electronic databases for the use of students, faculty and media users. Media library arranges the books according to the UDC Classification scheme
- **Textbooks Collection:** The Media library of AJK-MCRC has an exhaustive collection of 8103 textbooks and 943 reference books. It has collected according to the needs of the students. Recently, there books on various media subjects such as communication research, journalism, news writing, broadcasting, radio, television, film editing, and scriptwriting, video editing, and video making. Most of the collection of textbooks is acquired from the foreign publishers.
- **Journal Collection:** The Media Library subscribes more than 45 numbers of national and international journals. The library also subscribes 10 newspapers in different languages like English, Hindi and Urdu etc. 5 magazines regularly.
- **Audio and Video collection:** 1701 CD/DVDs are collected in these number of years and are available for the reference of students, faculty and other media professionals.
- **E-resources-AJK-MCRC** shares the e-resources of the Jamia Milia University.

- **Library Staff:** The library staffs include one Media Librarian, one semi-professional and two Library Attendants. The Media Librarian and other staff are professionally qualified and trained.

### **1.5 Statement of the Problem**

The proposed research endeavours to investigate into the availability and usage of information sources and services of the two Media Libraries of Indian Institute of Mass Communication (IIMC), New Delhi and Ajmal Jamal Kidwai Mass Communication Research Centre (AJK MCRC), Jamia Milia Islamia University, New Delhi.

The present study has been conceived to examine the status of availability and usage of the collection development of the library learning resources and to evaluate the library and its information sources and services rendered by the media libraries to library end-users.

### **1.6 Specific Objectives of the Study**

The specific objectives of the present study are:

- To study the extent of availability of information sources and services in the select media libraries of Delhi;
  - To evaluate the existing usage of information sources and services along with changing dimensions collection management practices.
- To examine the status of ICT Applications in Media Libraries;
- To analyse the users viewpoint about the adequacy information sources and services and behaviour of the library staff.
- To identify the problems facing by the media libraries for managing its information sources and services; and
- To make suggestions and recommendations for effective management of existing collection development of two select media libraries'

## 2.0 Review of Literature

A comprehensive literature review has been undertaken to understand media libraries' development, their collection, and types of services offered by these libraries.

Martin (1999), in his paper "The Changing Information Environment in the Media: Case Study," discusses that the Guardian/Observer Charts and evaluates changes to The Guardian/Observer library over the period 1983 – 1998.

**Drennan (1999)** researched "The Introduction of Intranet into the Newspaper Industry," highlighting the evaluation of the current state of intranet usage in the UK newspaper industry. **Walsh (2000)**, in his paper, "African Newspaper Union List: Low-tech Resource/High-Tech Access," describes the development of the African Newspaper Union List by the Africana Librarians Council of the African Studies Association, in conjunction with the Centre for Research Libraries. **One of the earliest studies about usage of libraries by media professionals, Joseph R. (1993)** How Indian Journalists Use Libraries. A survey of library use by journalists in India reveals significant differences between different kinds of staff, and room for improvement in library provision

**Patil and Shikhare, Naidu, and Padhey (2003)**, in their paper entitled "All India Radio Library Automation," said that information explosion and mass media organizations with market competition require modernization of Media Library to meet the challenges of the society. **Clausen (2005)**, in his paper "Newspapers at the National Library of Norway," aims to describe the development of the Newspaper Collection at the National Library of Norway. **Serrano and Alonso (2006)**, in his study "Seen and Heard: Duality at the Access Points to Television Databases," highlights how the dual nature of audio-visual material is viewed and referenced is reflected at the access points of a documentary database. **Keisham (2006)**, in his paper "Digitization of

*Newspaper: an Easy Access to Information,*" argued that today in the digital world, digitization of library materials had advanced rapidly. Digitization solves the traditional library problems like conservation, preservation, storage, and space.

In their joint paper, **Fleming and King (2009)**, "*The British Library Newspaper Collections and Future Strategy*," aim to describe the history and current plans for the British Library's newspaper collections. **Ali (2010)** carried out a research on "*Application of Information Technology in the Educational Media Libraries of Delhi*," which attempts to assess the current state of IT application in the media libraries of Delhi, being headquarters of about all educational media organizations and their networks of the country. **Barman (2010)**, in his paper, "*Management and Preservation of AV Materials in TV Media of North Eastern Region*," and found that the electronic media libraries or AV media libraries are dealing with the management of non-print materials. **Riajuddin (2011)** researched "*Digital Preservation Strategies for Telugu Newspaper Libraries of Andhra Pradesh (India)*," which discusses the regional language press in India has a hoary past, a commanding present, and a bright future.

**Massis (2012)** researched "*Local Newspapers and the Library: a Community Asset*," which aims to examine the transition of print newspapers to the digital environment and the recognition that the library continues in its tradition of providing access to local newspapers.

**Sinha, Bhattacharjee, and Bhattacharjee (2013)**, in their joint paper on "*A Study on Library and Internet Usage Pattern among the Media Professionals of North East India*," highlighted how the media professionals are seeking information by using library resources. The media professionals are using e-resources while working with newspaper houses, TV channels, etc. **Grainge and Johnson (2015)**, in their paper, "*Show us your Moves: Trade Rituals of Television Marketing*," highlights the professional culture of television

marketing in the UK, the sector of arts marketing responsible for the vast majority of programme trailers and channel promos seen on British television screens.

**Yadav and Sinha (2018)** examine the use of library learning resources by the media professionals of Silchar and found that media library is an essential component for media professionals to refer to essential documents and e-resources for writing their news items and featured articles. The study recommended developing good media libraries for supporting media professionals in their day-to-day routine work.

From the above literature review, it has been found that though many studies have been carried out regarding media libraries, academic libraries, Special Libraries, digital libraries, library automation, and ICT application in libraries in India. However, in Delhi Region, very few studies have been conducted. Therefore, in the present study, an attempt has been taken to study the Library Usage Pattern of Media Professionals of the Delhi Region.

### **3.0 Research Methodology and Research Design**

Research Methodology is important in any scientific investigation, because objectivity in any research investigation cannot be obtained unless carried out systematically and in a planned manner. The following research design has been envisaged to achieve the objectives of the study:

#### **3.1. Universe of the Study**

The present research investigation has been confined to Select Media Libraries located in the Delhi Region, like Media Libraries of Indian Institute of Mass Communication (IIMC) and AJK MCRC of Jamia Milia Islamia, Media libraries for a critical analysis. The study targets library users such as Ph.D. Research Scholars, Students of PG and Diploma Programmes, Professional Courses students, Short Term Courses students, etc., faculty members, outside Media scholars, and the library staff of both the libraries.

### 3.2 Research Design

The research method descriptive research method using Case Study has been adopted for the present investigation. The sample size has been determined and drawn using the Simple Random Sampling Technique. As this study is confined to two Media Libraries of Delhi, the case study method has been used. As this study sample of media library users together with the media library staff has been drawn.

**3.21 A sample of 120 respondents from both the media libraries** has been drawn based on a simple random sampling method. A detailed questionnaire with 40 questions has been formulated for the collection of data from media library users as well as media library staff. A questionnaire is designed to keep in view the stated objectives, and the structured questionnaire comprises mainly closed-ended questions. Finally, since the number of faculty members is not very large, it is proposed to contact all of them personally with the interview schedule for in-depth investigation.

Table-1: Selection of Sample (N=120)

Library Users	IIMC	AJK MCRC	Total
Faculty	10	15	25
PhD. Research Scholars	5	10	15
PG Diploma & Masters Students	25	20	45
Media Professionals	10	5	15
Visiting users	10	10	20

Total	60	60	120
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The above table demonstrates the study sample of 120 respondents drawn from both the Media Libraries equally i.e. 60 each. The table indicates the proposed number of respondents to be selected from the target population of faculty, PhD research scholars, PG Diploma and masters' students, media professionals and the visiting media library users.

### **3.3 Data Collection**

The present research is based upon both the primary as well as secondary data. The Primary data has been collected through questionnaire distributed to the respondents and through personal interviews conducted with the target population. Case study method with participatory research has also been used to elicit research information.

Secondary data is also supplemented for the study from the published and unpublished sources consisting of journals, newspapers, annual reports, and websites of the institute under study,

A Pilot Survey was undertaken by administering the interview schedule among 15 respondents to have pre-testing done and make necessary modifications in the interview schedule based on the experience gathered before launching the data collection exercise.

### **3.4 Data Analysis and Interpretations**

Data collected through interview schedule has been statistically analyzed with SPSS or Microsoft Excel software and tabulated and interpreted with different diagrams, charts, and tables. **Sinha, Bhattacharjee & Bhattacharjee (2013).**



## 4.0 Analysis of Data and Interpretations of Data collected from the Media Professionals

### 4. A Part -A. Personal Characteristics of the Respondents

#### 4.A.1 Distribution of Questionnaire to Respondent and Responses Received

Altogether, 120 questionnaires were distributed among the media students and professionals working in selected Media libraries of Delhi. Out of which, 95 respondents have responded. Thus, the response rate is 79.2%). The responses not received are 20.8%. (as shown in Table1). Figure 1 shows the depiction of responses of the distributed questionnaire.

Table 4.A.1: Responses Received from the Respondents (N=95)

Questionnaire	Nos.	Percentage (%)
Questionnaire distributed	120	100
Questionnaire received	95	79.2
Questionnaire not received	25	20.8

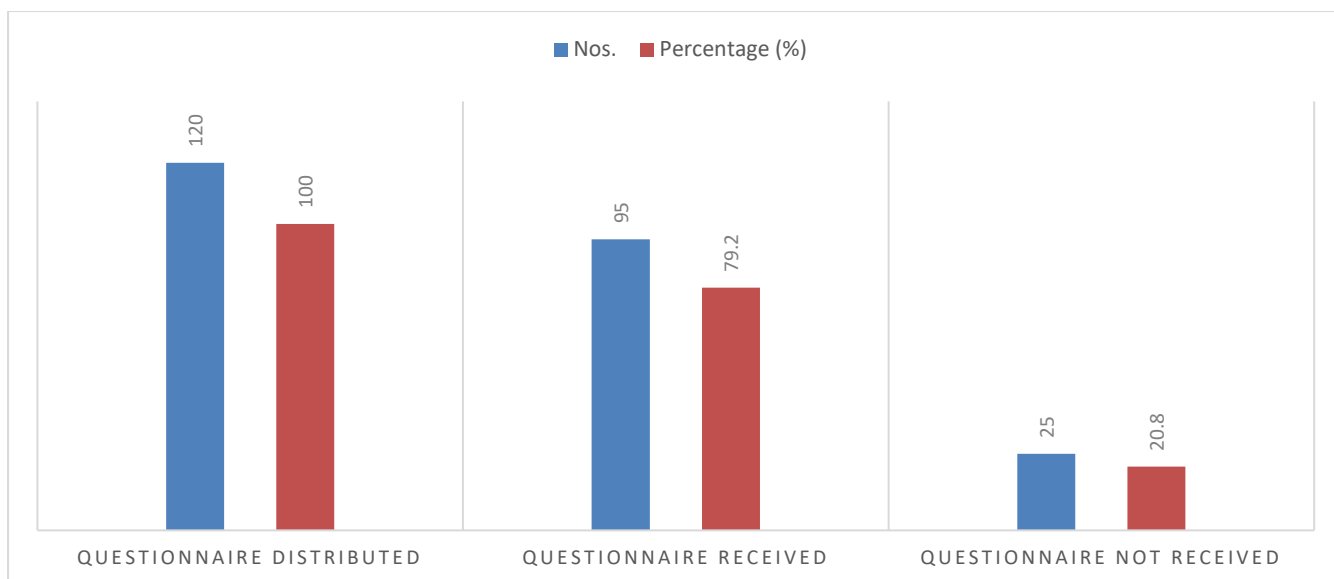


Figure:4. A.1: Responses Received from the Respondents (N=95)

#### 4. A.2 Gender wise distribution of users in IIMC and AJK-MCRC

Table- depicts the Gender wise distribution of users in the Three Media Libraries selected for investigation. The survey finding shows that IIMC has 60.37% males against the 39.63% females. Whereas, in AJK-MCRC they have (66.6%)males against the (33.4%) females’ professional Media library users. It can be inferred that males are more in comparison tofemales at IIMC and AJK-MCRC.

Table 4.A.2: Gender wise distribution of Media Library users

Gender of Media Professionals	IIMC	%age	AJKMCRC	% age
Male	32	60.37	28	66.6
Female	21	39.63	14	33.4
others	0	0	0	0
Total	53	100%	42	100%

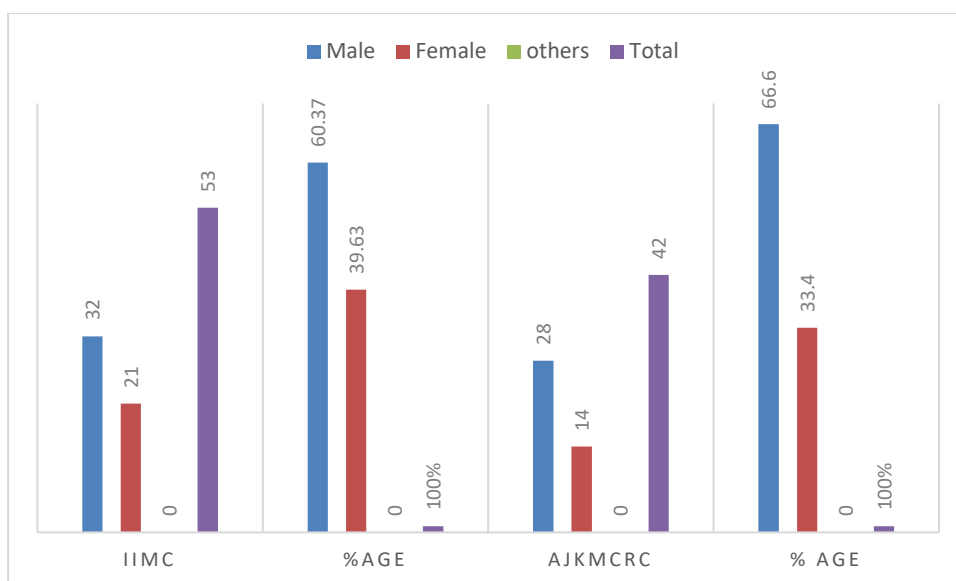


Figure-4.A.2: Gender wise distribution of Media Library users

#### 4.A.3: Classification of Media Library Users

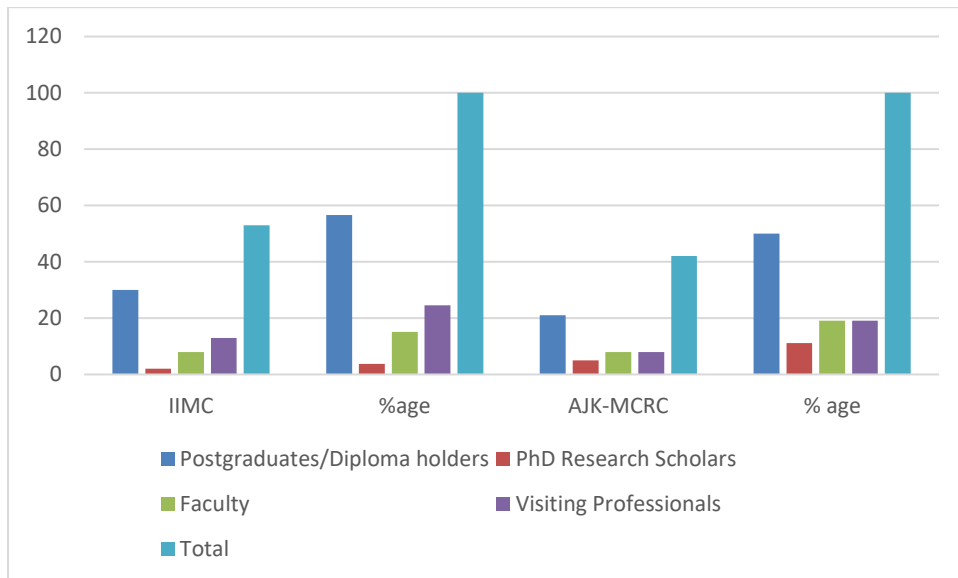
Out of the 130 respondents, 53 are from IIMC. 30 of them are post graduates/diploma students, 2 are PhD. scholars and 8 are faculty members, whereas, 13 are visiting professionals.

Similarly, Out of 42 users responded from AJK MCRC, 21 are post graduate/Diploma students 5 are PhD. Scholars, 8 are the faculty members and 8 are the visiting professionals. It implies that different types of media professionals from all over India visit these renowned Media Libraries to fulfil their professional endeavour.

Table 4.A.3: Classification of Media Library users

Type of Media Professionals	IIMC	%age	AJK-MCRC	% age
Postgraduates/Diploma holders	30	56.60	21	50
PhD Research Scholars	2	3.78	5	11.09
Faculty	8	15.09	8	19.04

Visiting Professionals	13	24.53	8	19.04
Total	53	100	42	100



#### 4A.3 Classification of Media Library users

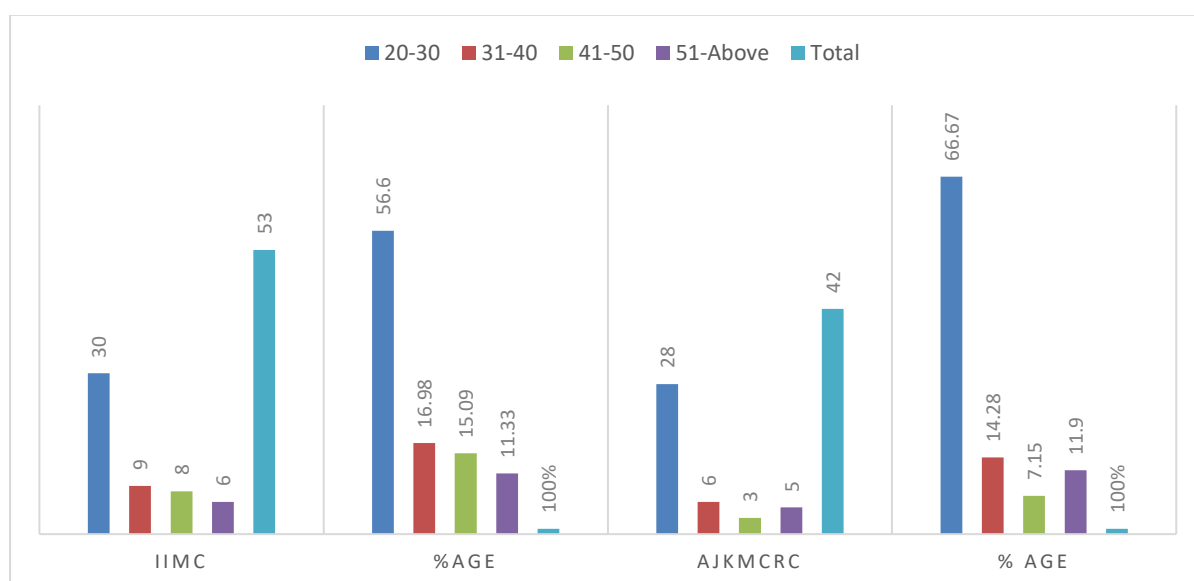
##### 4 A.4. Age Group Wise Distribution of Respondents

The filled in questionnaires indicated that the respondents are from different age groups and they are classified in table-2. Their age is classified into four groups. It may be seen that in the IIMC, out of 53 respondents 56.60% are from the age group 20-30, 16.98% are from 31-40 age group, 15.09% are from the age group 41-50 and 11.33% are from 51 and above.

In AJK-MCRC out of total number of 42 respondents, 66.67% is from age group 20-30 years, is the highest and the lowest age group is the 41-50 years. It implies the most of the users are from academic scholars. It is shown in the table that in the both Academic Media Libraries the maximum users are in the age group of 20-30.

*Table-4 A.4. Age Group Wise Distribution of Respondents*

Age of Media Professionals	IIMC	%age	AJKMCRC	% age
20-30	30	56.60	28	66.67
31-40	9	16.98	6	14.28
41-50	8	15.09	3	7.15
51-Above	6	11.33	5	11.90
Total	53	100%	42	100%



*Figure-4 A.4. Age Group Wise Distribution of Respondents*

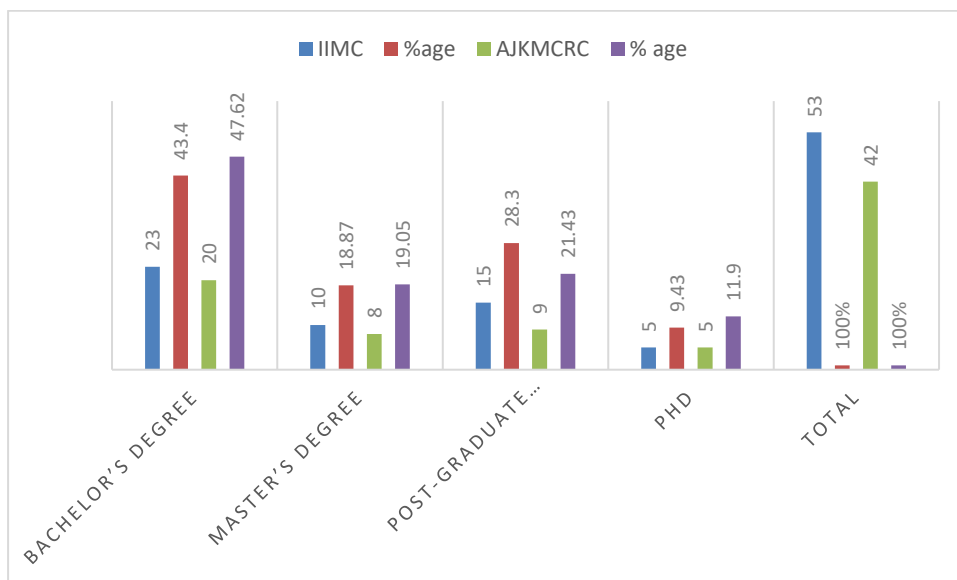
#### *4. A.5. Qualification of the Media Library users*

The survey result shows that in both the Academic Media libraries i.e. IIMC and AJK-MCRC the highest number of users (43.40%) and (18.87%) respectively are bachelor and master degree holders. They come to the Media Libraries to pursue their specialised professional courses. This implies that in both the

Academic Media libraries the highest number of users come to the library to pursue their professional qualifications.

Qualification of Media Professionals	IIMC	%age	AJKMCRC	% age
Bachelor's Degree	23	43.40	20	47.62
Master's Degree	10	18.87	8	19.05
Post-Graduate Diploma	15	28.30	9	21.43
PhD	5	9.43	5	11.90
Total	53	100%	42	100%

*Table: 4.A.5. Qualification of the Media Library users*



*Figure: 4.A.5. Qualification of the Media Library users*

#### **4.B Library Visit and Library Usage Pattern of Media Professionals**

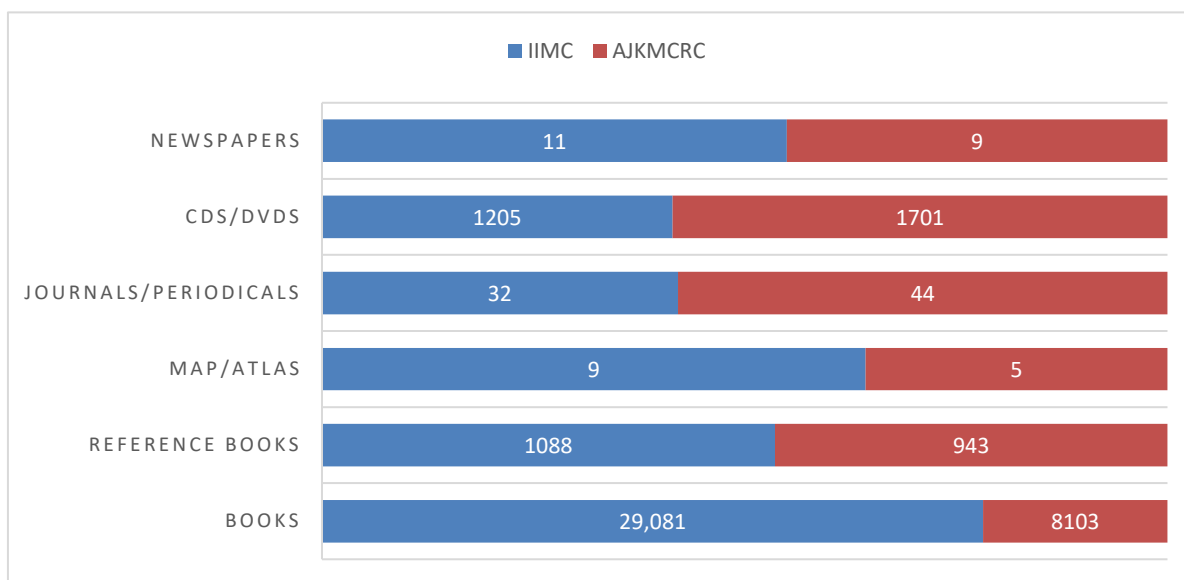
#### *4.B.1. Availability of Information sources in Media Libraries*

**IIMC-** The Academic Media Library of IIMC has a dedicated collection of 29081 books and 1088 reference books. These books and not only used by the students of IIMC but also are in use by officials of Press Information Bureau. Users from different parts of the country come to buy and consult the rare collection of books available here. The institute also subscribe 7 National and 32 International Journals. They also have a collection of 1205 CD/DVDs of rare/old movies and documentaries, recording, clips, audio-visuals etc. They are the members of consortium organised by ICSSR-NASSDOC for e-resources.

**AJK-MCRC-**The AJK-MCRC is a departmental library of mass communication under Jamia Milia Islamia University, New Delhi. This institute offers unique courses in mass communication and have competent faculty. It has a collection of 8103 books and 943 reference books. It has collected 1701 CD/DVDs in these number of years and are available for the reference of students and faculty.

*Table: 4.B.1 Availability of Information sources in Media Libraries*

Type of information sources	IIMC	AJKMCRC
Books	29,081	8103
Reference Books	1088	943
Map/Atlas	9	5
Journals/Periodicals	32	44
CDs/DVDs	1205	1701
Newspapers	11	9
Reports	140	49
E-sources	5	8



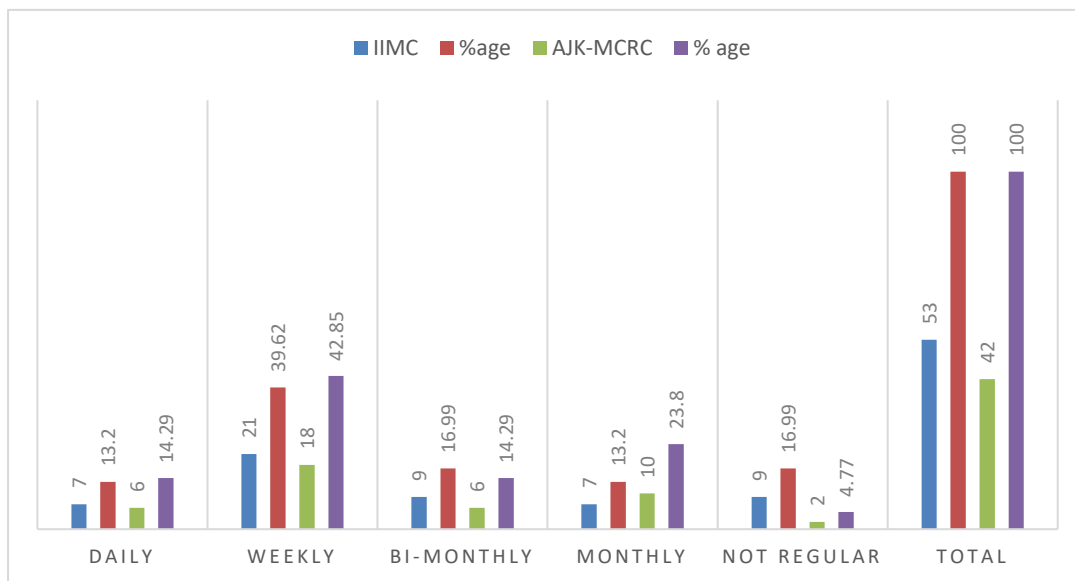
*Figure: 4.B.1 Availability of Information sources in Media Libraries*

Table-4.B.2 shows the highest number of respondents (39.62%) visit the Media Library weekly in IMC. Similarly, in AJK-MCRC the highest numbers respondents (47.37 %) visit the Library on Weekly basis. This implies that users visit the Media library on weekly basis to consult the various library information resources.



*Table: 4.B.2 Frequency of Library Visit of Media Professionals*

Frequency of the visit	IIMC	%age	AJK-MCRC	% age
Daily	7	13.20	6	14.29
Weekly	21	39.62	18	42.85
Bi-monthly	9	16.99	6	14.29
monthly	7	13.20	10	23.80
Not Regular	9	16.99	2	4.77
Total	53	100	42	100



*Figure: 4.B.2 Frequency of Library Visit of Media Professionals*

#### 4. B. 3

#### *Purpose of the visit of the Media Libraries users*

Table: 8 depict the purpose of the visit of the Media Libraries users in the two Academic Media Libraries. The data shows that the highest number of users come to the Media Libraries for using CD/DVDs, tapes, etc.. The IIMC has 33.97% of users come to watch the rare movies/ documentaries for their projects/assignments. Similarly, In AJK-MCTC 26.19% of students come to borrow books and (16.68%) users come to Media Library to borrow CD/DVDs. This implies the purpose of the Media Library users is to maximise the usage of available information resources to its optimum level.

*Table: 4. B. 3*

#### *Purpose of the visit of the Media Libraries users*

Purpose of the visit	IIMC	%age	AJK-MCRC	% age
Current Events	11	20.761	8	19.04
Programme Base	2	3.78	4	9.52
Writing /Editing a News item	7	13.20	4	9.52
Borrowing of books	9	16.98	11	26.19
E-resources	5	9.43	6	14.28
Usage of CD/DVDs	18	33.97	7	16.68
Any other	1	1.88	2	4.77
total	53	100	42	100

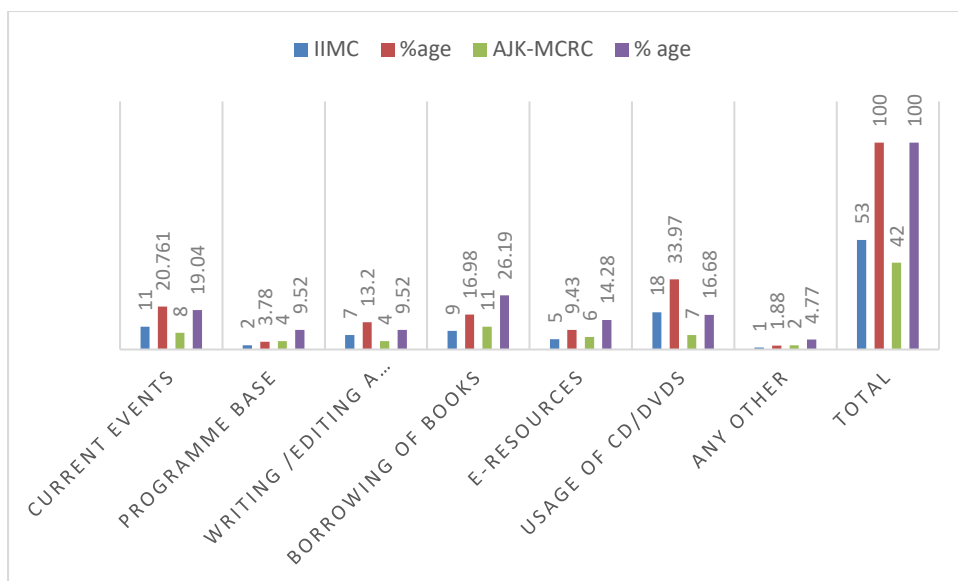


Figure: 4. B. 3 Purpose of the visit of the Media Libraries users

#### 4. B. 4 Use of social networking sites

Table 4.B. 4 shows that the Media Professionals are computer savvy and use social networking sites regularly in their day to day life. IIMC percentage gives information that linked-in (26.41%) and Facebook (33.96%) are used by a large number of respondents. Social networking provides a larger platform to the users to showcase their talent and skills.

In AJK-MCRC Media Library Facebook considered as most searched site with (28.57%) and linked-in social networking site (23.81%) is mostly used to search for jobs and internship assignment for the prospective job seekers.

Table- 4. B. 4

Use of social networking sites

Use of social networking sites	IIMC	%age	AJK-MCRC	%age
Facebook	18	33.96	12	28.57
Linked-in	14	26.41	10	23.81
Orkut	3	5.66	3	7.14
Skype	10	18.87	8	19.05
Job sites	7	13.21	9	21.43
Any other	1	1.89	0	0
Total	53	100	42	100

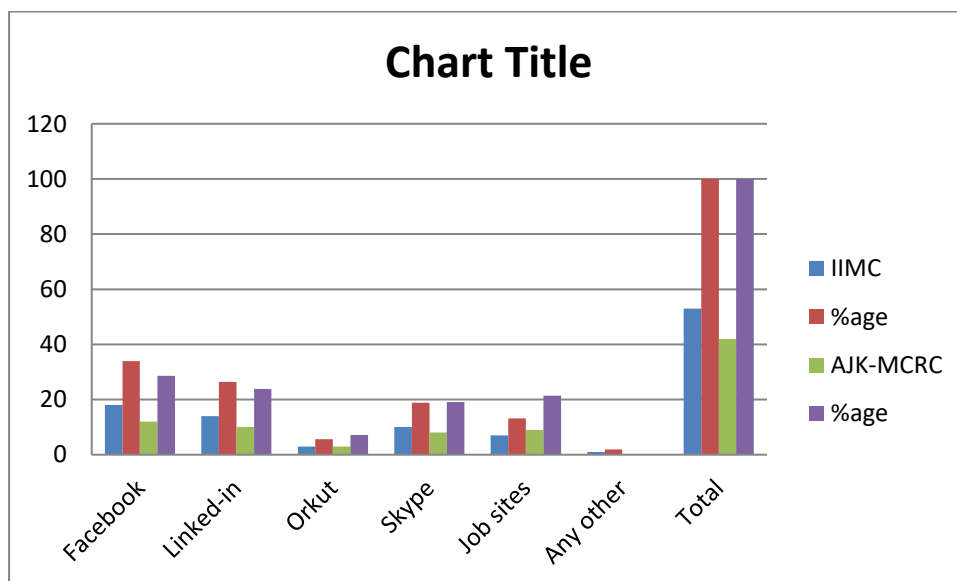


Figure- 4. B. 4 Use of social networking sites

4. B. 5

Library Services preferred by the users

The survey result shows the library services preferred by the users is online-e-resources (43.40%) by the users of IIMC and 45.24% users of AJK-MCRC

Academic Media Libraries. This is followed by the referral services of (30.19%) at IIMC, and (28.57%) at AJK-MCRC. It implies that in both academic libraries use online e-resources service is the most preferred library service following by the referral services.

*Table: 4. B.5 Library Services preferred by the Media Library users*

Library services offered	IIMC	%age	AJKMC RC	% age
Reference services	16	30.19	12	28.57
Online E-resources	23	43.40	19	45.24
Inter-Library loan	6	11.32	4	9.52
Archival of online newspapers	5	9.43	7	16.67
E-mail	3	5.66	0	0
Total	53	100	42	100

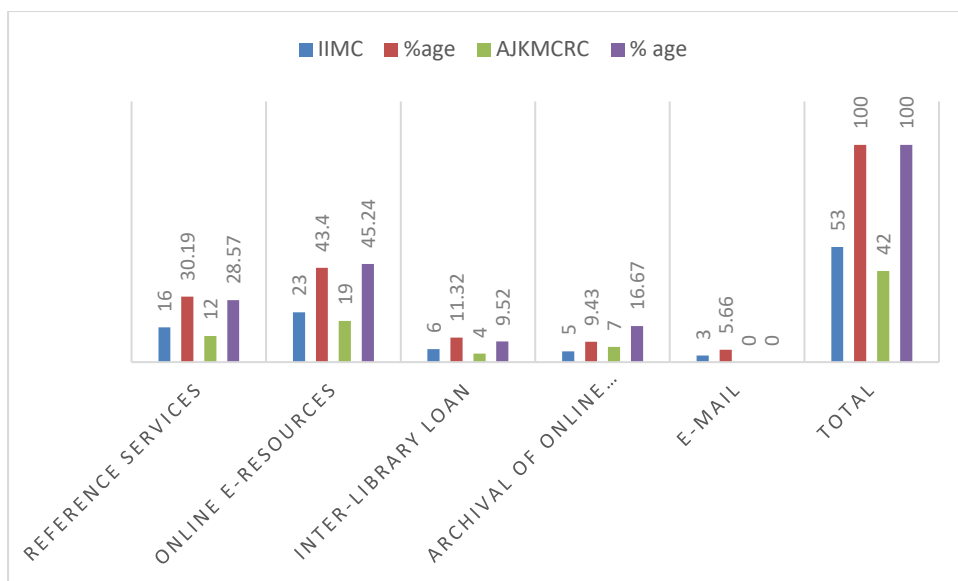


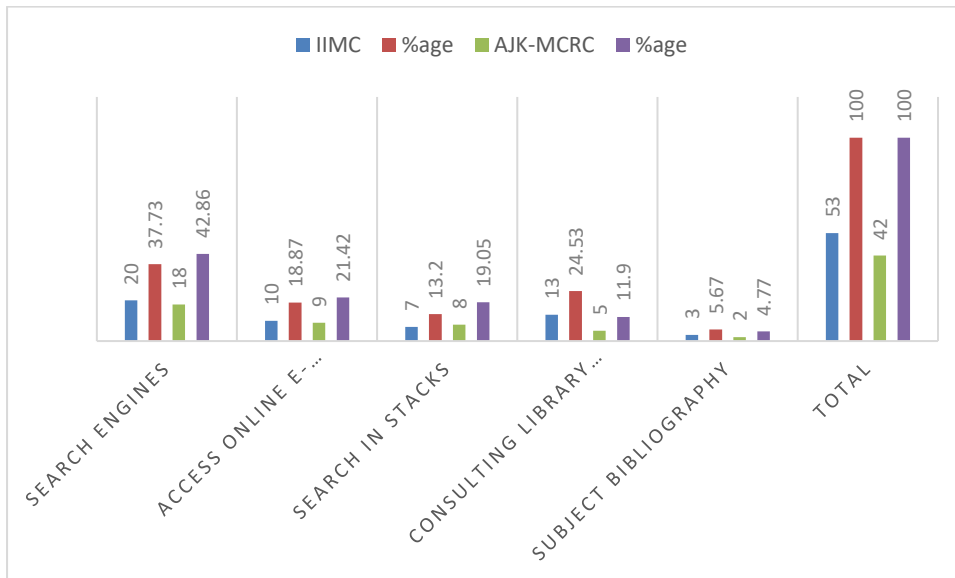
Figure 4. B.5 Library Services preferred by the Media Library users

Table:4. B. 6 show the kind of search strategies used by the Media Library users in accessing the desired information. The survey shows that in all the three Media Libraries the highest number of users searches information with the help of the library staff. IIMC has a percentage of 41.03 and AJK-MCRC has consulted library staff of 47.37%. Apart from library staff, online e-resources are the second most helpful search strategy used by the media professionals.

Table-4. B. 6 Search Strategies for Searching/ Seeking Desired Information Library users

Search Strategies for Searching	IIMC	%age	AJK-MCRC	%age
Search engines	20	37.73	18	42.86
Access online e-resources	10	18.87	9	21.42
Search in Stacks	7	13.20	8	19.05
Consulting Library staff	13	24.53	5	11.90

Subject Bibliography	3	5.67	2	4.77
Total	53	100	42	100



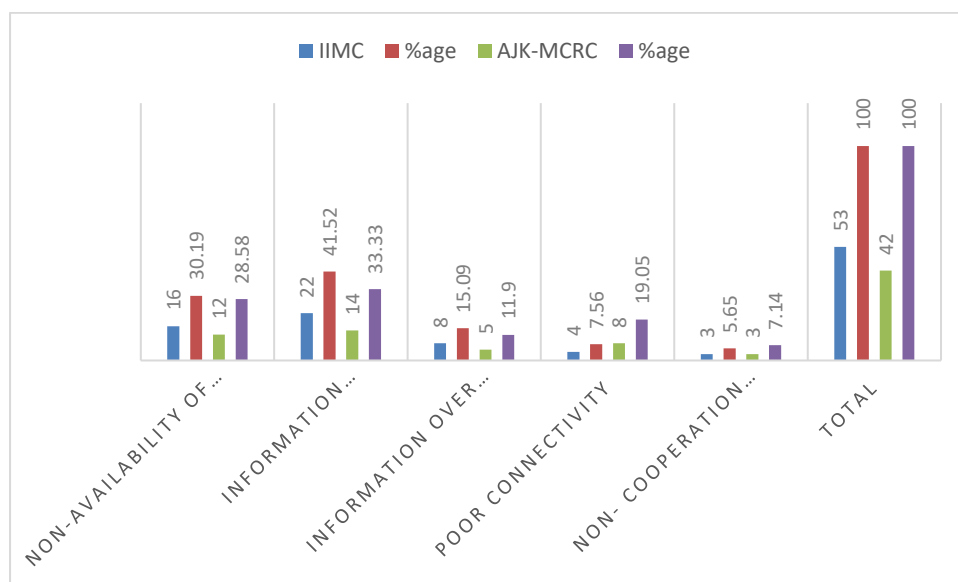
*Figure-4. B. 6 Search Strategies for seeking Desired Information by Media Library users*

#### *4. B.7 Difficulties Faced by Users in Accessing Library Information*

The difficulties faced by the Media Library users vary from Library to library. In IIMC, the non-availability of adequate material is the main issue faced by the library users i.e. (30.77%). In AJK-MCRC the poor connectivity of internet is the issue faced by the users. I.e. 68.42%/.

*Table-4. B.7 Difficulties faced by the library users*

Difficulties faced by the users	IIMC	%age	AJK-MCRC	%age
Non-Availability of Adequate Reading Materials	16	30.19	12	28.58
Information scattered at many places	22	41.52	14	33.33
Information over load	8	15.09	5	11.90
Poor connectivity	4	7.56	8	19.05
Non- cooperation from Library Staff	3	5.65	3	7.14
Total	53	100	42	100



*Table- 4. B.7 Difficulties faced by the Media library users*



**Conclusions:**

The study have ben conceptualised in order to examine the extent of availability and usage of information sources by media professionals. The present study has been carried out in two Media Libraries IIMC and AJK-MCRC.

The survey findings are interesting and highlight the library use pattern, purpose of the visit, usage of social networking sites, library sources preferred by users, difficulty faced by media professionals, working in these two media libraries in Delhi.

The information and data is gathered through well designed questionnaire method and personal interview of the respondents have been analysed and interpreted. The questionnaires sent to the respondents were received back with certain blanks and therefore, the researcher had to use the personal interviews with the Media Library Professionals to draw inferences and conclusions. It was found that both the academic media libraries of IIMC and AJK-MCRC are well endowed with reasonably good infrastructure for use by the Media professional users. However, the problems generally being faced by users is disorganised library material, lack of search strategies, lack of modern communication technology, sometime staff not able to help the users in time and scattered information sources.

## 5.0 Suggestions and Recommendations

**Yadav and Sinha (2018)**, in their study on the use of library learning resources, put forward some suggestions to improve the condition of media libraries. The present study also put forward similar kinds of the following suggestions and recommendations for the all-round development of media libraries:

- The Media House Authorities should pay special attention to the all-round development of the Media Libraries of Government Organisations. Most significantly, they should be encouraged to accept the adoption of ICT application in media libraries for providing improved library services for media professionals;
- The Media Libraries should have a dedicated and qualified team of reference Librarians. They should be well versed in the ICT domain to cater to the daily needs of information to media people;
- The library professionals also need to accept the challenges of a paradigm shift in the latest developments of ICT Application in Libraries and should introduce the process of automation and digitization of Media House Libraries;
- The library professional should be given the freedom to work independently for providing customized library services to the Media Professionals; and
- Library professionals should have ready assistance from computer engineers to support ICT applications in media libraries.

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