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# E-book subscription in university libraries: A case of Jawaharlal Nehru University, New Delhi, India

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E- book subscription in university libraries: a case of Jawaharlal Nehru University, New Delhi, India Dr. Manorama Tripathi Deputy Librarian Jawaharlal Nehru University New Delhi India Abstract

The use and subscription of e- books in universities is growing at a very fast pace across the world. This is because libraries are switching over to subscription to e-resources in order to cater to the information seeking behaviour of the new users, popularly called netizens. Besides, the libraries also save on space. This has also led to the expansion of e- book market worldwide which provides e-books to the libraries.

The Jawaharlal Nehru University (JNU) was established in New Delhi under the JNU Act 1966. The publicly-funded university houses ten schools of studies and four special centres which offer a wide spectrum of programmes in the areas of sciences, social sciences and humanities at graduate, post graduate and doctoral levels. (The schools and centres are firmly committed to pursuing and maintaining the high and rigorous standards of academic and research excellence. The constituency of the university comprises 500 + faculty members, 8,000 students and 1,350 non-teaching staff.

In the context, the present study reports the e- book subscription at the Central Library of Jawaharlal Nehru University, New Delhi. The Central Library subscribes to 200,000 + e- books from various publishers across different disciplines. The paper describes the various challenges which the Central Library faced and how these were overcome. It highlights the usage of e- books over a span of two years. On the basis of experience gained with the work of e- book subscription, it concludes that the print books are still cheaper than their electronic equivalents. All the academic titles required are not available in digital format. E- book publishers put a lot of restrictions on the use of e- books like permit limited downloading, printing and simultaneous use. No perfect model has emerged which can result in a win -win situation for publishers as well as libraries.

# Introduction

The global e- book market is the fastest growing sub market in the worldwide book publishing industry. The share of Global e- book market is approximately 12.6% of the global book publishing market in 2014 and is expected to increase to 27.8% by 2019. It is forecast to grow at a CAGR of 17.40% over the period 2014-2019 (Reports and Reports, 2014). The e- books offer easy functionality and accessibility. The users value e-books for the following inherent features of theirs: any time anywhere, multi

user access, downloading, zooming and scaling, easy copying, pasting, highlighting annotating, downloading to various devices, e- mailing of full text etc

E- Books experienced 3.8% revenue growth to an estimated \$ 3.37 billion dollars. There were 510 million e- books sold in 2014, which is nearly at par with number of hardback 568 million sold in 2014.

It has been reported that e- reading is on the rise in USA, as 50% of Americans have dedicated handheld devices for reading digital content. The easy availability of these hand held devices have led to a rise in the number of individuals who prefer accessing content in digital format (Zickuhr &Rainier, 2014). Behar, Colombani & Krishnan (2011) predicted that 15%-20% of the population of the world will access and use e- content reading devices by 2015. The use of the hand held devices have created a whirlpool in the ecosystem of scholarly communication and publishing as the new trends of publishing, business and access models are being experimented with and offered to the libraries.

Since the new users are more comfortable with the electronic reading devices, the e-content in the form of e- books has bright and encouraging future; in the initial phase, the e-books will complement the print books.

The Global e-Book Report(Wischenbar,2015) also shows the encouraging trends in the production of e- books in the markets of U.S.A., U.K., Germany, Australia, France, Belgium, Spain, Italy, Netherlands, Brazil, China, India and Russia. It has highlighted that the readers read more when they have digital readers at their disposal.

In India, e- books account for approximately 2 % of the overall book market annually which is about \$2 billion of \$40 billion .26% of books published in India are in Hindi;24% are in English. The major publishers in India-Penguin Books India, Hachette India, and Westland have digitised their English language backlists (Vyas, Hiten, 2014).

India's e- book industry shows great potential. In the coming years e- books would constitute about 25% of the total book sales in India. It has the largest youth population of 356 million from 10-24 year old; 808 million are below the age of 35(PTI, 2014). There are 243,198,222 Internet users with 19.19% of penetration rate (Internet Live Stats, n.d.).

The use of e- books is likely to grow in future because e- culture is being promoted through the various initiatives, activities and projects like "Digital India" by the government of the country. The government is promoting and fostering the idea of e-book in order to facilitate learning countrywide. The Department of electronics and Information Technology has prepared an online portal to enable schools (1 to 12<sup>th</sup>) to compile and browse electronic resources on various educational topics which are taught to the students. E-basta (www.basta.in) intends to provide books to all in

digital format which can be downloaded on tablets, laptops and read. The idea is to bring various stakeholders on a common platform to facilitate each other in the learning and teaching process. The publishers upload e- content for the teachers and students to access and use. The teachers access the e-content, categorise or bundle resources as bastes as per the requirements of the different classes. The students can download bundles or bastes as per their requirements. The NCERT(National Council of Education Research and Training) text books of all subjects for classes 1-12 in Hindi, English and Urdu are available online. The individual chapters or entire books can be downloaded for access and use. Through these initiatives, an atmosphere is being created for the students to use e- books at an early age. These students will enter the portals of higher education tomorrow to use and demand more e- books. In turn, the content providers and libraries will be propelled to provide content in the desired or preferred format.

The Jawaharlal Nehru University (JNU) was established in New Delhi under the JNU Act 1966. The publicly-funded university houses ten schools of studies and four special centres which offer a wide spectrum of programmes in the areas of sciences, social sciences and humanities at graduate, post graduate and doctoral levels. (The schools and centres are firmly committed to pursuing and maintaining the high and rigorous standards of academic and research excellence. The constituency of the university comprises 500 + faculty members, 8,000 students and 1,350 non-teaching staff (JNU Annual Report, 2013-2014).

In this context, the present study reports the e- book subscription at the central library of Jawaharlal Nehru University, New Delhi. The Central Library subscribes to more than 200,000 e- books from various publishers across different disciplines.

The library has a written policy that is before finalising the subscription to any eresource, e-books or electronic database; it asks the vendor to provide a free trial access of the product to the user community. The free trial runs for a month or in some cases the vendor is asked to extend it for longer periods. It has also been observed that some vendor simply refuse to give free trials. The users who are students, researchers and the faculty members are notified about the free trial. They are asked to access, browse and use the product, evaluate its content, coverage and features in order to judge and ascertain that it caters to their information and academic requirements. The feedback of the faculty members along with the usage statistics is taken into consideration while finalising the subscription to any new product. The detailed book procurement policy of the Library is given on <a href="https://jnu.ac.in/Library/BookProcurementPolicy.htm">https://jnu.ac.in/Library/BookProcurementPolicy.htm</a>

Jawaharlal Nehru University Library

The Jawaharlal Nehru University Library has a collection of 600,000volumes. It subscribes to 260 print and 116 online journals. It has access to more than 56 databases and 2 00,000+ e- books across various subject areas. Recently, the library has already digitized more than 20,000 theses and dissertations that are available full text on the university LAN. Out of 20,000, 5000+ are accessible through Shodhganga.

The library has a separate unit, which is known as Helen Keller unit, to support the learning and academic endeavours of the visually challenged students of the University. The unit has 30 workstations which are installed with JAWS (screen reading software), Kurzweil 1000 (OCR software) and computer headphones. Besides, there are 20 HP flatbed scanners, 02 Lexcam scanners, 02 Braille refreshable display and 02 Braille embossers for the students to use. The softwares installed on the computers of this unit support different European and Hindi Languages. The facilities mentioned above are also deployed at various schools and centres for facilitating the students. The Library has also distributed 52 Angle Daisy Player (Digital Voice Recorder) to visually challenged students for recording their classroom lectures, etc. The M. Phil and Ph. D research scholars have also been given 40 Laptops.

Library is also a member of (Daisy Digital Accessible Information System) Forum of India (DFI). It is a forum of Not for Profit organizations in the country which are involved in the production of books and reading materials in accessible formats, like talking, Braille, Large Print Books or E-text books.

## Reason for acquiring e-books

- Extended access, seamless e- resources as they can be accessed from any location 24x7.
- It further reinforces and supports teaching and research activities.
- This move was also to help those who do not visit the library in person. They can easily access and use the e- books irrespective of time and location
- Supplement print book collection to strengthen and widen access to the basic text.
- Effort to make high demand item more available within the available means.
- E- Books are not vulnerable to theft and vandalism.
- Library saves on space as well. Library is a growing organism, as, per the fifth law of Library Science, it was considered a prudent move to procure e-collections and overcome space problem.
- To help the visually challenged students. Library is committed to providing equitable access to information to the visually challenged students. They can easily access and use the content provided through e- books.

During 2012-2014, Central Library, made a strategic decision to opt for the purchase of electronic access over print materials wherever it was possible to do the same. The ever increasing use of new tools and technologies to offer information services is part of libraries' mission and in turn contributes to the education and research mission of the university.

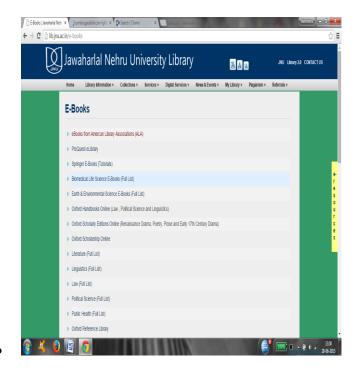
# **Collections of E- books at the Central Library**

E- Book collections have been developed in the following two ways at the Central Library of Jawaharlal Nehru University:

- Library has licensed individual titles from Ebsco, Oxford, Cambridge and ebrary.
- It has subscribed to various collections or bundles of e- books of Ebsco, Springer and ECCO.

Library implemented e- books by subscribing to the collection of 135,203 EBSCO e-books from different subject areas. The size of e- book collection is an important factor in determining or driving or accelerating the use of e-books. If the size of the collection is big, the students are very likely to get what they need for their information and academic requirements. Lamothe (2013) has highlighted that there is a strong link between the size of the collection of e- books and their use by the students.

- Oxford University Press provides access to 11,585 books through Oxford Scholarship online from twenty subject areas like humanities, social sciences, science, medicine, law etc. Library subscribes to 925 titles from the subject areas of Linguistics, Philosophy, Public health, law, religion, political science, Economics, Finance, literature and Psychology.
- Cambridge University Press offers prebuilt collections or libraries can pick up titles individually to form a collection. It also offers Evidence Based Acquisition model. The Central Library subscribes to its 357 titles.
- E- brary has a collection of 957,522 books which it leases on different business models like perpetual, subscription, patron driven acquisition and short-term loans. Library subscribes to 324 titles on annual subscription basis.
- Springer offers a collection of 172,000 e- books which include reference works, monographs. The e- books are offered on annual subscription model whereby the libraries may either purchase the entire collections or may purchase any number of subject collections as per their requirement. Library has subscribed to the collections of Earth and Environmental Sciences, Biomedical and Life Science with 4,367 books in total.
- Eighteenth Century Collections Online- Literature and Language provides access to 34,967 volumes
- The screenshot of the e- books subscribed at the Central Library is given below:



# Selection, Acquisition and Management of e-books

The Library intends to support the teaching and research activities of the university. It aims to provide enhanced, seamless access to e- resources and not to emphasise on physical possession of the collections. The Library has not acquired e- books especially for use on portable e- book readers, nor does it make such readers available to its registered members.

# Steps of e-book procurement

- 1. Recommendations as per the course requirements are received by the Library from the faculty members
  - The subscribed e- book packages of aggregators are checked to find out their availability or otherwise.
- If yes, it is communicated to the faculty member.If no.
- 3. The vendor is asked to submit a proposal, estimate of the price with his business model.
- 4. Proposal is discussed in Library Advisory Committee (LAC) for administrative approval and financial sanction.
- 5. Once approved, negotiations are done with vendor/publishers to finalise price and access model.
- 6. License agreement is finalised
- 7. Vendor submits the final bill/invoice
- 8. Library staff obtains MARC records and uploads them into the OPAC.
- 9. Ensure that the link is working, and full text is accessible. Access is ensured as per the terms and conditions of the license agreement.

- 10. Process the Invoice/Bills for the release of payment.
- 11. Communicate to the faculty and students that the recommended books are available online.
- 12. Promotion and dissemination of the e- books through orientation and outreach or awareness sessions for the users as well as staff.
- 13. Usage statistics is collected and analysed.

# **Budgeting and Finance**

Library gets funds from various sources listed as below:

- Plan
- Non-Plan
- Special funds for procuring e- books

The primary concern is not the source of funds but Library has experienced that it requires more funds to satisfactorily cater to the information needs of the users.

# Processing of e-books

The publishers provide MARC records in mrc. file for all the titles for which library has licensed access. Or the libraries may themselves download MARC records from the publishers' websites.

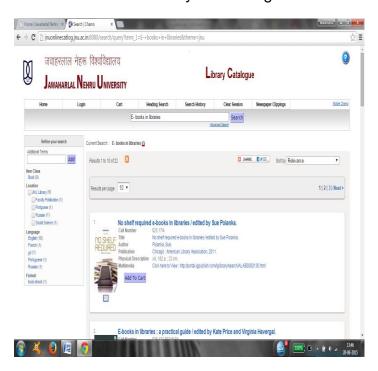
#### Access to e- books

The Central Library has provided many channels to the users for accessing e-books. The e- books can be accessed through the lists provided on the website. It can be accessed through OPAC. It can also be accessed through a single search window of EDS(Ebsco Discovery Service). Library has implemented Ebsco Discovery service (EDS) which acts as a single search window for searching, accessing and retrieving content across all the print and electronic resources of the library. Discovery services refer to tools which index different information resources in a variety of formats. It enables users to search for content in the physical collection, print and electronic journal collections, and other resources from a single search interface. The search results are displayed according to relevance ranks and links are provided to the full text. Academic libraries are actively embracing and experimenting with these services

The net gen users believe in the principle of least effort (Mann, 1993). The library and information services should be designed, developed and maintained as per the preferences of the users. Libraries should evolve to fit into the user workflows instead of trying to fit the users in the traditional moulds of libraries (Liu and Liao, 2009). Gross and Sheridan (2011) have noted that the libraries need to make themselves an indispensable part of the search process of the users. The digital media has become so accessible that the very less number of searches start from Libraries; Libraries need to take concerted efforts to reduce user frustration. The

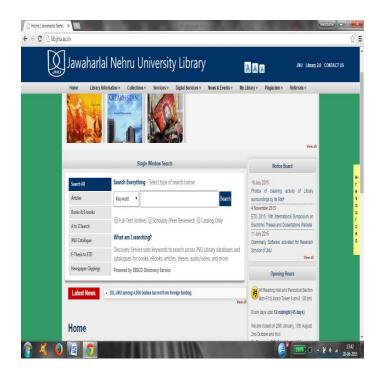
millennial want the information to be delivered at the click of a mouse. The need of the hour is for libraries to respond promptly to the needs of the users by adjusting and modifying their search interfaces as per the references of the users. Discovery Services have emerged on the libraries' landscape which offers users the facility to search simultaneously the library catalogue, publishers' databases.

The screenshot of Library OPAC is given below:



Source: <a href="http://jnuonlinecatlog.jnu.ac.in:8080/search/query?theme=jnu">http://jnuonlinecatlog.jnu.ac.in:8080/search/query?theme=jnu</a>

The screenshot of the Ebsco Discovery Service (EDS) at Central Library is given below:



To ensure optimum use of e-resources, the Central Library has facilitated remote access. It has implemented Ezproxy access and authentication software to deliver secure online access to the subscribed e- content. Ezproxy provides a single sign on to the subscribed electronic resources, using the university issued credentials.

The screenshot of Remote access facility at Jawaharlal Nehru University Library is given below:



Source: <a href="http://ezproxy.jnu.ac.in/login">http://ezproxy.jnu.ac.in/login</a>

Open Athens Open Athens is an advanced access management system from Eduserv. It facilitates access to subscription-based content by giving the registered users of the library a single username and password (Eduserve,n.d.)The Central Library has offered this facility to the faculty members on a trial basis.

# Promotion of e- books and training sessions for users.

The different e- books were also listed on the website as shown in the screenshot given above.

The students need to be trained to ensure that they follow ethical norms of scholarly communication and not indulge in activities of plagiarism and other forms of academic misconduct. They also need to be trained in reference skills so that they don't commit inadvertent plagiarism. In this connection, it is important to tell them how to save and export citations of e- books to reference management tools. The problem of resource discovery is very common across the user community. So to ensure that the users do not have inconvenience in locating e- books, Library has used many channels

Training is paramount as the professional experience shows that the users are oblivious of the resources provided by the library. As the e- books are the new arrivals on the information landscape, the users are also not familiar with the ways of accessing and using them. So the promotion of e- books and training sessions to impart information on the content, coverage, features of e- books is imperative. Library conducts orientation programmes at the commencement of every semester. The students are imparted training on the various aspects of e- books, coverage, features like how to add notes, annotations and so on so forth. Posters and standees, announcing the launch of new databases and e- books are put across the university. Demonstrations and presentations on e- books by various publishers were organised.

# **Usage statistics**

The usage statistics can be accessed from the publishers' and aggregators' websites. It requires admin login name and password. The administrator can easily retrieve usage statistics for the period during which the e- books are subscribed. The publishers like Springer, Oxford, and Cambridge provided username and password for accessing and retrieving usage statistics from their websites. EBSCO provided usage statistics in the terms of total downloads from e- books. It did not provide username and password. The publishers claim that they provide counter complaint statistics, but all of them provide statistics in different formats, so comparison across the publishers' collections becomes difficult. Some publishers offer BR1 and BR2 report, which means there is duplication in the usage counts. Download implies that a user has downloaded a book or a chapter. Springer mentions that the e- book

download feature was initiated in 2013 and is available for all e- books. Downloading a complete e- book adds a count for each chapter in the book to the BR2 Report. For example downloading a book with 5 chapters will add to the chapter download count of 5.Counter complaint (Counting online usage of Networked Resources) is an independent cross-publisher code of practice for reporting the usage of online resources.

The following reports are provided by the aggregators and publishers to evaluate and assess the use of e- books:

- BR2: Book Chapter downloads by month.
- BR3: Access denied to content items by month, title and category.
- BR4: Access denied to content items by month, platform and category.
- BR6: Total searches and sessions per month
- PR1 (Platform Report): Shows searches, record views, and result clicks by month and platform
- Custom Sessions report: it is not as per COUNTER 4, but still used to measure use as per COUNTER requirements.

Springer E- books provide BR2 and BR3 reports. Cambridge online books provide BR2, BR3 and BR6 reports. Oxford online books provide BR2, BR3, BR4, PR1 and Customs Sessions Report.

The present study used BR2 and BR3 reports from Springer, Cambridge, Oxford and usage statistics of full text downloads provided by the aggregator of Ebsco online books to explore the usage of e- books in the university. The Table given below shows the number of downloads from different publishers and aggregator.

Table1: Number of downloads during 2013-14

year	Cambridge	Oxford	Springer	EBSCO	Total
2013	1356	9014	19755	13114	43239
2014	1719	12459	40238	19925	74341
Total	3075	21473	59993	33039	117580

The table shows that there were maximum downloads from Springer e-books. In 2013.there were 19,755 downloads that went up to 40,238, which implies that there was an increase of 103.68% in the download. The number of downloads of Oxford e-books went up by 38.21% whereas the number of downloads of Cambridge and Ebsco e- books increased by 26.77% and 51.94% respectively in 2014. The usage data show that there were 43,239 downloads in total in 2013 which increased to 74,341 in 2014 thereby experiencing an increase of 71.93 %.

The circulation data of print books show that during 2013 there were 44,212 books issued to the registered students. This number increased to 51,126 during 2014; this implies that there was an increase of 15.64% in the circulation of print books. In

2013, the print circulation was more than the e-book downloads, but in 2014 the e-book downloads was 1.45 times more than the print circulation. It may be remarked that an e-book "access" or "downloads" does not mean issuing or using a print book, but the figures certainly show the encouraging trends towards the use of e-books.

## **Denials or turnaways**

A denial or turn away is recorded in usage statistics, when the subscription is limited to a fixed number of concurrent users and that limit is reached. If a user beyond this limit tries to access the licensed content, he is turned away or denied access to the content.

**Table2: Number of Turnaways** 

year	Cambridge	Oxford	Springer	EBSCO	Total
2013	0	0	19727	Vendor did not supply data	19727
2014	0	3616	25818		29434

The figures show that the users did not face any turnaways in the use of Cambridge e-books during the time span of two years. The same trend was observed in the use of Oxford e-books in 2013. But there were 3616 turnaways in 2014. The Springer e-books had 19,727 turnaways that increased to 25,818 in 2014. In total, there were 29,434 turnaways in the use of e-books during the period of two years. The vendor did not provide turnaways data for EBSCO e-books. The library subscribed to the science collections of Springer and Social Science and Humanities e-books of Cambridge and Oxford. It can be said that the students, researchers and the faculty members from the field of science use e-content very actively. It can be added that either the content which the users tried to access was not licensed or the use or access exceeded the number of users permitted at any point in time.

Many studies have highlighted that consortial buying of e- books is economical and beneficial for libraries. In India, National Library and Information Services Infrastructure for scholarly content (nlist.inflibnet.ac.in) is an initiative introduced by Ministry of Human Resources and Development, is being executed by UGC-INFONET Digital Library Consortium, INFLIBNET Centre and the INDEST-AICTE Consortium. It provides access to e- resources including 97000 e- books from various publishers and aggregators like Cambridge Books Online, Ebrary, Ebsco, Hindustan Book Agency, Oxford, Springer, Sage, Taylor and Francis, Mylibrary, McGraw-Hill etc to 4657 colleges located across the country through INFLIBNET Centre.

#### **Lessons learnt**

# Non Availability of content

It has been observed that all that is needed by the students, researchers and faculty members is not available in the digital format. In early 2014, the faculty members from different schools had recommended 1248 books for procurement by the Central Library. The list of 1248 books was examined to find out the availability of books in the digital format. It emerged that out of 1248; just 716 were available in print as well as digital format i.e. just 57.5% of the required academic titles. In another study (Tripathi & Mahesh Chand, 2015 in press) it has been observed that the content in vernacular languages, Sanskrit and allied studies is not available in the digital format.

## Price of e-books

The price of e- book is still outrageously high as compared to the prices of their print counterparts. The prices of both the versions, digital and print, of 717 books were examined and compared. It was found that the average price an e - book was higher than the average price of its print counterpart by 87%.

#### Format of e-books

Most of the publishers and aggregators offer e- books in PDF, while some do not. For example e- books offered by EBSCO can be read online easily, but for reading them off line, users have to download and install Adobe digital edition. It is freely available on the Internet. The books in LIT format requires Microsoft reader while the books in PRC format requires the e Palm reader.PDF is the most common format for e- books. The Elsevier books are available in EPUB (open standards for e- books) and PDF formats. In the initial phase, it was experienced that the students had problems in installing Adobe Digital Edition (ADE) and could not view or download the books for offline use.

#### **Business models**

Grigson(2011)has discussed various e- book business models like individual titles or collections of titles, outright purchase or annual subscription, short term rental or demand led acquisition, unlimited usage model, limited usage model. These models have different features to offer, and libraries have to zero in on a particular model as per their users' requirements. It was observed that it was very complicated to decide upon a business model that will suit the needs and budget of the library.

The unfavourable or discouraging aspect of e- book market is that the vendors or aggregators or publishers try to follow hard copy business models very closely, as they allow single user access or a fixed number of users at a particular point of time. The electronic medium is ignored, and many of its benefits lost under such models that do not match the requirements of the modern university students of flexibility and immediacy of access.

# **Digital Rights Management (DRM)**

Digital rights management (DRM) is a group of copy protection technologies which are used by publishers, copyright holders with the intention to control the terms of use by others(Wikipedia, 2015). The various publishers and aggregators impose DRM on the use of the content that they offer. The publishers permit very limited copying, printing and downloading of the e-content that is very frustrating for the users. The publishers should try to maintain a happy medium between their interests and needs of the students. Springer mentions that its e- books are DRM free but it uses methods and state of the art technology to detect, stop, prevent and prosecute illegal sharing in order to protect the rights and interests of the authors (Springer e-books, 2015). It has been observed by Dooley (2011) that the aggregators impose restrictions of the strictest publisher to the e- books provided by them. So it is prudent to buy e- books directly from the publishers as they offer better user rights as compared to what the aggregators offer. The user rights are decided and finalised as per the terms and conditions laid in licensing agreements signed between the publishers and libraries. There are model licenses given by various libraries and IFLA, which libraries may follow.

# Training of the staff

The staff needs to be trained in the following:

- Collection development, finalising license agreements.
- Processing of e- books, addition, and deletion of MARC records.
- Processing of bills
- Monitoring and analysing usage statistics.
- Ensuring uninterrupted access to the users.
- Promotion and user training to ensure optimum usage.

The business relationships or tie-ups between the aggregators and publishers often change so aggregators may lose access to e- books from some publishers. The phenomenon has been very commonly observed in the use of e- journals provided through aggregators. Libraries are denied access to e- books and e journals in between and are not informed. So the libraries need to ensure that all the MARC records of the books are updated as per the books' availability. It was observed that in some cases of e- books MARC records were incorrect, they were linked to wrong URL, as a result of clicking the URL, it opened some other title. This mistake was rectified after it was reported by the users.

#### Conclusion

The paper has described the e- book subscription and implementation that was started in 2012 in Jawaharlal Nehru University Library, New Delhi, India. The library subscribes to more than 200,000 e- books through aggregators and publishers. The study has highlighted that the use of e- book is on the increase as the new

generation of users is more inclined towards using the e- content. But at the same time, there are many dampers which curb the free use and popularity of e- books. They need to be overcome to enhance further the use of e- books. It has also shown that the cost of e- books is more than their print counterparts. Furthermore, it has been observed that whatever is required is not available in digital format. So in foreseeable time to come, the e- book will co- exist with print ones. It cannot replace the print entirely. The information professionals need to be aware of the various business and access models and be able to negotiate the best deals with the vendors to offer the most cost efficient and library friendly terms of use. The library professionals must be conversant with all the latest software and tools; they must evaluate, analyse and compare e- book packages before deciding to finalise the subscription for the libraries. They need to keep abreast with the latest in the everevolving information landscape.

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