CHAPTER   2

LITERATURE REVIEW

2. LITERATURE REVIEW

An extensive survey of published literature in the field of 'Public Library Services' has been made both before and after the formulation of the research problem. The review of literature has also helped in anticipating the difficulties that may be encountered during the course of the study.

Study of related literature is one of the important aspects of an investigation. In many areas of work, the literature is so extensive that it becomes difficult indeed to know where to stop.

Literature study helps to know what is done by the other researchers in the specific subject and its related areas. It aims apart from others to have general understanding on a specific subject and to grasp the essence of the work done by others.

So in a nutshell, it is said that Review of Literature

(a)   Provides a general understanding of the subject,

(b)   Facilitates a clear understanding of the work done by others in a specific field.

(c)   Enables to know if a research topic is current and active.

(d)   Helps in finding out if research is being carried out and if so, who are working, where the research is being carried out and on what facets.

(e)   Avoids duplication of research and promotes relay research as against parallel.

(f)   Provides insight to the researcher in terms of the current status of the research at a particular time.

The purpose of this chapter is to present a brief review of the literature published relating to Public Library Services in different continents of the world. From the perusal of the literature it is clearly discerned that the leadership of Western

nations in Public Library Services continues to be strengthened. On the other hand, the response to the challenge of application of modern technology in Public Library in India is rather slow. The investigator has made an attempt in this chapter to present some of the important studies made within India and around the world regarding 'Public library Services'. The literature search on the topic and its related areas revealed about 890 (approx.) references in the period of previous 45 years (1967 – 2010). Among these only 62 related relevant articles are published in previous 10 years (2001 – 2010). These are considered to review of literature on this research topic. The studies presented in this chapter can not be made comprehensively and exhaustively. An attempt to present selected studies has been made within the limitations. In the first portion, articles published on 'public library services of different continents in the world', articles published on 'public library services' on behalf of IFLA / UNESCO and 'public library services in general', have been reviewed respectively. Articles published in 'public library services in India' have been reviewed in the last portion. It has been attempted to review articles on 'public library services of larger to smaller continents the world' respectively.

Public Library Services – Abroad

ASIA

Zhong (2006) aims to discuss the course of change and development of reader self–service within public libraries in China. He finds that self–service has compelled librarians to change from "helping readers" to "helping readers to help themselves". He examines change and development in the public library service in China and analyses its inevitability and necessity, as well as pointing out some of the inherent problems. Liu and Li (2007), have studied to explore the construction pattern and issues involved in the development of an urban library service system in China. This study was conducted through an analytical evaluation of the development of an integrated public service system and its distribution of information among libraries and information centers in an urban community. Constructing an integrated public service system is an important trend in urban libraries in the new millennium. Drawing from the Dongguan library's integrated public service system that aims to master better various resources from whole service area, this text summarizes technology innovation and the significant results of the Dongguan library system redevelopment, providing   an absorbing insight into developments in the Chinese public library service. Suzuki, Sakaguchi, Fujimoto, Yamada and Tanaka (2009) have shown that services in the people with disabilities for the public library use advances little by little. But there are differences in methods and services by a local government. Nagoya city libraries started these services at the earlier time. As a case of the metropolitan area in Japan, we report volunteer readers in the library and books by mail. In addition, we exemplify the policy that was not finished of result because of too much the thing which tried it. Through

these cases of the services, we introduce the real conditions and situations of services in the people with disabilities for the public library use.

AFRICA

Kargbo (2003) has examined the problems by public library services in Sierra Leone. He has analysed that libraries improve the quality of life in a community. They are purveyors of knowledge and information. Public libraries are closer to their communities than any other libraries. They are centres for community activities, training of illiterates and semi–literates, and places for independent learning. They also provide materials for recreational activities. In Sierra Leone, however, the public library is faced with numerous problems which have threatened its very existence. There has been drastic budget cuts, thereby reducing the public library to a donations centre. Against this background, this article examines the problems faced by public library services in the country. Ebiwolate (2010) has discussed about Nigeria Public Library Services to rural areas. The library and its services are fundamental to the socioeconomic and educational development of a nation. In the Niger Delta, a majority of the people live in rural areas and engage in fishing and farming. Library services can improve their level of literacy and education and enhance their ability to use information relevant to their daily lives. Barriers to library service in the rural areas of the Niger Delta are poor infrastructure, inadequate funding, and inadequate staffing. Recommendations are made to improve the situations. Ikoja–Odongo (2004) says in his paper about 'Ugandas' public library system and services'. This article based as a literature review traces the history of the Public Library Service in Uganda from colonial times. Problems faced by Ugandan public libraries are highlighted and recommendations made about improving services. Doust

(2008) has evaluated the value of a public library in a collapsing economy of Zimbabwe. The Bulawayo public library in Zimbabwe has been forced to become self–sufficient due to economic crisis in the country. Annual grants from the city council formerly covered 50 percent of the library's budget, but inflation currently running at 150,000 percent has rendered the grant income valueless, and the library has been forced to become financially self–supporting. In the process, it has shattered a number of commonly held beliefs : despite the unpromising background of the fastest collapsing economy in the world, mass emigration of the population and soaring costs, services have continued to improve and the library remains extremely well used by African standards. With no parent organisation to help with capital expenditure, the public library service has flourished due to a variety of initiatives. Perhaps the biggest single reason for success was the opening of the formerly racially segregated library to all races in 1977, following the appointment of a new librarian. The South African constitution states (Adams, 2001) that libraries other than national libraries are an exclusively provincial competence. Looks at some of the pertinent issues at stake in a consideration of the future role of the Western Cape Provincial Library Service in public library service delivery.

NORTH AMERICA

Nilsen and Samuel (2003) have showed the relation between GATS and public library services. Public library service is based on the values of providing universal access to information by promoting literacy, supporting authors and scholars in their research, preserving cultural heritage, and providing other publicity supported services. The mandate of the public library is grounded in broad societal goals that justify a model of service delivery that relies on public funding

and that operates outside of the constraints of private markets. However, there is a growing tension between the rationale for public service delivery and the principles of trade liberalization that underlie global trade institutions such as the World Trade Organization. Recent controversies surrounding WTO meetings and summits brought to the public's attention the concerns that the institutions of globalization could empower transnational corporations at the expense of the regulatory power of sovereign nations. While much attention has focused on the effects of globalization on labour, the environment, and human rights, there are also serious implications for information policy. An initial study undertaken by various Canadian library and educational associations underscored the inherent tensions between the values of public library services and the logic of international trade regimes by emphasizing how the General Agreement on Trade in Services (GATS) seeks to constrain government policy and regulatory options in favour of solutions rooted in the free market. Lijeunesse (2009) describes the origins and development of the public library network in Quebec and the role played by the Grande bibliotheque since the late 1990s. It concludes with a detailed analysis of the results of the policy and the current state of public access to reading matter in Quebec. White (2001) reported on a summit meeting held in October, 2000 to address the issue of the nearly 1 million lllinois residents without a tax supported public library service. After a background statement on the number of unserved in the state, lays out discussion topics, argues the question of nonresident cards, examines solutions and likely barriers, questions priorities, discusses provision for children and issues a set of recommendations and conclusions. An appendix gives levels of public library services funding in other US states.

One of the hallmarks of the American public library is its service to youth (Lukenbill, 2006). In fulfilling this mandate, it has often been involved in social reform movements. This was true in the past and it continues today. From the late nineteenth century until the beginning of World War I, the American public library was very much involved in progressive social reform issues of those periods. In those times, librarians trended to define their social reformist role as that of improving culture, in raising standards of literacy, and in fostering the love of reading and good books. On a larger scale these movements, of which the American public library was a part, had both social and political motives in the perceived need to control and contain certain labour and social movements that were viewed as harmful to American social order. Much of the energy for these feared social dislocations was believed to come from the growing American working class in urban areas and its association with the rise of organised American labour and the arrival of European immigrants with non–American socialistic agendas. In concert with other social reform groups, the American public library directed much of its attention to improving the lot of the working –class poor youth (both native and foreign –born) by improving culture and literacy and in helping working–class youth become good American. Providing good literature and good books for working–class youth was a mainstay of the public library's reform activities. Understanding this to be a primary social responsibility, librarians easily condemned as harmful to youth certain types of literature and other forms of mass entertainment often enjoyed by both working–class and middle–class youth while at the same time supporting only literature judged by them to be of higher cultural value. Although this aspect of reform has been replaced by more enlightened understanding of the role of the librarian in

society, modern–day librarians have much in common with their earlier counterparts as they still seek to improve the lives of at–risk youth. This paper highlights this commonality, and emphasises the role that community and new concepts of community development play in current–day American reform movements. Fedorowicz (2007) has suggested that the service of disabled people is an extremely important segment of public libraries activity. In the United States, Canada and Scandinavian countries as great importance is attached to expanding library offer by adding services aimed to this category of users. In this work three American models of library service in public libraries are discussed. The models are : delivering library services outside a library, in other words, an outreach program, rendering services in special needs centers and integrated service, which is provided in the same place and in the same way as for the remaining members of the community (it is also called mainstreaming). Next, the models are compared with actions taken in this field in Polish libraries, which after many years of isolation from the latest trends currently are trying to overtake backlogs. Anderson and Bradford (2001) have reported on a research study on the involvement of state library state and state libraries in services to young adults in the US. A questionnaire was used to identify sections of professional library associations specifically youth oriented and their activities. The survey also covered state library consultants and their functions, and provides the library profession with a directory of associations and state youth consultants. It also provides background on Frances Henne (1906 – 1985) and her goals in youth library services. Al–Qallaf and Mika (2009) having noted the influx of Arab–speaking population from Iraq and other Middle East countries to the United States, sought to find out the extent to which this population was receiving library service. The

investigators discovered that four Michigan countries comprise a significant Arab–speaking population; in fact, that population base is surpassed only by that of the Middle East countries and Paris, France. The researchers constructed a survey, based on a successful model used with libraries serving Spanish–speaking populations and applied it to the Michigan libraries in the countries with a significant Arab-speaking neighborhoods, at least at the time of the survey, were not very well served (except in a few instances) by their public libraries. Yamamoto (2001) discussed about Chicago public libraries. Altogether the libraries (10 – storey Harold Washington library, the World's largest library, 2–regional libraries and 79 branch libraries) hold 6.5 million books and 145000 periodicals and have a budget of $92.3 million. The libraries participate in the lllinois Intersystem Reciprocal borrowing Covenant. The catalogue was computerised in 1995. Internet accesses in available for information searching but not for email. Adkins and Bala (2004) have suggested that staffing and metropolitan status may affect a public library's provision or outreach efforts. Data from a 1999 survey of Arizona public libraries service outlets do not support the role metropolitan status in outreach provision but reaffirms the role of staffing. In this dataset, Arizona public library service outlets had ongoing outreach efforts, with schools and preschools being the most popular venue for providing those services. Analyzing outlets' provision of outreach as a function of staffing revealed that there is a positive relationship between the number of librarians on staff and the odds that a library would conduct outreach. While metropolitan libraries were also associated with an increase in the odds of conducting outreach and making school visits, this was assumed to be a spurious correlation due to the lack of significance in models accounting for staff and metropolitan

status. Gibbons (2007) says that the state of Kentucky department for libraries and Archives (KDLA) Field Services Division developed standards that will define base levels of public library service available to all Kentuckians. The initiative aims to establish a foundation from which to develop local goals to meet community needs, provide an assessment tools to evaluate the library's effectiveness, and serve as a guide to assist in planning for improvement. These are the outcomes realized for public libraries : more services and programs were developed to meet community needs; readily identifiable benchmarks were established; and current factual information was made available to influence community, governmental, and corporate funders. Rudd (2003) observed that over the years, the Texas state Library and Archives Commission (TSLAC) periodically conducted studies focused on improving public library services in Texas, including the Access Texas project of the early 1990s. The advance of technology, the advent of the Internet and World Wide Web and the establishment of expansion of programmes such as Loan Star Libraries and TexShare have all brought many changes to public libraries. The State Librarian is currently in the process of looking again at the state of public libraries and the programmes in place to help them effectively serve their communities. The proposal is termed "Plain to Plan" and aims to bring together a group of library stakeholders from around the state to define the scope of a study on the future of public library development in Texas. Pateman (2001) has measured the development of public libraries in Cuba since 1959. Public libraries in Cuba have increased and improved dramatically since Fidel Castro came to power in 1959, aided by successful literacy campaigns and the growth of the publishing industry. Despite the economic effect of the blockade, the future of the public library service is encouraging, and far more books per

person are now available than in 1959 for a population anxious for information.

EUROPE

Hall (2007) surveyed to determine the perceived monetary value of public library service to Norwegians (both library users and non–users). The mode of selection used for the survey is described by Aabo as follows : (1) municipalities were randomly drawn from clusters based on economic and industrial structure, demographic structure and geography; (2) starting addresses in the municipalities were randomly pulled from the national telephone directory database; and (3) the individual to be interviewed as representative of the household was the person above 15 years of age with the most recent birthday. Three major findings were reported : 1. The average value placed on library service by the sub samples varied between 400 -–2000 Norwegian Kroner (NOK) per household. This can be compared to the actual amount paid for library service – 420 NOK per household. In general, the lower bound (400 NOK) reflects the WTP scenario, while the upper bound (2000 NOK) reflects the WTA scenario. 2. 94% of the Norwegian population perceives that they have property rights to their local library. 3. Because of the strong sense of rights with regard to libraries, a stronger weighting was given to the WTA scenario, with a final cost–benefit ratio reported as 1 : 4. The 1 : 4 cost–benefit ratio provides a rationale for continued government funding of the public library in Norway as a cost–effective and much–valued service at the national level. Because funding of public libraries also comes from local government sources, the author recommends further cost–benefit research at the municipal level (494). Aabo (2007) discusses the results of a study assessing the value of public libraries in Norway. The study uses an economic method

for non-market valuation. The background for an economic approach is the very restrained economic situation in the public sector generally and especially in the local public sector, that is, the municipalities. In Norway, all municipalities are by law obliged to provide and fund the local public service. Internationally, a continuous economic pressure on public budgets is familiar and has resulted in a growing urge to document the value of public goods, including the value of libraries. Clear and accurate statements of benefits from use of public money on libraries are needed. Therefore, in addition to qualitative studies of the public library benefits, there is a need for quantitative methods to make estimates of public library value. Jokitalo (2004) has presented examples from users of public libraries in Finland to illustrate the goal of the Finnish public library service in helping its users to live a good life. This idea is seen as part of the Nordic concept of lifelong learning : "folkbildning", which encompasses popular non formal and voluntary educational systems such as folk high schools and study circles as well as public libraries. Meinhardt (2009) discusses the themes and results of the program. Over the last years, Ireland has been the subject of many a discussion. Ever increasing, over–average growth rates have turned this former European poorhouse in one of the big winners within the European Union. In this context, Irish public libraries, too have developed rapidly over the past years. The 32 local library administrations (4 urban, 28 regional) share the responsibility for 356 public libraries and over 1.000 sites. The innovations have been strongly supported by the Irish government (ministry of Environment, Cultural Heritage and local Administration), most based on a broad strategy to prepare the public library system for the information society (Branching Out : a new public library service). O'Brien (2002) examined

current levels of music service provision in public libraries in the Republic of Ireland arguing for the inclusion of music services as part of the core public library services in Ireland. Looks at the professional, academic, political and technological background to the current situation, presents the results of survey questionnaires and interviews in the context of policy issues ad practices within the national service. He discusses the results and makes recommendations on the way forward for public music libraries in Ireland. Usherwood Proctor, Bower, Coe, Cooper and Stevens (2001) studied about recruit, retain and lead of UK public library services. The data from the research suggest that an effective workforce does not depend on any one factor in isolation. People are attached to the public library service because the work is seen as having a public service ethos and providing opportunities to work with the public and communities. However, the overall picture is that the negative image of the profession has some basis in reality. The research confirmed the view that there is a link between retention and training and that success in retaining high quality staff derives from a combination of the qualities of the job itself and a structured approach to training. The development of staff will not be achieved without the development of managers at every level. Issues of succession planning and career leadership development were seen as particularly important areas but relatively few authorities have begun to address these matters. The indications are that the public library service may not only have to identify and cultivate its future leaders but may also need to modify the organizational culture in which they operate. Individual librarians, individual library services, academic institutions and library authorities need to look beyond what is sufficient for their own organizations, and consider what is necessary for the profession and its users as a whole. In reviewing and

reflecting on the data, the research team makes a number of recommendations. This is not a simple list of skills and aptitudes. Rather their suggestions are concerned with what is required if public library service is to recruit and retain people with the necessary potential, skills and abilities to lead the profession in the 21st century. Muir and Donglas (2001) made a study on UK public library services. They pointed out that the UK public library service has been steadily declining in recent ears as local politicians view libraries as a 'soft' option for budget cuts. Central Government aims to halt this decline by introducing performance indicators against which libraries will be judged. However, their success will depend on what is happening at local level. Examines the decline in library services and its impact on users. Looks at the role of libraries in the community and offers ways for libraries to improve their product–service bundle. Further highlights the need for library services to be fairly and properly funded if their role in the community is to be maintained and services levels improved. Markless and Streatfield (2001) traces recent changes in the idea of evaluating performance in UK education and libraries and examines differences in impact assessment between the two fields. Little attention has so far been given by librarians to service impact assessment. A process model for generating outcome/impact indicators and targets was developed in the course of the research on the effectiveness of further education college libraries. This was then adapted into a development planning model to enable education library managers to work through the processes required to arrive at appropriate impact indicators. Describes the model, explores issues in working with the model and reports its further adaptation for public library service managers through another national research project. Morris, Sumsion and Hawkins (2002) summarizes the results of a research project, which assessed the economic

impact of the public library service in the UK. Emphasis is given to a general descriptive model based on combining the diverse survey results of previous research, a survey to determine user perceptions of the value of a book loan, a model to illustrate the economic value of book buying compared to book lending in terms of the number of 'reads' and estimates of the total value of the public library service to the economy. New performance indicators are also proposed. Pitman and Roberts (2002) have suggested to form partnerships between the school and public libraries. They describe a number of developments introduced by the Community Librarians of Carephilly Country Borough Public Library Service, Wales, to promote information skills among school children. The main areas that were covered by the information skills sessions were Dewey subject areas, Dewey numbers and the subject index. Stresses the educational use of games in the sessions and describes some of these. Notes how the sessions were evaluated and how the information skills programme is to be taken forward. Glasgow (2003) examined two different libraries in 19th century Liverpool, UK : the Athenaeum which though a private subscription library, provided the Closest alternative to a "public" library service in Liverpool in the first half of the century; and the public library, opened in 1852, which owed a great debt to a number of wealthy benefactors and supporters, notably Sir William Brown, Joseph Mayer, and Sir James Picton. Henderson and David (2005) provide on overview of branding activity in the UK public library service. A review of branding literature was undertaken. The primary research was conducted over a four–week period and consisted of a questionnaire survey distributed to heads of services in order to gain data regarding branding of the service. The research indicated that heads of service do give consideration to branding in their marketing

plans. Branding properly planned and developed may be one way in which the public library service can raise its images and allow employees to take ownership of the service. Owing to the time element involved in the gathering of data responses were not as high as previously anticipated. A good insight into the application of branding in the UK public library sector which would interest practitioners and academics alike. Originality/value – Contributes to the domain of knowledge which is weak in the area of branding in libraries. Hayes and Morris (2005) examine the value of the public library services in providing leisure opportunities from a user point of view. The results demonstrate that public libraries have a significant impact on people's leisure time. Benefits include providing relaxation, improving health and well–being, opening up choices and opportunities despite financial constraints, alleviating boredom and allowing people to socialize. Public libraries are, therefore, providing a worthwhile and necessary function through their leisure role. Kearney (2008) suggests new service delivery models for lifelong learning. The current interest in shared service development in the UK is directly attributable to the prevailing political and economic landscape. Strategic and policy drives are encouraging a 'one–stop–shop' approach to public services through models which aim to maximise opportunities for collaboration and sharing to drive efficiency. John Wheatley Further Education College and Culture and Sports Glasgow, both of Scotland, entered into an agreement to driver library services to students and members of the public in a custom–designed facility known as The Bridge, which opened in August 2006. The Bridge is an example of a fully integrated shared service model which includes joint use of buildings, co–location of services and a merged college/public library service. The Bridge shows how shared services can be transformational when they are focused

on the needs of the user. McMenemy (2009) suggests to examine the often cited example of the book retailer, and other commercial imperatives, as adequate models for implementation in the public library. He provides a critical reflection on some of the pertinent issues. The paper finds that we should consider models in their entirety and not on the basis of superficial improvements to layout and design. The adoption of a commercial model within the public realm poses as many dangers as it does advantages. The paper should be of interest to anyone working in public libraries, or those considering some of the issues related to the commercialisation of the public sector, especially public libraries. The paper offers an original thought piece on the influence of the private sector on the public library service in the UK, and the potential this has to alter the ethos of the service. Black (2004) has said that Lionel McColvin (1896 – 1976) is regarded as one of the most influential figures in the history of British librarianship. In the specific context of 150 years of public librarianship in Britain, his reputation as a visionary influence is second only to that of the nineteenth–century pioneer Edward Edwards, while in the twentieth century his reputation is unsurpassed. McColvin was the major voice in the mid–twentieth–century movement to reconstruct and modernize public libraries. He is best known as author of The Public Library System of Great Britain : A Report on Its Present Condition with Proposals for Post–war Reorganization, published in 1942 at a moment of intense wartime efforts to assemble plans for social and economic reconstruction. The "McColvin Report," as it came to be termed, was a landmark in the struggle to de–Vectorianize the public library, not least by emphasizing the institution's universalism and its function as a national , not just a civic, agency. This article briefly describes McColvin's notable

contribution to twentieth–century librarianship, resulting from his work as a public librarian, as a leading figure in the Library Association, and as an influential player in the international library movement. The article's core aim is to offer a critical appraisal of McColvin's vision for public libraries by placing it in the context of the project to build a better postwar world. This project was defined by the conceptualization and development of a welfare state in Britain, the underlying values of which can be seen to correspond to McColvin's national plan for a rejuvenated public library system. McColvin drew on the spirit of the time to produce a plan for public libraries that was shot through with social idealism and commitment and with a confidence in the need for intervention by the state – values that perhaps provide. Leadbetter (2003) has pointed out that at a time when British publish libraries are suffering declining use, particularly among the young, sets out a contemporary mission for themas "curiosity satisfaction centres", especially for people who are unlikely to be able to afford books ad electronic media at home. Suggests ways in which the libraries should launch a marketing drive in areas where there is little interest in libraries or learning. Emphasises the necessity of ending the situation in which responsibility for public libraries is distributed across a number of ministries and creating a National library development agency to lead the transformation of the service by helping libraries to cohere as a network without robbing them of their local roots. Coates (2008) observes that in the long, bleak and by now probably irreversible decline of the British public library service, a sad question has to be asked and a whispered answer emerges. Senior figures in the service are responsible for the decline. It is widely accepted that the Internet has transformed the ways in which information and images are

transmitted. It is now possible to access more published work more easily than ever before. None of this, however, changes that fact that a library is a place to ponder and to contemplate the thinking and writing of others. Libraries are not sources of information. The library of the future should be, aside from changing fashions of architecture, furniture and fabric, exactly the same as the library of now and the library of one hundred years ago, with the addition of the rich resources of literature created since then.   Benstead, Goulding and Spacey (2004) explore alternatives to the mobile library service in providing a public library service to rural communities in England and the impacts of best value, public library standards and social inclusion policy on provision. A questionnaire survey was completed by librarians in public library authorities in England with rural hinterlands. The data derived were supplemented by follow–up case studies. It was found that achieving social inclusion objectives and the results of best value reviews were the greatest motivating factors for much of the development of alternative library service delivery in rural areas, and that village halls were the most popular place for co–location of library services. ICT was felt to have impacted positively on rural library service delivery and its use was demonstrated in co–location facilities and learning centres. However, some authorities fail to consult users and non–users in rural locations. This paper provides public library practitioners and researchers with a picture of public library service provision to rural area communities and shows the impact of Government–driven policy. It appears that there is varying appreciation by public library authorities of rural communities distinct nature. Goulding (2006) compares and contrasts the Department of Culture, Media and Sport Select Committee Reports of 2000 and 2005, the suggests that an increasing focus on public library matters can mean either

that public libraries are moving up the political agenda or that they are a cause of concern. Discusses how the two reports show developments but also failings in public library service policy and provision over the five–year period. Both reports cover the regulatory framework governing public libraries but the 2005 report documents changes to reporting systems which, it is feared, will not improve the standard of below standard library services. Concerns about access to library buildings also featured in both reports. The success of the People's Network was praised in both 2000 and 2005 although the practice in some library authorities of charging for access to ICT was condemned strongly in the latter. The two reports emphasized the problem of the decline in the book lending service caused by a fall in the value of the book fund. It is concluded that although the 2005 report contains many criticisms of the provision and management of public library services in England, these should be viewed as an opportunity by the public library community to lobby local and national politicians for funding and action to rectify the problems identified. Listwon and Sen (2009) made a study to review the needs of the Polish community (established and newly arrived Poles) and how those needs are met by the public library service. The Polish community are generally satisfied with the service they receive from libraries. The needs of sections of the Polish community are different dependent on their time in the country. Main concerns were with regard to the collection and their desire for good quality Polish materials including works by Polish authors (not just translations into Polish). This study is a single case study giving a snapshot of the library services to Polish users. This study highlighted the need for increased community engagement with this particular ethic group. There is a need for collection development for this group of users. This can be facilitated by co–operation with other libraries

that are engaging in best practice and also specialist services such as the Polish Library in London.   This study is of practical   value to public libraries meeting the needs of the Polish Community that is a growing and transient user group. There is little other literature that considers the needs of Poles newly arrived in this country. Ciccarello (2001) reviews the UK government's   strategy for the promotion and improvement of public library services in England. Focuses on initiatives by the DCMS (Department of Culture, Media and Sport), such as the emphasis   placed on criteria of the planning process, modernization of local government, and proposals   for nationwide agreed levels of service. Discusses the requirement for annual library plans including performance appraisal, and the 'best value' framework. Also touches on the new draft of the Public Library Standards, and the public library service in relation to social inclusion. Goulding and Haggis (2003) have discussed alternative   methods of providing a public library service to one–house stop clients of south Lincolnshire's mobile libraries. A literature review revealed a lack of up–to–date cost information for alternative methods of service provision.   Four   methods   were   selected   for   further investigation : books by mail; village shop libraries; extending the housebound service; and transporting   clients to the library. Annual cost and cost per issue were calculated and compared to the cost of the mobile library. Staff and users were also surveyed for their opinions of the current service and the alternative methods proposed. The results of the costing exercises showed that transporting users to the library was the most cost effective method but this was not popular with the   current users of the service. Services considering replacing the one–house stop mobile service will also need to consider issues including social inclusion, best value and the public library standards.   Hall (2004) says that Richmond

upon Thames is an outer London borough providing library and information services to a population of 173,000 people. Since 1999 it has moved from a pre–ICT state to providing eight subscription services electronically, plus e–books and e–audio. This presentation looks at the provision of electronic resources through a public library service perspective (what we did and why, how we did it what worked and what didn't), focusing on the importance of staff input and training, marketing and promotion, accessibility and increasing user take–up. Calvo–Flores, Cano–Vers and Permanyer–Basteardas (2010) says about the public library network of the Province of Barcelona. The Public Library Network of the province of Barcelona has extensive experience in the field of collaborative work. The key to its success is not just the important historical events that helped to shape the present library system in the province of Barcelona. It is also the dissemination of collaborative values among libraries and library staff. After years of hard work. There are new challenges to meet, without forgetting the firm commitment of provide high quality library services that meet people's needs and expectations.

AUSTRALIA

Williamson (2002) discusses 'the role of research in public libraries in Australia'. The traditional ways in which library research has been undertaken and the predominantly quantitative approach of the library survey are discussed. Recent trends to using qualitative or interpretivist approaches to research, or of using mixed methods, are explored together with examples of recent research projects in public libraries in Australia. Discusses the traditional ways in which library research has been undertaken and aims to show how some recent research in public libraries in Australia has differed

from this approach and how it has contributed to public library service. Aims to paint a mind stretching, but realistic, scenario of the possibilities of public library research, especially through collaborations between academics, or other skilled researchers, and reflective practitioners. Lockyer–Benzie (2004) discusses about 'social inclusion and the city of Swan public libraries in Western Australia' in his paper. The focus of the this paper is on an understanding of social exclusion/ inclusion : the concept and how a specific public library service, namely the City of swan Public Library service, has responded to this social issue. The terms social inclusion/exclusion are explored and clarified from an international, Western Australian State Government, and public library perspective. This is followed by a brief overview of Western Australia as an Australian state, and how public libraries operate based on a partnership with the State Library of Western Australia and Local Government. The City of Swan Public Libraries are described in some depth and also portrayed in their local setting namely the City of Swan, a city of extensive growth that offers a unique environment of both rural and urban areas. The concept of social inclusion is then applied to the City of Swan Public Library service and how the library service addresses social inclusion within its physical environment policies, operations, future planning, programmes and services. This includes the results of a Library Non–user Survey that was conducted in 2001. The aims of this survey were to : ascertain why non–uses within the City of Swan do not make use of the library facilities; explore why past members were not using the library services; examine the effectiveness of library promotions; and investigate the access to and usage of the Internet. The paper concludes with a list of the potential social conditions of which public libraries need to be aware in their strategic planning activities so that

community members are not excluded from participating and accessing the public library service. Kajewski (2006) suggests that emerging technologies provide librarians with a unique opportunity to substantially enhance user centred services and to facilitate and promote collaboration between libraries and their users. This paper explores the range of free and inexpensive technologies that have been implemented with practical and immediate benefits for library staff and users. Examples of integrating technologies include blogs, wikis, RSS aggregators, podcasts, vodcasts, web conferencing, and instant messaging. Also reported is the take up of these technologies by public libraries nationally and internationally. Australian public library use and promotion of these services is examined. A case study around the Queensland Opal Training Project Emerging Technology course examines library staff buy in and involvement in the development of new services, and explores the difference emerging technologies can make to users. Edited version of a paper presented at the Alia conference Perth WA September 2006. Harrington (2003) evaluates a proposal by Invercargill city council to contract out the Invercargill City Libraries to, initially, the present library manager. The reasoning of a move from the traditional form of public library governance is discussed, as well as the advantages and disadvantages of a library service being provided by a private company. The purpose of the paper is not to advocate contracting out but provides information to stimulate debate and add to the limited published research that exists in New Zealand and overseas. Walker (2007) notes that integrating public libraries and service council centres can be contentious. When a council has a main office, seven libraries and four service centres serving a population of only 28,000 people in a large area it also has major service and cost implications. Discussed are the concept, implementation and progress of

Customer First at South Taranaki District Council in the North Island of New Zealand and the effect it has had on its public library service since 2002. Customer First was a project to improve South Taranaki District Council's customer service and the Library Plus initiative was one of three major parts of the program. It has proven to he effective in delivering library and other council services and has increased the profile and reputation of the library service.

IFLA /UNESCO

Boretti (2002) has considered a number of aspects of the IFLA publication, 'The public library service : IFLA/Unesco guidelines for development', translated into Italian as 'll servizio bibliotecario : linee guida IFLA/ Unesco per lo sviluppo' and compares the work with its precedents 'Standards for public libraries' (1973) and 'Guidelines for public libraries' (1986). Gill (2004) notes that in 1998, following the publication of the UNESCO Public Library Manifeso in 1994, the IFLA section of Public Libraries began the preparation of a new version. A seminar with librarians from twenty different countries was held to discuss some major issues involved in the preparation of the text, such as the impact of information technology on public libraries and whether the text should include both standards and guidelines. The main theme of the document is ensuring that the services of the library are equally accessible to all members of the community. The Guidelines support the development of the hybrid library including material in a wide variety of formats and stress the importance of defining the purposes and policies of the library related to the needs of the community customer care policies are important and how library services should be promoted within the community. Libraries should promote and participate in literacy campaigns. There are major sections in the Guidelines on

collection development and human resources including standards. Performance measurement techniques should be used to evaluate service provision. The new text "The Public Library Service IFLA/UNESCO Guidelines for Development" was published in July 2001 and has since been translated into twenty languages. Clubb (2005) reports on the guidelines for public libraries published in 2001 by IFLA and Unesco as "The Public Library Service : Guidelines for Development", the replace those previously published in 1986. Describes the Guidelines themselves, the continuing growth in information and communications technology (ICT) that has impacted on public libraries, and Phase two of the work which aims to keep the guidelines abreast of these developments.

Public Library Service – General

Train (2003) considers the capacity of the public library service to support adult basic skills education. Research and policy documents pertaining to this subject in the fields of librarianship and education are presented, from which issues are identified that can prevent the public library from being effective in its basic skills provision. The Vital Link project (2001 – 2002) is introduced as an example of a recent initiative that attempted to create a sustainable link between adult literacy and public libraries. Findings of a key aspect of the qualitative evaluation of The Vital Link are presented, with a focus on recommended changes to the public library service. He concludes that although barriers preventing effective service delivery are complex, the key to removing them may be more straightforward. Conway (2005) suggests that teenagers or "young adults", are generally defined by libraries as ages 12 – 18 years, and are considered an important public library service population. There is a growing appreciation of the value of service to them. Presents a guide for busy library

supervisors who are interested in serving teens effectively. Provides an overview of the objectives, practical methods, values and research studies that are pertinent to effective teen library services. Many of the examples cited are based on studies conducted in urban libraries, but it is argued that the conclusions and recommendations are generally relevant for all public libraries. Highlights how the benefits of providing library services to young adults is shared by the community, the library and the young people themselves. Hott (2007) outlines a rationale for the use of outcome measures in public libraries and suggests the intellectual steps necessary to write outcomes. She points out that the Kellogg Foundation and the United Way offer detailed examples on which librarians may draw to write their outcome statements. Moore (2007) looks at the ideas of George Boyne, professor of Public Sector Management at the Cardiff Business School in Wales, about public library service. Boyne developed a 3Rs strategy for public service change based on the literature of turnaround in the private sector. The three Rs are retrenchment, described as an "efficiency strategy" and includes exist from markets where the firm performs poorly, or contraction of activities in a market by selling assets or reducing the scale of operations; repositioning, described as an "entrepreneurial strategy" including a new definition of the mission and core activities, with an emphasis on growth and innovation; and reorganisation, which refers to any change in the internal management of the organisation and may include decentralization as well as changes in planning and budgetary systems, styles of human resources management, and organisational culture. Over twenty – five years of research has shown that in spite of low salaries, few opportunities for advancement, and challenging work environments, most public librarians are satisfied overall with their jobs and careers,

primarily because of the intrinsic rewards of the profession. Rathbun–Grubb & Marshall (09) present results from the Workforce Issues in Library and Information Science 1 (WILIS 1) project that are related to public librarianship. They give an overview of the careers and perspectives of current and former public librarians with respect to their experience of the challenges and rewards of public library service, and compare their views with those found in previous research. Hoy (2009) notes that a main element of public library service has always been user expectation and reliance on the provision of new collection resources and formats in addition to traditional services. Today this translates to an emphasis on internet services and online provision of information and collections. The focus of this paper is on spoken work material and audio download services, giving an overview of available audio formats and device features. It covers general issues to consider when making decisions on audio collections and the strengths and weaknesses of the formats under consideration. Examined are the evolution of audio books, emerging technology, and playback devices; service and collection issues, format strengths and weaknesses.

Public Library Service – India

Deshpande and Hungund (2001) have referred to the Supreme Court of India's 1993 judgement declaring education to be a 'justifiable fundamental right' for all children and the need to include free and compulsory public library service as an essential part of this educational right. Points to the IFLA standards for establishing more public library units and gives the number of libraries in India and the policy of the Raja Rammohun Roy Library Foundation in providing finance for various types of public libraries since its establishment in

1972. Urges the provision of funds for the establishment of cultural contact libraries, strengthening of existing library laws and enactment of library legislation in other states not yet covered by legislation, and the need for revision of existing Acts. Suggests critical assessment of the IFLA Standards for public libraries, embarking on a vigorous publication programme, revision of the Delivery of Books Act, promotion of book culture and development, and measures to help in free access and flow of books in India. Jeevan (2008) identifies the important activities of public libraries must initiate to sustain the service communication initiatives. Some of the problems in spreading science awareness in the country are also identified. Concludes that in addition to the science awareness initiative for government institutions, NGO, science clubs, by involving. Public libraries in the people's science information dissemination network will enhance the science awareness activities. Parvathamma and Reddy (2009) have surveyed on 'use of information resources and services in public libraries in Bidar district, Karnataka'. Survey on use of information resources and services in the public libraries of Bidar District, Karnataka show that a majority of the users were (age 11 – 30y) and they are students, unemployed youth, or employees in private sector, belonging to lower and middle income group. The spent less than one hour in the library. Books and magazines, friends / teachers and radio / television were the information chants most frequently used to satisfy their information needs. Newspaper, magazines were the most frequently read information sources and fictions were the most frequently borrowed documents. Reading room and book lending services were the most frequently used services. Public libraries need to enrich their information resource collection, provide access to internet and offer community based services, including literacy programmes. Public libraries need to take

proactive approach in motivating users to use these resources and services to enhance their competence level.

It is shown that only three (3) articles about 'public library services in India' and fifty nine (59) articles about 'public library services in other rest of the world' have been published in that period (2001–2010). There is no paper about 'model public library services for West Bengal'. In last ten years, not a such single research paper has been published in any peer reviewed journal which is appeared on LISA (Library and Information Science Abstract). Only one article about 'public library services in India' has been published which is appeared on LISA and other two articles have been published in ALIS (Annals of Library and Information Studies) journal in last ten years.

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