Chapter 2

REVIEW OF LITERATURE

1. INTRODUCTION

The review of literature is an essential exercise for any research work following any research methodology. It is indispensable for grounding the argumentation, for showing that the findings are in concordance with the existing research or the findings go beyond or contradict existing research (Flick, 2009, p. 53). The review of literature has been carried out with the aim of understanding different views about the concept of Ethos, its varied applications in different disciplines, identifying suitable theoretical framework, framing of research questions and hypotheses in the context of special libraries.

Literature search was initiated with the definition of the term Ethos from sources like – dictionaries and encyclopaedias. For this purpose print and online dictionaries along with general encyclopaedias were referred. The Merriam-Webster’s Encyclopedia of Literature (1995) could offer a brief entry, whereas the Encyclopedia of Rhetoric (Sloane, 2001) has given a detailed history of the concept of Ethos. The old International Encyclopedia of the Social Sciences (1968) provides only a cross-reference to Culture & Values from Ethos but other encyclopaedias of the Social Sciences published later do not even list the term (Borgotta & Borgotta, 1992; Ritezer, 2007; Smelser and Baltes, 2007; Barity, 2008). Textbooks, edited works and periodical literature were searched both in print and online media.

2. HISTORICAL BACKGROUND

The discourse on Ethos originated in Rhetoric and is generally prevalent in the realms of Literature and Art. However, in the early 20th century, the concept of
Ethos traversed boundaries of various disciplines and since then it has been used in every possible context ranging from Sociology, Politics to Communication Theory and Business Management. Thus, the exploration of the concept naturally began in the context of Rhetoric. The purpose of literature review was to understand various shades of meaning of the term Ethos in changing contexts and identify its constituents and not theoretical criticism. Thus, the literature search was limited to introductory works available in Rhetoric. Various databases searched for contemporary references on the term Ethos include, Humanities International Complete (Ebsco), J-Stor and UMI database of the Proquest from 1980 to the latest in 2011.

The term Ethos originated in the classical work of the Greek philosopher Aristotle titled Rhetoric in 4th century B.C. The work is a compilation of lectures written over twenty six years. Aristotle used the term Ethos to designate the image of self built by the orator in his speech in order to exert an influence on his audience. “It is one of the three means of Proof, the two others being Logos, referring to both discourse and reason and Pathos meaning the emotion aroused in the audience” (Amossy, 2001, p. 1).

Commentaries on Aristotelian Ethos and his work Rhetoric are innumerable and few of those wield influences on contemporary studies. Popular translations of Rhetoric into English were that of Roberts’ (n.d.) and another one with Cope’s (Sandys, 1877) commentary. From 1960 to 1985, both scholars of Communication and English in Rhetoric – composition such as Kennedy (1963, 1980), Corbett (1965) and Vickers (1988) wrote several Classicist histories of Rhetoric which highlighted the influences of Aristotle on the whole history of Rhetoric and the Classical period as the originary period. During late 1980s Revisionist historians such as Jarrat (1991), Berlin (1994) and Neel (1994) questioned Aristotle’s dominance in the rhetorical studies and even tried to replace Plato and Aristotle by the Sophists (as cited in Walzer and Beard, 2009, p.23). In view of the volatile history of Rhetoric, the term Ethos also assumed several conflicting interpretations throughout the history as is explained in details by Baumlin and Baumlin (1994) and Baumlin

Since this research deals with professional and organizational Ethos, Sumner’s (1906, 2002) classic work, interdisciplinary critique of Juby’s (1998), predominantly from sociological perspective, and Amossy’s (2001) paper proved to be valuable sources.

3. APPROACHES IN VARIOUS PROFESSIONAL DISCIPLINES

Extensive literature search in professions similar to librarianship was conducted in pursuit of suitable frameworks for research in organizational and professional Ethos for applying to the context of libraries. The review of literature is thus not an intensive one but a purposive search of contemporary works across two professional disciplines - Management and Education Studies.

3.1. MANAGEMENT STUDIES

Organisational and professional Ethos have been found to be the topics of research, generally in, three areas of Management studies i.e., Organizational Studies, Business Communication and Public Service Management. It is noteworthy that the writings in Organizational Studies deal with organizational Ethos, those on Public Service Management deal with professional aspects of Ethos and the references in Business Communication focus on modes of communicating Ethos. A search on the term Ethos was carried out in two leading databases namely, ABI-Inform Complete (Proquest) and Business Source Premier (Ebsco).

3.11. Organizational Studies

In Organizational Studies virtuousness came to be treated as Ethos of the organization in the 21st century due to rising financial scandals and a volatile global economy. Earlier organizational researches such as that of Arjoon’s (2000) argued for the need to supplement “an emphasis on ethics and corporate social responsibility with a concern for Ethos or the development of
organizational virtuousness” (as cited in Caza, Barker and Cameron, 2004, p. 169). Later on empirical researches by Fowers and Tjeltveit (2003); Whetstone (2003) confirmed the links between virtuousness and organizational performance (p. 387; 343). In a series of empirical studies in health, military, governmental organizations and airlines, Cameron et al. (1987, 1988, 2004) showed strong relations between virtuousness and performances (as cited in Bright et al. 2006, p. 252, 254). The Organizational Ethos had been treated as virtuousness by Bright et al. (2006) and Caza et al. (2004).


The seminal works of Hovland, Janis and Kelley (1953) and Berlo, Lemert and Mertz (1969) established the relation between communication and Ethos in their credibility research (Berlo et al., 1969, p. 564). Later various scholars such as, Eckhouse (1999) (as cited in Isaksson & Jorgensen, 2010, p. 125); Kallendorfs (1985), and Williams (2008) applied the Aristotelian theory of Ethos to Business Communication for enhancing credibility of companies. Recently, rhetorical aspects of communication of corporate or organizational Ethos through the websites have been dealt by Isaksson and Jørgensen (2010). The purpose of the study was to see whether the North European PR industry moved in the direction of convergence or divergence in their corporate self-presentations. The findings revealed that the companies preferred explaining their expertise at the expense of expressing their empathy for clients. Spoel (2008) has studied the rhetorical concept of Ethos of non-corporate professional websites.

3.13. Public Service Management

Vast empirical literature is available on determination of Ethos of public administrators/service managers through measuring of their professional values or personal values in various organizational setups using both quantitative and qualitative research methods.
The concept of Public Service Ethos in terms of motivation has been explained by Pratchett and Wingfield (1994) (as cited in Rayner, Lawton & Allinson, 2010, p.2); Lawton (1998, p.3); Vandernabeele, Scheepers and Hondeghem (2006) and Horton (2008, p. 1). One peculiarity of research in Public Service Ethos is the primacy of personal value systems. Understanding an organization’s or sector’s Ethos through examination of the value systems of serving mangers has been undertaken by Boyne (2002) and Pratchett and Wingfield (1996) (as cited in Stackman et al., 2005, p. 578). Few studies have analyzed the differences between values of public and private sector (Becker & Connor, 2005; Rainey & Bozeman, 2000, p. 447; Stackman, Connor & Becker, 2005, p. 577).

Change or erosion of the Public Service Ethos has also been studied during the late 20th and early 21st century as new Public Service Ethos surfaced with emergence of private sector values in public sector also known as New Public Management. Few empirical studies were conducted on the impact of New Public Management on Ethos of the professionals by Brereton and Temple (1999); Albridge and Stoker, (2002); Ferlie and Gerghaty (2005); Hebson, Grimshaw, and Marchingtonl (2003) and Needham (2006) (as cited in Rayner et al., 2010, p. 4). Rayner et al.’s (2010) paper is an exhaustive study on development of a framework for measurement of change in Public Service Ethos. The authors conducted a three-level survey using a range of quantitative tools from simple five-point Likert scale to complicated Confirmatory Factor Analysis (CFA) using LISREL 8.80 with covariances obtained from PRELIS 2 (p. 9). The reported findings show this measure to be valid, reliable, and generalizable thus offering an instrument to better explore the character and existence of a Public Service Ethos (Rayner et al., 2010, p. 20).

3.2. STUDIES IN EDUCATION

Ethos of educational institutions have been studied since 1970s and has been heavily influenced by organizational studies. The term Ethos was used by Rutter et al in 1979 for school organization (as cited in Smith 2003, p. 463).
This literature search was carried out with the online databases such as, ERIC, and Jstor. One of the significant references in this context was found in a paper by Donnelly (2000) that discusses in details the Positivist, anti-Positivist and integrative approaches to the study of Organizational Ethos. Donnelly’s framework had far reaching impact on all subsequent research on Ethos in Education as is evident from its citations in significant researches conducted later (Smith, 2003; Glover & Coleman, 2005 ; Solvason, 2005).

Smith (2003) has applied Bourdieu’s concept of habitus to study Ethos and Culture of an educational organization. One interesting paper dealing mainly with the definitional confusion of Ethos is by Glover and Coleman (2005) titled School culture, climate and Ethos: interchangeable or distinctive concepts? The authors in this paper have observed that the concept of Ethos has always been victim of confusion due to its interchangeability with related terms such as culture and climate. On the basis of literature survey, they have concluded that there has been a tendency to use the term climate when objective data is under consideration and Ethos when more subjective values and principles are involved. The term Culture denotes integration of environmental, organizational and experiential features of school existence to offer a context for teaching and learning and its subsequent improvement (Glover & Coleman, 2005, p. 265-266).

4. ETHOS IN LIBRARY AND INFORMATION SCIENCE (LIS)

After contextualizing the concept of Ethos in its original fields of studies and other professional disciplines, the literature search in Library and Information Science (LIS) was focused initially on works exclusively on Ethos and was broadened later. This section is divided into 2 parts – the first part deals with international literature and the second part with available Indian literature. Since study of Ethos in Indian library literature is insignificant, the review of international literature is presented in the first part.
4.1. PART I : INTERNATIONAL LITERATURE IN LIS

The search for relevant literature on Ethos began with the leading online abstracting services such as Library & Information Science Abstracts (LISA) and Library, Information Science & Technology Abstracts (LISTA). References to books and monographs were compiled from various bibliographical sources from periodical literature. The period covered has been from the earliest in cases of both the databases 1969 (LISA) and 1968 (LISTA) to the latest in 2011. Library Science Abstracts (later LISA) have also been searched manually for references since its inception in 1950 till 1968.

The search revealed that there are few detailed studies on Ethos of library service or its change in general and not specific to special librarianship. However, special library professionals belong to the general professional community and many function in organizational setups in the public sector in a manner very similar to academic libraries, and also few public libraries. Therefore, analysis of their professional Ethos is impossible without referring to the general writings related to Ethos or its components dealing with any category of library.

It is noteworthy that most of the available writings are comments on desirability of change of organizational or professional Ethos to an ideal Ethos. However, since Ethos of a profession is a dynamic and mainly experiential phenomenon the writings of specific period on professional character, values, ethics and dilemmas also provide insights.

The literature on Ethos in LIS has been presented below in chronological order, 1968 being the watershed year when the significant writing exclusively on Ethos by Samuel Rothstein was published. The periodization based on Rothstein’s writing is thus for convenience only. Ethos of special libraries and the librarians have been derived and constructed from the writings about the character, values and ethics of the profession in Special Libraries (later Information Outlook, the magazine of the Special Libraries Association
(SLA), USA. Other books by leading authors on special libraries as well as the Aslib handbooks published since 1955 till 2001 have also been referred to.

4.11. Pre- Rothstein Period

The origin of the profession of librarianship can be traced back to ancient times. But since this study deals with special libraries which is essentially a 20th century phenomenon, the coverage of literature is from 1910, the first year of publication of SLA’s magazine, Special Libraries.

It is difficult to trace exclusive writing on Ethos before Rothstein. The works of Butler (1933); Hutchings (1969); Benge (1970); Shera, (1970, 1976); Macleish (1971) and others are significant for understanding the professional character in general during this era. Ethos of special librarians and libraries has been reconstructed from various sources such as books on special librarianship and articles in Special Libraries. Characterization of special libraries has been a problem since the beginning as is evident from the various attempts to define it by the first president of SLA, Dana (1910) and Dudgeon (1912). Various professionals continued to define the term Special Library and explain its distinguishing characteristics such as information orientation, primacy of non-book materials, proactive service, application of knowledge for business and industry, actual problem solving, institutional affiliation, entrepreneurship etc. (Johnson (1915), Johnston (1924), Lapp (1918), Rankin (1923), Ridley (1925), Waters (1950) Henkle (1952)).

In 1955 Aslib began publishing the Handbook of Special Librarianship and Information Work that had various editions under different editors. However, 1960s marked the onset of flood of literature with high degree of specialization which increased the importance of special libraries. Important references during this period are by Wright (1962); Kyle (1962) in the edited book by Ashworth; Burkett (1965); Astall (1966) etc.
4.12. **Rothstein and Afterwards**

The most exhaustive analysis of *Professional Ethos* is perhaps presented by Samuel Rothstein, the then Director of the Library School, University of British Columbia, when he delivered a speech in 1967 at the Canadian Library Association. He explained *Ethos* of the librarians in terms of declaration of principles which had three components - a statement of values, beliefs and goals; special abilities and knowledge, that constitutes special competence of librarians; and issues (tensions and dilemmas). Gorman (2000) rated Rothstein’s declaration of principles among four of the greatest contributions to the history and philosophy of enduring library values.

Another study of professional *Ethos* of American librarianship in the next decade was by Harris (1976) who discussed American librarian’s commitments and priorities through a review of literature in an interpretive paradigm.

During this period special libraries continued to be studied in terms of their exclusivity, distinctions from other types of libraries and high degree of specialization. Besides writings in the magazine *Special Libraries*, other works by Silva (1970), Christianson (1976); Harvey (1976) were quite significant. Christianson (1976) hoped that “the special library idea of information service to bear on the library profession’s future course” (p. 414). In 1967 a situation report on special libraries of USA, prepared for the National Advisory Commission on Libraries, Washington D.C. had a seminal writing by Shera on special librarianship. In the 4th edition of *Handbook of Special Librarianship and Information Work* of Aslib published in 1975, Batten expressed that the distinguishing feature of a special library was not its collection, but its service. Ashworth (1979) in his book stressed on the financial dependence of a special library on its parent organization.
4.13. The 1980s and 1990s

Few important references during these two decades dealing with *Ethos* are general in nature and not related to any specific category of libraries. For example, Meg Paul (1991) in her paper, titled *Improving of Library Ethos* discussed about bringing change through development of a managerial *Ethos* or introduction of a corporate culture among librarians in general. She recommended to all libraries in Australia for improving of library *Ethos* through change in *Corporate Ethos/ Culture* by service orientation through transformation of work processes and philosophy. For these she identified the values of – efficiency, loyalty, client-service orientation, etc. (Paul, 1991). She further emphasized upon the need to change the *Ethos* by initiating steps such as, conducting training programmes to lift staff morale; use of performance indicators and user surveys.

Rubin and Froehlich’s (1996) article in the *Encyclopedia of Library & Information Science* explains core ethical issues which constitute *Ethos* of the profession. However, the authors did not use the term *Ethos*. Major focus of the writing is on ethical conflicts or dilemmas as it lists various issues that lead to conflict situations. Finally, the authors refer to 5 values of information profession that they feel can serve as the values of the profession, the individuals and the organization service (Rubin & Froehlich, 1996, p. 43). Incidentally, this approach of unifying values of three entities, viz, the profession, the individuals and the organization, still continues in the profession of library service.

Froehlich’s (1997) multi-national study on ethical issues for IFLA with the purpose of identifying the shared common values of librarians across the globe has shown far mature understanding of the issues and also of the concept of *Ethos*. It is a valuable reference for research as it analyses the ideal *Ethos* of the profession in great details though not always using the term. This study is far more comprehensive and academic in nature compared to Rothstein’s.
Development of *Managerial Ethos* to bring about cultural change in UK academic libraries was recommended in the Fielden report (1993) of UK. Corrall (1994) criticized the report for its overwhelming stress on development of specific skills rather than *Managerial Ethos*. She stressed that the syllabi need to be broad based and cross-sectoral in nature and should target the whole staff of a library and not only the designated managers (Corrall, 1994, p. 221).

There are few articles of this period which discuss organizational/ professional *Ethos* without using any framework. The threatened *Service Ethos* in public and other state funded libraries due to impact of private sector market values and ICTs were discussed by others (Hendry, 1998; McKearney, 1999; Price, 1999). Hendry’s classic R.D. McLeod lecture, published in the journal *Library Review* in 1998, was a lament about the loss of *Public Service Ethos* of public-funded libraries challenged by the forces of market economy and information technology. Few articles including case studies on change management referred to change of *Ethos* (Davies, Kirkpatrick & Oliver, 1992; Mitchell, 1994; Olsen, 1998; Tilke, 1996; White, 1995) Still others discuss introduction of *Therapeutic Ethos* in library management (Birdsall, 1990) and explain the *Ethos* of library network projects (Cronin, 1991; Wynne, Brophy & Butters, 1997).

Few studies on special libraries published during these two decades help in construction of *Ethos* of the professionals of that period. Jackson’s (1980) edited book is an important compilation about trends in the development of special libraries during these two decades. In this book Aspens’ (1980) paper regarding philosophy of special librarianship reiterated all the distinguishing characteristics already discussed by other authors in the previous decades. Other articles of relevance in the book regarding other aspects of special librarianship are by Woods (1980); Lavendale (1980), Jackson (1980); and Waldron (1980).
Aslib’s *Handbook on Special Librarianship and Information Work* had three editions during this period in 1982, 1992 and 1997. In the fifth edition Anthony (1982), the editor of the volume (1982), explained the changing character of special librarian to be an intermediary between the user and the computers which were emerging as a threat for the profession in future (p. 3). Dossett (1992), the editor of the 6th edition claimed “there is a shift of emphasis from preoccupation with technology to a recognition of the importance of the data and information conveyed by the technology” (p. 3).

Scammell (1997), the editor of the 7th edition of the Aslib handbook, highlighted the need for special librarians to reorient themselves for the electronic information culture and changes in management fashions due to flat organizational structure and global developments (p. 20). White (1984) presented a refreshing discussion about the professional character of special librarians as he criticized the special librarians for their snobbery and elitism compared to other librarians (p. 3).

### 4.14. The First Decade of New Millennium

During this decade there have been few interesting studies on various aspects of *Ethos*. A rare study from a rhetorical perspective of *Ethos* of librarians in interpretive paradigm in LIS was by Stoddart and Lee (2005) who applied the fantasy theme analysis of Bormann to Library Science literature. Another interesting paper is by Bade (2009) titled *Ethos, logos, pathos or sender, message, receiver? A problematological rhetoric for information technologies*. It deals with the rhetorical aspect in LIS in the context of information communication and presents a critique of Shannon and Weaver’s mathematical theory of information communication.

This period has also witnessed a spurt in writings on *Ethos* of web based services and the Internet applicable to all categories of libraries. The *Ethos* of sharing, collaboration and openness that characterizes these services is
discussed either in terms of the Internet (Mikula, 2003; Simpson, 2004;), Wikis or search engines (Chillingworth, 2006; Evans, 2008; Younger, 2010; and Open Source software (Jeseik, 2004). Few studies on rhetorical issues, especially the aspect of credibility of websites, appeared during this period (Burbules, 2001, Marsh & White, 2003). Staines (2009) studied strategic credibility of annual reports of libraries. Ethos of self service, developed due to applications of ICTs in all libraries, has also been studied (Richardson, 2002).

However, the threat to the Public Sector Ethos of public funded libraries from private sector values has continued to be an issue of concern during this decade (Davis, 2008; Hart, 2004; Hendry, 2000; Hudson, 2000; Kemp & Dutch, 2007; Mc Menemy, 2009; Sherman, 2007; Yu & Xu, 2006,). Most interesting was the discussion of Ethos of partnership of private and public sectors, architects, library professionals and users and in the context of library building projects (Hyams, 2006; Hunt, 2008).

Ethos of special or research libraries has also been discussed in few articles. Penfold (2000) wrote about the change of Ethos, though not using the term, in the context of special libraries, “hidden altruistic, educational benefits are not sufficient to justify existence…The library must be proven- and seen-to be as dynamic and vital as all other functions”(p. 155). She has listed globalization, downsizing, automation and lean organizations as sources of changes in the environment of special libraries (Penfold, 2000, p. 154).

Various other aspects of Ethos related to special libraries have also been studied. Development of a pedagogic Ethos of a departmental library in a university library is recommended by Minter (2008). Another reference is an interpretive study by Traister (2003) of changing of Ethos from acquisition, cataloguing and preservation to promotion of a special library of rare books and manuscripts in a university research library.

During this period the SLA website and its magazine carries updates about the Association’s continuous efforts to improve the value of the profession and its
image. The 8th and the last edition of Aslib *Handbook of Special Librarianship and Information Work* was published in 2001 as the *Handbook of Information Management*. The change in title perhaps signifies a shift from narrow categorization of libraries according to types to a broader spectrum. Scammell (2001) observes “by dropping the notorious “L” word from the title the intention is to emphasize the diverse nature of information work, in all its myriad forms” (p. xvii). He also emphasized that though the focus of the handbook was on special information services but it contained a wealth of information of relevance for professionals working in all sectors. (Scammell, 2001, p. xvii).

4.15. **On Various Components of Ethos**

In view of paucity of exclusive literature on *Professional or Organizational Ethos*, it is but natural that purview of the search had to be broadened to include seminal works related to core professional values/principles and other significant components of *Ethos* such as ethical dilemmas.

i. **Professional Core Values and Ethical Principles**

Most of the writings referred in the above sections have referred to the core values or ethical principles of Library & Information professionals besides many other issues. There are plenty of writings on professional ethics of library professionals in general, the significant works dealing with core values or ethical principles are reviewed below.

An important reference is Gorman’s book *Our Enduring Values: Librarianship in the 21st Century* published in 2000. The book introduces the reader to history and contributions of various leaders of the field including S.R. Ranganathan, Jesse Shera, Samuel Rothstein, and Lee Finks to the development of philosophy of library values. On the basis of his analysis of earlier theories, he has also proposed 8 core values of librarianship i.e., *Stewardship; Service; Intellectual Freedom; Rationalism; Literacy and Learning; Equity of Access; Privacy and Democracy* (Gorman, 2000, p. 26-27). Each core value has a chapter devoted to it with insightful discussions.
The scare of the Internet enthusiasts and that of a future of paperless virtual library, overshadowing the physical library of books and the reading habit emerge as author’s major concerns. But the book ends with optimism for the library’s future.

Fink’s (1989) article was considered the most important on values in librarianship in the past few decades by Gorman (p. 24). He has described his personal taxonomy of values, critiquing ALA's Code of Ethics, categorized as professional values, philosophical values, democratic values, general values, personal values (which he considered idiosyncratic to librarians) and rival values. This article was considered a provocative one of his time that drew innumerable reactions and became a landmark work on values. Later Finks and Sokefeld (1993) wrote an article on Professional Ethics that defined the characteristics of professional ethics and the role of code of ethics. The article mainly traces the history of development of the code of ethics of ALA, stressing the need to continuous evolution of a code in response to changes in environment.

Among some recent papers on Professional Values, Budd (2006) has described the core values as Professional Goals and as “genuine expressions of the professional Ethos” (p. 257). He explains the Professional Ethos of librarianship with reference to the framework of a practical and normative ethics. Budd (2006) studies Professional Goals only in terms of ALA’s statement of core values and for deriving normative ethics. In her book Preer (2008) has discussed four core values – providing service, ensuring access to information, avoiding conflicts of interests and protecting patron confidentiality (p. xiv). A work in applied ethics, it discusses increasing complexities in interpretations of each value in practical applications in digital age and resultant ethical dilemmas. Though it is debatable if ‘avoiding conflicts of interests’ can be treated as a value, this book is significant as it deals with all categories of libraries, especially, special libraries.
(a) **ALA’s Core Values**

Various other reports and articles related to values present a whole range of perspectives. The reports on issuing of statement of core values by ALA since 1999 to 2004, when the statement was finally issued, proved to be valuable sources for understanding the significance of values for the library professionals and the democratic process of selection of values. A Task Force on Core Values was appointed by ALA in 2000 to address a major recommendation of the 1999 Congress on Professional Education -- to clarify the core values (credo) of the profession. ALA had issued a number of documents till then to imply values for the profession (e.g., the *Code of Ethics* (amended in 2008), *Libraries: An American Value* (1999), etc.).

Besides these reports few articles such as those by Gorman (2001) and Weissinger (2003) written during the period of drafting of the statement of Core Values also proved to be quite valuable.

(b) **SLA’s Core Values**

Besides the SLA website, Romaine’s (April 2003) article and few others of relevance in *Information Outlook* in 2002 and 2003 provide insights to activities and people involved in various branding activities between 2000 through Spring 2003 that included reviewing of professional core values. SLA’s website on Alignment project keeps updating professionals about findings of the research team (SLA, Alignment project, para 3). Two articles in the *Information Outlook* explain the purpose of this multi-year project (Affelt, 2009; Romaine, Zamora & Fisher, 2009).

(c) **Empirical Research on Core Values / Ethical Principles**

Another group of scholars have identified *Core Values* based on empirical research either derived from content analysis of codes or statements or studies of attitudes of professionals towards ethical *Values* and dilemmas.

Koehler and Pemberton (2000) proposed a model code of ethics for Library & Information profession based on analysis of codes of mainly English –
speaking countries and based on the nine ethical issues suggested by Rubin and Froehlich (1996) (p. 26). Shachaf (2005) analysed the contents of codes of ethics of library associations of various countries around the world to identify the common ethical principles of the profession in her article (p. 513).

Two papers on cross-national surveys of librarians to identify shared values provided both framework and methodologies for the current research. The first paper by Dole, Hurych and Koehler (2000) discusses factors such as, professional training, library experience and type, professional responsibilities etc. responsible for value formation and variation in priorities of values (p. 285). The methodology was adapted from and expanded on Dole and Hurych’s earlier survey of 1998 and was applied to a cross-national population of librarians in 1999.

Due to unknown reasons there are fewer citations to the second article, Ethical Values of Information and Library Professionals — An Expanded Analysis (2000) by almost the same group of authors Koehler, Hurych, Dole and Wall. However, Shachaf (2005) remarked that “it is only the work of Koehler that is a cross-national empirical survey of ethical values of 1893 librarians around the globe” (Shachaf, 2005, p. 517). This paper reports a survey of Information & Library professionals applying same models as above in the summer of 2000. Findings were almost similar to the one conducted by Dole et al (2000) with slight difference in ranking order of values.

Another paper by Koehler (2003) deals with the neglected topic of professional value education in LIS discipline and used the term Information Ethics throughout. He mapped the set of Core Values and principles offered by Rubin and Froehlich, Gorman and Koehler and Pemberton. The author has observed, “Koehler and Pemberton and Gorman differ from Rubin and Froehlich not in their general conclusions but rather in emphasis” (Koehler, 2003, p. 103). He has also noticed a growing theoretical congruence in professional values and ethics in library literature and has identified a single set of 11 core values recognized by all information professionals based on his
earlier multinational survey of information professionals and other surveys of
codes of ethics of associations, etc.

(d) Other Writings

Few other writings of significance in recent years which deal with the issues
related to ethics theoretically are by Carbo and Almagno (2001) and Wengert
(2001). Some recent textbooks have proved to be quite useful references due
to extensive coverage to studies of values or ethical principles. Rubin’s (2010,
2006) textbook has one chapter pertaining to the attitudes and values of the
profession and issues of ethical concerns. He has discussed the contributions
of Gorman and Koehler in this respect and evaluates the Core values and code
of ethics of ALA and ACRL. Then he has proposed his own set of values –
The Value Of Service, Reading And Book, Respect For Truth and Search For
Truth, Tolerance, Justice and Aesthetics (p. 405-440). Compared to Gorman’s,
this set of values does not appear sophisticated. Another book Fundamentals
of Information Studies by Lester and Koehler (2007) has one chapter devoted
to information ethics and the need for moral choice in the context of new
technologies which have made new practices possible. Among other issues,
the discussion in this chapter of the digital divide in the context of right to
access information is also significant (p.333-378).

There is very little literature related to applied management ethics within
library organizations as observed by Barsh and Lisewski (2009) in their paper
that applied models from Business Ethics to study ethics leadership in various
types of libraries (p.25-26). The research methodology used by the authors for
their survey proved to be quite valuable for the current research. This paper is
one among other papers in the book on Ethics and Integrity dealing with
various ethical issues in various library activities ranging from collection
development, cataloguing to access management and copyright.

ii. Conflicts and Dilemmas in Ethos

Dilemmas or conflicts are essential constituents of Ethos and are studied with
references to areas of ethical concerns in library literature. Majority of
literature on Information Ethics, that has already emerged as an independent area of ethical and philosophical inquiry in the 21st century, is devoted to dilemmas or conflicts arising out of numerous ethical issues related to application of ICTs such as intellectual property, information privacy, and security issues which are of concern to librarians and other information professionals. Information Ethics is a hot topic and a number of academic journals and major international conferences are devoted to it every year (Fallis, 2007, p. 24). It is beyond the purview of this research to review this vast pool of literature. Here only significant works with direct relevance to all categories of libraries including special libraries have been reviewed.

Rubin and Froehlich (1996) identified nine areas of ethical concerns which give birth to dilemmas in library professionals. These are selection and censorship; privacy; reference; intellectual property rights; administration; access; technology; loyalties and social issues (p. 35-39). Later Froehlich (1997) used the term Conflicts for Ethical Dilemmas, treated conflicts among personal, professional, organizational and cultural values as inevitable (p. 81). Another writing of Froehlich (1998) is about a topic rarely discussed in library literature, i.e., conflicting relationship between professionals and non-professionals.

Preer (1991) has used the term Tension to denote the conflicts that a special librarian faces in making choices in various areas of activities. She identified areas of tensions which are sharpest in special librarianship (Preer, 1991, p.13). Preer (2008), in her recent book Library Ethics, has dealt with ethical dilemmas a librarian faces in great detail.

Hauptman’s (the editor of the Journal of Information Ethics) book Ethics and Librarianship (2002) is considered a classic in applied information ethics by few such as Buchanan & Henderson (2009). The book in twelve chapters deals exhaustively with ethical issues or dilemmas involved in all the activities of a library, ranging from collection building to technical and reference service. The chapter on Information Ethics deals with issues of ownership, access, privacy, security and community. The author’s refrain that the
librarians are unable to honour ethical standards due to organizational or administrative compulsions is quite clear. However, his book is criticized severely by others such as Berry (2003) and McDade (2003) for upholding impossible ethical standards (p. 169; 283). Hauptman earlier wrote another book on ethical challenges in 1988.

In 2005, Miltenoff and Hauptman made a limited empirical survey of librarians of six Western countries for their research on ethical dilemmas in libraries. Another work of relevance is that of Anderson (2006) that examines the ethical implications of developing and maintaining digital libraries. The author has offered a brief introduction to ethical theories of Immanuel Kant and John Stuart Mill, however the major portion of the book deals with practical ethical concerns of a digital library. The objective of the book is to make librarians aware of the need to update the Code of Ethics which has not been updated since the Internet became an essential feature of daily life. Buchanan and Henderson’s (2009) book on applied ethics presents case studies dealing with ethical dilemmas that library professionals face across all categories of libraries ranging from public to special and archival. Dole and Hurycz (2009) have applied Kidder’s theory of dilemma in the context of the right to access to information and other core values.

4.16. Organizational and Professional Culture

Since Ethos is generally accepted as a subset of the broader concept of culture as noted above, writings on organizational culture have been referred to trace trend in research and theoretical frameworks which have been applied. It is noteworthy that the change of culture also involves change of values, the core construct of Ethos, in many cases. It is notable that Kaarst-Brown et al. wrote about organizational culture of libraries in 2004 but could not cite any worthwhile reference from library literature. Oliver (2004) also noted that there was very little formal research in library disciplines relating to organizational culture (p. 287). According to Cheng and Liu (2008) “research on culture in the 1980s concentrated on explaining the concept and diagnosing culture, while later research began on changing culture and evaluating the
extent and success of change, then culture has been associated with TQM, BPR, Organizational Learning and KM” (p. 17).

In 1980s when public-funded libraries were directed by their parent organizations to function as customer-led businesses due to resource constraints, the issues involved in developing a new service-led culture was well-documented in UK. Various theoretical frameworks borrowed from organizational culture studies began to be used in LIS since 1990 to study impact of change from an autonomous-professional model to a service provider/manager model. For example, Davies, Kirkpatrick and Oliver (1992) used the framework of Schall for mapping the organizational culture of one UK university library as a case. A remarkable work on cultural change in libraries from systems approach is the edited book by Reid and Foster (2000). The authors claimed that measuring of organizational culture to understand it or its audit was not done by anyone till that time. Therefore, TAPin (Training and Awareness programme in Networks) part of the eLIb programme of UK evolved their own indicators of parameters for network-oriented culture based on a literature review of cultural audit tools from organizational studies. In 2002 McKnight used Balanced Score Card (BSC) framework to manage cultural change based on performance measurement in Deakin University under his own leadership. It was also supplemented by identifying a set of shared values of the staff (McKnight, 2002).

Theoretical studies on organizational culture of libraries such as by Kaarst-Brown et al. (2004), Shih and Allen (2007) and others assess frameworks such as, Competing Values Framework (CVF) and Schein’s framework to study changing organizational culture of libraries. Studies on development of specific culture of innovation in libraries by Rowley (2011) and writings on organizational innovation e.g., in European Journal of Innovation Management proved to be valuable for understanding the value of innovation. Besides Rowley’s (2011) book, another publication of the Facet publisher on Leadership (2008) proved to be useful resources for the study as these two
works discuss the concepts, which are also core professional values, in terms of organizational culture (Roberts & Rowley, 2008).

Mixed frameworks and methods have been used by few to study organizational cultural changes in libraries. In his paper Oliver (2004) applied a mixed framework of interpretive Information Continuum model with Hofstede’s quantitative model of dimensions of national culture. Dalbello (2008) conducted interpretive studies using qualitative research methods of narratives based on interviews, she used multiple frameworks, including Hofstede’s (2003) cultural indices, for a comparative study of the cultures of innovations in five European national libraries. Other case studies on cultural change are in the contexts of broader organizational change (Lougee, 1998; Lakos & Gary, 2000; Watson & Bauwell, 2001; Wells, 2007; Nussbaumer & Merkley, 2010).

One approach to analyzing cultural change in professional context is in terms of cultural movements from modernism or post-modernism. Joint (2006) and Davis (2008) argued for a new form of post-modern librarianship in response to the cultural shift from modernism to post-modernism. Most interesting is the post-modern deconstructionist perspective of Davis (2008) towards professional core values.

4. 17. Professional and Philosophical Contexts

For understanding Ethos of library service the degree of professionalization and the philosophical foundation need to be understood, since these highly contentious issues play deterministic roles.

The literature on professionalism of librarianship is vast. The focus of this literature survey is only the controversy regarding the professional character of library service. Is librarianship a complete profession or ‘full profession’ like medicine and law or a ‘semi-profession’ as some professionals argued? (Benge, 1970, p. 207). In this regard writings of Butler (1933); Goode (1961), Shaffer (1968) (as cited in Jayaswal, 1990, p.21), Atkinson’s (1974) and Asheim (1979) are significant as they were skeptical about librarian’s
professional character. Other thinkers in LIS, such as, Foskett (1962); Froehlich (1997) and Shera (1970), however, asserted the professional character of this service unambiguously.

Ethical values or principles, that constitute *Ethos*, are generally derived from the guiding philosophy of a profession, if there is any. There is an age old controversy about the existence or desirability of a philosophy of Library and Information Science. In the journal *Library Quarterly* in 1997, there was a debate on the topic - if LIS needs a philosophy. Zwaldo (1997) contended in his article *We do not need a philosophy of library science – We are confused already*. While Radford and Budd (1997) replied in a commentary with the title *We do need a philosophy of library science – We’re not confused enough : A response to Zwaldo* (1997). They observed that due to lack of philosophical scrutiny of epistemological structures and paradigms the theoretical foundations of LIS were not developing. Another important reference is Radfords (2005) paper on contemporary philosophical trends and their applications to LIS.

Among few books on the philosophy of librarianship, Rogers and McChesney’s (1984) book has presented the history of philosophy of librarianship in the most systematic and comprehensive manner. It provides a theoretical and conceptual framework that aims to develop a sense of professionalism. For the understanding of philosophical trends in the 1990s and the first decade of 20th century, the researcher has mainly relied on the special issue of the *Journal of Documentation* on Library and Information Science and the Philosophy of Science as it encapsulates the contributions of current schools of thoughts to the philosophy of LIS. According to Hjorland (2005), the editor of the issue, Budd and Radfords have made significant contributions to contemporary LIS thoughts (p. 8).

4.2. PART II: ETHOS IN INDIAN LIBRARY LITERATURE

The search for professional and organizational *Ethos* of Indian librarianship has covered both general and special library literature. Firstly, to construct the general professional Ethos the periodical *ILA Bulletin*, the official publication
of the largest national library association, Indian Library Association was referred (Kaushik, 1999). Two abstracting services viz, Singh’s Indian Library Literature (later Indian Library & Information Science Literature (1988, 1991, 1994) and IASLIC’s Indian Library Science Abstracts (ILSA) (1967 to 2005) proved to be useful tools for searching the whole of Indian library literature. Indexes and abstracting publications to other leading periodicals, such as, Annals of Library Science and Documentation, Journal of Library & Information Science, Library Herald and Library Science with a Slant to Documentation (JLIS Index volume (2003); Vashishth (1983); Tejomurty & Shukla (1988), Singh, Sukhbir (1992)) were searched for writings on Ethos, Culture, Professional Ethics, Values, Beliefs, Dilemmas and Philosophy. Significant cited books on these topics were also referred to.

Leading textbooks on librarianship, administration and management and edited works (festschrift volumes only) since 1956, the year of establishment of IASLIC, to 2011 were also referred for relevant writings. This survey was essential to understand the general Ethos and generic Values of Indian librarians that all special library professionals also share.

Secondly, the sources for understanding of Ethos of special librarians and related concepts were the publications of the Indian Association of Special Libraries and Information Centres (IASLIC) - its Bulletin and series of special publications.

The dearth of a comprehensive and online updated indexing and abstracting tool covering the whole of the Indian library literature has been a serious impediment to the literature review. The coverage of Indian literature in international abstracting services, such as LISA and LISTA, has always been limited. While Indian indexing and abstracting services are irregularly published and not even print copies are available widely. Thus all searches have been done manually. The subject headings used in available Indian indexing and abstracting publications have not been quite comprehensive and uniform and do not cover all aspects of Ethos extensively. Therefore, IASLIC
Bulletin has been searched manually for relevant references since its inception i.e., 1956.

The literature survey has revealed from 1956 to 2011 that professional or organizational Ethos has never been a topic of research in India. The only occurrence of the term Ethos as a subject heading is in ILSA that refers to a writing of an African professional in the journal Library Herald (Igbinosa, 1992-1993). The well-written paper defines ethos as an experiential concept in the context of the Third World countries. Explains reasons for poor ethos in rural libraries and suggests ways for improvement. An awareness about a professional philosophy and work ethics is indicated in scattered references in Indian library literature of the latter half of 20th century. In all these writings, the impact of Ranganathan’s thoughts – especially, his Five Laws, are immense. Most of the ethical or philosophical discussions by the Indian library professionals are in the context of Ranganathan’s contributions.

In view of above this part of the chapter presents a brief review of Ranganathan’s Five Laws of Library Science in the light of the comments of other scholars. Writings of other professionals have been reviewed in the following sections divided into two periods, i.e., pre-Code of Ethics and post-Code of Ethics. The year 1988-89, when the draft of the Code of Ethics was issued by Joint Council of Library Associations of India (JOCLAI), has been marked as the watershed year. The discussions of philosophy and ethics have been clubbed together in view of the fact that the philosophical viewpoints of authors have immense influence on their ethical outlook.

4.21. Ranganathan’s Five Laws

Ranganathan’s writings are indispensable in understanding the evolution of the profession in India and the process of shaping the Ethos of the Indian library service. He had “60 books and 2,500 technical papers” (Kumar, 1992, p. 149), to his credit and there is hardly any aspect of LIS or activity of the library that has been left untouched. It is beyond the purview of this research to get into a detailed discussion of Ranganathan’s all works and philosophy,
therefore the review below will focus on Ranganathan’s (1931) seminal work i.e., *The Five Laws of Library Science*. He had drawn various other canons, postulates and laws, etc. but his Five Laws, propounded in 1930s, which were vindicated by the Western scholars, became the cornerstone of the Indian librarians’ philosophical and ethical discourses. Atherton observed that if “Dr. Ranganathan had done nothing more than publish Five Laws of Library Science, he would have to be seriously considered for a Library Hall of Fame…” (as cited in Navalani & Sidhu, 1986, p.55).

Innumerable writings of Indian professionals have cited the Five Laws as central to the thought process of Indian professionals, e.g., Singh’s (1988, 1991, 1994) *Indian Library and Information Science Literature* and *ILSA* list many references on the Five Laws. However, a search on Ranganathan’s Five laws of Library Science gives 36 hits only in LISA (last searched on 8th Oct. 2011). Here only significant writings have been referred to collate various viewpoints of leading Indian and international professionals about the true nature of the Laws and their roles in shaping the *Ethos* of Indian library professionals. These include Sharma (1965; 1977), Khanna (1965), Satija (1986) and few others.

In Rajagopalan’s (1986,1988) edited proceedings and the companion volume to the International Conference on Ranganathan’s contributions, papers by reputed professionals such as, Bhattacharyya (1988); Khurshid (1986); Lancaster (1986); Rajagopalan and Rajan (1986); Satija (1986) and Sharma (1988) present various perspectives of the Five Laws.

The centenary year of Ranganathan i.e., 1992, saw a spate of his biographies all of which carry analyses of the Five laws. His biography by G. Kumar (1992) offered a refreshingly iconoclastic analysis of his contributions. He presents the Five Laws as a focal point in Ranganathan’s philosophy and explains the true nature of the Laws (p. 59).

P.S.G. Kumar’s (1992) biography of Ranganthan is almost an eulogy without critical analysis that covers his life, philosophy and the Five Laws in several chapters. Other biographies of this category referred to are by Satija (1992);

Even in the 21st century, the Five Laws have generated a number of writings by the Indian professionals. In the last two volumes of ILSA published in 2003 and 2010 respectively there are in all 24 references for Five Laws. In the book titled Librarianship : philosophy, law and ethics published in 2002, there are nine papers of varied quality on various aspects of the Five Laws of Library Science.

Selective works of some of the internationally renowned scholars have also been referred. Foskett’s (1962) classic work that upholds an ideal for ethical neutrality also offers a unique place to the Five Laws in the philosophy of librarianship. According to him, “the most sustained attempt to work out a philosophy of librarianship is that of Dr. Ranganathan. Only Ranganathan has reduced the science to a few basic laws” (p. 8). Atherton’s (1973) publicly delivered lectures and reflections on Ranganathan's Five Laws compiled in a book offers an American perspective. The book has one chapter for each Law and shows real time applications of each in a specific library activity. Viewpoints of other leading library professionals referred were Benge’s (1970); Rogers and Mac Chesney’s (1984); Gorman’s (1998, 2000); Diamond and Dragich’s (2001) in the context of law librarianship and Rubin’s (2004).

4.3. PRE-CODE OF ETHICS WRITINGS

All the Indian professionals who have written on philosophy and ethics of librarianship were heavily influenced by Ranganathan’s thoughts. The writings before the formulation of the Code of Ethics are discussed below.

4.3.1. On Professional Philosophy

Mukherjee’s (1966) detailed work on philosophy and history of librarianship was the earliest publication. He has differentiated between a philosophy that illuminates practices and functions of Indian librarianship and a code of ethics
that could be expected to help keeping a steadfast view of the objectives (p. 46). Mittal (1984) in the chapter on philosophy of librarianship in his book, proposed the philosophy of librarianship based on the Five Laws of Ranganathan. He also claimed to have merged significant ideas of various schools of philosophy of librarianship citing a paper by K. Ramakrishna Rao (p. 3-12). Special mention needs to be made to Narayana’s (1991) discussions on philosophy of librarianship due to its uniqueness and his being a special librarian. Narayana (1991) formulated a guiding philosophy for library management based on Ranganathan’s Five Laws of Library Science and Shera’s Socio-Epistemological foundation (p. 88-89). However, there was an exception, the paper in *IASLIC Bulletin* on the philosophy of librarianship by Chakravarty (1959), quoted Western author Broadfield but did not refer to Ranganathan (p. 11).

Available festschrift volumes (since 1956) have been searched for references to professional philosophy and ethics. The Vishwanathan festschrift volume (1982) has a section on *Philosophy of Library & Information Science*. that has a motley of articles, but only three of them deal with philosophical issues (Chakrabartibiswas, 1982; Bhattacharya, 1982; Lancaster & Mehrotra, 1982).

### 4.32. Professional Ethics

Professional ethics or ethical principles, also known as values, the core components of Ethos, have been discussed by Indian library professionals since 1950s. Most of the references are from IASLIC publications and thus relevant to special libraries.

One of the earliest expressions of concern for ethics in librarianship was by Ram Labhaya who wrote in 1950 (Chatterjee, 1984, p. 26). Later Maganand discussed library ethics in two articles in *Indian Librarian* in 1955 and 1962 (as cited in Ganguly, 1984, p.18; Chatterjee, 1965, p. 144). Maganand (1962) forcefully argued the case for professional ethics for librarianship following the models provided by medical and legal professions. He supported the inclusion of lessons on ethics in Library Science curriculum (Maganand, 1962,
Till 1965 there were no other worthwhile references to library ethics in Indian library literature as is evident from Chatterjee’s (1965) literature survey on the same topic (p.144).

In 1984, Ganguly cited two significant references about professional ethics. One was a chapter on ethics in Mittal’s (1964) book *Library Administration*. The same book later had many editions. Mittal (1984) has opined that ethics of librarianship denotes the conduct and behaviour of those who adopt the profession. He has referred to the Five Laws as the cardinal principles and basis of his list of ethical behaviour including duties to readers, to books, to the profession, to the staff and to himself (Mittal, 1984, p. 27-30). Chatterjee (1965) referred to various aspects that a code should cover as identified by Maganand (p.144). Another reference by Ganguly (1984) was to Mukherjee’s (1966) book which has a section titled *Librarian’s Creed and Professional Ethics*, wherein he has presented a draft of a professional code for librarians (p. 45-52). His model code of ethics is one of the significant ones among individual initiatives in India. He listed thirty-one points of the Creed and Code of Ethics for the librarians without any reference to any association’s code of ethics. The significant beliefs mentioned are – librarian’s conviction in his profession, his role as a keeper of books, seeker of knowledge, his educative role, etc. He has also referred to selected principles of Western thinkers such as, Broadfield, Gardner and Lyle; and Nitecki. His attitude towards total impartiality as in Foskett’s dictum has been ambivalent as is evident from few of the contradictory principles at serial nos. 5, 6, 24, 31 and 18 and 19 of the code (Mukherjee, 1966, p. 45-52). In an article Bonn (1970), a visiting Professor to the University of Delhi, explained the formal, conventional and the informal or extra mural responsibilities of the librarians to the parent organization, to its immediate community and the community outside (p. 280).

During 1980s there was a remarkable increase in awareness and efforts to design a code of ethics for library professionals in India. The ethical concerns of the Indian librarians in the 1980s were reflected in eleven papers presented
in the 11th National Seminar of IASLIC on the theme *Towards a Code of Professional Ethics*. The issues covered therein were primarily concerned with the need of a code of ethics, its constituents and roles. Seetharama (1984), in his paper, discussed the needs for a code of ethics and also stressed that a code was required to enhance the status of the profession. He listed professional ethical concerns as – professional competence, integrity of members, financial ethics, ethics in teaching and research, ethics in information activities involving confidentiality of information, professional independence, impartiality and misuse of facilities (p. 6). He also provided a model for formulating a code based on religious and moral standards of American business. Ganguly (1984) also felt the need for such a code due to unethical practices prevalent in India (p. 17).

Patwardhan (1984) believed that a code of ethics provides guideline for professionals in discharging their duties and punish professionals engaged in non-professional activities (p. 44). Das (1984) also expressed similar views. Papers by Singh and Dua (1984); Gupta (1984) and Rao (1984) also stressed similar viewpoints in the context of R&D libraries and Engineering and Technology libraries. One dissenting voice was that of Sethi (1984) who felt that codes consist of “principles and statements of vague idealism” (p. 35). Another paper published by Gupta (1985) also deals with the code of ethics.

In 1987, Ohdedar wrote on library ethics. During 1988-89 there were several references in the bulletins of IASLIC and ILA to the meeting of the Joint Council of Library Associations of India (JOCLAI) in December 1988 wherein the Code of Ethics was presented (A Code of Ethics, 1988, p. 196-170; JOCLAI proceedings, 1988, p.159-163). A lecture delivered by Plaister, the President of Library Association of UK in December 1988 at New Delhi about the principles of the code of ethics adopted by his Association was reproduced in an issue of 1989 *ILA Bulletin*. The editorial in *ILA Bulletin* by Rajagopalan (1989) requested fellow professionals to peruse the draft of the code and send their comments to JOCLAI. Explaining the significance the code of ethics for improving the image of the profession, he observed, “The
library and information personnel should take pride in professional Ethos, activities and service” (Rajagopalan, 1989, p.177).

One work which was different from those noted above is of Chopra’s (1989) empirical study on work ethics in the context of professionalism of librarianship. He made only a passing reference to professional ethics based on three attitudinal questions, one pertaining to value of privacy and the other two on equality. Chopra (1989) rated librarians as pro or anti-work ethics on the basis of responses to these questions. He further mentioned that majority of the respondents got less than three scores and was not in favour of work ethics. However, he did not explain the concept of work ethics.

4.4. POST - CODE OF ETHICS WRITINGS

After the initial euphoria about the code of ethics, there was an ebb in the interest of the library professionals about ethical issues. Theoretical discussions with reference to a code of ethics appeared rarely after that period. Few exceptions were there which have been reviewed below.

Majority of the writings on professional ethics of Indian librarianship during the post -code of ethics period is uncritical narrative in nature. Many of these are mere reiteration of ethical issues with a reference to the code of ethics of by the Joint Council of Library Associations of India (JOCLAI) in 1988-89. Two stray papers on professional ethics are by Mehboob and Majeed (1991) and Bhattacharya (2000). The title Librarianship: Philosophy, Laws And Ethics edited by Kaur and Prasher (2002) has three papers on ethics of librarianship and has also reproduced JOCLAI’s code of ethics. The paper by D. Kaur (2002) on ethics of librarianship is an important contribution as it deals with actual ethical challenges faced by librarians in India. The paper analyses the contents of various available codes of ethics and identifies three sets of responsibilities of a librarian - towards user, in document selection and towards staff (Kaur, 2002, p.198 -202). The other two articles in this section of the book are – on library and aesthetics by Sethi ( 2002) and work values of library professionals by P. Kaur (2002).
The article by P. Kaur (2002) on work values of library professionals in the universities of Punjab is a rare one in the Indian library literature. The author defines work values and their roles in organizational culture. She conducted an attitudinal survey of the library professionals applying 81 variables related to personal goals, perceptions, satisfactions, beliefs and demographics (p. 208). However, the author has not referred to contemporary international writings about professional values of the library professionals.

*Dr. P.S.G. Kumar festschrift volume* (2004) devotes a whole section on Ethics and Librarianship, however, the papers are generally narratives about relevance of professional ethics and totally bereft of critical analysis of the existing codes or review of international or national literature on this topic. For example, Waghmare, Lihitkar and Agashe (2004); Navalani and Kathuria (2004); and Potdar (2004) have discussed ethical issues and also referred to the existing codes of ethics. Borse (2004) has stressed the values of equality and democracy and even referred to ethical dilemmas due to budgetary, security and other managerial constraints (p. 59). Jena and Routray (2004) have discussed ethical issues in the context of IPR and the ethical guidelines laid down by AITP without any reference to the Indian scenario (p. 77).

The 25th All India Conference of IASLIC in 2005 on the vision for LIS profession in India had one session on the *Ethics of Librarianship* and papers were presented by Banerjee (2005), Chatterjee (2005), Devi and Devi (2005), Selvi and Kalalappan (2005) and Vij (2005). Banerjee (2005) deals with dilemmas related to ethical issues faced by the contemporary library professionals due to impact of ICTs. She has discussed in details the ethical issues related to intellectual freedom, quality of information, data privacy and professional accountability (Banerjee,2005, 232 - 234). Chatterjee (2005) explains the significance of a code for Indian library professionals and has presented a draft code but without referring to the Code already formulated by JOCLAI ( p.221-225) . Vij (2005) has also not referred to JOCLAI’s code while discussing the needs for a code for Indian professionals (p.227-230).
Selvi and Kalalappa (2005) have discussed Infoethics in terms of privacy, accuracy, property and access (p. 237-238).

Much later a paper by Behera, Mishra and Singh (2010), in a festschrift volume while dealing with professionalism of librarianship, noted that the absence of an enforceable code of ethics was detrimental to the image of the profession. Strangely, the paper neither refers to the code of ethics of JOCLAI nor provides Indian or global perspective.

It is notable that JOCLAI’s Code of Ethics and professional ethics of the Indian library professionals have almost no reference in the international literature. A rare reference is in a paper presented by Kaur (2008) during the 74th IFLA General Conference and Council.

4.5. OTHER COMPONENTS OF ETHOS

Due to paucity of writings that deal exclusively with professional values, the literature survey has been broadened to look for writings on specific core values such as i.e., Service, Intellectual Freedom, Equality, Preservation, Information Literacy, Integrity, Leadership, Innovation, Collaboration And Partnering, etc. to understand the Indian perspective in the context of special libraries. The search has been restricted to the publications of IASLIC only due to the sheer quantum of literature available on some of the topics and also in view of the fact that this research pertains to special libraries. Relevant papers published in IASLIC Bulletin since 1956 and papers in the conference and seminar proceedings of IASLIC and its special publications have been referred to. Composite or single authored works from other publishers which provide exclusive and ample coverage to a specific value have also been covered. Most of the writings cited below deal with the activities denoted by the value terms and seldom with its ethical perspective.
4.51. On Value of Preservation

Since its inception writings have appeared on the significance of preservation as an activity in IASLIC Bulletin. Most of these papers only touched upon the objectives of preservation only. The earliest paper by Banerjee (1957) addressed the issue of preservation in the context of reprint and pamphlets in Indian special libraries and suggested microfilming and photocopying. Interestingly, the main objective of the preservation activities presented by the author was co-ordination of scientific and technical information for national survival and progress (p.90). Other papers focus on either technology or care and preservation of rare library materials (Majumdar, 1967; Datta, 1969; Diehl (1970); Marsh (1981); Chakraborty, 1983; Khan, 1993; Sahoo, 2001; Mishra, 2002). Raza and Arora’s (2004) paper deals with the need for digital preservation, its planning and provides guidelines for the same. Other articles related to various aspects of digitization are by Devi and Kutty (2001); Mazumdar (2001); Misra (2001); Gupta, Singh and Kumar (2003); Singh et al. (2003); Hanifuddin and Islam (2005); Nandi (2005); Vinitha, Kanuthimathi and Devi (2005); Rokade and Rajyalakshmi (2008) and Mishra (2010).

A book by Patel (2003) on preservation and access in the digital environment has seven chapters dealing with trends in preservation, the techniques and strategies rather than value perspectives An edited book by Ramaiah and Sujatha (2008) has 35 articles on preservation of library, archival and digital documents. Two of the articles are thematic in nature and sets the tune for the whole volume by emphasizing the role of heritage preservation for libraries (Raju, 2008 ; Sasikala & Raju, 2008).

4.52. On Information Literacy, Collaboration and Innovation

The term Information Literacy has been used for User Education since last 15 to 20 years (Horton, 2009). The earliest paper in IASLIC Bulletin was by Husain (1970) which dealt with the topic of user orientation in libraries with reference to an academic institution in view of the library’s social function. During the 13th IASLIC national conference User education was one of the
themes and various papers were presented (Basak & Das, 1981; Raghavan, Bhatia & Karnd, 1981; Rao & Krishnamurthy, 1981). Various other papers on information literacy and user education can be cited in the Bulletin and proceedings of conferences of later years (Manzoor, 1979; Anand & Guha, 1980; Kapoor, 1980; Das, 1995; Devender, 1995; Ram, 2002; Biswas & Khan, 2004). The 27th IASLIC Conference of 2009 was on the theme of Library/information users in digital era.

A search of IASLIC Bulletin provides a number of references dealing with various forms of resource sharing, collaboration and partnering either in the forms of basic library co-operation like inter lending or collaborative cataloguing or documentation (Gehani, 1963; Sultan, 1968; Bhushan, 1973; Kaur, 1976; Prasad, 1976). Co-operation in the form of library associations was one of the themes of the 9th IASLIC seminar, 1980 at Nagpur and 10 significant papers on the roles of the library associations in the development of the services were presented. (Kapoor, Roy & Roy (Eds.), 1980, p. 107 – 180). Another form of collaborative effort for the development of libraries dominant during the 1970s was the formation of the National Information systems in various disciplines. The theme of the conference of 11th IASLIC conference, 1977 at Dharwar was Planning of National Information Network and 27 full papers were presented (Kapoor & Ghosh (Eds.), 1977, p. 33-52) dealing with policies and planning for development of national information networks and sectoral information systems. The concept of consortium also surfaced during the same period (Sathynarayana & Gayathri, 1977; Biswas, Hazra & Jalal, 2002; Babu & Venkateswarlu, 2004; Bisen, 2005; Raigoli, Birdie. & Karisidappa, 2005) Online networking emerges as the most favoured mode of resource sharing and collaboration from the writings since late 1970s. Since then a substantial number of papers have been presented in the conferences and seminars of IASLIC on issues related to networking which are not listed here. Significant references from the IASLIC Bulletin are by (Alvi, 1976; Karki, 1983; Sengupta, 1978; Seetharaman, 1986; Misra, 1987; Satpathy, 1992; Kaul, 1993; Datta, 1994; Kanujia & Satyanarayana, 2004; Satyanarayana, 2005; Perumalsamy, 2006). All these writings deal with
technical issues with reference to specific cases. The authors uphold the value of collaboration among libraries and professionals generally to face the practical challenges of information explosion and as an economizing measure. However, there is no discussion from theoretical perspective of the value.

There is only one paper that directly deals with the value of innovation and it is by a non-library professional, Panda (1987), Director, Hindustan Paper Corp., Calcutta. He explained the concept of innovation, in a special lecture organized by IASLIC, as “creative change” and also described various types of innovations of which technological is only one (Panda, 1987, p. 46). While since the beginning of the publication of the IASLIC Bulletin numerous articles have been published by professionals on implementation of various new mechanisms and technologies in libraries but none of these dealt with the concept of innovation.

4.53. On Other Values

In IASLIC Bulletin there are few references to other values, e.g., one rare reference is a detailed discussion on the value of Accountability of the professionals by Borse (2000). In view of the limited coverage to the value perspectives in IASLIC publications, other available works were searched for relevant references to any other value in the Indian context.

One work of relevance in this context is Leadership and Management Principles in Libraries in Developing Countries containing three Indian case studies which are typical examples of application of leadership and management principles in three libraries, two of which are special libraries. The cases of IIT Delhi Library and the Central library and Kashmir Information Resource Centre are simple one-sided narrations by the top executives of the respective libraries about processes of change management in the concerned libraries (Arora, 2002; Chaudhury & Farooq, 2002). Only in the case of NASSDOC, the author has used a management paradigm to explain the role of leadership (Goswami, 2002).
One recent paper by Tripathi and Tripathi (2010) in an international journal is about right to privacy of users with special reference to India. It is claimed that “this paper is the first of its kind to study how the libraries in India are dealing with the issue of privacy and highlight the need for the information professionals to protect their professional ethics” (Tripathi & Tripathi, 2010, p. 615). The authors have urged professional organizations of India to spread awareness about issues of privacy similar to the American Library Association.

There are writings dealing with creation of web contents and webometrics in IASLIC’s publications but communication of *Ethos* by websites is not generally discussed in Indian library literature (Badhushah & Srimurugan, 2005; Mukhopadhyay, 2004; Walia & Kaur, 2008). A paper, in a festschrift volume, by Babu (2009) on website design and credibility is an exception. The factor of credibility is significant in corporate communication and he has applied it to library websites only theoretically. The author has explained the role of librarians and their competencies vis-a-vis website credibility (Babu, 2009, p.724-726). However, the emphasis of the paper is more on technicalities of web design than textual contents. Another paper by (Kalyane & Devarai, 1994) though not dealing with website, has proved to be useful in understanding of the Ethos quality of Empathy

4.54. **Professional Ethical Dilemmas**

There are few papers in *IASLIC Bulletin* which deal with problems of special libraries and discuss few areas of conflict (Nomani, 1965; Rao, 1969; Mukerji, 1973). The problems discussed are generally related to the image and status of the profession, low standard of library science education, subject –specialist librarian vs. specialist librarian. During 19th national seminar of IASLIC, Chaturvedi (2000) discussed various ethical issues related to security of health information.

Two books proved quite relevant for understanding ethical dilemmas or value conflicts in the Indian context. One is *Problems in Library Management* by
Umapathy (1976), who claims that it is “perhaps the first of its kind in India” (p.ix). It is a unique publication that reflects the ethical dilemmas or conflicts that the information professionals of 1970s faced, many of these are still quite relevant to all types of libraries. This book presents 23 problems covering various aspects of library management as well as fundamental principles of librarianship (p.ix). The book is divided into six parts. Part one discusses eight ‘basic issues’ such as - Should a librarian champion a cause?; Should a librarian serve others before serving himself?; Books are for the use of all: Are they? Should they?; Should a librarian accept a favour from a bookseller?; Other parts deal with issues including allocation of funds to departments, budget cut, book loss, work shirkers in staff, etc.

Another reference that deals with conflict management in libraries is a contemporary publication by Abbas (2009). This book is a rare publication in India that explains various theories of conflict management and is based on case studies of all the University libraries of Delhi along with few other institutions. The author has listed conflict of values as issues of conflict among various other issues (p. 129). However, he has not elaborated the values at any stage either in the theoretical discussion or data collection.

4.6. RELATED AREAS OF STUDIES

Other sources referred for understanding the concept of Ethos of library service in special libraries are writings on culture, change management and related topics. General textbooks on special libraries and on library management have been also browsed for references on studies in culture, values, and components of Ethos, etc.

4.61. Culture of Library

In the Indian context, exclusive research on culture (of which Ethos is a subset) or its change, are almost non-existent. One of the few exceptions is a case study of Jammu University library which is a simple narrative on introduction of corporate culture in a University library (Malhan, 2006). The paper has no reference to contemporary research about change of organizational culture of libraries. Another paper on library culture and its
change by Panda and Mandal (2006) has presented “a conjectural approach to corporate culture and how the same could be applied to contemporary libraries and information centres” (p. 448). It defines corporate culture with a brief literature review and analyses how the Five Laws of Library Science influence the library’s culture. The authors explain change of library culture citing few case studies. Finally, they advocate for introduction of corporate culture in all the libraries in developing countries.

4.62. Change Management

In view of dearth of literature on change of culture, the literature search was broadened to cover change management with reference to changes in values or ethical principles. The writings on change management generally deal with processes, services, policies and the organizational structure and rarely with ethical aspects. IASLIC Bulletin has few references to various leading change management programmes such as Business Process Re-engineering (BPR), Total Quality Management (TQM), Just-in-Time (JIT), etc. TQM has substantial number of references in IASLIC Bulletin (Rajyalakshmi, 1998; Dabas & Singh, 2000; Borse, 2002; Pramanik, 2010). RajyaLakshmi’s (1998) paper lists cultural track and its change as one of the several components of implementation of TQM but does not elaborate on it. On the other hand, Dabas and Singh’s (2000) paper on applications of TQM in four university libraries of Punjab emphasizes on cultural dimensions though exclusively based on quantitative analysis. Such as quality philosophy, quality planning, leadership etc. Quality in university libraries is measured against seven service quality dimensions such as accessibility, reliability, responsiveness, assurance, communication, empathy and tangibles.

Few other significant writings on change management by Indian professionals in special libraries deserve special mention. Jambhekar’s (2000) paper presented in 19th National seminar of IASLIC on strategies for change through Business Process Re-engineering is a significant one. IASLIC’s special golden jubilee year (2005) publication titled Reengineering Library Services has a section on change management with nine papers but none deals with
change in the context of professional values. Among these papers Dasgupta’s (2005) strongly advocates marketing of the library services in the age of globalization. The papers by Mangla (2005), Neelameghan (2005); and Sardana and Dhawan (2005) have discussed change in terms of impact of ICTs in development of a highly networked society and international co-operation. Raina (2005); and Reddy and Ramaiah (2005) deal with development of new competencies for the new environment. Goswami (2005) explains re-engineering of NASSDOC in terms of development of development of service qualities of the professional staff (p. 25). Gaur’s (2003) book on re-engineering of a management library also does not deal with changes in value systems.

4.7. ON PROFESSIONAL CHARACTER

The professional character of librarianship has always been a favourite topic of discussion in the West but not so in India. The professional character has been generally accepted by the professionals in all categories of libraries. Gopinath’s (1967) seminal article that describes the growth and achievements of library associations in USA, UK and India also establishes categorically the professional character of librarianship. His thesis was also adopted by Khanna (1994, p. 289-292). In other works on historical and sociological aspects of librarianship such as by Sharma (1965, 1977) and Khanna (1994) a chapter or section is devoted to analyze the professional character of the LIS. In 1988 (later a book in 1989), Chopra published a paper reporting results of a survey of library professionals to ascertain motivations of their career; ascertain reasons for terming librarianship as a profession and finally, to assess social status of librarians in India. Notably, the findings revealed that 91.03% thought librarianship as a profession and those who did not were serving in junior positions (p.76). Jayaswal’s (1990) book on sociology of the profession is a remarkable contribution as he dissects the professional character of librarianship applying a sociological framework. He has categorized librarianship as a semi-profession and used the term “organizational professionals” for librarians (p.21-22). Based on an empirical survey, Jayaswal
has also addressed the issues related to value-orientation of the librarians. He has identified three types of orientations such as bureaucratic, professional and client orientations. Though he has mentioned about the professional dilemmas but explained these in terms of professional vs. bureaucratic commitments in view of the hypothesis of his research (p.169).

Lahiri’s (1999) book titled on professionalism is a detailed work in both conceptual and historical context. However, he has not applied a well defined theoretical framework. Like other Indian professional-authors he also observes the lack of professional identity and poor image in public perception. Interestingly, the book has reproduced the Japanese code of ethics but has only referred to Indian code of ethics in a single line as issued by ILA (p. 14).

Writings on professional competencies also dwell upon professionalism of the library professionals (Kochar and Sudarshan, 1997; Sharma, 2001; Singh, Malhan & Kaur (Eds.), 2009).

The special library professionals in India did not express any confusion regarding the professional character. Ranganathan’s (1949) article in the SLA’s journal on special librarianship was the earliest attempt to define special librarianship by an Indian. According to him, “it is specialization in a subject that can make a library a special library” (p. 362). However, according to him, intensive documentation only connotes special librarianship. He also clarified at that point of time very few Indian libraries were engaged in documentation work thus in special librarianship (p. 365). The earliest paper on the library profession in the IASLIC Bulletin is also by Ranganathan (1967). In the second half of the paper, reproduction of his lecture explained the nature of library profession and correlated the Five Laws of Library Science with the Vedic commandments on how a guest or a reader may be served with sincerity, humility, etc.

The 8th IASLIC conference in 1969 had a symposium on Library Profession in India: Its Status and Responsibilities. The papers presented were all dealing with need to improve status of the library professionals rather than the nature of the profession (Rai, 1969; Indwar, 1969; Jain, 1969; Chakraverti, 1969;

Since 1970s there were few writings in the Bulletin related to the professional character such as, on professional sociology by Binwal (1971) and Goswami (2003), on the changing role of special libraries by Mukerji (1973), competency development by and on Ranganathan’s professionalism by Bhattacharyya (1997). During the 19th national seminar of IASLIC on the theme Library and Information Profession at the Crossroads in 2000 the challenges of changing role of the LIS professionals due to applications of ICTs were discussed in details in a number of papers (Jambhekar, 2000; Sen and Chakrabarti, 2000; Raina, 2000; Mahapatra & Das, 2000; Ray, 2000; Murugan (2000) and Seetharama (2000)).

The 25th All India conference of IASLIC was on the theme of LIS profession in India: vision for 2010. Papers were presented on various applications on ICTs in the libraries and one paper by Sharma (2005) directly dealt with the changing role of the LIS professionals. In IASLIC’s special publication of 2005 there are three papers on issues related to professional identity. Papers of Devi and Murthy (2005), Karisidappa and Siddamallaiah (2005); and Srivastava (2005) deal with the changing role of the library professionals, their identity crisis and insecurities of the professionals in the new technological environment. Dasgupta (2005) and Sen (2005) examine the roles of accreditation bodies and the professional associations respectively in the formation of professional identity. The 23rd IASLIC National Seminar on the theme of Library profession in search of a new paradigm in 2008 the professionals again dealt with the role of ICTs, professional associations etc. in development of librarianship.

4.8. ON SPECIAL LIBRARIANSHIP

Few significant textbooks on special librarianship in India are reviewed here in the context of their coverage of ethical issues, professional values, culture etc. Mukherjee’s (1969) book on special librarianship was planned as a ‘guide for the management of special libraries’ (p. xi). In sixteen chapters the book
deals with aims, characteristics and functions of the special library, acquisition, organization and dissemination of information sources. According to the author, the book deals with “fundamental principles and functions of the special library” (Mukherjee, 1969, p. xi), however it is not clear from the book which are the fundamental principles. Major portion of the book deals with new techniques of information storage, retrieval and documentation, clearly supporting the values of service and innovation.

The book by Singh and Kumar (2005) has sixteen chapters covering all the aspects of the management of a special library. Special libraries are linked to industrial growth of a country and are seen as the measure of the level of R&D activities of a nation. The authors emphasize mainly two aspects - specialized character of the services and applications of ICTs in special libraries. Thus again the values of service and innovation predominate. The most important chapter of this book for this research is chapter 16 on problems, developments and trends that special librarians face in the early 21st century. A recent paper by one of the authors of the book, Singh (2006) essays the recent trends in the development of special libraries in India. The paradigm shifts resulting into introduction of innovative ideas, technologies, media and mindset are clearly defined.

Another recent voluminous publication on special librarianship is by Dhiman (2008), a text book meant for students of LIS. The book covers all the dimensions of special librarianship but does not provide any new information for the purpose of this research.

4.9. ON LIBRARY MANAGEMENT AND OTHERS

Frequently cited books on library administration and management have been also scanned for writings on specific components of Ethos. Kumar’s (1987, 2007 reprint) Library Administration and Management is a textbook that is exhaustive in nature and covers all aspects of library management in twenty-seven chapters including, schools of management, principles of management, planning, staffing, budgeting and various library activities. One chapter of our
interest is titled *Innovation in Library Environment*, that analyses the problems of innovation in Indian library in great details. Though the author does not denote innovation as a core value but the text implies its great significance in library management. The chapter enumerates various steps for creating an environment of innovation. The book was published in 1987 and had three reprints, resultantly, the references covered were till early 1980s. The book has a bias towards university library.

Other books on library management referred to do not deal with ethical or cultural aspects of the library (Mookerjee & Sengupta, 1977; Panwar & Vyas, 1986; Parida, 1993; Lahiri, 1996; Krishnamurthy, 1997; Sharma, 2003; Sharma & Singh, 2005).

5. **CONCLUSION**

Above literature review is both extensive and intensive in nature as it is an effort to understand the core concepts as well as the related concepts of the topic of the present research. The study has been intensive for core concepts such as *Ethos* and its change in LIS are concerned. The searches for theoretical frameworks in other professional disciplines and in related areas of studies within LIS such as organizational and professional culture in library are broad in coverage for obvious reasons. The international literature on *Ethos* in LIS has been found to be limited, however there are significant references on the core components of *Ethos, i.e.*, values or ethical principles and dilemmas. On the other hand, the ethos of Indian library professionals has to be constructed on the basis of scattered writings of varying quality on professional ethics, professionalism and Ranganathan’s Five laws of Library Science due to absence of any work dealing with *Ethos* per se.
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