

Librarian to Cybrarian: SWOT analysis in Indian context

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Abstract- The evolution of technology is transforming the conventional approaches used by librarians into more contemporary ones. Since the advent of web 2.0, the term "librarian" has been used to refer to knowledge managers, information managers, digital librarians, and now, increasingly, cybrarians. The skill sets that librarians must build or acquire have significantly changed as a result of this evolution. The environment in which librarians work is changing with greater access to a wider range of information, faster information retrieval, and greater complexity in finding, analyzing, and linking updated information. The role of librarians in the new environment is growing exponentially. The paper is trying to do the SWOT analysis of the changing profession of librarian towards cybrarian due to rapidly changing technology and new avenues for information dissemination.

Keywords - Librarian, Cybrarian, skills, India

1.INTRODUCTION

Traditional libraries are those where the majority of management is done manually and where the access points, such as library catalogues and collections, are print-based (Dhiman & Goswami, 2008). Traditional on-campus libraries and online libraries differ significantly from one another. To improve users' access to information literacy, librarians must broaden the scope of their responsibilities. A digital library differs from a traditional one primarily in the following ways: access to materials, a wider range of inquiries, and communication style. The tasks and objectives of a digital library are identical to those of a typical print-based library, with the difference being that "the digital portion of the name simply denotes that the information is kept and accessed digitally."

The evolution of technology is transforming the conventional approaches used by librarians into more contemporary ones. Since the advent of web 2.0, the term "librarian" has been used to refer to knowledge managers, information managers, digital librarians, and now, increasingly, cybrarians. The skill sets that librarians must build or acquire have

significantly changed as a result of this evolution. Traditional libraries still perform the same essential tasks, such as selecting, making resources accessible, keeping them safe, and disseminating them, even though the services they offer have altered in appearance.

Michel Bauwens, Information Officer of BP Nutrition in Antwerp, Belgium, developed the term "Cybrarian" to characterise the personnel of a virtual library. A Cybrarian in the context of the digital age is just a traditional librarian working in an automated setting surrounded by digital items. (Dey, 2012). Cybrarian, a contraction of the terms "cyberspace" and "librarian," designates a librarian whose regular duties include information transmission and retrieval via the Internet and other online resources. As defined by Webster Online Dictionary (2015) A Cybrarian is "a person whose job it is to search, gather, and handle material that is available on the World Wide Web". According to Oxford Online Dictionary (2015) cybrarian is defined as "a librarian or researcher who uses the Internet as an information resource".

Cybrarians are specialists in the use of the Internet as a tool for research in the field of library and information science. Cybrarian, then, can be defined as an information specialist who deals with more web content in order to reach his targeted user group and who directs the implementation of technology, manages access, teaches users, and creates exciting new worlds for their constituents while implementing technology, managing change, and educating users. (Dey, 2012)

Libraries are currently transitioning to becoming Cyberspace, or information that users may access on their desktops, thanks to computers. Every user today has a huge desire for knowledge, which may be satisfied not just by library collections but also by information that is accessible from anywhere in the globe via an Internet connection.

The new web 2.0 tools, such as social networking, open source software, and online resources, are making it more difficult for librarians to stay current

with changing customer expectations. The modern user is very conscious of their unique information demands and constantly modifies their expectations. The environment in which librarians work is changing with greater access to a wider range of information, faster information retrieval, and greater complexity in finding, analyzing, and linking updated information. The role of librarians in the new environment is growing exponentially, much like the Internet and the World Wide Web. The readiness of information on the Internet and the wide availability of that information is not a threat, but a real opportunity for librarians. Experienced users recognize that they need the help that librarians can provide.

2. SWOT ANALYSIS OF LIBRARIANS TO CYBRARIANS

1. STRENGTHS

Currently, librarians are referred to as information scientists or officers, but in order to succeed as a professional, one must possess the necessary disciplinary knowledge in both theoretical and actual library terms. It is true what is said that a colon categorization and cataloguing expert can search material more effectively than a computer engineer due to their proficiency in micro-level classification. With cybrarian, the situation might not change. Technical touches may cause the functions or service delivery methods to vary, but fundamental concepts and procedures won't change. These are critical abilities for dealing with individuals or groups of people. These abilities are referred to as soft skills. It is crucial for a good librarian or cybrarian to be able to interact with many people in a variety of settings. But librarians are expert in that and have a tradition of interacting with users, dealers, publishers, and library sponsors. Librarian is considered a thankless work, but they have strong interpersonal skills to receive the best possible results from every agreement. To answer users' questions about information, the librarian must be kind and patient which they are from beginning and feels it as their first priority.

Additionally, today's librarians use the internet to find answers to users' questions rather than directly helping them. The tradition of finding specific information and offering it to the user with the finest possibilities until the user is pleased is something that librarians were doing and needed to continue. As Owen (1999) suggested it can be seen that

cybrarians not only will have to deal with internal aspects but also external which are related to libraries for work.

2. WEAKNESSES

Overpopulation, illiteracy, and a lack of essential infrastructure like power are the key problems that developing countries like India are currently confronting. Urban, semi-urban, and rural areas of the countries all have quite distinct housing needs. Growth is impacted by cultural, linguistic, and traditional diversity. Many locations, including rural and semi-urban settings, might make it challenging to use technology. Businesses that donate money are ignorant of the long-term value of library expansion. It is challenging to continually update science and fund fresh research due to financial difficulties. The lack of statistical literacy among professionals is the other problem. Digital libraries are accessible online in many areas of developing countries, yet occasionally there is a lack of internet connectivity and the technology only works locally. Librarians are still hesitant to use new technologies in their routine tasks. Academic libraries go to considerable lengths to comply with the rules set forth by apex bodies, which still pertain to printed materials. The rate at which information is created digitally is doubling at an extremely rapid rate, thus a librarian must be technically proficient with computers and networks to keep up. Although not required, a librarian should be technologically proficient. The ability of libraries to expand is weaker due to other challenges like applying appropriate technologies, choosing suitable standards, avoiding commercialization, providing economic sustainability for established projects, and achieving continuity and the sustainability of digital collections.

3. OPPORTUNITIES

Even though India is lagging behind in terms of technology, certain steps are being taken to keep up with current trends. The Digital Library of India (DLI) project was launched in early 2000 with the goal of archiving all of the important literary, artistic, and scientific works produced by humans, preserving them digitally, and making them freely accessible to everyone online for research, study, and enjoyment as well as for future generations. The Indian Ministry of Tourism and Culture formed the National Mission for Manuscripts in February 2003. Manuscripts are being digitised for the academics as

part of this enormous initiative. Information and Library Network (INFLIBNET) has undertaken several commendable activities by creating and disseminating knowledge in the best possible manner. In order to transform India into a knowledge hub, efforts are being made to integrate technology. Additionally, efforts must be increased to solve issues with digital libraries and create a digital India. They need to establish positive relationships with the various components of the university system and the libraries in order to ensure that they are partners in the educational system and working toward the same objectives. This can be done by listening to what they want rather than telling them what to do. Academic librarians must concentrate on environmental scanning, user demands, efficient self-evaluation, and collaboration with various faculties in order to achieve this. The primary activities that a Cybrarian must complete involve numerous digital tasks and know-hows. These experts are frequently at the lead of any digital focus, projects, and development and are focused on the future. every amenity a library might desire. In order to stay relevant and up-to-date, library and information workers must expand their knowledge, pick up new abilities, and develop themselves in line with the latest technology developments and user perceptions. Changing role of librarian to cybrarian will demand to have ability to manage enormous information and evaluate systems for information access that support end users. Cybrarians have to be more aware about legal, ethical and authentic aspects to cater with modern ways of information access, here the librarian have opportunities to cater to new venture of knowledge. Professionals need to see the opportunities lying in this to survive and need continuous grooming by acquiring core competencies and new skills so that they never become obsolete in this fast-changing environment (Singh, 2009).

4. THREATS

There is growing concern that a number of factors, such as creating and maintaining print and digital collections, supplying and supporting rapidly evolving technological and networking infrastructure, offering free services, maintaining rising building costs, and reducing libraries' ecological footprint, pose a threat to the sustainability of libraries.

According to Ali & Bakshi (n.d.), the LIS profession faces a number of difficulties, including a lack of

funding, inadequate infrastructure, knowledge and training gaps, a shortage of qualified instructors, a lack of admissions guidelines and evaluation procedures, a lack of accrediting bodies and supporting legislation at the national level, and a lack of a global perspective.

The library specialist should become a never-ending learner because the mechanical upheaval has given rise to several development and creative ideas, including computerised reasoning, standard tag innovation, discourse blend, brain organisation, advanced signature, and so forth. The librarian should keep up with the most recent advancements in mechanical technology in general and their application to library activities in particular. Libraries must focus on accelerating innovation, advancement, specialised intricacy, social and lawful difficulties, expense, risk, capability, staff abilities, and innovation itself due to today's natural compels.

Although such precautions might seem excessive in the twenty first century, they will become a crucial weapon in the toolbox of the information professional of the future. Despite the fact that "the volume of information continues to increase, doubling every six months in some areas," professionals will be expected to monitor the information explosion (Gore, 1991). The client of the future will be mechanically educated and may only require the essential advice of an expert, such as a cyberarian, who is familiar with the numerous data information bases and services that can be searched, as well as the outside tools, like knowbots and gophers, that can be used to do so. (Sean Dreilinger 1992) Threats primarily come from the projects like Google books, kindle etc. on one hand and the information freely available through open access on other hand.

3.CONCLUSION

The values of the library field must be documented. Every professional library strategy should discuss new ideas and put them into practise. The essential concepts of the library area are viewed as being novel, trustworthy, fascinating, and advantageous to the general public. However, the "digital gap" is a cause for worry. Change in libraries is occurring much more swiftly as technology develops. This encourages libraries to adapt to the times, especially when it comes to projects that combine information and technology. The new government's push for a

sophisticated India is causing advancements there and raising expectations. To progress such exercises with sufficient resources, foundation awards, and preparation based on accepted premises, proper planning and execution at the government level are required. Experts alone should take the initiative to remake themselves in accordance with the newest trends, and their wishes should also be encouraged. As physical libraries have diminished on this scale, virtual libraries have grown in importance and significance. Continuing with this notion: Cybrarians and advanced curators are valuable.

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