Information Repackaging in Library Services

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Abstract: *Information repackaging is a way of improving library services, particularly in this era of electronic information. Libraries served repackaging information in the following ways; translation, literacy, scientific and technical information, economic information, selective dissemination of information etc. information repackaging involves selection, analyzing, and processing information with a view of communicating a message in a convenient and effective form to a target audience defined for the purpose. It is very essential for information centers to have a thorough knowledge of the target audience, the message and the message carrier.*

1. Introduction

In information age information explosion pushing to information overload in every sector of society. Information repackaging can save time, labor, and cost of the user. It is a systematic process of adding value to information services. This is in the line with the shift from documents to their contents and from collections to their users. Information is the bundling of product and services to address specific needs.it could possible through reformatting and synthesizing raw information, combining expertise on a subject with access to relevant information sources, providing training or assistance to a user in accessing an information product. Process of repackaging depends on the availability of materials, from research institutes, government sources, online services and networks, and indigenous knowledge. Grey literature is important in repackaging; although it may be unattractive and hard to access information repackaging can also be seen as part of a process of information consolidation. The process of repackaging begins with the selection of information and the evaluation of content. There are three requirements for information repackaging; the material should be collected and organized efficiently, there should be the capacity to analyze their content and create new information packages from them, the new package should be disseminate freely. Library services, including the packaging and repackaging of information have been provided in libraries and information centers for many decade. Technological advancements have posed challenges which call for changes in library services. Information is a driving force in contemporary society. Libraries disseminating information, preserving and contributing to intellectual, social and cultural life.

1.1 Definition to Information Repackaging

Information repackaging is process to repackage the analysis of consolidated information in that form which is more suitable and usable for library users. Repackaging of information in digital form or in electronic medium like CD, DVD, etc. in other hand repackaging of information is a physical recording, arrangement and presentation of information on a given medium and in and in a given form. The aim of repackaging is to enhance the acceptance and use of information products and the assimilation and recall of their contacts. Saracevic and Wood (1989) and bunch (1984)

were the first to use the term in their publication in describing "how an information service select appropriate materials, reprocessing and packaging the information, and arranging the materials in way that is appropriate to the user those two type of information and the communities that use them are still the basis for information repackaging today, which is part of both rural development and highly industrialized setting."

1.2 Information Repackaging and the Rising Information Setting

Information has become one of the most important resources in contemporary society. This is especially true for business and commercial ventures. Businesses create markets for their products and services through innovation, quality management, improved customer service, strategic planning and a host of other approaches and techniques. For these efforts to succeed, businesses require access to information that is relevant, current, accurate and comprehensive. Unfortunately, while today's business decision-makers may have electronic access to thousands of information resources, they often lack the time and skills needed to search for, retrieve, interpret, synthesize and apply information to their decision making processes the result is that businesses often fail to take full advantage of the abundance of information at their disposal. Business managers need "capsulated" information which has been processed and rendered meaningful in the context of their decisions. Consequently, librarians need to design information services for such clientele based on diagnosis of their information needs as inferred from (i) the roles they play; (ii) the structure of such roles in the given work environment or organization; and (iii) their information use patterns, traits and characteristics (Hale, 1986). The composite data generated from such diagnosis would be used to repackage or customize information to match the needs and convenience of the user. Information Repackaging then entails a systematic process of adding value to information services. These value added components would include but are not limited to information analysis, synthesis, editing, translating and transforming its symbolic and media formats. IR also ensures the currency, accuracy, pertinence, comprehensiveness, ease of comprehension (e.g. technical level, presentation style); and convenience of use (e.g. timing, format of coding). IR services are in consonance with an on-going shift in library and information professions

from documents to their content and from collections to their users. Although customized information services have been advocated in the library literature within the last decade little guidance has been provided for the systematic design and provision of such services. What principles for instance, underlie the choices involved at each stage of Information Repackaging and what is the correct sequence to its elements?

1.3 An Information Repackaging State of Affair

An Information Repackaging service could assemble relevant information from a variety of sources such as local archives e.g. the company's past budgets, performance appraisals and projected goals and plans; and external resources e.g. competitive intelligence, market surveys and government regulatory information. These sources are checked for accuracy and currency. Their contents are then synthesized and edited to enhance their pertinence to the overall organizational management philosophy or style, the client manager's role in the budget process, in relation to his/her relevant previous experience, knowledge and skills. Based on this diagnosis, the information needed is coded or documented in the format that best accommodates the manager's information processing, cognitive and learning styles. Thus, primary information from books, annual reports, video and audio recordings may be reduced to graphs and charts with explanatory notes. The mode and time for delivery of the package would also be designed to gain the manager's attention and meet his/her constrains in time and other facilities e.g. effectiveness of operations, thereby increasing the profit margins of the corporation.

2. Functions of Information Repackaging

1. As a tool for saving information.
2. As a systematic and selective sorter of useful information.
3. As a means for more wide information transmission and delivery.
4. As a translation tool.
5. As an opportunity for the practical application of research results.
6. As a means for the promote delivery of relevant information.

3. Importance of Information repackaging at Information Centers

Information repackaging entitles a systematic process of adding value to information services. It is a value added component s would include but are not limited to information analysis, synthesis, editing, translating and transmitting its symbolic and media formats. IR ensures currency, accuracy, pertinence, comprehensiveness, ease of comprehension and convenience of use. Following are fore major importance of (IR) information repackaging.
1. To customize information to user need.
2. To facilitate dissemination, organization, and for communication.
3. To simplify e.g. an automated bibliography is like a map in the world of information overload.
4. To facilitate interactivity between user, knowledge base, and technology.

4. Methods for Information Repackaging

In the process of designing the repackaging, it is essential to have specific information about the target audience to collect, process and apply the required information and design and repackage of information according to user demands. The methodology of information repackaging includes the following points.
1. Preparation of the first brief: the first transitory brief consist selective information prepared by information experts.
2. Analysis of the brief: the first brief should analyze with reference to the target audience, the information content, the budget of the message carrier as well as the life cycle of the carrier. The repackaged product should give sufficient description on the required information topic and communicate to the target audience.
3. Design criteria for the message carrier: the message carrier should be such that it attracts the reader.
4. Selection of the message carrier: the message carrier should be designed with several with several shapes and sizes.
5. Production of the message carrier: the message carrier should be well designed before producing it.
6. Feedback system planning: it is important to design a feedback system to judge the success of the repackaging information.

5. Strategies for Information Repackaging at Libraries and Information centers:

5.1 Current Awareness Services (CAS)

Current awareness services playing a major role in repackaging of information and providing current, new repackaged information to the user in the library. This is system for reviewing newly available documents, selecting items relevant to the need of an individual or group and recording them so that notification may be sent to those individuals or groups to whose needs they are related. Current awareness services includes review of publication immediately upon receipt, selecting information pertinent to the program of the organization served, and not individual items to be brought to the attention, by one man or another of those persons to whose work they are related.

Concept: "CAS is a system of service which ensures that all the current information likely to influence the progress of a search worker or a research team is made available to them at the right time and in convenient form"

5.1.1 Steps in CAS
1. Review, record or scan document immediately upon receipt.
2. Select information and record individual documents pertinent to the program of the individual of the organization being served. This may be done by comparing the document/information with the need of users being served.
3. Send notification to the users about items or information of interest to them.

5.1.2 Techniques for providing CAS

1. Telephone calls to individuals,
2. Recording individual reference and forwarding them to the concerned persons,
3. Periodical routing,
4. Maintaining the card file of references of information by manually or machine methods,
5. Issuing of library bulletins
6. Circulation of duplicated contents of periodicals literature.

Current awareness alert user to the availability of latest publications in information centers. It may be user oriented e.g. duplication of contents lists, routing of books, periodicals, and current awareness display; or user community oriented e.g. accession acquisition list and bibliographies. Information repackaging activities tailored to the need of user communities, as well as to the uses for they are intended.

5.2 Major Tools of CAS:

5.2.1 Accession or acquisition list

Accession list serve as current guide to recently received literature and being issued on regular basis, e.g. bi-weekly, monthly, quarterly and so forth, depending on the amount of materials received on current library trends. Accessionlist contain different types of information such as the author name, title, date and the place of the publication ISBN etc.

5.2.2 Bibliography

Current awareness service provide bibliographical services as a list of current books and articles written by a specific author or issue by a specific publisher. List provide reference particular to a subject, covering materials on such a subject for a given period of time. E.g. bibliography of audio visual aid used for teacher training. " bibliography is a list of written, printed or produced record of civilization, that include information about books, serials, picture, films, maps, records, manuscripts, and any other media of communication."

5.3 Use of Bibliographies

a) Support background information in research projects.
b) Reference tools in training or classroom teaching
c) Information tool by which to make users aware of recent materials on a particular subject.
d) Information tool by which to advise librarians of the availability of new materials which they may want to acquire.

5.4 Types of Bibliography

5.4.1 Abstractive Bibliography

Abstractive bibliography provides descriptions and abstracts of publications. There are three types of abstract; indicative, informative and evaluative abstract. Indicative abstract: it provides a short summary to alert reader of publication, it highlights main points in order to help readers decide whether to refer to the original publication or not. Informative abstract: it is a condensation of publication content; it can be used as a reference in place of an original publication. Evaluative abstract: In addition to being a short summary, this provide short review of publication, entries arranged alphabetically by author, institutions, or other main entries, the general format includes descriptors and the source of the materials.

5.4.2 Annotated Bibliography

It focuses on a special topic for a more purposive use or it may be of a more general nature to update user's knowledge of current literature. This contains very short notes called annotations for each entry.

5.4.3 National Bibliography

National bibliography provides information of publication which being published in country. It used as a basis reference tool by officials and other professional as well as in libraries and information centers for providing information on each publication of the country.INB Indian national bibliography and BNB British national bibliography are the examples of national bibliography.

5.4.4 Co-operative bibliographic bulletin

Co-operative bibliographical bulletin put together a list of publications on similar or closely related subject matters, available in libraries on various topics e.g. PEA population education activities, the ministry of education gathers bibliographic contribution on population education form the ministry of health, social welfare, and come out with a co-operative bibliographical bulletin as a form of repackaged information.

6. Selective Dissemination of Information (SDI)

Selective dissemination of information also one strategy of information repackaging for users, "It is a service within the organization which concerns itself with channeling of new items of information from various services to those points within the organization where they usually serve some ones interest" SDI is a modification of CAS current awareness and is unrivalled for its effectiveness in calling user attention to those few items found in current literature, which are directly relevant to the practice of their professions and the pursuit of their interests. SDI provides anticipatory services in the sense that the most useful information is identified on the based on pre-determined needs of users.

7. Analysis and Consolidation of Information

This is one of the most useful strategy of information repackaging, it provide the following advantages; user can served form lengthy and time consuming perusal of materials on a particular topic, duplicate and poorly produced materials can weeded out, it is possible to provide with a more comprehensive and authoritative view of existing information on a particular topic quickly and at less cost and user can able to draw new knowledge from these materials. In this strategy information is repackaged mostly in the form of literature review, case studies, and state of the art papers. These all sources of information follow some common procedure e.g. gathering of available information about a particular well defined topic, analysis, comparison and assessment of new information required by users and drawing up of conclusions reflecting newly acquired knowledge.

7.1 Literature Review

That literature review is a set of variables that aim to review the critical points of current knowledge, including considerable findings as well as theoretical and methodological contributions on a particular topic. Literature reviews are secondary source of information it does not report any new, original experimental work like primary source of information.

7.2 Case Studies

Case study is an analysis of a particular case or situation used as a basis for drawing conclusions in similar situation. This method involves careful and complete observation of a social unit, that unit can be a person, a family, an institution; a cultural group evens an entire community, in the context of library and information study the units can be libraries, persons in libraries, information systems, library activities and techniques. Continuity, validity and adequacy of data are the base of case study. Case study record must be kept confidential.

7.3 State of the Arts

State of the art used in repackaging activities to increase in significance in proportion to the expansion of knowledge base. Its main purpose is to update busy user on new developments occurring in particular subject areas. States of art papers treat their subject matter in detail, pulling together research findings over the years while also showing recent developments and anticipated trends. State of the art papers may also trace the beginning of a program and the changes that have taken place since its inception, showing present trends and future directions.

8. Tailoring, Reduction and Special Assemblage of Material

Tailoring, reduction and special assemblage of material is a strategy of information repackaging. The strategy involve abstracting, excerpts, extracts, reprints, hand manuals and packages of materials for repackaging information in library for different user's needs.

8.1 Abstract

Abstract are concise summaries of publication, but it do not offer any interpretation of evaluation of the publication. It is being used in tailoring, reduction and special assemblage of materials as strategy for information repackaging. Abstract are usually contained in journals, report of meetings and conferences, thesis, books and patents specifications. Abstracting reduce the amount of time spent in information gathering and selection. It provide readers a comprehensive idea of the content of the document, it allow user to select their appropriate source of information in specific area.

8.1.1 Types of abstract
a) Indicative abstract: generally indicative abstract consist only 50 to 150 words it discuss main points and purpose of publication. Indicative abstract are written in short sentences and style is simple and objective indicative abstract can be prepare faster and at least cost. b) Informative abstract:

informative abstract consists 150 to 1000 words or longer. It use for major issues summaries, arguments, results and conclusions, informative abstract useful when original documents are not available, when long and informative information written in an objective style. c) Evaluative abstract: evaluative abstract known as critical abstracts, these describe and evaluate the contents and presentation of documents, pointing out positive and negative aspects of publication. These abstract being used in providing repackaged information to the users.

8.2 Excerpts and Extracts

Is a process of selection or passage taken form a longer work such as a book, movie, musical composition or document, it is a technique in tailoring, reduction and making a special assemblage of materials.

8.3 Reprints

This is a process of taking direct photocopy of sections or pages of a publication. It is particularly useful when a publication is available in limited copies, or when a user needs is restricted to specific section of a publication only. It is a technique of tailoring and reduction and making a special assemblage of material is a strategy of repackaging information. Reprint should be taken with a brief note giving the title, author, publisher of a publication, as well as the address of its distributors, and the publication should be briefly described.

8.4 Handbook

Is a reference book to be carried in the hand, giving concise information on a particular topic. Handbook providing a practical reference tool to help practitioners, researchers and other user of library and information professionals. Some handbooks provide core information by easy ways e.g. communicate family planning messages and dispel-dismiss-unconfirmed reports and correct misconception. This is also one important source of repackaged information.

8.5 Packages of Materials

This is one of the major techniques of tailoring and reduction and making a special assemblage of material in information repackaging activities at information centers and libraries. The material package usually a compendium of various kinds of materials presented in the form of abstract, loose sheets, curriculum materials, syllabus, course outlines, lesson, data sheets, reports, reprints, excerpts, scripts, etc. which are often times simply reprinted. The materials in a package deal with different aspects of a particular topic, they may share similar themes and set of objectives. Material packages are used as tools in training, as instructional materials for teacher and students, as reference tool for information workers and the mass media, and as reference materials for resource speakers to name some uses. Material package generally begin with an introduction to explain their objectives and main theme in relation to the various materials included.

9. Data Compilation and Processing

Data compilation and processing means collecting data in the form of quantitative and statistical form and processing or make the data available in more understandable form by using the techniques of tabulation, bar chart, pie chart etc. and making more understandable repackage of information. e. g. a) tabular arrangement of items: a tabular arrangement displays data more meaningful and facilitates comparison between them. In addition, it easily demonstrates a two way relationship between variables then the data will be more understandable form. b) Bar charts: bar charts or column charts display frequency distributions, percentages and averages. Data are accurately presented by a series of bars with the length of each bar indicating the size of specific figure. c) Pie chart: pie charts are particularly effective in comparing the relatively size of three to eight component figures.

10. Translation of Materials

Language barrier is one of the greatest challenge to the flow of information the problem exist when different local variety of languages used in a country and on the international level the language become a more complex problem and it effect on the sharing and use of information, thus the translation of materials is one of the important techniques in repackaging of information at national and international information centers.

11. Directories and Inventories

'**Directory** is a reference book it provides an alphabetically list of persons, institutions, and organizations, usually with information about how to contact them.''Inventory as a record of business's current assets including property owned merchandise on hand and the value of work in progress and work completed but not sold yet.' Directories and Inventories provide information to user with a handy guide to appropriate information source. It provides information about organization, projects, activities; names of officials,thus directories and inventories are important source in information repackaging activities. 'African directory of demographers, published by the United Nations commission for Africa.' and 'Directory of Organizations and Institutions with activities in population and family panning in Thailand', are the common examples of directory and inventory.

12. Publicity Materials and Announcement of Current Events and Program Activities

Material publicity and announcement of current event and program activities, is a strategy in repacking information and create a more understandable package of information for user to make them aware for current activities, program, information about various discipline, and new opportunities to participate in various types of events. In this process newsletters, news sheets, news services, Audio visual materials etc. sources being used to disseminate repackaged information to the concern users.

12.1 Newsletters

Newsletter is the most popular medium of alert or conveying current events, activities, publications, research studies, news or event about different communities and popular personalities. e.g. UNESCO regional office for education in Asia and the Pacific, Bangkok and Thailand. 'Population Education in Asia and the Pacific Newsletter'.

12.2 News Sheets

It is a shorter version of newsletters and consists of no more than four pages. Newssheets are printed on simple paper and it usually made for minimum costs and for saving the time in preparation and delivery. Newssheet contains recent news events which require immediate transmission. e. g. POPIN, International Network, UN

12.3 News Services

News services provide print and broadcast media with current, articles. A news service is generally package of new release materials. E.g. PCE MEDIA SERVICE, A project of the population center foundation Makati, metro Manila.

12.4 Audio Visual Materials

Audio visual material useful for motivation and information campaigns, training, educational program and its publicity. It is useful for slide tape presenting materials on various activities, services and its accomplishment. Providing material used by trainers, teachers, and other practitioners to backstop their business activities.

13. Future Viewpoint of Information for Libraries

The term information repackaging to refer to the way an information service selects appropriate materials reprocesses and packages the material according to user specifications. Repackaging can be done through various forms for example, popular theatre, drama, storytelling and the use of songs. In future modern technology would make it much easier to repackage information through integration of text and graphics and texts. Information technology assists in repackaging information into oral form, for example, the use of podcasts in rural areas to record oral history and songs. The use of tape recorders also assists in capturing a fading memory with regards to traditional knowledge in every branch of knowledge Repackaging of information help in locating, retrieval, evaluation, interpretation and repackaging of information on a particular subject area. It would be very beneficial for library and information centers in future.

13.1 IR Recommendations for Libraries
13.1.1 Strengthening synergies between Public libraries, agricultural extension officers and local communities
13.1.2 Promoting community engagement.
13.1.3 Identifying and promoting potential sources of traditional knowledge and story tellers.
13.1.4 Education local people on Intellectual Property rights with reference to communally owned knowledge.

13.1.5 Empowering local people through information to capitalize on their communal knowledge.

13.1.6 Provide space to integrate traditional and formal scientific knowledge.

13.1.7 Using public libraries to promote intergenerational dialogue relating to knowledge.

13.1.8 Incorporating indigenous knowledge as key component of the educational curriculum, for example inclusion of indigenous knowledge in education for sustainable development.

13.1.9 Utilization of modern technology (ICT's) to repackage information to meet user needs

13.1.10 Higher and Tertiary Education and Industry should collaborate to support and conduct research on indigenous knowledge in agriculture.

13.1.11 balancing library collections by including print, electronic and oral forms that caters for indigenous knowledge.

14. Conclusion

Information repackaging is a process to collect information from various sources, process the information and make more effective and attractive package of information and disseminate or serve according to demand. Repackaging services are the result of attempts to cope with the information explosion and the competition for fast, reliable, convenient and efficient information support for corporate decision making. Information repackaging is a way of improving library services, particularly in this era of electronic information. Librarians must give critical thought to this phenomenon with the intent of implementing it in routine library services to users. The effort is considerable, but the long-term benefits outweigh the disadvantage of not providing it.

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Author Profile

Mr. Prakash Dongardive, writing my own biography in the context of contribution of my study, experiences, and publication in LIS sector, which would be beneficial for future library and Information Science students as well as students and professionals from other branches of knowledge. I born in 15 June 1976, at 'Mera BK' a small town of India located in the state Maharashtra. I could not see my parents, I lost them when I was just six months old, my brother look after me, and he is the only source of my growth and inspiration. My educational qualification is M.A. Sociology, M. Lib. and Information Science, from Nagpur University, MS, India, and pursuing research at University of Pune, on "Use of online journals by the faculty members of science streams in University of Pune" I have earned a certificate of information Technology from technical board Mumbai, MS, India. I have knowledge of Greenstone digital library software which is necessary for Library science professionals. In the context of my employment history, I started my work as a Librarian in Dec. 2004 at Dr. Gode college of Education, MS, India, after that I was a Librarian and faculty for college of Library and Information science at Buldhana, MS, India. I also worked as an Electronic Resource Librarian for King Abdullah University of Science and Technology, Saudi Arabia, and presently I am an Asst. professor in Mekelle University, Ethiopia. Research and publication is the back bone of every branches of knowledge in academic field and Library and Information is not apart from it, today there are many researches going on in LIS, and I also would like to my contribution to my respected field. I have published a research paper with IGI Global in IJIRR, present book is very useful for "Electronic Resources and their Management" in the context of managing online journals, I am most gratified to place in the hand of the teachers and students of Library and Information Science, which would be beneficial for them. I would be busy in the contribution for Library and Information science in my future.