Libraries and Evaluation of Library and Information Services

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ABSTRACT

The main objective of this paper is to address and review the various service quality models and identify their usability, applicability and depth analysis of literature. This paper explores various service quality models reported in the literature. The purpose of the examination of different service quality models is to identify interrelationship between users and service provider along with many factors determined. The purpose behind this article is to highlight the area for further research. The growth of literature in the field of service quality seems to have developed sequentially, providing continuous progression and learning from the results of procedures. The paper tries to provide a new direction for the service quality improvement in organization. This paper helps researchers and professionals in providing a direction for service quality improvement. This paper provides a rich agenda for the future research in the subject.
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KEYWORDS: Evaluation of library services, Library services, Service quality, Service quality models**.**

INTRODUCTION

The main purpose of educational libraries is to ensure that users make maximum use of the library. For this they provide various information services to the users. Educational libraries in developed countries today need to constantly and periodically diversify their information services in order to survive in the competitive times of modern information and technology. These educational libraries have to know the needs and preferences of the users to provide such information services and only then they provide various information services to the users based on that. Educational libraries are rich in diversity and advanced resources for providing information services. Users are attracted to such up-to-date resources and use the information services of libraries and after using such information services they express a feeling of satisfaction or dissatisfaction. User satisfaction is the best and easiest way to evaluate information services. Satisfaction of library users plays an important role in the development and management of the library.

LITERATURE REVIEW

Different parameters and methods for evaluating information services based on the satisfaction of library users are presented by different experts who are outlined below.

Martensen & Gronholdt evaluates information services based on different literature research and the use of different information services provided by a particular group of educational libraries. Different parameters to do - factors are determined. Printed information materials, e-resources, library services, technical resources, and library environment)library building and resources(

According to Lacaster, the evaluation of information services is based primarily on user satisfaction. User satisfaction is achieved by evaluating the cost and value behind information services, evaluating the effectiveness of information services, and evaluating the benefits after receiving information services.

Poll & Payne in their study states that various educational institutions around the world are trying to establish through their projects that the evaluation of information services provided by the library is based on the skill, expertise and attitude of users towards the use of information sources. They suggest in their study that the benefits that users of educational libraries gain from using information services can be evaluated on the basis of factors such as information literacy, information usefulness, increase in educational and professional knowledge, usefulness from a social perspective.

Pauline states that student users use educational libraries and their services more than other academic users)professors, teachers, and staff(. Hence their student users are of utmost importance to any educational library and their needs, opinions, suggestions or complaints are very much needed for planning, operating and evaluating the library and information services. User satisfaction is the most important factor and tool for evaluation.

Abagai further elaborates on the evaluation of information services and the use of information sources and information services by users and their subsequent satisfaction with the information received. After going through each of these processes it becomes possible to evaluate information services.

Cullen & Calvert states through their study that factors or tools for evaluating information services include coordination of information sources, library budgets, experienced staff, and appropriate processes. Information services are evaluated from the perspective of users based on each of these factors.

Evaluation of Information Services: Definition and Meaning

- Evaluation in general means "valuing or understanding the value of an object or activity"

- According to the Oxford English Dictionary, "Evaluation is the process of calculating or calculating an action, physical calculation - quantity, probabilities, and the process of estimating evidence".

- Assessment, as stated in The Webster's Dictionary of the English Language, is a test and observation that examines and evaluates the value, quality, importance, amount, degree or status of the assessment rate.

- Evaluation is the act of collecting data which proves to be very useful in problem solving, decision making, and fair work. Evaluation is essential for the effective implementation of any task, activity or service.

Need and purpose of evaluation of information service

Evaluation is a very important factor for the effective management of any organization. Whether it is an organization working with the goal of profit or an organization working with the purpose of service but at a certain period of time they evaluate their products, employees, services, functions etc. Constant and periodic effective evaluation remains a very important factor in performing better than them, improving product quality, or providing better services, or making the right decisions in such situations, compared to other similar objectives or organizations.

According to Lancaster, the evaluation of information services is justified by Ranganathan's fifth motto, which states not only "how it happens" but also "whether what happens is in line with expected norms".

Objectives of information service evaluation

The process of evaluating information services is not the end of the process itself. When evaluating the information services provided by any type of library, it is imperative that the evaluator)librarian(should start with specific objectives in mind and should be able to answer specific questions as well as collect information)data(from other factors. Only a competent person with such capability can improve the quality of information services.

Librarians have many motives behind evaluating information services. A common objective is to improve the quality of information services currently provided and to effectively deliver these information services to their users. The main purpose behind evaluating the information services of another library can be said to be to know the cost effectiveness of the value of the information services provided to the users. Thus, if the cost or effectiveness of the information services provided can be measured, then the evaluation of information services can be done effectively. In addition to this, one of the reasons behind evaluating information services is to know the difficulties, irregularities, inequalities, failures etc. that come up while providing information services.

However, the main purpose behind the evaluation of information services is to increase the quality of information services currently provided for the benefit of users and subsequent user satisfaction. The process of evaluating information services is meaningless if done without specific objectives or motives and has no commercial significance.

The following three questions are answered when evaluating any work, quality or service.
- How well or properly does the work, activity or service work?
- Is it possible to improve the quality of work, activity or service?
- How can the standard of work, activity or service be optimized?

The first question is related to the existing method of library in which the answer to this question is found by analyzing at the upper level while the answer to the other two questions is obtained after in-depth analysis of the information obtained through the advice or guidance of everyone directly or indirectly associated with the library. .

Methods used to evaluate the quality of information services

The present research study provides information on the various methods used to evaluate the information services of educational libraries as follows.

1. ACRL Standards

ACRL Standards is intended to be applied to libraries supporting educational programs in institutions of higher learning. In fact, standards and core principles have been created as a tool to help libraries establish individual goals in relation to their organizational goals. They provide tips for comparing library activities, functions and services - point of suggestions, and promote other development steps. These Standards outline some of the quality and quantity measures in the context of a library, as well as questions and suggestions for evaluating every element of library operations and the provision of information services)ACRL Standards 2004(. Here each of the libraries is encouraged to pass pre-determined criteria for the purpose of evaluation. These pre-determined criteria can be set by the library itself or by ACRL. The strengths and weaknesses of the library can be compared with other libraries with the help of library staff. Each of these issues can also be decided by the organizations themselves. But in order for this process of evaluation to be successful, this process should be done every year or at a fixed period of time and every issue relevant and relevant to the evaluation should be covered in this evaluation process.

2. SERVQUAL

SERVQUAL is a theory or technique developed by the team of A. Parasuraman, V. Zeithaml, and L. L. Berry in 1988. SERVQUAL is a tool for evaluating the quality of any service that differentiates between user perceptions and expectations. Before implementing this theory by a team of researchers, they studied a lot of qualitative literature and found five factors that give users the best number of services, from the worst to the best. They then developed a 3-dimensional survey tool based on it that explores the differences between users' perceptions, expectations and actually received services. SERVQUAL's User-centric approach and ability to evaluate the quality of services is the most widely used method of evaluating information services provided by the library. The biggest feature of SERVQUAL is that it can be used according to the needs of the library, it can be modified. SERVQUAL gives a definite value to the evaluation done by the users and because of that it improves the quality of services. SERVQUAL was a succession and developed to test and evaluate the quality of services provided in the private sector.

3. SERVQUAL Gap Theory

This principle theory or technique also developed by the team of A. Parasuraman, V. A. Zeithaml, and L. L. Berry. This theory explains the difference between what users expect about services and the quality of the services they receive through their own experiences of evaluating those services. This principle identifies five factors that prevent the delivery of good quality services. After in-depth study of this principle, user related matters can be well planned and managed. The implementation of this principle can raise the standard of user satisfaction.

4. LibQual

The LibQual survey method is based on the theory or technique SERVQUAL developed by the team of a. Parasuraman, V. A. Zeithaml, and L. L. Berry. However, some of the library experts did not consider it appropriate and suitable for the information services provided by the library as it was developed for organizations working for profit in addition to the private sector. In addition, the SERVQUAL method did not cover all matters pertaining to users who were in dire need of library information services. "LibQual" was therefore revised by the Association of Research Libraries, an organization representing various research libraries in North America, and the A&M University Library in the US state of Texas.

The main objectives of LibQual are as follows.

- To provide the best effort and environment in providing library information services
- To maintain the quality of information services from the point of view of users to improve the information services of the library
- Periodically and regularly solicit feedback from users about their information service
- Libraries to get their information services evaluated by other libraries
- Identify and adopt the best method or method for providing information services
- To make efforts to increase the analytical capacity and efficiency of the library staff

5. LibQual Plus

LibQual Plus is a more modern version of LibQual. It is a web based method that categorizes and analyzes information keeping in view the planning, management and operation of the library. This method already provides information on user attitudes and expectations towards information services. LibQual Plus was developed on a self-finance basis by the Association of Research Libraries and the A&M University Library in the US state of Texas. They are awarded by the U.S. Department of Education for the development of higher education. This is a three-year program based on the following issues.

- Assess the quality of the library and information services of the Association of Research Libraries
- Develop web-based tools for evaluating the quality of library and information services - Developing techniques
- To develop specific mechanisms and protocols for evaluating the quality of information services
- Finding best practices for providing library and information services

6. Total Quality Management

Total Quality Management)TQM(is an important method or system used to know and maintain the quality of functions and services in the field of library and information science like any other field. TQM delivers the right information at the right time, in the right place, to the right users at the right or minimum price. TQM has four main components which are as follows.

- Planning and management of employees
- Planning and management of resources and technology
- Planning and management of institutional infrastructure
- Quality check - Control

7. Benchmarking

Benchmarking is the process of identifying, analyzing, and implementing the best practices, practices, and practices used in any organization. In the context of the library, this is a kind of high-level and systematic information search method that emphasizes very effective and innovative ideas. Benchmarking is based on the experiences of others based on which efforts are made to improve the quality of services in the library. Benchmarking is linked to the functions and services of the library. It mainly has the following nature.

- Very useful for library staff, library users and high level board of directors
- Increases the efficiency of library staff
- Protects from external factors, problems and competitive environment
- Not changeable
- Improvements - There is always room for improvement
- Brings a commercial and practical approach to libraries

8. Balance Scorecard

The Balanced Scorecard (BSC) was developed by Robert Kaplan and David Norton in the early 1990s. According Kaplan and Norton (1992) the balanced scorecard is one of the many tools available for measuring and organization's performance against its strategy and objectives. Review of extensive literatures indicates that corporate as well as academic organizations are fundamentally rethinking their strategies and operations because of changing environment demanding more accountability. Balanced Scorecard is a methodology for facilitating strategic planning in academic libraries for measuring performance. The strategies for creating value in library need to be based on managing knowledge that creates and deploys an organization's intangible assets. The balanced scorecard offers an integrated overall view of the library performance by systematically linking the user perspective with strategically significant evaluations of finance, internal process and innovation & learning. It makes it possible to illustrate hypothetically implied relationships of cause and effect between the target values and evaluations data and action taken. It also integrates evaluations that assess the performance of the organization both from the external perspective and also internal perspective in equal measure

9. Rodski Survey

For the first time, the user survey, (known as the Rodski Survey) was conducted by the 17th Australian University Library, taking into account the efficiency of the library and all criteria. University libraries in Australia and New Zealand then began using the Rodski Survey as a tool for evaluating library functions and services. The main purpose of the Rodski survey is to identify the difference between users' expectations of library information services and the services they actually receive. Knowing this discrepancy, the library makes efforts to eliminate this discrepancy and improve the quality of its services. To improve the quality of services, libraries reorganize their sources and information services in such a way that users get maximum satisfaction from its use. The Rhode sky survey identifies seven factors that are responsible for the quality of information services. Such factors are classified in the following sections.

- Communication
- Resources and facilities
- Quality of services

- Library staff
- Supply of services
- Virtual Library

10.   Performance Indicator ISO 11620

ISO 1120 is an international standard used to evaluate all types of libraries. These criteria were first published in the 1998 then in 2004, and Amendments were introduced in 2009 with additions and final revised form published in 2006. The main reason behind introducing these international standards was to accelerate the evaluation activity in libraries and to create awareness among the staff working in the field of library and information science about the factors for it. ISO 1160 provides guidance on why evaluations are required in all types of libraries and how they can be implemented in libraries or established on a regular basis. The following reasons can be given for the implementation of ISO 1120 in libraries.

- This is a high level and internationally recognized organization that operates in other fields besides library and information science and conducts evaluation related work.
- It is constantly working and diligent for evaluation related services and functions so as to provide a reliable environment.
- ISO 1150 works with a number of factors in mind for evaluation.
- For evaluation in the field of libraries and information science, ISO 1160 takes into account the following four factors.
- Library information sources, resources and infrastructure
- Use of library information sources: when and how
- Effective supply of information sources and information services
- Planning and possibilities for the future

11.   Performance Indicator ISO 2789

ISO 2789 deals with a very precise sector in the galaxy of assessment: the definitions of data to be collected and the way to present them. The fourth version was published in September 2006. The first edition dates back to 1974. It was based on work begun at the end of the 1960's by experts from IFLA and ISO, at the request of UNESCO, which needed general guidelines for library statistics aggregation at an international level. The first version was only four pages long and contained little information, of very general interest. Progressively the text has been improved and extended (now almost 80 pages) so that it has become usable at smaller scales and by libraries themselves. The scope of the standard being all libraries, the main difficulty has been to keep it valid through time at the different levels, for internal purposes and for regional, national or international comparisons.

12.   Performance Indicator ISO 9000 Series

The ISO 2000 series is a set of international standards for quality management, planning and guaranteeing. This category is not limited to a single business or field. These standards can be used to evaluate any type of work, activity or service. For the first time, these standards Published in their main objectives are as follows.

➢ Identify and fulfill the needs of users
➢ Helping organizations of any size, number or type

➢ Be useful for every business and field

➢ Introduce standards in general, holistic and simple words, give understanding

➢ Combining quality related operations with the day-to-day operations

➢ And services of each business or sector

13. EFQM Model

The EFQM model is also known as the European Foundation for Quality Management model and it was first time performed in Europe in the 19th century. This is a model that provides specific criteria for organizations to consistently perform better than other organizations. In the context of the library this model performs an evaluation based on eight factors which are as follows.

✓ Outcome centric operation

✓ User oriented attitude

✓ The aims and objectives of the organization

✓ Management and administration of the organization

✓ Information sources and information services

✓ Library staff

✓ Future planning and growth

✓ Leadership and Principles of the Library

CONCLUSION

The evaluation performed in this research can be considered as a success and one beginning. If we accept that academic libraries affect the quality of their stakeholders' life, they should be considered and scrutinized more via such evaluation studies. Libraries must execute evaluation programs as management and development tools to identify must needed improvements in their library services. The impact, credibility, and success ratio of the library services can be identified through only one tool – the user. The library should have to institutionalize its service quality evaluation by the user approach. The might be done periodically to have a response from users on how excellently the library is providing their services and meeting their information necessities. As shown in the above-mentioned study, there are so many methods and measurement instruments to evaluate the quality of library services. The method or instrument of service quality evaluation depends on the library's collection size and type, online services, number of users, number of trained and qualified staff, and their management. But the main fact is the ability to create quality improvements is highly dependable on users and their perception and satisfaction. The main difficult thing of the evaluation process is to identify a single method or instrument for quality check. So it depends on the library and their library staff that how to handle the situation carefully. The more and more user interaction with library and library staff required to provide uninterrupted library services and suggest how perceived shortfalls could be addressed.

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