INTRODUCTION

Present technological trends is an impact on traditional library and are in a process of converting digital library and are redefining the terms of the library collection and managing collections. Technological trends made a tremendous advancement in reference resources of a library. However, not only academic libraries changed their outlook to digital but also special libraries like media libraries. Basically, digital information resources made users burden into the simple and timely environment. Academic libraries are gradually cultivating digital resources like E-Books, E-database, and E-thesis etc. Special libraries like newspapers mass media libraries, Telecast media libraries and All India Radio Stations tape media libraries are turning their faces towards the digitalization of existed analogues reference collections to digital information resources, recently available resources are now available in born digital form. Almost all newspapers are now available in e-paper form, almost telecast media libraries broadcasting born digital form of information and All India radio media libraries already audio clips which are in digital form.

Media libraries: an overview

The Need of library in Media Organisations

The media library allows access to reports, gazettes, press releases, government publications, briefing documents, multimedia and animated clips, videos and audio clips and photos. Newspapers are still the most iconic outlet for news and other types of written communication; however, telecast channels are popular to broadcast the instant happening of events of every corner of the globe. Mass media organisations record, broadcast, print and publish stories of events that are of importance to the society at any given time. They are authoritative and credible records of the significant issues and events as and when they occurred. They provide excellent memories of a country’s historical events and landmarks. They are sources of visual and textual evidence useful to students, researchers, journalists, administrators, lawyers, politicians and the larger society.

Lou Thomas identifies reasons for establishing Newspaper libraries as follows:

- Centralization of resource access to both traditional and new information skills of libraries;
- Provision of background information for new stories; and
- Accuracy in reporting and editing; saving the time of reporters and editors and recycling of information.
Special Collections of Media Libraries

Media libraries are special libraries, different in nature of working, collections, information seeking behaviour compared to academic libraries. In academic libraries information aspirants are more in numbers; information resources are open access for all academicians, researchers, students and other information users. However, in the media library’s collection will be prepared by their own information generated from their news production and events happenings of the day to day publishing or broadcasting. They maintain confidentiality with regard to accessing of information, policies are restricted to their own organization users only and Inter Library loan facility is nil due to confidentiality of information resources. The access to information resources is for authenticated users only. The Media library collection includes the digital form of audio, video clips, multimedia clips, documentaries, government publications, political brochures, gazettes, reports, photos albums, newspaper archives, radio and television scripts, patents, advertisements, film strips CD’s etc. It is to be noted that most of the media organisations used Library automation software are E-lib, media manager, quark media express.

Users of Media Libraries

Users are the precious customers of the library organization. Users of the media libraries are permanent employees of the media organization. In media organization library services offered to internal users. All information available in the internet resources is not authentic. The information found today may not be found after some time. That is what is termed web decay. It leads to a lot of confusion in situations like historical facts reporting in a media organization. So generally, in newspaper organization Reporters and Editors are most regularly visiting the library of their media organization for writing reports based on events occurrences by comparing previous records and facts verifications and generating truth based reports. Sub-editor and copy editors are also visiting regularly for the same purpose. In Telecast media libraries main users are Programme-executives, cameramen, interviewers, video editors and management staff who are most regularly visiting their libraries to extract media information. So media library services are only restricted to media organisations, internal users.

Literature Review

Mohamed Haneefa, has conducted an analysis to investigate the application of information and communication technologies in special libraries in Kerala, and explores in his research paper entitled “Application of information and communication technologies in special libraries in Kerala (India)” “ICT based resources and services were not reaching the users to the expected extent”. It is also found that “The ICT based resource used by the largest percentage of the users was the email. Most of the libraries were hampered by lack of funds, lack of infrastructure, and lack of skilled professionals to embark on automation of all library management activities and application of ICT. A good number of the library users were not satisfied with the application of ICT in their libraries and indicated “inadequate ICT infrastructure” as their major reason for dissatisfaction. They proposed a variety of measures of formal orientation and training on ICT to become more effective users”.

Kenneth W. Berger & Richard W. Hines wrote in “What does the user really want? The library user survey project at Duke University” current library usage, respondents commented on information seeking and retrieval in the next century, what features they want to see available, and what currently available features they are willing to give up”.

Duncan, Ross conducted a survey of library users for the paper titled “e-books and beyond: Update on a survey of library users.” In April 2010 a survey was sent electronically to 40,000 members of Sunshine Coast Libraries to ascertain their use of e-books. This was followed in April 2011 by a survey to identify changes in the electronic behaviour and expectations of library members. The results indicate a high level of interest in e-books and e-audio books, and a strong interest in emerging technologies such as iPhones, iPads, and Kindle. These trends present public libraries with the challenge of advocating for and rapidly growing their virtual offerings and becoming effective advisers to their users about such emerging technologies and their capabilities.

Faranak Mohsenzadeh, Aileza Isfandyari Moghaddam, a paper entitled “Perceptions of library staff regarding challenges of developing digital libraries: The case of an Iranian university”, found that the most important difficulties are the lack of suitable equipment and untrained personnel.

Kannappanavar, B.U. & Swamy, H.C. explores that the User perception and opinion towards the Audio and Visual Services in Agricultural Science University Libraries in India with special reference to South India: “An Evaluative Study”, User Perception and Opinion towards the Audio and Visual Services in Agricultural Science University Libraries in India with Special Reference to South India: “Audio-Visual materials are playing a dominant role in the present day society so also in the libraries too. It is the prime duty of the concern authorities to select and access the relevant A-V materials for the benefits of the user community. But while looking into the data provided by the users of the agricultural science universities reflects the present situation in the libraries. It is far from satisfaction. Hence it is suggested that the concern authorities may take necessary steps to select and access the relevant A-V materials for the benefits of their respective users”.

Krishnan Jayaja explained types of storage for media resources, preservation and achieving of media resources, classification and cataloguing of media resources as well as management of media resources in paper entitled “Media resources collection organization and management-An overview”. Also concluded, “All library professionals will have to gear up and keep pace with the changes in information communication technology” he also suggested that “As a library professional adapt the modern technological methods of handling information access and retrieval. The user should have access to information anytime and anywhere”.

Statement of the Problem

The essence of the introduction of the media libraries in Karnataka state is basically to provide in-house collections of digital resources to staff in order to bridge the work and digital divide to enhance better news production and infrastructural development and to provide fact-based resources for effective report writing and editing. However, the quality of media library service impacts on newspapers effectiveness and efficiency. So here type of collection, ICT infrastructure and library services, library staff cooperation while providing information resources are measured by media library user’s feedback through structured questionnaires and simple interview. This study was approached on selected Karnataka state popular mass media organisations media libraries namely, daily newspapers Samyuktha Karnataka (Kannada), Indian Express (English), Kannada Prabha (Kannada), Prajavani (Kannada) and Deccan Herald (English) to find out the
quality of service provision’.

**Brief Introduction and Profiles of Media Organisations under Study**

Newspapers provide present incidents information and a complete picture of the country’s social, economic, political, science, technology, education and artistic life. They are the reflections of the society. The basic objective of a newspaper library or “morgue” is to act as a source of information required by the reporting, editorial, administrative and management departments of a newspaper organization.

Samyukta Karnataka “Samyukta Karnataka is considered one of the prominent ones. Mahare Hanamathraya, a renowned literary person and a great journalist, started the newspaper in the year 1929 and it was published by ‘Loka Shikshana Trust’. Samyukta Karnataka is the people’s newspaper especially for the people of North Karnataka. And the way Kannadigas have nursed, nurtured and made it their family newspaper is indeed unique. Karmaveera a weekly and Kasthuri, a monthly are also published from this group. Karmaveera was started in the year 1924 and Kasturi in the year 1956”.

Kannada Prabha Kannada Prabha has won the significant Karnataka Media Academy award for the Best Designed Newspaper successively for three times since the inception of the award in the year 2005. Prajvani started on November 4, 1967, with only one edition in Bengaluru, today this newspaper, headquartered in Bengaluru is spread across the state with 5 other publication centers viz. Gulbarga, Mangalore, Shivamogga, Hubballi, Belagavi and Kalaburgi.

Prajvani is the oldest Kannada- language broadsheet daily newspaper published in the Indian state of Karnataka. It has a readership of over 2.5 million, bivale of being one of the largest circulated newspaper in the state. Prajvani was founded in 1948 in Bangalore by K. N. Guruswamy, local businessman in Bangalore. The Printers (Mysore) Pvt. Ltd. The company which owns the newspaper, continue to be privately held by a member of the founding family.

Deccan Herald every day Deccan Herald touches the lives of the people of Karnataka. Today he daily shapes the opinions and directs their actions. Deccan Herald was born 54 years ago when the first edition hit the streets on June 16, 1948. The newspaper was a reflection of the optimism and a voice of the aspirations of a newly independent nation. Proud of its regional moorings and responsive to global changes, Deccan Herald is Karnataka’s guide to the times we live in. Karnataka and Bangalore hold a special place in the newspaper’s scheme of things, but its coverage of national and world happenings is equally comprehensive and analytical. Deccan Herald is also the voice of the poor and the underprivileged. On its agenda is a relentless campaign against corruption and advocacy of pro-environment economic development. Deccan Herald’s several zoned editions serve to cover local news in greater detail and to highlight the developments in these areas, thus being in touch with readers in every region of Karnataka.

Indian Express is the English language Indian daily newspaper. It is published in Mumbai by Indian Express group in 1999, eight years after the group’s founder Ramnath Goenka’s death the group was split between the family members. The southern edition taking the name “The New Indian Express” while the northern editions based in Mumbai, retaining the original ‘Indian Express’ name with “The prefixed to the title. It is believed to be sympathetic to the Indian National Congress.

**OBJECTIVES**

- To study the usage of media library in various media organizations under study
- To know the frequency of visit and the services delivered by media librarian to their users
- To investigate the facility of information resources of a media library
- To study ICT infrastructure in a media library to give better services

**METHODODOLOGY**

A structured questionnaire was designed to collect the required information and was given to only limited users (Three numbers form each mass media organizations, have less number of users or reports and are location-based distributed) the media library. The data was collected through personal interview of the mass media professionals for detailed and authentic information also. The data so collected was presented in the form of tables.

**DATA ANALYSIS**

**Users of Media Libraries and the Frequency of Visits**

Various media library users based on their designation are found is table1. It is noted 60% of the trainees are regularly visiting and 40% are occasionally visiting the media library. The highest visit is for the most regularly by reporters 40%. Editors of the various media organization are regularly, 30% occasionally and the same numbers are rarely visiting their organization’s media library. 60% of the sub-copyer or copy-editors visit regularly, 30% of them occasionally and 10% are rarely visiting the library. 70% of the program-Executives are rarely visiting the library because they are higher priority staff and visit the library only when critical reporting work to be verified. The 20 % of cameramen are visiting regularly, 50% of them occasionally and 30% of them are rarely visiting the library to get a photograph of the required event, personality or objects.

**Availability of Library Resources**

As already explained mass media library collections are entirely different and are listed below:

It is clear from the above table that 80% of the users said photo albums, newspaper clippings database, are very much essential and are opted as “absolutely adequate”. In the second position the adequate usage of Government publications is 100% users, 60% of users prefer Reports, Govt. Planning, video cassettes and still photographs. The overall 27.60% of the users opted as absolutely adequate for all information resources collection, 37.17% of the users said all information resources used in the table is adequate. Only overall 15.21% of the users expressed that the available resources are inadequate.
The above table shows, various library services provided to users. It is observed that the reference service 60% and photographs locating services 80%, audio and video clips service 50% are absolutely adequate. However, 41.88% of the users expressed absolutely adequate of all types of services. 60% users opinion on translation service is slightly adequately because only few and popular newspapers are publishing in both Kannada and English versions of newspapers and 15% of the total user's opinion are all above-mentioned services are slightly adequate.

Purpose of visiting the library by users

The Table 4 shows the purpose of information required by the media library users. It is found that for writing editorial and audio/video for editorial work the users opined further 7% and 9% regularly followed by 6% as most regularly. It is found that the 14% of the users visit regularly for writing reports. For the broadcasting purpose only 15% of users visit occasionally. Photographs play an important role in media now a days hence for locating photographs 7% of them visit regularly and most regularly. For verification of facts, the users visit 9% regularly and 7% occasionally to their libraries. With regard to General Knowledge, 8% of the users visit most regularly and 6% as regularly visit the library.

ICT Infrastructure

ICT infrastructure is the backbone of the present library system. Librarians now days convert information resources into Digitized form and preserve it in Server or preserved in CD/DVD s. In case of media library, all information resources and everyday happenings are stored in digitized form in the server. With help of media manager or quark express automation tool librarians serves the information resources to the user. It is helpful since all-region multlicity versions as well as different language newspaper published at a time. So, Server is unique and essential located in headquarters of newspapers organization media library. Library professionals preserve information resources, and user access information from various locations using authenticated login and password.
The table shows that 80% of the users opted server facility is essential, 40% of the users said it is absolutely adequate and adequate. Over 75% of media libraries are computerized and 55% of the users opted. 80% of users expressed scanner facility is essential, 40% of users expressed it is absolutely adequate and 40% is is adequate. Barcode printers and digital object identifiers are not much used by media library. So, the overall opinion of all ICT infrastructure shows that 21.47% of the users expressed as absolutely adequate, 36.74% of the users expressed adequate, 23.82% of the users expressed slightly adequate and only 18% of the users expressed inadequate.

FINDINGS AND CONCLUSION
The results of the survey indicated that users have different perceptions with regard to their media libraries and that they tend to use the services for more than one work at a time. Overall, there is a positive attitude towards media library collections, ICT infrastructure provision, various services and how media library service are different from the academic library and finally usage and purpose of the information resources. But the survey also underlines that users often do not know how to use the libraries and are unaware of all of the services offered in the networking environment in an ICT era. The accessibility of the interface was considered important, but as it becomes more sophisticated offering more services, more staff assistance will be required. It is concluded that librarians should train the library supporting staff as well as the users about usage of digital resources through networking environment and usage of ICT infrastructure. It is found that there is no use of barcode printer and digital object identifiers. However digital resources preserved in CDs and DVDs can be classified and catalogued using barcode. But for their convenience librarians stacked the DVDs date wise published online and e-papers in duplicate copies. It is also noted that major information resources used in media libraries are born digital form of photos, video clips, audio recordings of interviews, reports, political publication and government publications and are playing a vital role. Inter-Library Loan (ILL) facility is not provided in media libraries since security and confidentiality of information is maintained. Major media library usage is done by required to be and editors of all newspapers media libraries.

Research Limitations/Implications
The survey had limitations of services and resources available in media libraries. The focus was on on-site users at the newspapers media organizations and not remote users and non-users. The research also selected the very popular newspaper organisations of Karnataka state.

Practical Implications
The results of the survey have identified user priorities, but users are rarely involved in the design of digital libraries using existing ICT infrastructure. Media library users are only concentrated on information seeking of upcoming publication with particular subject columns of newspapers and their supplements like story writing, writing on sports, General knowledge, previous election results for prediction and comparison while report writing and writing of famous editorial report on birthday of a famous national or international personality use bibliography of famous personalities.

REFERENCES