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Embedded Librarianship and Technological Challenges of the Digital Age

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Print Books Vs Digital Book: Challenge for Change Management in Libraries.

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1. Introduction

In this digital age, the library resources are being reformed based on the readers needs and they demand for digital version of print books. The library professionals understand the aspiratio of digital savvy rea er and ar well acquainted with digital books and the value of both digit as well as print books. This paper will try understand more aspects of change management from print to digital books which needs to be focused and considered before proposing any decision in the interest of the reader and organisation.

A comprehensive and systematic assessment needs to be conducted to get a fair picture of what a library professional must know and develop a system to analysis the facts related to digital books and print books.

2. Objectives:

The objectives of the study re to support to achieve the organisational obj ctives, what information resources are available within the organisation, and which resources are actually being used for various cou es, groups and specializations. The study findings will be useful to understand whe there is a match between information needs and available resources, where there are redundancies, and where information g ps—unmet information n ds, exist. This will also help to provide the basis for evaluating strengths weaknesses in how the organisation currently acquires, handles, stores, uses, reuses, and disseminates information.

e prime object ve of this study is based on p scribed textbooks in respect...

To select, maintain and develop systems that are fit for purpose and represent best value;

T identify opportunities to exploit our current investment and to upgrade olidate systems;

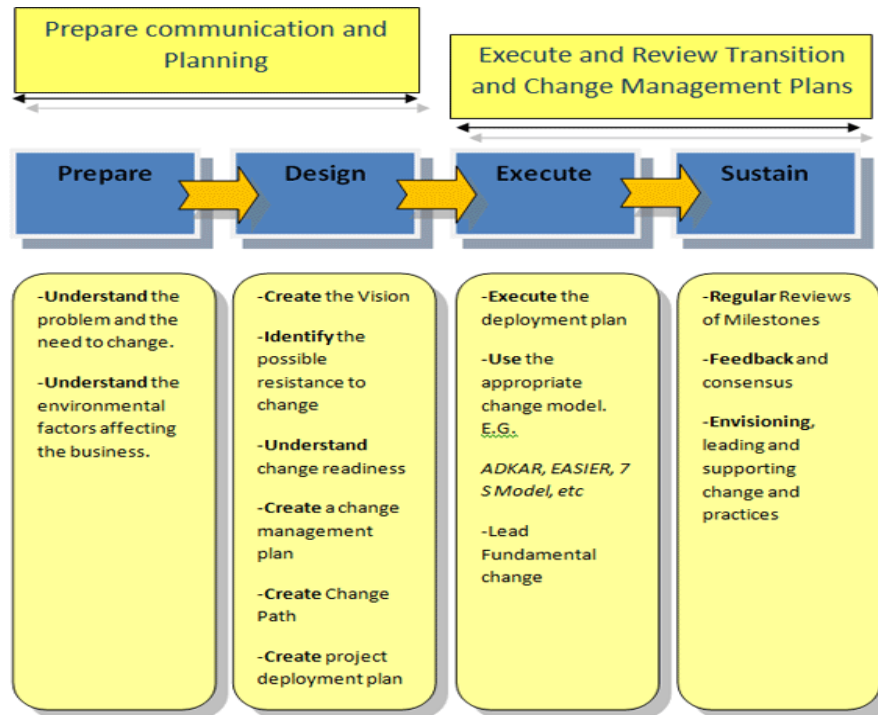To analysis the study results for transformational change to apply the proposed concept.

3. The Application of ICT and Change Management

4. Challenges for Change Management

Deploying digital textbooks and challenges

- Students expect a "great experience"
- Difficult to do this consistently because:
  – Mobile technologies are nascent & evolving'
  – Multiple content formats exist across publishers
  – User expectations itself are quite high

Challenges: Sources textbooks

- Multiple publishers need to be approached
- Publishers have content encryption & DRM concerns – these need to be addressed
- Different standards need to be addressed (ePUB3 vs PDF)

Challenges: Teacher delivering experiences

T eachers themselve   create a lot of content and w   ld like to deliver this to the students – PPTs, notes, videos etc.

- This experience needs to be integrated to text-books
- Integration to LM!

The student gets a complete solution with the software platform.

Hardware	Software Platform	Content Bundle
Andoid tablet	• Suite of applications that convert a generic Android Tablet to a Learning Device suitable for the classroom • Developed over 2 years by the team at Edutor • Deployed in multiple ways to deliver the solution most appropriate to the institution	Digital Content •Multiple formats (ePub, PDF. multimedia etc) •Multiple publishers (Multimedia, Text-book publishers, Test-prep players)

Analysis of financial figures, software and hardware.

Component	Details	LIST PRICE	Pricing to your institute*
PART A Tablet Learning Platform	Mobile Learning Environment application loaded onto the Device, with ongoing support & upgrades	Rs 450/- per device (ONE-TIME)	Rs 1200 per device (ONE-TIME)
	Content & Application Security Solution – loaded onto the device	Rs 500/ per device (ONE-TIME)	
	Mobile Device Manager – loaded onto the device	Rs 460/ per device (ONE-TIME)	
	Content & Application Security Solution – PowerChip component loaded onto each MicroSD card	Rs 50 per SD card	FREE
	Cloud Solution: Course Delivery Engine – Content & Test Uploads, Downloads, Upgrades, Scores, Reports, Forums etc	Rs 100/- per user per month	Rs 600 per user per year

Component	Details	LIST PRICE	Indicative Pricing to your institute*
PART B Digital Courseware	Digital versions of Text-books (Refer Annexure 2)	List price – as per MRP	Rs 5900 for 1st year (including SD card)

Component	Details	LIST PRICE per Unit	Pricing to your institute – per Unit
PART C: Hardware	Intel Education Series Tablet (10 inch WiFi only) - Annexure 1	Rs 14500/-	Rs 13950/-

The costing comparison of major textbooks.

Semester	Course	Subject	Book	Author	Publisher	Print List Price	Digital Price	Discount	Quote Price
1	MB13101	Thinking and Communication skills	Soft Skills for Everyone	Butterfield	Cengage	425	383	30%	268
1	MB13102	Accounting for Decision Making	Accounting for Managers	M Y Khank & P K Jain	TMH	595	595	20%	476
1	MB13103	Philosophy for management	New Era of Management	Rrichard L Daft	Cengage	550	495	30%	347
1	MB13104	Economics for managers	Principles of Economics - 8th Edition	Karl E. Case, Ray C. Fair	Pearson	Only e Edition available	850	25%	638
1	MB13105	Managerial Statistics	Statistics for Managers using Microsoft Excel	Levine, Stephan, Krehbiel, Berensoc	PHI	750	750	25%	563
1	MB13106	Managerial Skills (Practical)	Personality Development	Wallace and Masters	Cengage	450	405	30%	284
2	MB13201	Financial Management	Financial Management	Prasanna Chander	TMH	695	695	20%	556
2	MB13202	Management Information System	Management Information System	Kenneth C. Lauden & Jane P. Lauden	Pearson	775	775	25%	581
2	MB13203	Marketing	A framework for marketing management 5e	Philip Kotler, Kevin Lane Keller	Pearson	590	590	25%	443
2	MB13203	Marketing	MKTG - A South Asian perspective	Charles W. Lamb, Joseph F. Hair, Sharma	Cengage	675	610	30%	427
2	MB13204	Human Resource Management	Principles of Human Resource Management	Bohlander and Snell	Cengage	595	535	30%	375
2	MB13205	Production and Operation Management	Production and Operation Management	Shailendra Kale	TMH	420	420	20%	336
2	MB13206	Legal Aspects of Business	Legal Aspects of Business	Ravinder Kumar	Cengage	495	450	30%	315

The advantages of Print and Digital Books

Sr.	Print Book	Digital Book
1	It is a traditional way of learning & teaching	Trend of e-books : Text-books are increasingly being digitised
2	Once it is purchased, it become the property of buyer	Rich learning material – videos, animations etc
3	It can be read any time without any application, equipment & internet	Personal learning device – can learn anytime, anywhere
4	No licenses is required	Intuitive & easy to use
5	No fear of IPR violation	Engage multiple senses & help students interact with concepts: see, hear & touch
6		Empowers the teacher who has a window into each student
6		Enables differentiated instruction & learning
7		Teacher gains rich insights to student learning
8		Increases productivity and eases administrative load
9		Compatible with desktop, laptop, tablet & mobile technologies
10		Sharing in multiple content formats, i.e. , word, pdf, xls, images, voice, video, etc.

The disadvantages of Print and Digital Books

Sr.	Print Book	Digital Book
1	Carrying of books is not a easy task	Teachers / Students experience needs to be integrated to text-books
2	One book can be read by one user at a time	Publishers have content encryption & DRM concerns – these need to be addressed
3	It can not have multiple options, i.e., copy, print, email, etc.	Different standards need to be addressed (ePUB3 vs PDF)
4	No added value features, i.e., comments, sharing, discussions with teaching learning platform, etc.	Different sets of students requiring different book bundles
5	It can be brunt, spoiled by water, stolen , defaced, damaged , etc & there is no way of recovery	Managing various licenses. No accessibility after expiry of license. Multiple publishers need to be approached
6		Simultaneous access of internet to access content can cause crashes
6		Integration to LMS
7		Always need equipment, application or / and Internet connectivity and renewals
8		Cost of e-books, application, equipment & internet is very high.
9		Uncertainty and Technology failure

The overall costing of print and digital textbooks

Cost per student in Rupees	Print Book	Digital Book
Book Cost (in package for first year)	4636.00	5606.00
SD Card (one year cost)	-	50.00
Equipment cost (one time cost)	-	13950.00
Application Cost (one time cost)	-	1200.00
Cloud Solution (one year cost)	-	600.00
	4636.00	**21406.00**

There are following check points and marking system at the institutional level has been applied.

Sr.	Check points	Opinion	Marking
1	Is this objective or change is in the line of organisational vision?	Yes	95
2	Is there any clear and compelling reason for adopting this change?	No	-80
3	Does the institute feel the urgency to this change?	No	-90
4	Is this change a futuristic approach?	Yes	60
5	Do your organisation / library is competent to undertake this change?	Yes	80
6	Are all implementation plans in place to achieve the objectives?	Yes	50
7	Are remunerations, rewards and punishments aligned with this change?	Yes	-60
8	Do any risk factors carry this change?	Yes	-90
9	Does the library prestige on stake due to this change?	Yes	-70
10	Are the stakeholders, i.e., users and institute ready to adopt this change?	Yes	60
11	Are the decision makers practically agreed with this change?	No	-60
12	Is this change financial viable?	No	-90
	Total Score for Final Decision to this change	No	-195

Requirement Identified → **Change Management Designed** → **Facts Analyzed**

5. Conclusion

Therefore the 4636 < 21406, the cos of Print book is less the Digital book and decision t ken based the above study that the proposed initiative is not feasible. Overall costing factors and other facts studied during this paper have indicated that the proposal of shifting digital books from print books is not accep t ble as o d ate. Th e are m any fac or s needs to be conside red, ie., r educing he co st o f digita l books, r educin g th e co ts of instrument and delivery of content. The major point considered that the authors of the books needs to come forward and del ver their content directly to the reader and such mechanism to be develop which may assure the win – win position for both students and authors. The role of the facilitators, i.e., libraries and organisations also needs to be addressed which play a pivotal role in dissemination of services.

About Author

Dr. Bhardwaj has more than twenty-five year's professional experiences, out of which nine years' rich experience with Delhi Technological University, more than two years as Librarian with TERI. He has been the Keynote Speaker in HUC (Himalayan University Consortium) Librarian's Seminar organized by ICIMOD, 2010. He possesses degrees, i.e., MA, MBA, MLISc, MPhil, NET. He has more than fifteen publications in his account.