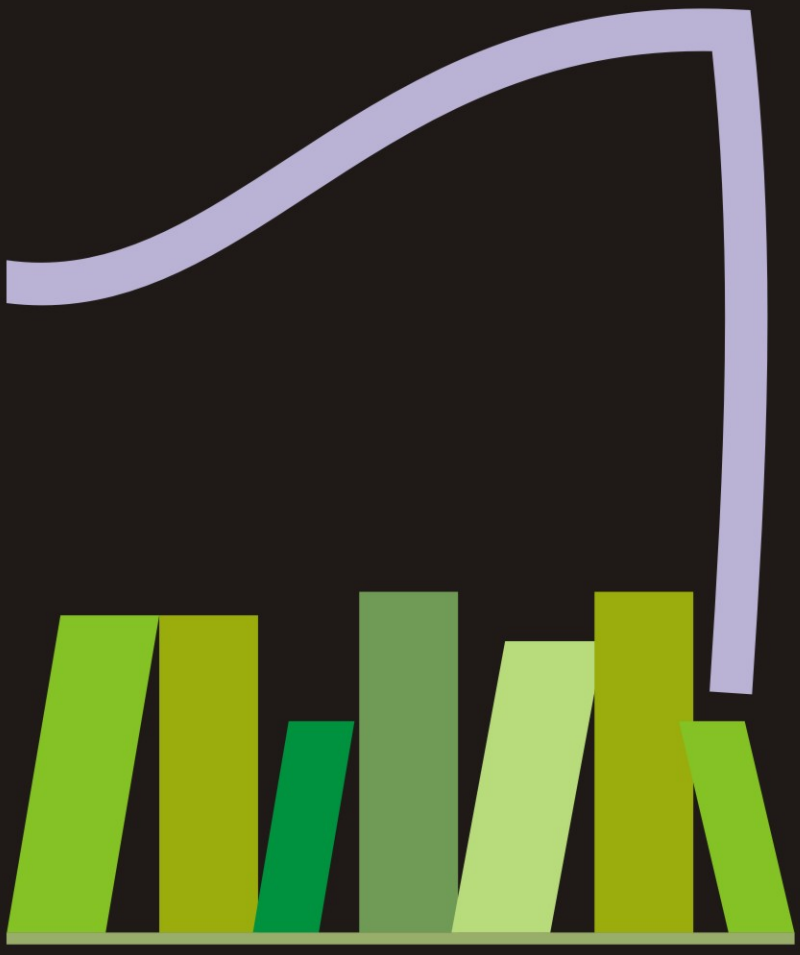
No. 8 (2007)
ISSN 1680-4465

PJLIS



Pakistan Journal of Library & Information Science

Department of Library and Information Science
University of the Punjab
Lahore-Pakistan

Patron

Dr. Khalid Mahmood
Assocate Professor & Chairman
Department of Library and Information Science
University of the Punjab, Lahore
chairman@dlis.pu.edu.pk

Chief Editor

Dr. Kanwal Ameen
Assistant Professor
Department of Library and Information Science
University of the Punjab, Lahore
kanwal@dlis.pu.edu.pk
kanwal.ameen@gmail.com
Phone and Fax: 9231224
Website: http://www.pu.edu.pk/dlis/pjlis/index.html

PJLIS is published by the Department of Library and Information Science, University of the Punjab, Lahore, Pakistan

PJLIS has entered into an electronic licensing relationship with **EBSCO** Publishing, the world's most prolific aggregator of full text journals, magazines and other sources. The full text of the Journal can be found on EBSCO Publishing's databases.

Annual Subscription: National: Rs.200 International: US$ 25

Pakistan Journal of Library & Information Science [PJLIS]

Department of Library and Information Science
University of the Punjab
Lahore, Pakistan

Editorial Advisory Board

Prof. Dr. Gary Gorman School of Information Management Victoria University of Wellington New Zealand	Prof. Dr. Syed Jalaluddin Haider Ex-Chairman Department of Library & Information Science, University of Karachi
Prof. Dr. John Feather Department of Information Science Loughborough University Leicestershire UK	Mr. Afzal Haq Qarshi Ex-Incharge Department of Library & Information Science, University of the Punjab
Dr. Ismail Abdullahi Associate Professor School of Library and Information Science North Carolina Central University Durham, USA	Dr. Rubina Bhatti Assistant Professor Department of Library & Information Science, Islamia University of Bahawalpur
Dr. Abdus Sattar Chaudhry, Head, Division of Information Studies School of Communication and Information Studies Nanyang Technological University Singapore	Ms. Umera Shah Assistant Professor Department of Library & Information Science, University of the Punjab
Dr. Sanda Erdelez Associate Professor School of Information Science and Learning Technologies Director, Information Experience Laboratory, University of Missouri-Columbia, USA	Mr. Ishtiaq Ahmad Library Director Higher Education Commission Islamabad
Prof. Dr. Mohinder P. Satija Head Department of Library and Information Science, Guru Nanak Dev University Amritser, India.	Ms. Bushra Almas Jaswal Chief Librarian & Associate Professor FC College Lahore
Prof. Dr. Jagtar Singh Department of Library and Information Science, Punjabi University Patiala, India	Mr. Hamid Rehman Assistant Professor Department of Library & Information Science, University of Peshawar

PAKISTAN JOURNAL OF LIBRARY & INFORMATION SCIENCE

Issue No. 8 2007

CONTENTS

Pioneers of Library Movement in Pakistan 1
Syed Jalaluddin Haider

Research on Information Seeking and Use in Pakistan: An Assessment 15
Mumtaz A. Anwar

Freedom of Expression and Freedom of Access to Information in Egypt 33
Shawky Salem

User Education Programme in the John Rylands University Library of Manchester: A Case Study 49
Rubina Bhatti

Online Consumer Health Information in Pakistan 63
Khawaja Mustafa & Syed Attaullah Shah

Information Needs and Information Seeking Behavior of the Media Practitioners in Pakistan (PhD Abstract) 75
Muneera Ansari

Department of LIS at a Glance: From PJLIS 2006 onward 77
Shafiq-ur-Rehman

CONTRIBUTORS

Prof. Dr. Syed Jalaluddin Haider
Ex-Chairman, Department of Library and Information Science
University of Karachi
shj838uk@hotmail.com

Prof. Dr. Mumtaz A. Anwar
Department of Library and Information Science,
University of Kuwait
gombak_98@yahoo.com

Prof. Dr. Shawky Salem
LIS Department, Alexandria University &
Knowledge Management and Informatics Department
Beirut Arab University
Chairman, Alex Centre for Multimedia and Libraries (ACML)
shawky.salem@acml-egypt.com

Dr. Rubina Bhatti
Assistant Professor, Department of Library and Information Science
Islamia University of Bahawalpur
rubytm@hotmail.com

Khawaja Mustafa & Syed Attaullah Shah
Assistant Librarians
Faculty of Health Sciences Library, Aga Khan University
Karachi
khawaja.mustafa@aku.edu; syed.attaullah@aku.edu

Dr. Muneera Ansari
Assistant Professor, Department of Library and Information Science
University of Karachi, Karachi
muneera_n@yahoo.co.uk

Shafiq ur Rehman
Senior Librarian Research / PhD Student
Department of Library and Information Science
University of the Punjab, Lahore
s_rehman25@hotmail.com

Pioneers of Library Movement in Pakistan

Syed Jalaluddin Haider*

Abstract

The paper aims to describe in brief the contribution of seven leaders of Pakistan librarianship, viz. K.B. Khalifa M. Asadullah, Prof. Dr. Abdul Moid, Dr. Abdus Subuh Qasimi, Muhammad Shafi, Fazal Elahi, Khawaja Nur Elahi and S. V. Hussain. The early library developments are given for better understanding of the role of these leaders.

Keywords: *Library leaders; Library movement; History of libraries; Pakistan*

Introduction

Pakistan, born on 14th August 1947 as an independent nation after the partition of British India, was denied its rightful share out of the common library resources built up over the years during the British rule. All the major libraries of British India happened to be located in those areas which, after partition, became part of the present day India. The city of Lahore, once the "cradle of library movement," had become inactive because of sad events following independence (Khuda Bakhsh, 1949). The earliest library education program outside USA, started by Asa Don Dickenson in 1915 at the University of the Punjab, also suffered during this period and remained suspended from 1946-1948. Pakistan inherited only two libraries of significance on the eve of independence. These were the University of the Punjab Library and the Punjab Public Library, both located in Lahore. It may be pointed out that for many years the Government did not

* Professor & Ex-Chairman, Department of Library & Information Science, University of Karachi.

pay attention to this sector because of other national priorities. The establishment of the Directorate of Archives and Libraries in 1951 to administer the development of libraries was, in fact, the only significant step on the part of Government in this direction.

Under such circumstances the lead was taken by few individuals in the form of founding of Karachi Library Association (KLA) in 1949, which started a certificate course of short duration to meet the urgent needs of library professionals in the country. This was followed by the formation of Pakistan Bibliographical Working Group (PBWG) in 1950, with the assistance of UNESCO. Taking the advantage of these developments some of these men of wisdom tried to focus the attention of the Government through the pages of their first professional journal, *Modern Librarian*, to the need of development of libraries. But these individual efforts did not produce tangible results; however, it did convince the Government to the need for library planning in the country.

Consequently, L. C. Key of Australia was invited under the Colombo Plan, to prepare a library development plan for the country. Key submitted his report in 1956 (Key, 1956). The Key Plan did not materialize; yet it did influence the thinking of librarians in the country. This is evident in library developments that took place in the second-half of 1950s, particularly at Karachi, the then capital of the country. Of these developments, mention may be made of the formation of Pakistan Library Association (PLA) and the establishment of Pakistan National Scientific and Technical Documentation Center (PANSDOC), both in 1957, launching of publication of *Pakistan Library Review* (1958), and the promulgation of Basic Democracy Order (1959). But the most important event of this decade was the institution of Post-Graduate Diploma Course in Library Science in August 1956 at the University of Karachi, followed by the University of the Punjab in 1959. It must be added here that these early historical developments were possible only through the initiative and efforts of a few individuals. The profession in Pakistan owes much to them and this article is a humble effort to pay our homage to these great men.

Definition of Pioneer

Who is a pioneer? For the purpose of this paper the following definitions have been used: According to *The Webster's Third New International Dictionary* (1986), a pioneer is a person "who begins or helps open up or develops something new and prepares a way for others to follow." The *Oxford English Dictionary* (1989) gives an identical definition, that is, a pioneer is one "who goes before to prepare or open up the way for others to follow." Both definitions emphasize on being the first to lead the way to be followed by others. And, in line with this meaning of the word all the persons included in this article do meet this single criterion of being first in terms of their contribution to Pakistan librarianship. For instance, Khalifa Muhammad Asadullah was the first prominent librarian to opt to serve the newly created independent Pakistan without knowing his ultimate fate. Prof. Moid has the distinction of being the first to take initiative for institution of the first graduate library training program in the country and having the distinction of being the first PhD and professor of library science. Muhammad Shafi has left indelible marks on classification in the shape of expansion of DDC for Islamic and Oriental topics. Fazal Elahi was the first and perhaps the last chartered librarian, the country ever had. He was instrumental in the formation of PLA. Khawaja Nur Elahi was the pioneer to lead the country's largest public library in the initial years of independence. Likewise, Dr. Qasimi was the first to combine together the highest Oriental and Western qualifications so vital for the country for bringing harmony in traditional and modern librarianship. Villayat Hussain Shah has the distinction for nursing at least three major professional associations (PLA, KLA and PBWG) in their formative stage.

Khalifa Muhammad Asadullah (1890-1949)

Khan Bahadur Muhammad Asadullah could be rightly called as the main architect of library movement in the Indo-Pakistan sub-continent. He was in the very first class of Asa Don Dickinson, an American Librarian, started in 1915 at the University of the Punjab. He started his career as the first graduate librarian at the Government College, Lahore; moved to MAO College,

Aligarh (India) in 1919; was the librarian of the Imperial Secretariat Library at Delhi for eight years; and finally landed at the Imperial Library, Kolkata in 1929. As a recognition for his superior performance the British Government rewarded him in 1931 the exalted position of Librarian of Imperial Library, Kolkata. He was the first Muslim and the second native to hold this coveted position. He was one of the key figures, along with Dr. Ranganathan, Dr. Niharanjan Roy, Prof. Bashiruddin, Prof F. M. Velt, Justice Abdul Qadir and Lala Labhu Ram, responsible for the formation of Indian Library Association. He was its secretary from 1933 to 1947. He was also associated with All India Muslim Educational Conference, Aligarh; Muslim High School, Kolkota; Aligarh Old Boys Association (Bengal Branch) and Aligarh Muslim University.

On 18th July 1947 he left the Imperial Library to serve the newly created Pakistan like many other Muslim officers. In Pakistan he was appointed as officer on special duty in the Ministry of Education (Haider, 1987). A group of librarians believes that the defunct Directorate of Archives and Libraries was the brain child of Asadullah. Many of us may not be aware that he was very close relative of Chowdhury Muhammad Ali, who was then holding the position of Secretary General of the Government of Pakistan and later the Prime Minister of the country (Raipuri, 1999). Asadullah died soon after independence in November 1949 at Lahore due to a stroke and could not do much in a newly formed country going through a state of chaos.

Prof. Dr. Abdul Moid (1920-1984)

He was in fact the Melvil Dewey of Pakistan in terms of founding of the first library school and the national library association. The establishment of a graduate program within the walls of a university as early as 1956 was not an ordinary achievement of the man. He had to face obstacles of all kinds in this regard as it was not so easy to convince the academic community to the need of a program in a little known discipline at a newly established university. In fact, the qualified librarians coming out from the Department each year shaped the direction of library

development in the country. Of these, mention in particular could be made of Dr. Anis Khurshid, Dr. Syed Jalaluddin Haider, Prof. Akhter Hanif, M. Adil Usmani, Ghaniul Akram Sabzwari, Dr. Mumtaz A. Anwar, Abdul Hafeez Akhter, Dr. A. R. Butt, Dr. Fazil Baloch, Dr. Khawaja Iftikhar and Meer Hassan Jamali.

Born in India on 20th January 1920, Prof. Moid received BA degree from Aligarh Muslim University (1941); MA from University of Michigan (1955) and PhD from Illinois University (1964). The topic of his dissertation, which he completed under the supervision of Prof. R. B. Downs, was *Urdu Language Resources in USA*. Of his teachers, mention could be made of luminaries like Maulana Abdul Aziz Memon (Aligarh), Prof. Gjelsness (Michigan), and Prof. R. B. Downs (Illinois). He was personally known to S. R. Ranganathan, Sir Frank Francis and Dr. Ralph R. Shaw.

He worked in a number of libraries both in India and Pakistan including Arabic College (Delhi), Delhi University, Punjab Public Library (Lahore), Sindh University and Karachi University, of which he was the founder librarian and played a key role in building it as the largest library of post independence period. From 1973 to 1983 he taught at Ahmad Bello University (Zaria, Nigeria) and Bayero University (Kano, Nigeria) where he established LIS Department and headed the University Library. He also taught at North Texas State University as a visiting professor during the summer of 1967.

Prof. Moid was instrumental in the formation of the PLA and was bestowed the honor of being elected its founder secretary-general. The contribution of Prof. Moid as secretary-general of the Association had been organization of its first annual conference. This historic conference inaugurated on January 8, 1958 by the president of the country proved to be a great success in spreading the message of library service and cult of books in the country. Some of the resolutions adopted at the conference dealt with: the need for planning of library services, easing of import restrictions on import of books and journals, establishment of library schools at the universities, amendment in copyright law, etc. (PLA, 1958). Prof. Moid tried his best to project the

Association both at the national and international level. He was also associated with country's other professional bodies like Society for the Promotion and Improvement of Libraries, Karachi Library Association and PBWG in various capacities. He represented Pakistan at several international forums, including the Organizing Conference of Asian Federation of Library Association, Tokyo in 1957 and International Association of Orientalist Librarians (Haider, 1984).

Prof. Moid was not a prolific writer but he did contribute 30 articles to professional journals (Khurshid, 1994). His article on "Illumination" to the Encyclopedia of Library and Information Science deserves special mention. Amongst his publications are: (1) A guide to works of reference, published in Pakistan, (2) A guide to periodical publications and newspapers in Pakistan, (3) Directory of libraries etc. (PLA, 1958). He was member of the Advisory Board of *International Library Review* and *Journal of Library History* in their formative stage.

Muhammad Shafi (1895-1964)

Shafi is the pioneer for being the first to expand the Dewey Decimal Classification for oriental and Islamic topics. This expansion is still being used by libraries in Pakistan and elsewhere. The history of this pioneering works dates back to pre-independence days when Muhammad Shafi was appointed convener of the special committee formed by the Indian Library Association, as early as 1935, "to draw up a standard scheme of expansion of DDC to meet the need of Indian libraries." (Usmani, 1973). This work was completed by Muhammad Shafi in 1960 with the assistance of a committee under the auspices of the Department of Library Science at the University of Karachi (Shafi, 1962) In fact, this expansion, known as Shafi's Expansion of DDC, played the role of a guideline for other expansions of DDC in the country. His expansion was partially accepted by the DDC Editorial Committee but unfortunately, his name didn't appear in the introduction of 17th^{h} edition of the Scheme (Obaidullah, 1969).

Born and brought up in Amritsar, he graduated from the University of the Punjab. Muhammad Shafi entered into the service of Government of India in 1921. In the following year he was appointed as an assistant librarian of the Imperial Secretariat Library, Delhi. In 1923 he joined the Lucknow University Library as an assistant librarian, where he stayed for about 7 years and contributed significantly in its formative phase. In 1930 Muhammad Shafi was appointed librarian of the Imperial Agriculture Research Library. He was selected in 1944 as Junior Scientific Officer, MGO Branch, GHQ India.

Shafi was one of the few librarians of pre-independence British India who opted to serve the newly created Pakistan. After independence he served as the librarian of National Assembly Library from 1947 to 1958. He took active part in the formation of Karachi Library Association and was its Vice-President for more than a decade. It was under his direction that the Association started a certificate course, first of its kind, to meet the immediate needs of qualified library professionals in the country. Of the librarians who passed this course mention may be made of Dr. Anis Khurshid and Adil Usmani. Of the teachers of this course mention could be made of Prof. Moid, S.V. Hussain, Noor Muhammad and Muhammad Shafi himself. In fact, this course paved the way for establishing the first post-graduate program at the University of Karachi.

He was founder member of both Indian Library Association and PLA. Of his publications mention in particular is made of *Intizam Kutub- Khana* (Shafi, 1949). This was the first book on the subject after independence. Muhammad Shafi was also associated with the Department of Library Science, University of Karachi as cooperative teacher for at least eight years. He worked as consultant on classification at the Karachi University Library from 1960 to 1964. He died of cancer on 2nd June 1964 in Karachi.

Fazal Elahi (1901-1961)

With MA, BA (Hons), Diploma in Librarianship (London), and FLA., Fazal Elahi was perhaps the highest qualified librarian who opted to serve Pakistan after independence. He was born and brought up at Lahore. Obviously, he preferred to stay at Lahore in the initial years of Pakistan, and took active part in several professional undertakings in association with Prof. Moid and Khawaja Nur Elahi. It is said that he was strong candidate for the post of librarian of the University of the Punjab but was denied appointment for being vocal with the staff at the library just before the scheduled interview. Following this incident, the staff members in group met the vice-chancellor and complained against him. Consequently, the scheduled interview was cancelled (Prof. Moid**,** personal communication). And, he had to teach economics and English at MAO College from 1948 to 1950.

In fact, Fazal Elahi could not find a professional job until 1950, when he was appointed librarian of the Liaquat National Library at Karachi. The job was also not up to his expectations, qualifications and experience. He soon moved to East Pakistan, where from 1951 to 1954 he held the position of librarian at Dhaka University. There too, he could not stay for a long period because of differences with the authorities and staff. He left for Milan for one year to teach Urdu there. In 1955, he returned back to serve as librarian of the Rajshahi University from 1955 to 1958. But there too, he developed serious differences with the teachers' community forcing him to resign (PBWG, 1956).

In 1958 he joined the library of the American Friends of the Middle East at Karachi. This was the most productive period of his professional life. He was instrumental in the formation of the PLA and the organization of the first historical conference of the Association. In 1959, he was cooperative teacher at the Department of Library Science at the University of Karachi. He died of heart attack at Lahore in 1961 while making final arrangement for the 4th Annual Conference of the PLA.

Notwithstanding his personal weaknesses he played an active part in the development of library profession in the country. As early as 1948 he made an unsuccessful attempt in collaboration with Khawaja Nur Elahi and Prof. Moid for the formation of the national library association. This trio did succeed in reviving the *Modern Librarian* in 1949, but it ceased publication after three issues. The existence of a Diploma course in Library Science in 1948 at Lahore under the directorship of Fazal Elahi was reported in *Modern Librarian*, but it was nothing more than an advertisement to create an environment for such a course.

Khawaja Nur Elahi (1905-1974)

Khawaja Nur Elahi did his BA in 1917 from Islamia College, Lahore and from 1929 to 1933 he worked at the Quarter Master General Office of British Armed Forces Headquarters at Delhi. He completed the Certificate Course in Library Science in 1934 from the University of the Punjab and joined the Delhi University in the same year where he worked for 13 years in various capacities. He rose to the position of assistant librarian, which was quite a dignified post at that time. The Delhi University Library was then headed by Professor Das Gupta. He opted to serve Pakistan after independence.

As the librarian of Punjab Public Library, since 1948, he remained actively involved for about 18 years in all the major library events which took place in initial years of the establishment of the country. These include: preparation of the first plan for library development in the country, revival of Modern Librarian, formation of PLA, PBWG, West Pakistan Library Association and institution of Degree program at the University of the Punjab.

His leadership qualities, ably manifested on the eve of the 4th and 5th annual conferences of the PLA held at Lahore in 1961 and 1964 respectively. Modesty was perhaps his best asset and totally unmatched in the profession. Through his humility of character and his unfailing readiness to listen to the vibrant voices of others, he had earned their high esteem and lasting respect. Always I found him simple in ways, constantly inspiring, ever

understanding, unfailingly warm and a just man. He was one of few librarians who commanded the respect of the librarians of both the wings of Pakistan (Haider, 1996).

Dr. Abdus Subuh Qasimi (1917- 1999)

Dr. Qasimi born on 12th December 1917 at village Ziarat Kaka Sahib, Tehsil Nowshera, District, Peshawar, in a middle class religious family. He did his Matriculation in 1935 and 'Fazil-Deoband' in 1941. He did Certificate Course in Librarianship from the University of the Punjab in 1946 and started his professional career from the University of the Punjab Library in 1947 as an Oriental assistant. Most probably he was appointed for cataloguing of Arabic books because of his proficiency in Arabic language and literature. He did his BA and MA from the University of the Punjab in 1952 and 1954 respectively.

In 1955 he did his MA in Library Science from Western Reserve University, Cleveland, Ohio. Between 1964 and 1967 he was at Columbia University for his Doctorate in Library Science. He developed *A Code for Cataloging Materials Published in Urdu, Pushto and Punjabi* under the guidance of Maurice F. Tauber. He was also associated with Library of Congress as a consultant for sometime in mid-1960s.

He served as the founder librarian of Peshawar University Library from 1951 to 1972. It was through his initiative and efforts that Post-Graduate Diploma in Library Science was instituted in 1962 at the University of Peshawar. Between 1967 and 1968 he was the librarian of the King Abdul Aziz University, Jeddah. He also worked as Registrar of the Peshawar University between 1969 and 1972. In early 1970s, he rejoined the King Abdul Aziz University and stayed there for several years. He retired after serving the Ummul Qura University, Makkah, for nearly a decade.

He was instrumental in the development of the profession in North-Western Frontier Province being the founder librarian of the Peshawar University and the founder Chairperson of its Department of Library and Information Science.

He took active part in the activities of the PLA in the initial years of its formation. He was the chief organizer of the second annual conference of the PLA, held in 1959 at Peshawar. He was also actively associated with the activities of the Society for the Promotion and Improvement of Libraries and PBWG. (Hamid Rehman, personal communication).

Syed Villayat Hussain (1910-1974)

Popularly known as Shah Sahib, he will always be remembered for his activities from the platform of PLA, PBWG and KLA. In fact, he was associated with all three organizations for more than a quarter of a century, beginning in 1949 till last breath in 1974 at Peshawar, where he was supervising a national survey on reading habits for the PLA.

Born in Lahore in 1910, he did his BA from the University of the Punjab in 1934 and obtained Certificate in Library Science from the University of the Punjab in 1938. What made him to join librarianship was never disclosed by him. His first professional appointment was as librarian of St. Stephen College, Delhi from 1939 to 1945. From 1945 to 1950 he was the librarian of S.M. College, Karachi. He was the librarian of British Council, Karachi between 1950 and 1953. In 1953 he joined the Government of Pakistan as the founder librarian of Liaquat National Library. He was promoted as Assistant Director of Libraries, Government of Pakistan in 1958, the post he held till his retirement in 1964. He was also associated with Council of Scientific and Industrial Research (Haider, 1986).

Conclusion

All the above great men are now dead. This author has the distinction of meeting all of them except Asadullah. In fact, three of them were known as teacher at the LIS Department during the academic year 1959-1960. Much could be written about each but the limitation of space doesn't permit. It may be concluded that they are the part of history of Pakistan librarianship because of

their significant and long-lasting contributions. The coming generation will definitely get inspiration from them. What made them to succeed was their positive approach towards professional matters. Above all, they were sincere with the profession despite some human weaknesses.

References

Haider, S. J. (1984). Prof. Abdul Moid (1920-84): Father of Pakistan librarianship. *Pakistan Library Bulletin, 15* (1-2), 26-59.

Haider, S. J. (1986). Villayat Hussain Shah. *Mahnama Kitab, 20* (4), 9-12.

Haider, S. J. (1987). Khan Bahadur Khalifa Muhammad Asadullah: The first architect of library movement in South Asia. *PLA Journal, 1*, 47-59.

Haider, S. J. (1996). Aik dervish sifat librarian. *PLA Journal,* (19-20), 1-8.

Hamid Rehman. The author is grateful to Mr. Hamid Rehman, Assistant Prof., Dept. of LIS, University of Peshawar for collecting and providing information about Dr. A. S. Qasimi.

Key, L. C. (1956). *Report and proposals on the establishment and improvement of libraries and library services in Pakistan.* Karachi: Ministry of Education, Mimeo.

Khuda Bakhsh, A. (1949). UNESCO and Pakistan. *Modern Librarian, new series, 1* (1), 31.

Khurshid, A. (1994). The pioneers: Abdul Moid. *World Libraries, 5* (1) .Retrieved on April 18, 2007 from http://www.worlib.org/vol05no1/khurshid_v05n1.shtml

Muhammad Shafi expansion of Dewey Decimal Classification relating to oriental, Islamic and Pakistani topics (1962). Karachi: Department of Library Science, University of Karachi.

Obaidullah Qudsi (1969). Haji Muhammad Shafi (Urdu) *Pakistan Library Bulletin, 1* (4), 97-104.

*The Oxford English Dictionary (*2nd ed.). (1989). Oxford: Oxford University Press.

PLA. (1958). *Newsletter.*

PBWG (Pakistan Bibliographical Working Group). (1956). *A guide to Pakistan libraries, learned and scientific societies and educational institutions, Biographies of librarians in Pakistan*. Karachi: The Group.

Qarshi, A. H. (1990). Distinguished alumni of the University of the Punjab. *PULSAA News, 2* (3), 143-150.

Raipuri, H.A.H. (1999). *Hamsafar*. Karachi: Maktab-i-Danyal.

Sabzwari, G. A. (Ed.). (1987). *Who's who in library and information science in Pakistan* (2nd ed.). Karachi: Library Promotion Bureau.

Shafi, M. (1949). *Intizam-e-kutubkhana*. Karachi: The author.

Usmani, A. (1973). Haji Muhammad Shafi in Karachi University Library. *Pakistan Library Bulletin, 5* (3-4), 18.

The Webster's Third New International Dictionary of the English Language (3rd ed.). (1986). Springfield: Merriam-Webster.

Research on Information Seeking and Use in Pakistan: An Assessment

Mumtaz A. Anwar*

Abstract

The paper describes the beginning of research activity on information needs and presents an analysis of the literature on information needs in Pakistan to discover that no research has so far been published. It reviews 14 student-research projects produced from 1975 to 1982 at the University of the Punjab which have remained unpublished; Laments the loss of impetus given to this topic in 1974-75; and urges the LIS academics and practitioners to promote and conduct research on this critical topic.

Keywords: *Information seeking; Information needs; Research; Pakistan.*

Introduction

Study of Information need, seeking and use of the targeted service community is, and has been, of fundamental concern to the LIS professionals. It is through the findings of such studies that one is able to design information systems, develop resources and plan services that are compatible with, and result in the satisfaction of the community information needs. Although research interest in this area started early during the 20th century, it took decades to take a solid footing. It has been pointed out that Bernal's (1948) research on scientific information in Great Britain has been followed by "hundreds of studies which have attempted to investigate the methods by which scientists and social scientists obtain the information they need for their research" (Hurych, 1986, p. 158). An important milestone was the research initiative taken at

* Professor, Department of Library & Information Science, Kuwait University

the Center for the Information Sciences, Lehigh University, USA with the financial support of the National Science Foundation (Taylor & Wuest, 1962). The first report on the project produced by Wuest (1965), a professor of psychology, stated that "the purpose of the research is to evaluate the comparative merits of the different research methods. In particular, it is desired to extend the evaluation to methods which have not been used extensively in the past" (p. 2). This effort was followed by another landmark when M. B. Line and his associates conducted extensive research on the use of information by social scientists during 1968-1971 at Bath University in UK (Line, Brittain & Cranmer, 1971a, 1971b). These and similar other efforts have served as motivators for a large number of studies conducted, mainly in the North American and European countries, that provide a strong basis to the LIS professionals for future planning.

The amount of research on identifying and knowing the information needs or behavior of the customer or the community in developing countries is insignificant. There may be a number of reasons for this state of affairs, e.g., lack of research skills, research literature, funding, language competence, publishing avenues, etc. But it seems that the LIS professionals in these countries are not exposed to this significant area in their formal education, are mainly prepared for house-keeping operations, the knowledge and skills imparted to them are mainly 'library-focused' and tradition-bound, and they are not made fully aware that 'knowing your customer' is the first step in satisfying his needs.

In this light, one needs to examine the status of research on information needs, seeking and use in Pakistan. Before talking about research on information needs in Pakistan, two developments need to be mentioned. Following the UNESCO lead of NATIS, the Ministry of Science and Technology, Government of Pakistan, constituted early in 1974 the National Committee for the UNISIST Programme led by Dr. Z. A. Hashmi, Chairman of the Pakistan Science Foundation (PSF). PASTIC (Pakistan Scientific and Technological Information Centre) was under the PSF. This Committee had the mandate to prepare the S&T infrastructure in Pakistan including planning for the establishment of a National

Science Reference Library in Islamabad. I was appointed a member of this Committee and served on it until I resigned from my position at the University of the Punjab in December 1976 and left the country. This Committee, under the very energetic, clear-headed and no-nonsense chairman, Dr. Z. A. Hashmi, took a lot of concrete initiatives that must be lying buried in the archives of PSF/PASTIC. My work with this Committee convinced me to place a strong emphasis on the study of information needs of various national sectors in student-research at the Department of Library Science, University of the Punjab that I was chairing at that time. This emphasis will become clear below when student-research is described.

The efforts of the UNISIST Committee soon resulted in some concrete work with several activities appearing in public. PASTIC & the University of Islamabad, sponsored a Seminar on Scientific and Technological Information from April 9 to 11, 1975 (PASTIC, 1975). The proceedings of this Seminar were soon reproduced and made available. These consist of two speeches, 11 papers, and a set of 20 recommendations. All of the papers are of descriptive and very general nature, with two that use the expression 'information needs'. Mohajir's (1975) paper 'Information needs of science and technology' engages in a general discussion for the development of S&T information service structure. The second paper 'Information needs of society' by Akhtar H. Siddiqui is far more general than that of Mohajir. Without discussing anything about 'information needs', it ends with the suggestion that the "information policy should also ensure that resources are available to study the habits and needs of users" (p. 4). However, the Seminar adopted two important recommendations: "This seminar recommends that PSF sponsor an extensive research programme on the information needs of science and technology. The results of this research will help PASTIC to organize its information services" (p. 5); and "This seminar recommends that M/O education [Ministry of Education] should consider establishing Social Sciences and Humanities Information Centers on the lines of PASTIC to meet the needs of research workers in the fields of social sciences and humanities" (p. 1-2). The following year saw the visit of an IDRC/UNDP (1978)

mission that examined and reported on the scientific and technological information in Pakistan, which is described below. What is the status of information needs research in the LIS literature on Pakistan three decades after these two events?

Searching Pakistani Literature on Information Needs

A search of both *LISA* and *Library Literature* databases, using 'information needs' and 'Pakistan' as keywords resulted in nine unique citations, an encouraging initial sign. These citations must be examined one by one to understand the relevance of the literature represented by them. The oldest citation is related to the field report of the Joint IDRC/UNDP (1978) Mission held during October-November 1976 which "reviewed Pakistan's S&T information needs and made recommendations on the future structure and development of a national S&T information network." This unpublished report, very significant if its recommendations were implemented, is based on the mission team's discussions with leading LIS professionals in Islamabad, Lahore and Karachi. Whatever its importance, its text relevant to 'information needs' is not the result of research. The second citation, Mohajir (1977), is the same paper that was presented at the 1975 Seminar mentioned above. The abstract mentions that the author "Classifies prime information needs as: (1) acquiring and organizing data in meaningful ways; (2) employing effective methods of marketing and distributing the information; (3) establishing who are the potential users of information and then assessing their needs." The third citation (Anwar, 1982) mentions the research projects on information needs carried out by the students at the University of the Punjab. The papers by Moinuddin (1986), Majid (1993), Minnatullah (1994), Khan (1996), Anwar and Saeed (1999) mention 'information needs' in passing. It may not be out of place to mention that a study of the information seeking behavior of Pakistani journalists, being conducted by Anwar and Asghar, has been completed and will be published soon.

The picture painted above is very disappointing. This dismal situation reflects badly on the awareness of, and

importance given to the area of information needs, seeking and use by various sections of the information users by the Pakistani academics in the discipline and the practitioners in the field. Perhaps, one should look at the unpublished research done by the students of various universities in the country to find some comfort. Luckily, Nasim F., Mahmood, K. & Hashmi, N. H. (2004) have compiled a comprehensive list of 855 LIS master's and doctoral theses submitted up to 2003 to six Pakistani universities. The citations are arranged under broad subjects with an author index. There are two strange examples as follows:

1) Krishan Kumar Rathi submitted two theses (No. 83 and 84), one in 1974 of 35 pages and the other in 1975 of 38 pages, to the same university on a closely related topic;

2) Najma Sultana submitted two theses (No. 838 and 839) with different titles to the same university in the same year with the same number of pages.

It seems that these two cases are mistakes (the second perhaps due to translation from Urdu) and should be considered as duplicate entries. Sixteen of the theses, due to the subject coverage, have been listed under two subjects each. Thus the total number, after removing duplicates in both categories, comes to 837. This figure includes two doctoral theses.

The compilers of the list have categorized all theses into 16 broad subjects, with 16 items listed twice under different subjects. Table 1 presents the number of theses submitted to each of the six universities under broad subjects, including the 16 duplicate listings.

Categorization of some items does not make the nature of the theses clear. For example, lists of basic books, indexes of a variety of materials, a group of entries compiled for a union catalogue are essentially bibliographical works. There are at least 101 theses, mainly from Sindh and Karachi, which are of this type. If these are added to the 166 bibliographies, the number reaches

276 theses, 31.3 percent of all - a very high figure considering the legitimacy of accepting bibliographies as master's theses.

Table 1. Number of Theses by Broad Subject and University (N=853)

Subject	Bahawalpur	Baluchistan	Karachi	Peshawar	Punjab	Sindh	Total	% of all
Academic Libraries	3	34	69	10	18	79	**213**	**24.97**
Bibliography	5	8	96	8	3	46	**166**	**19.46**
Technical Services	2	8	19	5	10	67	**111**	**13.01**
Special Libraries	3	20	34	6	9	29	**101**	**11.84**
Public Libraries	1	10	9	1	7	19	**47**	**5.51**
Lib. Science - General	0	5	20	5	3	6	**39**	**4.57**
Library Materials	0	1	22	2	0	13	**38**	**4.45**
Miscellaneous	0	2	22	1	1	8	**34**	**3.99**
Reading Habits	0	6	17	0	4	0	**27**	**3.17**
Information Needs	1	0	0	0	14	0	**15**	**1.76**
Library Surveys	0	0	11	0	0	2	**13**	**1.52**
Publishing	0	3	3	0	0	7	**13**	**1.52**
Automation	1	0	6	2	1	2	**12**	**1.41**
Library Education	0	1	4	2	0	4	**11**	**1.29**
Library Administration	0	4	4	0	0	0	**8**	**0.94**
Public Service	0	0	3	0	1	1	**5**	**0.59**
Total (% of all)	16 (1.88)	102 (11.96)	339 (39.74)	42 (4.92)	71 (8.32)	283 (33.18)	**853 (100)**	**100.00**

However, our main concern was to identify student research on 'information needs'. There are 15 theses on this topic, 14 from Punjab and one from Bahawalpur which is listed under 'Academic Libraries'. Nazli (2001) prepared her thesis entitled *Information Seeking Behavior of Community of IUB Library Users*. This is not clear from the title if it was in fact a study of the information seeking behavior. Of the 14 theses produced at Punjab, six were completed in 1975, four in 1976, one in 1977, two in 1978, and one in 1982. It must be pointed out that during the 1974-75 academic year Master's research report was not a full thesis; it carried only 25 out of 100 marks allocated to the Research Methodology course. Unfortunately, none of these very useful 14 information needs studies conducted at the University of the Punjab resulted in published papers. These studies are now dated but still significant enough to be introduced to the profession so that they might serve as examples and a source of motivation to the younger researchers in the country. These studies will be briefly reviewed below for the benefit of those who may have such interests and want to conduct research in this area.

Review of Information Needs Research in Pakistan

Nighat (1975) investigated the information needs of scientists working in the Oils, Fats and Waxes Division of the PCSIR Laboratories at Lahore using personal interview. Out of 38 scientists of the Division, 35 (92%) participated in the study. Major findings included: (1) The participants use both formal and informal sources of information; however, they mainly rely on personal contacts; (2) They regularly scan scientific literature, especially current journals and that reading current scientific literature is their main source of research ideas; (3) On the average they spend nine hours per week on reading; (4) They maintain their own files of off-prints and other materials for their personal use; (5) They also use other sources of obtaining information in case their own library was unable to supply; (6) Information was received in 80 percent of the cases; (7) However, they were not fully satisfied with the services of their library. The

researcher makes several recommendations to improve information services being provided to these scientists.

Siddique (1976) studied the information needs of chemists working in the PCSIR Laboratories, Lahore, using a questionnaire. One hundred usable questionnaires were returned from a total population of 110, with a response rate of 90.9 percent. His major findings were: (1) A large majority of the participants (94%) makes considerable use of oral communication; (2) The participants are mainly induced to research ideas through reading the literature related to their subject; (3) Most of them (80%) need specific information frequently; (4) Most useful information sources to them are current journals, abstracts, and reviews; (5) The mean number of journals regularly scanned by these chemists was 5.26; (6) Their main source (96%) for finding literature was the PCSIR Library whereas 69 percent used the services of PASTIC also; (7) On an average, they spend eight hours per week on reading; (8) Their literature searches were done with the help of librarians; and (9) Only 51 percent of the participants were satisfied with the resources and services of the PCSIR Library. Major problems faced by these participants included: (1) Lack of up to date material in the library; (2) Shortage of scientific and technical books and journals; (3) Late arrival of foreign journals; (4) Inadequate translation facilities; and (5) Non-availability of inter-library loan services as well as reprographic services. It makes some pertinent recommendations for the improvement of the current situation.

Bokhari (1976) explored the information needs of the engineers working in the Heavy Mechanical Complex (HMC), Taxila. Two engineers were traveling abroad. All of the remaining 46 engineers were interviewed. Only four (8.7%) engineers have research experience, therefore, most of their information needs originate from their 'production work' in the 'shops'. Major results of this study are: (1) These engineers make heavy use of informal channels to obtain needed information; (2) Most engineers use current journals regularly for new ideas and, in addition, they use books and datasheets for their daily work; (3) On an average up to 5 journals are regularly scanned by these participants; (4) A large majority of the respondents use the HMC Library in addition to

manuals available in shops, outside libraries and their personal collections; (5) Less than half of the information requirements of these engineers are adequately met; (6) A large majority (95.65%) lack information searching skills; and (7) A majority of the respondents do not regard library services as satisfactory. The researcher makes many important recommendations to improve the current situation. A comprehensive study of the information needs of the scientists and technologists working in DESTO Laboratories, Chaklala, was carried out by Nuzhat (1978). Text of this study is not available at this time for review.

Bashir (1975) conducted an investigation of the information needs of veterinary surgeons working in the district veterinary hospitals of the Punjab. A questionnaire was used to collect data from 16 respondents. The findings of this study were very disturbing and included: (1) These hospitals possess a very small collection of out-dated books and the respondents do not have access to any other library with literature of their interest; (2) These respondents have no access to current professional journals; (3) No funds are provided to the hospitals for the purchase of related literature; (4) They mainly depend on the literature provided by the pharmaceutical companies; and (5) The respondents are unable to keep themselves up to date and are not happy with the role played by the Directorate of Livestock and the Pakistan Veterinary Association in helping them update their knowledge. Some recommendations are made to improve information supply to the veterinary hospitals.

A study of the information needs of dental surgeons working in the Dental College and Hospitals of Lahore was conducted by Parvez (1975). The respondents' need for information arises from: keeping themselves up to date (68%), learning about new medicines and techniques (48%), solving problems faced in daily practice (28%), and to become familiar with what has already been done in the field (24%). They keep themselves up to date by scanning current journals (88%), using citations in other papers (24%), and searching abstracting and indexing services (16%). In addition to the above, consultation with colleagues (80%) was a major source of information. A large

majority of the respondents (92%) use their institutional library to obtain information. They prefer to receive from their library current contents lists, bibliographies on desired topics, and photocopies of papers. Most respondents (88%) complain of a shortage of literature in their field but do not seek help from PASTIC (92%). On an average, the respondents spend 12 hours a week in reading current literature. It makes some recommendations to improve the existing situation.

Fazlul-Haq (1976) examined the information needs of the faculty members of the University of Engineering and Technology (UET), Lahore, using a questionnaire. Out of a total of 145 respondents, 132 returned their questionnaires, with a response rate of 91 percent. The major findings of this study are: (1) Their information needs arise out of gaining 'current awareness', 'exhaustive literature survey', and 'the need for some specific information'; (2) The participants use a variety of sources to meet their information needs, with a large majority using standard textbooks, current journals, and monographs, with reviews used occasionally; (3) Discussions with colleagues was mentioned as the next most useful source of ideas for research; (4) Strangely, the least used source are the abstracts; (5) Their literature searchers, with the assistance of the staff, were successful in 50 percent of the cases; (6) Twenty percent of the respondents hardly ever sought assistance from library staff; (7) Services offered by PASTIC leave much to be desired; (8) According to the results, only 25 percent of the needs are satisfied by the UET Library, 50 percent by their departmental library, and 25 percent by other libraries of Lahore; and (9) On an average, the respondents spent five hours per week on reading. Major problems facing these respondents were: (1) Non-availability of latest reading materials; (2) Exorbitant prices of books and journals in their field; (3) Bottle-necks in mailing current journal issues; (4) Incomplete back-files of journals; (5) Defective organization of materials on shelves; and (6) Lack of translation facilities.

An investigation of the information needs of the science faculty members of the University of the Punjab, Lahore, was conducted by Aslam Mujahid (1977). This study was conducted

using both a questionnaire and an interview for gathering additional data. Out of a total of 108 respondents, 104 (96.29%) provided the data. The major findings were: (1) Participants are very active in research in addition to their other duties and almost 76 percent of the respondents have published research, with 39 (37.5%) publishing anywhere from 9 to more than 30 papers each; (2) In order to keep themselves up to date, these respondents make use of current journals, abstracts, and reviews; (3) About 70 percent of the participants regularly scan up to 4 journals while 20 percent scan from 5 to 8; (4) They make use of abstracts to search a specific piece of information (74.15%), to keep abreast of new developments (68.53%), and to select current material to read (64.04%); (5) They also make heavy use of informal channels of information exchange such as conferences (69%), consulting colleagues (59%), and mutual exchange of publications (33%); (6) A majority spends up to five hours per week on reading; (7) Almost all use their departmental library while 64.42 percent also use the main university library; (8) A majority of the participants (63.33%) are not satisfied with library services; (9) Almost all (97.12%) respondents know how to search for scientific information. A set of recommendations is made to improve information services provided to these respondents.

Parveen (1976) explored the information needs of social sciences faculty members of the University of the Punjab using a questionnaire. Out of 80 faculty members, 75 participants returned the questionnaires, a response rate of 93.75 percent. Her major findings are: (1) Information needs of these respondents mainly emerge from their teaching and research activity, (2) Over 70 percent are actively engaged in research; (3) Almost all (97.3%) use informal sources to obtain information; (4) Formal sources include: news magazines (98.6%), books (97.3%), research reports (97.2%), current journals (93.2%), and abstracting and indexing services (77%); (5) Their use of libraries is extensive: departmental library (96.0%), personal library (66.7%), libraries outside the university (61.3%), and the university library (56%); and (6) Most of them (65%) spend anywhere from nine to more than 16 hours per week on personal study and research. She

makes some recommendation for the improvement of service to the faculty.

Information needs of the humanities faculty members of the University of the Punjab were investigated by Anjum (1978) using a questionnaire supplemented by selected interviews. Thirty-eight of the 43 respondents returned the questionnaire, a response rate of 88.37 percent. An interesting feature of this research is that it compares its results with those of Samia Parveen (1976) and Aslam Mujahid (1977). Major findings of this study are: (1) Humanities scholars are less interested in informal sources of information; (2) Most of the respondents are actively engaged in research (68.42% have published papers and 45% have published books); (3) Humanities scholars spend more time on personal study and research as compared to their colleagues in the social sciences and sciences; (4) They mostly use original texts (78.94%), textbooks (63.15%), journals (60.25%), and edited books (57.89%); (5) They use libraries and their staff more than the social scientists and scientists do; (6) They come to know about the existence of a document they need through bibliographies (92.11%), catalogues (84.22%), and librarians (78.95%); (7) A large majority of the respondents (80.9%) possesses reasonably good personal collections; and (8) In general, they are not fully satisfied with the services offered by the university libraries.

Jonathan (1975) studied the information needs of the Senior Population Planning Officers of the Punjab. The study concluded that (1) The basic information needs of the respondents are of the literature required in connection with their training and supervisory duties and the publicity material needed to publicize their programmes; (2) Publications produced by their department are considered as essential and 69.8 percent of the respondents consider their department as the main source for meeting their information needs; (3) A majority (75.4%) is not satisfied with quality of the population planning literature produced in the country; (4) They consider the libraries as the least important source to meet their information needs; (5) A majority of the respondents (65%) possess and use their personal collections for

their job-related needs, indicating that library resources are not attuned to their needs; (6) Films dealing with population planning are considered the best publicity material; and (7) There is a need of an agency that is responsible to collect, consolidate, reproduce, and disseminate population planning information systematically and to inform the producers of such information about the consumer needs.

An investigation of the information needs of Pakistan Television news producers located in Karachi, Lahore, Peshawar, Quetta, and Rawalpindi was conducted by Butt (1975) using a questionnaire. Out of the 34 respondents, 20 (58.8%) returned the questionnaires. His major findings were: (1) A large majority of the respondents (95%) use radio, press releases, official notifications, news received from APP/PPI, newspapers, foreign journals and professional books as sources of information; (2) A majority of the participants (85%) use TV centre and other libraries but in general are not satisfied with the available resources and services received; (3) Inadequacy and lack of current materials and a shortage of AV materials are the major reasons for dissatisfaction; and (4) Lack of qualified librarians forces them to search information on their own which is very difficult and affects the quality of their production.

Gureja (1975) explored the information needs of 30 newspaper editors in Lahore using a questionnaire. Major findings of the study were: (1) Mostly used sources of information include: dictionaries (96.67%), government reports (66.67%), old newspaper files (53.33%), handbooks (40%), gazetteers and directories (36.67%), abstracts (30%), and indexes (23.33%); (2) The respondents use libraries for: reference (73.33%), editorial writing (66.67%), data collection (60%), news verification (56.67%), and researching topics (50%); (3) For keeping themselves up to date in their field they attend meetings (86.67%), use personal contacts (83.33%), attend conferences (66.67%) and seminars (56.67%), and use correspondence (30%); (4) Other libraries are considered more useful by 73.34% of the respondents while 26.67% are unable to find information in their own libraries;

and (5) Most of the respondents (73.33%) seek the assistance of librarians to gather information.

A study of the information needs of the teachers of the religious schools of Lahore was conducted by Aseer (1982). This thesis should be of much interest these days but unfortunately the text is not available to the writer to give further details.

Concluding Remarks

The review presented above adequately proves that very little attention has been given to 'information needs' research in Pakistan by both the academics and the practitioners. As a result, no research on this critical topic has thus far been published. The strong impetus given in 1974-75 to 'information needs' as a significant subject of student research activity at the University of the Punjab produced within a short period of two years 10 substantial research reports on a variety of sectors. That push was soon lost and the following 6 years produced only four such studies. And the land has been barren since 1983. Unfortunately, the results of these studies have remained unpublished. If the momentum of 1974-75 was maintained and the results of research had been published, by now we would have had a large amount of quality research literature on this topic.

There is a critical need for the LIS academics and practitioners in Pakistan to take note of the current state of affairs and take steps to promote and conduct research in this area. At least University of the Punjab has the seeds lying dormant for quite long in its scholarly soil. If properly nurtured these dormant seeds should have the potential to sprout soon.

References

Anjum, M. A. (1978). *Information needs of [the] humanities teachers of [the] University of the Punjab, Lahore*. Unpublished Master's thesis, Department of Library Science, University of the Punjab, Lahore.

Anwar M. A. (1982). Research in library science at the University of the Punjab, Lahore (Pakistan). *Libri, 32* (4), 284-287.

Anwar, M. A. & Saeed, H. (1999). Pakistani librarians as authors: A bibliometric study of citations in LISA-PLUS. *Asian Libraries*, *8* (1), 35-42.

Anwar, M. A. & Asghar, M. (in preparation). Information seeking behaviour of Pakistani journalists.

Aseer, N. A. (1982). *Information needs of the teachers of deeni madaris of Lahore*. Unpublished Master's thesis, Department of Library and Information Science, University of the Punjab, Lahore.

Aslam Mujahid, M. (1977). *Information needs of science teachers of the University of the Punjab, Lahore*. Unpublished Master's thesis, Department of Library Science, University of the Punjab, Lahore.

Bashir, M. (1975). *Information needs of veterinary assistant surgeons posted at the veterinary hospitals at the District Headquarters in the Punjab*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Bernal, J. D. (1948). Preliminary analysis of pilot questionnaire on the use of scientific literature. *Royal Society Scientific Information Conference: Report.*

Bokhari, S. A. (1976). *Information needs of the engineers of Heavy Mechanical Complex, Taxila*. Unpublished Master's thesis, Department of Library Science, University of the Punjab.

Butt, A.W. (1975). *Information needs of Pakistan Television news producers*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Fazlul-Haq, M. (1976). *Information needs of [the] teachers of the University of Engineering & Technology, Lahore*. Unpublished Master's thesis, Department of Library Science, University of the Punjab.

Gureja, M. S. (1975). *The information needs of newspaper editors*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Haider, S. J. (1995). Library planning in Third World: The case of Pakistan. *Pakistan Library Bulletin*, *26* (2), 1-17.

Hurych, J. (1986). After Bath: Scientists, social scientists, and humanists in the context of online searching. *Journal of Academic Librarianship*, *12* (3), 158-165.

IDRC (International Development Research Centre, Canada) and UNDP (United Nations Development Programme). (1978). *Report of a Joint IDRC/UNDP Mission, Oct-Nov 1976: Scientific and Technical Information in Pakistan*. Islamabad: International Development Centre. Unpublished report.

Jonathan, H. (1975). *Information needs of the senior population planning officers of the Punjab*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Khan, M. F. (1996). Information society and its status in Pakistan. *Pakistan Library Bulletin*, *27* (1-2), 1-9.

Line, M. B., Brittain, J. M. & Crammer, F. A. (1971a). *Investigation into information requirements of the social sciences: Research report no. 4*, *The Information needs of social workers*. Bath University Library. Unpublished report.

Line, M. B., Brittain, J. M. & Cranmer, F. A. (1971b). *Investigation into information requirements of the social sciences: Research report no. 2, Information requirements of social scientists in Government Departments*. Bath University Library. Unpublished report.

Majid, S. (1993). Strengthening agricultural libraries in Pakistan: Management of agricultural research and technology project. *International Information and Library Review*, 25, 233-245.

Minnatullah, K. M. (1994). Management information systems for water and sanitation agencies: A conceptual framework. *Information Development, 10* (2), 96-101.

Mohajir, A. R. (1975). Information needs of science and technology. In: *Proceedings of the seminar on scientific and technological information, held at the University of Islamabad, April 9-11, 1975, compiled by Zafar H. Naqvi*. Islamabad. 14p.

Mohajir, A. R. (1977). Information needs of science and technology. *Pakistan Library Bulletin*, *8* (1-2), 1-11.

Moinuddin, K. (1986). Role of libraries in a developing society (with a particular reference to medical libraries). *Pakistan Library Bulletin*, *17* (3-4), 19-25.

Nasim F., Mahmood, K. & Hashmi, N. H. (2004). *Library and Information Science Research in Pakistani Universities*. Karachi: Pakistan Bibliographical Organization.

Nazli, S. (2001). *Information seeking behavior of community of IUB Library users*. Unpublished Master's thesis, Department of Library & Information Science, Islamia University, Bahawalpur.

Nighat A. (1975). *The information needs of scientists working in the Oils, Fats and Waxes Division of the PCSIR Laboratories, Lahore*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Nuzhat Y. (1978). *Information Needs of [the] Scientists and Technologists Working in DESTO Laboratories, Chaklala*. Unpublished Master's thesis, Department of Library Science, University of the Punjab, Lahore.

PASTIC (Pakistan Scientific and Technological Information Centre) & University of Islamabad (1975). *Proceedings of the Seminar on Scientific and Technological Information, held at University of Islamabad, April 9-11, 1975*, compiled by Zafar H. Naqvi. Islamabad.

Parveen, S. (1976). *Information needs of [the] teachers and research staff working in the social sciences departments of [the] University of the Punjab, Lahore*. Unpublished Master's thesis, Department of Library Science, University of the Punjab.

Parvez, S. (1975), *Information needs of dental surgeons working in [the] Dental College [and] hospitals of Lahore*. Unpublished Master's research report, Department of Library Science, University of the Punjab, Lahore.

Siddique, M. (1976). *Information needs of chemists working in PCSIR Laboratories, Lahore*. Unpublished Master's thesis, Department of Library Science, University of the Punjab, Lahore.

Taylor, R. S. & Wuest, F. J. (1962). Methods of studying the patterns of information use by scientists and engineers: Report 1: Questionnaire Model. Unpublished.

Wuest, F. J. (1965). *Studies in the methodology of measuring information requirements and use patterns: Report No. 1.* Bethlehem, PA: Center for the Information Sciences, Lehigh University. Unpublished report.

Freedom of Expression and Freedom of Access to Information in Egypt

Shawky Salem*

Abstract

This paper discusses the issues of intellectual freedom and the security of information and documents in Egypt. It establishes that there are no policies in the country about both keeping secrecy of the sensitive governmental data and providing access to information. The administrative fear of providing information, bureaucratic procedures, security levels on distribution and the human nature of hiding information lead to tight security of information and censorship. This situation raises many rational inquiries. Do we need "Internet Archives" for Egyptian websites? Who will do it? Do we need "Internet Archives" specifically for Arab world websites and who will do it? The paper attempts to make suggestions to improve the free access to information.

Keywords: *Freedom of expression; Freedom of access to information; Censorship; Internet; Egypt; Bibliotheca Alexandria*

A Brief Context

The nineteenth and twentieth centuries were marked worldwide by the granting of substantial numbers of patents, copyrights and trademarks for modern information and communication technologies (ICTs) and products. The appearance of giant multi-national companies mass-producing information products and services, many of which incorporated

* Chairman, Alex Centre for Multimedia and Libraries (ACML), Professor, Information Technology, LIS Department, Alexandria University & Knowledge Management and Informatics Department, Beirut Arab University.

sophisticated artificial intelligence components, and the proliferation of many small and medium-sized entrepreneurial organizations played a strategic role in evolving of the "information industry" during 1960s; however, the notion of the development of a distinct economic sub-sector called the "information industry" is still not universally accepted.

Nonetheless, the emerging sector comprised of the software sector and the communication industry is increasingly being regarded as a strategic sector in the economies of many developed and developing countries. The information technology, initially called 'IT' is increasingly emerging as 'ICT', wherein information and communications are being integrated into the various products and services such as telecommunications networks and sub-networks. The internet is prime example of this phenomenon.

Now, as we enter into the twenty-first century, we notice that computer and communication hardware and software products are being manufactured at a very swift pace and are widely available at economical rates. At the same time, after every few years there is a significant reduction in the hardware size, a substantial increase in capacity and speed, and significant improvements in software versatility. Furthermore, during the last few years especially, a dramatic development in mobility, interconnectivity and interoperability of the devices has occurred.

Librarians and other information professionals have contributed actively to the planning, designing, developing, manufacturing, testing, and evaluating of these modern information and communication products and services. It may be said that the traditional skills and expertise of this profession have added information literacy value to these products and services. To mention but a few areas where librarians and information professionals have been intimately involved are as follows: Distance Learning; Distance Education; Search Engines; Online Access Tools; Online Database Design and Development; Computer-assisted Indexing and Abstracting; Knowledge Management or Content Management.

In all these fields, librarians and related information professionals such as archivists, museum curators, records professionals and information scientists regularly work as instructors and practitioners. It can be fairly asserted that together with computer scientists and communication scientists, they represent all the core profession of the Internet Age. The Internet Age requires a very broad, multi-disciplinary mix of many kinds of professionals. Information professions, including librarianship, are the professions most often responsible for incorporating the information literacy component, the freedom of access to information and the freedom of expression in the evolving digital era.

What is needed is to formalize, systematize, and prioritize the free access to information in the Internet Age. The public policy strategies, programs, and projects in countries such as Egypt, should give attention to the importance of information industry, literacy and freedom of access to information at the very top levels of government. The responsibility and accountability for formulating these policies, strategies, programs and projects must be vested clearly in named ministries and named senior officials. Although Egyptian government is giving priority to ICTs but much more remains to be done.

Some Baseline Facts and Figures about Egypt

Since this is a case study on Egyptian situation, it is essential to provide readers with a profile of some key economic and social facts and figures in order to present the discussions and analyses in a meaningful and clear context:

Egypt population in 1993:	60.7 million
GNP/Per Capita Income:	US$ 640
GNP Average growth rate:	1.80%
Unemployment rate:	15%

Internet access since 2001 is free for any person in the country. The National Library is reactivating its role in national

economic development. Special libraries have been increasing 4% yearly. New public libraries joined the cultural scenario and the inauguration of the Bibliotheca Alexandrina took place in 2003.

In 1980, The Egyptian Government adopted a policy aimed at condensing and concentrating the PC industry. In 1994, the invested capital in PCs alone reached USD$61.8 million, and added 36,350 PC units to the installed base of 194,300 PCs (an increase estimated at 23%) (Ismail, 1995a). The total software market grew to USD$33.5 million in revenues, 55% of which comes from reselling imported software. The local revenues derived from internally (within country) developed and in house software was US$ 15 million (about 25% of which came from exports in 1995) (Ismail, 1995b)

Programs in support of the country's telecommunication infrastructure have been developed and implemented rapidly over the last 15 years, increasing the telephone line capacity from 510,000 to 3,121,500 units between 1981 and 1994. The United States Agency for International Development (USAID) worked closely in this expansion with the Egyptian National Telephone Monopoly (ARENTO) to improve management and control of communication units and equipment. The breakdown of IT sales in Egypt is as follows:

IT services	24%
Software Packages	12%
Data Communication Equipment	5%
Single-User Systems	42%
Multi-User Systems	17%

By the year 2005, 'The Technological Valley', as it is sometimes called in Egypt, including 'Smart Villages', is expected to increase the national income by USD$2.5 Billion annually, and create at the same time 250,000 new jobs in the manufacturing segment of the IT industries and 50,000 new jobs in the services sector of IT. It is expected that this project will acquire USD$25 Billion in export revenues by the year 2017. The IT training programs in the country create, yearly, 5000 trained professionals

in different IT activities. Following figures demonstrate the growth rate of the IT market in Egypt in millions:

1996 US$427.3
1997 US$515.9
2001 US$630.3
2003 US$1495.3

Censorship and its Impact on the Cultural, Educational and Research Activities

The Justice of Information Human Rights addresses: The Right to Freedom of Expression, The Right to Freedom of Access to Information, The Right to Control and Own Intellectual Property, The Right to Freedom of Association, The Right to Freedom of Communication and The Priority Effectiveness to Access information legislation. Some milestones in the history of freedom of access to information were laid down by the United Nations article 19 which addresses "The Public's Right to Know" and considers it the core of Freedom of Access to Information. Other milestones were: The Universal Declaration of Human Rights; The Declaration of Principles on Freedom of Expression in Africa, The Inter-American Declaration of Principles on Freedom of Expression; The Committee of Ministers of the Council of Europe to Member States on Access to Official Documents; The recommendations of the UN Special Reporter on Freedom of Opinion and Expression; The freedom of information standards developed by the Commonwealth; and the Principles for an Informed Democracy drawn up by the CPA Study Group on Parliament and the Media in Perth-Africa.

Problems with censorship

We can look into the matter from several angles noticing the censorship situation and the royalties of intellectual properties in Egypt. The censorship still works as a strong governmental body in the cultural activities of the society. The government controls all forms of media coming through any mode of transportation such as air mail, service mail, courier, air and sea

freight, and ground transportation. At each point of physical transportation there is a censorship office to review all media forms: books, journals, magazines, videos, CDs, DVDs, microforms, etc. Fortunately these offices cannot control the internet otherwise it could block all information dissemination within the country.

Though these offices are needed to protect the Egyptian culture, tradition and religion from invaded products, but at the same time they create severe obstacles towards the access to educational materials and freedom of access to information. Many educational and cultural projects get postponed for uncertain period due to the bureaucratic and complicated procedures of these offices. They ask for many documents as proof of the sources of these cultural and information products. These offices interfere in the import of all kinds of materials such as: educational books, journals, CDs, videos, media products from any country including Arab States. They consider themselves the guards of the Egyptian society; there is no provision for procedures or rules to discuss the consequences of their decisions. These products are destroyed as soon as the decisions are made against their use in Egypt. Thus, the censorship officers need to be educated regarding the theory and practice of access to information and how to save society from the unwanted information; which is by knowing it and not by ignoring it, as unwanted information penetrates to any society through other means of communication i.e., internet or satellite sources and ICT communications.

Problems with data and intellectual property

There are several types of intellectual property or ownership of information including copyright, patents, trademarks, trade secrets, design rights and plant breeders' rights. The Egyptian government bodies generate large quantities of information. They produce statistics on population, economic production, health, laws and regulations and numbers of reports which should be available to any Egyptian citizen. But, citizens need permission to access the information from these

governmental bodies, and they bodies never allow for copying or obtaining information. The postgraduate research students in LIS departments get official letters from their faculties and institutes to visit government organizations for obtaining the real data and information relevant to their studies, but these organizations never give them the required data. This is one of the reasons that MA and PhD researches are weak in contents and analysis, because the minimum required information is not available due to the security policy of government information agencies.

On the contrary, intellectual workers fear of being plagiarized and theft of intellectual property. After all, without copyright, why wouldn't someone put one's name on others' writings and publishes it? Actually, copyright law provides very little protection against plagiarism (Stearns, 1992). Plagiarism means using the ideas of others without adequate acknowledgment. There are several types of plagiarism: someone takes your original idea and uses different expression and presents it as one's own work. Copyright provides no protection at all against this form of plagiarism. Another type of plagiarism is word-for-word plagiarism, where someone copies all words, a paragraph or even just a sentence without any modifications. In practice, copyright law is hardly ever used for protecting rights.

There is a fundamental reason why copyright provides no protection against plagiarism in Egypt, especially in the research and education activities as the most common sort of plagiarism is built into social hierarchies. Government and corporate reports are released under the names of top bureaucrats or politicians and corporate executives. These are examples of misrepresentation of authorship. These people get credit for the work of their employees. Copyright law is not effective for this sort of institutionalized plagiarism, especially in higher education community. It should be mentioned that only a very few individuals make enough money from royalties to live on. There should be freedom of access as well as an environment where people can meet their information needs but may not gain undue power or wealth by exploiting the work of others.

National Information and Research Infrastructure

The term "information infrastructure" denotes to the entire array of hardware, software, telecommunications, human, financial, material and other resources required to support the creation, storage, handling, dissemination, archiving of a country's data, document, and literature resources (or, more simply, "information resources"), and how these resources are organizationally, physically and systemically arranged to be interconnect. Over the last two decades, the utilization of ICT has observed the tremendous growth. Some of the prominently emerged organizations include:

1. ENSTINET: Egyptian National Scientific & Technical Information Network.
2. NIDOC: National Information & Documentation Center.
3. IDSC: Information and Decision Support Center (Cabinet).
4. RITSEC: Regional Information Technology & Software Engineering Centre.
5. NLE: National Library of Egypt.
6. EUN: Egyptian Universities Network.
7. Public Libraries: Greater Cairo Public Library, Mubarek Public Library, Heliopolis Public Library, etc.
8. University Libraries: About 18 university central libraries and branched college libraries.
9. The new Library of Alexandria (Bibliotheca Alexandrina or BA) with its unique worldwide role in information literacy and free access to information.

Many of these principal organizations belong to public sector. But it must be noted that private sector organizations have also begun to play an active role in the information sector, especially in the establishment of sophisticated information industry. And, in some cases we are seeing the emergence of the newer "civil society," a blend of hybrid public-private sector, which can be more effective than the traditional formats of simple partnerships. During 1990s, the real "revolution of information" began in Egypt, specifically after the Egyptian First Lady led an aggressive and strong campaign to stress the importance of the

new technologies to Egypt. The government has announced the start of highly visible national information services programs in such areas as an E-Commerce program, an integrated financial information system for the entire country, a medical information services program, an E-Government program, creating new culture & heritage databases, including:

1. The Archeological Map of Egypt.
2. Cairo Architectural Heritage.
3. The National Heritage Program.
4. The Musical Heritage Program.
5. The Egyptian Folklore.
6. The Photographic Heritage of Egypt.

The 'Smart Village' program has been established, wherein the government supplies the land and facilities equal to 20% in value for any given project and the balance is provided by the private sector. A union law for participating in information activities is being developed.

Impacts of the Internet Age on Egyptian Society

During 1990's Egypt achieved a significant level of information and information technology investment and application, primarily due to the strong support from government and university based networks. However, the pace of development has not been as fast as initially expected, especially in rural areas. Yet, the upgraded and modernized Egyptian information infrastructure is considered one of the strongest in the region. The impacts of this strengthened information infrastructure are extensive and we will examine some of the more noteworthy here. It should be noted that Egypt has the largest population in the Arab World, and also has the largest number of educated population (post secondary & university communities) and the highest teledensity (i.e. 5%) in North Africa.

The experience in implementing a data communication program demonstrated the reliability of skilled Egyptian manpower. These professionals are capable of establishing and

maintaining a trouble-shooting capability for rapidly solving problems encountered in the operation of telecommunications and electronic networks. The Egyptian National Network provides online services to 10 universities, dozens of institutions and official Public Authorities, plus 2400 schools (Dunford, 1987). The newest government information and information technology projects are as follows (Egypt, 1999):

1. The "Government Online" project which aims to enhance all ministry information infrastructures, and create an integrated national information network for the ministries, linked to the Cabinet Information Decision Support Center (IDSC).
2. The "Integrated Network" project aims to incorporate the information resources into various decision support centers.
3. The "National Database for Legislation" project aims to build an integrated database containing Egyptian codes and decrees with daily updates, including legislation enacted since 1828 until the present time.
4. The "National ID" project which intends to provide a national ID for all Egyptians, and involves building a database including birth, death, marriage, and divorce cases since 1900 to the present.
5. The "Human Resources Development" program, which aims to develop highly, qualified Egyptian human resources capable of producing Egyptian IT technologies.
6. The "Tourism National Network" program, which aims to increase tourism revenues, and market Egypt as a tourist region globally.
7. The "Health National Network" program, which aims to improve health services.
8. The "Banking Services Development" program, which aims to increase the level of automation in the banking sector.

Library and publishing industry

The following indications represent the current infrastructure of libraries in Egypt, and its rapid growth:

1. Development of the National Library.
2. Establishing of four new public libraries, some of them are very sophisticated and implementing IT infrastructure.
3. 18 central university libraries and about 320 college libraries.
4. About 3500 special libraries.
5. 22000 school libraries (Salem, 2000)

National Bibliography of Egypt (NBE)

The National Library of Egypt and ACML (Alexandria Centre for Multimedia & Libraries) cooperated to mount a very important project to develop a database for the "Legal Deposit" products and load it on CD-ROM (National Library of Egypt, 1995).The project is still in its planning stage and is expected to be launched very soon.

Revival of public libraries in Egypt

A new and well-organized public library was created under the name "Great Cairo Public Library" (GCPL). Its holdings are extensive and have grown significantly.

Revival of Alexandria Library

The Egyptian government, in cooperation with UNESCO, announced a plan in 1998 to "revive the ancient Bibliotheca Alexandrina by restating its universal legacy in modern terms." In the presence of heads of states at Aswan on the Nile, an international appeal for funds was launched to build a new library in Alexandria, on the site of the old one. The first objective was to maintain collections of works likely to have been contained in the Ptolemaic Library. But the purpose behind the objective was revival, not restoration, of the ancient institution as a "temple of learning." The revived institution will focus mainly on the history, geography and culture of the eastern Mediterranean world and the Near East. Special emphasis will be put on Greek and Egyptian civilizations, Coptic Christianity and the heritage of Islam. The

basic collections in the history of science and medicine in the present library of the University of Alexandria will be expanded and added to the new institution. Subsequently, each of the world's governments will be invited to donate a selection of books.

A new conceptual challenge for library and information services was posed by the revival of Alexandrina. The experts prepared various studies on its roles and programs and presented a new defining role for Alexandrina as a World Academic Public Library. Although both academic libraries and public libraries are well established types of libraries, but the idea of putting the two together in a new institutional role is novel at the world level. A number of countries are beginning to experiment with this idea where universities have important collections and services that could be utilized to support public, not just academic needs. The reason for this concept and term is closely related to the fact that Alexandrina's expected primary user would be the Alexandria University with its 40,000 teaching staff and 150,000 students. In brief, Alexandrina will serve the role of a public as well as academic library.

Since the primary role of all libraries is to disseminate information, Alexandrina will have a modern printing facility with orthographies of Hieroglyphic, Greek, Latin, Hebrew, Coptic, Arabic and other languages, as well as photographic services, and assembly rooms for major international congresses. It will also house a centre for the conservation of the thousands of manuscripts threatened with destruction held by Egyptian monasteries, mosques and museums.

With the heritage of the Ptolemy's as its inspiration, the new Alexandrina will build a sum of knowledge embracing "the writings of all peoples." But unlike its ancient ancestor, the Library will join the international information networks accessible to researchers all over the world. Plans also call for the establishment of a school of information sciences. Ptolemy Soter's order at the end of the fourth century BC to "collect all books in the world" is now echoed at the end of the twentieth century A.D. by the call to collect "the writings of all peoples." To this end, the new

Library will continue the legacy of the old one: to collect and preserve the records of the totality of human achievement. The Library aims to provide information literacy and free access to information in the following respects:

1. By playing a key role as a center of excellence to assist in reforming the LIS curriculums worldwide by convening meetings of curriculum reform experts and educators.
2. By assisting information transfer between Egypt and the corresponding information resources outside Egypt.
3. By playing a leadership role for the whole community of Egyptian libraries in:
    a. Professional activities.
    b. Library services.
    c. Library networking.
    d. Document delivery and Inter library Loan (ILL).
4. Convening congresses, seminars, meetings and workshops on different scientific, technological, business, industry, socio-culture and other topics.
5. Serving as an open gateway for information in Egypt and a focal point for exchange of information, free access to information, free expression through its activities and meetings.

Conclusions

Egypt is rapidly introducing modern ICTs into all sectors of its economy and society. However, this pace is still not fast enough to fully exploit all of the technologies. Full exploitation of the state-of-the-art technologies depends largely on the information industry and literacy level of elite cadre of skilled information professionals. The need to train an elite cadre of information professionals is the foundation on which comprehensive Egyptian Internet Age plans, programs and policies should be based. The human resource remains the most challenging aspect of Egypt's development plans for the future.

We must acknowledge that the freedom of information have essential rules. It is a fundamental human right and

backbone of democracy and good governance. The recognition of this key right is essential to empower all members of society and to improve the relationship between government organizations and the media. The public bodies should be enforced by law to publish and disseminate a wide range of key information in a manner easily accessible to the public; urgent steps be taken to review the present legislation restricting access to information. The public should be made aware of their right of access to information and the civil society must not misuse and waste public funds. The freedom of information in Egypt needs appropriate legislation for playing a leading role in the region by promoting free access to information. Therefore, recommendations such as follows must be adopted.

Recommendations

1. Freedom of information is a fundamental human right; therefore citizens have the Right of Access (giving everyone a right to access information held by public authorities).
2. Promoting access to information should apply to all public bodies regardless of their form or designation.
3. Public bodies should be required by law to publish and disseminate widely a range of key information in a manner that is easily accessible to the public. The amount of information subject to such disclosure should be increased.
4. Processes to Facilitate Access should be simple. The users should not be compelled to state reasons for their request for information. Public bodies should respond to requests within set time periods. A failure to respond to a request within that time period should be considered as refusal. Any refusal to provide information should be accompanied by the justified reasons.
5. Requesters should have the right to appeal any refusal to provide information to an independent administrative body. A final appeal should also lie to the court. Willful obstruction of the right of access to information should be a criminal offence.

6. Costs for access to information should not be as high to deter requesters; costs be waived for requesters who are unable to pay.
7. Urgent steps should be taken to review, repeal or amend legislation restricting access to information.
8. Effective systems of record management are must for effective functioning and good governance in this regard.
9. New ICTs have the potential to make important contribution in the area of access to information and open governance. New technologies should be used to facilitate record management and maintenance.
10. There should be a concerted effort by government and public bodies to address the problem of the culture of secrecy. This should include comprehensive training programmes on implementation of the access to information as well as the importance of openness in society. Such training should focus to promote an understanding among civil servants about two-way flow of information.
11. Public education campaigns should be undertaken to ensure that the public is aware of their right to access to information. There should be an effective independent administrative body to ensure appropriate implementation of access to information legislation. This may be either an existing body or a body specifically created to serve that function.
12. The access to information legislation should be reviewed on a regular basis to ensure that it is effective in ensuring the public's right to know.
13. Promoting awareness of the right of access to information, developing public educational materials, training public officials, addressing the issue of laws that are inconsistent with the right to access to information and improving record maintenance.
14. Promoting awareness to develop principles of dealing with credit for intellectual rights and protect intellectual works from piracy.

References

Dunford, R. (1987). The suppression of technology as a strategy for controlling resource dependence. *Administrative Science Quarterly, 32*, 512-525.

Egypt. Ministry of Communication and Information Technology. (1999). Web page of Ministry of Communication and Information Technology 2007, Retrieved March 23, 2007, from http://www.mcit.gov.eg.

Ismail, A. (1995a). Software in 1994-. Framingham MA: International Data Corporation.

Ismail, A. (1995b). *The Egyptian PC market 1994-1999*. Framingham MA: International Data Corporation.

National Library of Egypt (1995). Legal deposit 1952-1995. *NLE yearly issue.*

Salem, S. (2000). The drive towards a national information infrastructure in Egypt: An overview. *Journal of Information Science*, *26* (1), 71-74.

Stearns, L. (1992). Copy wrong: Plagiarism, process, property, and the law. *California Law Review, 80* (2), 513-553.

User Education Programme in the John Rylands University Library of Manchester: A Case Study

Rubina Bhatti*

Abstract

The paper reports a case study which was conducted during the doctoral research by the author. It aimed to find out the relevance of user education programme in academic libraries to the teaching and learning process. Data for the study was collected through the questionnaires, interviews with the library user-education specialists, other library staff, students and faculty. The multi-disciplinary approach was applied to investigate the library's activities in providing user education to new students. It emerged from the findings that for students to become truly information literate, the best way is to integrate the user education programmes into the university's core curriculum.

Keywords: *User education; Information literacy; University libraries;*

Introduction

Changes in technology, society and educational systems are having a considerable impact on libraries and their instruction programmes. These changes require information literacy programmes for users to become more effective, efficient and independent in their information searching. The goals of library user education have expanded from teaching tools to teaching concepts and from library instruction to information literacy and life-long learning. This case study about the user education programme offered by the John Rylands University Library of

*Assistant Professor, Department of Library and Information Science, Islamia University of Bahawalpur

Manchester (JRULM) attempts to find out its relevance with the users' academic achievements and learning process. Case study technique was used to get the "accurate data, understood outside the scholarly research community" (Winegardner, 2001). Yin (1994) defines case study in terms of the research process as an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident.

Defining User Education

User education, bibliographic instruction, library instruction, library orientation, reader instruction, information literacy are all terms which are used in the field of librarianship to describe educating library users in the independent use of library resources effectively and efficiently. Several experts, authors and library professionals have created different definitional structures for the concept of user education or bibliographic instruction. Salony (1995) considers it as follows:

> The systematic nature of the efforts to teach something - a set of principles or search strategies relating to the library, its collections or services - using pre-determined methods in order to accomplish a pre-defined set of objectives (p.32).

Need of User Education

The literature (Koenig, 2003; Nicholas, 2003) demonstrates that many students in higher education institutions need this help because the courses are becoming interdisciplinary and their pattern is changing. It makes imperative for students to become better library literate so that they can make the optimum use of the available sources of information. Fleming (1990) defined user education as "…various programmes of instruction, education and exploration provided by libraries to users to enable them to make more effective, efficient and independent use of information sources, resources and services to which these libraries provide access." He emphasized the need for

comprehensive programmes that aim to teach the concepts, skills and techniques of searching.

Orientation sessions, handouts, workshops, and course related and course integrated instruction are the activities aimed to achieve the goals of user education. The term 'bibliographic instruction' has more recently broadened to include the concept of information literacy. Library user education supports the concept of educating for a lifetime (life-long learning). The Think Tank II report on bibliographic instruction (Tiefel, 1995, p. 326) defined 'information literacy' as encompassing the entire world of information and seeking to prepare people to pursue the concept of lifelong learning. Information literacy extends its objectives to teaching information-seeking skills to all ages and at all times.

Research Design and Data Collection

This case study was conducted during the doctoral research by the present author. One-day study visit was fixed with the library 'user-educator' to obtain the detailed information regarding the user education system of the JRULM. The multi-method approach was used for collecting the data (questionnaires and semi-structured interviews were used in the study together with interview and discussion with the experts, library staff, library members) using two different instruments (quantitative questionnaires and qualitative interview techniques) with three of these sample types. The observation, opinions, perceptions and comments by students, faculty and library science specialists concerned with higher education libraries provided a great deal of information. The literature related to the information regarding user education programme in the above stated library, the library's policy documents, information leaflets, handbooks and guide maps available in the library were consulted. The JRULM Website (http://www.library.manchester.ac.uk) was found useful for supplementing the information on this study.

This library is the one used by the writer as the principal library in this research. Some of the information was therefore

gathered in advance during the normal course of using the library. A half-day appointment was fixed with Mrs. Sheila C.R. Padden to conduct interview and discussion session. She was both the specialist Faculty Librarian for Education and the JRULM Training Officer and was actively involved nationally and locally with projects for the enhancement of library education as well as internationally with two projects in Africa. The researcher prepared a series of starting points for discussion and the interview was tape-recorded for later analysis. The planned scheme was very flexible to let the speaker express freely to obtain interesting information and details.

John Rylands University Library of Manchester (JRULM)

Manchester University's origin goes back in 1851 in the foundation of Owens College, created by a bequest from the local textile magnate, John Owens. Its library initially relied heavily on endowments. In 1903, the Owens College became the Victoria University of Manchester.

Introduction

The JRULM is the largest, non-legal-deposit academic library in the United Kingdom and supports all subjects in the University. It offers its members with a variety of services and resources - including the most extensive range of electronic resources. The JRULM also provides a range of services to the members of the public, schools and commercial companies.

The JRULM is using the best information systems available to offer an all-embracing range of services and resources: physical, virtual, current resources as well as ancient manuscripts in "the neo-gothic splendour." The JRULM is member of a number of international and national consortia. Internationally, it is a member of the Research Libraries Group (RLG). It is also a very active member of the Consortium of University Research Libraries (CURL). JRULM also participates in a number of national initiatives, including delivery of the *ISI Web of Science* (JRULM, 2001).

Collection and users

The University library includes the principal working collections for teaching and research in every branch of human knowledge: e.g. humanities, education, law, medicine, science and social sciences. The JRULM (2000) gives up-to-date information showing the extensive use of the library. The library serves 11,000 users a day, and at peak times over 1000 users an hour. One can understand the busyness of the library by this. Table 1 demonstrates the status of collection.

Table 1. Resources Information on the JRULM (Year 1999-2000)

	Stock year 2000	Additions from 1999
Printed books including volumes of bound periodicals	3767 252	49029
Printed periodical titles	8918	68
Microforms	352 599	10742
Audio-visual (audio and video cassettes, slides, films, records, photographs, floppy discs)	37558	169
Electronic journals	2900	*
Manuscripts and archival items	1306 704	108641

* Data not recorded prior to 2000
Source: http://www.library.manchester.ac.uk

Membership and access in the main and departmental libraries

Membership covers a wide variety of users. The main categories are as follows:

a) All students of the University of Manchester, after initial registration, obtain a University of Manchester swipe card carrying their student details, photograph, bar code and magnetic stripe. This card also functions as a Library membership card.

b) Staff members of the University of Manchester are (normally) entitled to a staff swipe card similar to those of the students.

c) Alumni, private individuals and companies that are interested can take advantage of the various other categories of membership available. For example, a librarian elsewhere might wish to have access for career development; a school teacher participating in the training of teachers with the university might wish to have access for curriculum development purposes.

Data Analysis

The library offers a wide variety of user education facilities to make use of its vast collection. The purpose of the library instruction programme is to acquaint the users with the mechanisms of searching, analysing and utilising the resources held in the library in all forms. In the JRULM a full user education programme is organised besides student's access to the reference desk for help and individual consultation at any time. Moreover, there are a number of help points within the main library building. Students take advantage of the instruction programmes arranged for accomplishing their desired results. The user-education specialists emphasised the fact that the defined priority for the library, particularly in the first part of each academic year, is user education, and this will normally have importance over all other library activities in organising the work schedules of the staff.

The responses from the questionnaires and interview showed that at the beginning of the academic year, the Library endeavours to give all new students a brief introduction to the array of services available to enable them make a confident and

intelligent start on their study programmes. Induction programmes are organised each by a subject specialist or a user education librarian in consultation with the academic staff. The user education programme is arranged on a departmental or faculty basis. Attendance in the programme is compulsory and listed in the students' timetable.

The data indicated that the library aims to foster information skills among students. The respondents stated that in this age of information explosion, when libraries are becoming increasingly sophisticated, these skills are needed to exploit their resources. By having recognised this fact, the JRULM set up a first PC cluster in 1983 for students' practical training in the use of databases, catalogues and bibliographic management packages. The use of computers in the JRULM has since been greatly extended (presently in excess of 250 work stations).The subject specialists and other library staffs are thus keen to arrange workshops for library users, tailored to the requirements of their degree programme.

Rationale and objectives of user education

Data collected through employees questionnaire discover that students, even if knowledgeable and skilled in using their high school libraries, are intimidated by the massive size of the university library system, and the arrangement of its extensive print, non-print and electronic information resources. Therefore, students' frustration and anxiety needs to be reduced by making the information finding and retrieval process easier. The task of the User Education Programme at the library is accomplished by:

1) Assessing instruction needs of users.
2) Introducing new types of instruction programmes to meet the individual needs of specific group of users.
3) Promoting the awareness about the benefits of information literacy and importance of user education activities to support users' educational, research, and other information needs.

4) Co-ordinating, monitoring and continuously improving instruction activities and materials helpful in meeting the users' instructional needs.

5) Advertising and promoting user education activities among users.

6) Assessing and revising the instructional format, content, use of materials and handouts, class attendance, and schedule of user education programme and maintaining instructional materials for currency, accuracy and format.

7) Maintaining an adequate supply of printed handouts, instructional materials and supplies for use in user education activities.

8) Reviewing and compiling results of evaluations for user education activities for the purpose of evaluation of goals and objectives.

Orientation programmes

For all students, library orientation programmes are offered in the library. Although these introductory sessions are designed for new students, the user education staff welcomes all interested in learning about libraries and their usage. For the orientation, two days of scheduled electronic demonstrations and library tours are held in the library the week before classes begin. The library also conducts orientation sessions specifically for international students. Students are given information leaflets and receive a demonstration of the library's web site and a tour of the library.

A two-hour programme is designed to provide new graduate students with the chance to meet their subject librarians, other library staff and other graduate students. Students are given a tour of the library, an introduction to the library's services and resources and information packs.

International students' orientation

An orientation to the library is given to the overseas students, in cooperation with the Office of International Students, at the beginning of their course. Its aim is to reduce their anxiety and make them confident and effective users of the library. It was pointed out by the interviewees that some overseas students face particular problems due to their background, previous library experiences, training and culture. For example, it was mentioned that overseas students frequently show shyness, a cultural uncommunicativeness and unwillingness to admit lack of knowledge and unfamiliarity with the advanced computerised systems used in the library. For some students, being taught by a member of the opposite sex is a new experience requiring a difficult cultural adaptation.

Size of class

In the JRULM, for classes with up to 25 students, sessions are held in the Electronic Reading Room, which allows students to learn in a hands-on environment with the computers, in the presence of a user educator. This instruction is related to their courses work, preparing assignments (essays, projects, dissertations, theses, etc.) and other academic needs. The staff demonstrates examples of all kinds of material including areas such as creating a search strategy, finding books and articles on a particular topic, using specific subject databases and valuating print and electronic sources.

Course-related instruction

The JRULM offers course-related instruction for most users. This type of instruction works best for classes with research assignments because students feel a genuine need for the information that is directly related to their course. Library instructors and subject specialists in the JRULM believe that user education should be scheduled as closely as possible to the time when students begin working on their assignments and other projects. If this instruction session occurs too ahead of time of the

commencement of their research, they may not benefit as much from the instruction programme.

Library user education expert in the JRULM expressed that library and information skills improve when those skills are course related. The benefits of course related instruction is that students may lead to earn better grades as they will know how to find relevant and better information resources to support their research papers, projects, proposals and other assignments.

Library instruction for the public or external users

The JRULM runs an extensive exhibition programme for the public to help in using the library through guided tours of the library for groups of up to 20 people only for nominal charges. This may either be of a general nature or customized for a particular subject interest. In the library many rooms are available, including the Muriel Stott Conference Centre built in the central quadrangle of the library, to hire for conducting seminars, talks and private functions. The library also publishes a free six-monthly newsletter which is sent to all interested ones.

Inter library loans (ILL) service

The users are informed in the user education programme about the ILL facility. In the JRULM the ILL service is run by the Document Supply Unit, which endeavours to supply readers with material necessary for academic purposes but is not existed in the library. Most items are acquired from the British Library Document Supply Centre (BLDSC), despite close cooperation with neighbouring universities in Greater Manchester. ‘Deliver’ is a service for photocopies and loans by post. That is available to authorised members of the University of Manchester. ‘Deliver for all’ is available to any person, whether or not a member of the university.

The need of user education for faculty / academic staff

Data were also collected on the need for user education for academic staff. It was established that academic staff was providing education for a better guidance to students by their teachers and for strengthening the scholarly output of research by academic staff. Respondents suggested that attempts should be made to convince the academic staff about the need and worth of user education and librarianship. However, there is no compulsion on new staff for receiving any library user training or giving evidence that they already possess the necessary skills.

Feedback from the users

The question was asked as to whether there is a serious need to study the basic composite requirements of all groups of library users in university libraries. According to the library user education experts in the JRULM, overseas students face serious problems in identifying and assessing resources in electronic networks. The librarian asserted that there is a great need of investigating the users' demands from the user perspective so that user-friendly systems are developed in system design. The JRULM has not conducted any such formal study about the needs of its users. This appears to be a weak area of the programme.

However, some subject specialists invite informal or formal feedback to seek improvement of the user education they provide. Analysis shows that the students' response to user education is positive. Students have found the programme enjoyable if it was related to their specialist field's related problems. It was also pointed out that students did not want to spend much time attending the instruction sessions for learning a system; they want to start using it.

Interaction between library and academic staff

The user-education library expert in JRULM stated that the role of the academic staff is vital in an effective user education programme. To achieve the goal of user education library and

academic staff must work closely. Academic staff can cooperate with the library staff in motivating and directing students in academic library use. There must be collaboration between the library staff and academic staff to develop teaching strategies using the latest technologies.

The study suggests that the ideal situation would be that faculty members set exercises for their students (and that carry marks towards their progress). These could be at the beginning of the year or during the course. This would motivate them towards good practice.

Should user education be compulsory?

The user education experts recommended strongly that user education must be compulsory for all users, because user education helps developing information seeking and critical skills independently. Students and teachers responses also emphasised on that as a lot of latest information is accessible via Internet. The information explosion has accelerated the need for development of such expert system. The concept of library user education has also transformed and expanded to information literacy and learning for life. It reduces the library staff's time and efforts in solving individual problems regarding the use of library services. The JRULM Library user education programme supports the concept of information literacy. It prepares library users to exploit information effectively in any circumstances.

Conclusion

The developed countries have very advanced library systems (as in the JRULM) with extensive instructional services programmes planned to educate students, faculty and administrative staff. They strive to support the teaching, learning and research goals of the university. One of their goals is to provide reference and instructional services for the university community. It supports each individual's ability to use research information resources effectively.

In JRULM, the instructional services programme is considered important to all the members of its university community, but the student community (both engaged in course work and research) is its key focus. The specialist professionals recommended that for students to become truly information literate, the best way is for information literacy to be integrated into the university's core curriculum. The empirical research has shown a number of factors that affect the successful execution of user education i.e., students' previous library use experience, provision of library use instruction in school and college libraries, library staff's attitudes, collaboration among faculty and library staff, provision of library facilities for educating the users, library expenditures and technological change.

User education programmes in Pakistani university libraries. New technology must not only be seen as providing new ways of data communication but also be applied to new administrative structure and systems of supply of traditional materials. It is shown clearly that no further effective planning for development can take place without a better assessment of the context in which the university libraries of Pakistan are functioning.

References and Bibliography

Bartol, K., & Martin, D. (1991). *Management*. New York: McGraw Hill.

Bassey, M. (1981). Pedagogic research: On the relative merits of the search for generalization and study of single events. *Oxford Review of Education, 7* (1), 73-94.

Rubina Bhatti. (2003). *Perceptions of user education in the university libraries of Pakistan.* Unpublished PhD thesis, University of Manchester, Manchester.

Fleming, H. (1990). *User education in academic libraries*. London: Library Association.

Henry, J. (1992). Training in the use of online databases. *Aslib Information, 20* (11-12), 416-419.

JRULM (John Rylands University Library) (2000). John Rylands University Library home page. 2000. Retrieved March 25, 2007, from http://www.library.manchester.ac.uk.

JRULM. (2001). John Rylands University Library home page. 2001. Retrieved April 25, 2007, from http://www.library.manchester.ac.uk.

Koenig , M. E. D. (2003). Knowledge management, user education and librarianship. Retrieved April 25, 2007, from http://www.emeraldinsight.com/10.1108/00242530310456979

Merriam, S. B. (1988). *Case study research in education: A qualitative approach*. San Francisco: Jossey-Bass.

Nicholas, J. (2003). Information literacy evaluation: Moving towards virtual learning environments. Retrieved April 25, 2007, from http://www.emeraldinsight.com/10.1108/02640470310491559

Salony, M. F. (1995). *Library instruction revisited - Bibliographic instruction comes of age*: New York: The Haworth Press.

Tiefel, V. M. (1995). Library user education: Examining its past, projecting its future. *Library Trends, 44* (2), 318-338.

Winegardner, K. E. (2001). *The case study method of scholarly research.* The Graduate School of America.

Yin, R. K. (1993). *Case study research. Thousand Oaks*: Sage.

Online Consumer Health Information in Pakistan

Khawaja Mustafa &
Syed Attaullah Shah*

Abstract

The intrinsic potential of online consumer health information has been realized in recent times by the public and private health sector establishment and personnel in Pakistan. However this realization is still not as widespread or phenomenal as its penetration and impact on the general public is concerned. This article outlines a review of online health resources available in Pakistan, with an analysis of their demand and use. This is not an exhaustive survey that would include all health websites. It covers only the most popular and useful websites available. It is comprehendible that the content as well as the information available through these websites varies and could not be analyzed uniformly.

Keywords: *Consumer health; Health information; Online health information; Pakistan*

Introduction

Most people use the term Consumer Health Information (CHI) as an umbrella term which may include patient information, health information, health guidelines or clues to reach an informed and quality decision about their health. In this study we will discuss the definition of the term CHI, its possible connotations and its effect on society and peoples health. Online Consumer Health Information (OCHI) in Pakistan is in its formative phase and still

* Assistant Librarians, Faculty of Health Sciences Library, Aga Khan University, Karachi.

has not emerged as a popular method of health information gathering and access. Nevertheless, it is expected to be an extensively reliable medium for accessing Information within a decade due to the increase in computer-literate population and a wider access to the internet. This study aims to investigate the web-based OCHI scenario in the country.

Objectives of the Study

1) To identify benefits of OCHI in an informed society.
2) To review the developments in OCHI in Pakistan during last decade.
3) To identify the salient features of popular Consumer Health Information websites in Pakistan.

Design of Study

A survey of OCHI Websites in Pakistan was conducted by selecting the most popular websites and analyzing them on the basis their information content rather than their design and appearance. A number of health institutions, NGOs and individuals are untiringly determined to spread health information to the general public through the Internet. We have not critically evaluated individual websites because these efforts are still in their infancy, and at this early stage they are more in need of approval than otherwise. Therefore, this study is more of an introduction of the available OCHI Websites. The selection of websites is based on the personal consultations with physicians, medical students and library friends.

Defining 'Consumer Health Information'

The term, "Consumer Health Information" is understood differently by different people belonging to various socio-economic backgrounds. Harris (2006) has emphasized the need for coining a proper definition in this regard as follows:

> The term CHI needs definition. It is imprecise and ambiguous; we may think of it as patient information, but that can sometimes mean instructions, at other times patient records. In the patient's mind, it's anything they need or want in healthcare access. The true scope of consumer health information is huge and diverse - broad, personal, and specific needs.

Rees (1998) in his book "Consumer Health: Information Source Book," quotes a comprehensive definition of the concept by Kevin Patrick and Shannah Koss as follows:

> CHI is defined as any information that enables individuals to understand their health and make health-related decisions for themselves and families. This includes information supporting individual and community-based health promotion and enhancement, self-care, shared (professional-patient) decision making, patient education and rehabilitation, using the health care system and selecting insurance or a provider, and peer-group support … The nature of CHI can be economic, technical, logistical and/or qualitative. It is available in health care settings as well as such locations as homes, schools, libraries, worksites, stores, and other arena open and accessible to all (p. 1).

Online Health Information

More and more people today use the Internet. According to an estimate, there are about one billion computers connected to the Internet. Greenberg, et al. (2004) state that "Searches for health information are among the most common reasons that consumers use the Internet." Baker, et al. (2003) mention that according to a National Survey in USA, "40% people who have Internet access use it to access health and medical information."

Cline & Haynes (2001) state that globally there were "more than 70,000 websites that disseminate health information, in excess of 50 million people seek health information online."

It is obvious from this discussion that people in developed countries heavily depend on the Internet for searching the health information. This is becoming true also for computer literate populations in developing countries in South Asia and other regions of the world.

Use of Internet in Pakistan

In Pakistan, the consumers seeking health information, counseling and guidance have been traditionally relying heavily on print, radio or television. Books have also been a primary source for CHI. Books such as Family Health Encyclopedias, and general books on health and fitness have been used for long. Health literature published in local languages of Pakistan is mostly based on the translations of health literature from developed countries. Institutions such as Hamdard Foundation also play important role in health awareness for public; their emphasis, however, resides primarily on the Unani or Eastern System of Medicine.

The public use of Internet in Pakistan started from the city of Karachi in 1995, 'Digicom' being the first company to provide public Internet connections. In 1996 Pakistan Telecommunication Corporation Limited issued licenses to 16 companies for supply of e-mail and Internet services. Pakistan, at that time was the first country in South Asia to open up ISP market for the private sector. Musharraf (2006), the President of Pakistan, traces the development of telecommunication in the country during last seven years as follows:

> In 1999, only thirty-nine cities in Pakistan were connected to the Internet. By 2006, 2,000 cities and towns were connected to it. In 1999, fiber-optic connectivity was limited to only about forty towns; today 1,000 towns have it, ...In only three years, from 2003 to 2006, teledensity, which is

> the number of telephones as a percentage of the population, has increased from a meager 2.9 percent to 16 percent; cell phones have increased from 600,000 to over 30 million; and wireless local loop is taking root in the rural areas (p. 198).

The Ministry of Finance (2005-2006), quoting The Pakistan Telecommunication Authority (PTA), has mentioned the number of Internet subscribers in Pakistan to be 2.1 million. However, the real number of Internet users is much more than that, as most of the home subscribers share the same telephone connection for all family members in one household and institutional users such as schools and colleges provide access to several users including their students and faculty through limited connection subscriptions. Due to compulsory computer and Internet education as a curriculum component at high school level, there is a tremendous increase in the number of computer literate teens and young adults.

Similarly, the Internet-cafes provide Internet access to a large number of public users. A marketing agency has put the number of active Internet users in Pakistan to 8 million. Keeping in view such a high number of Internet users in a population of 140 million people in a developing country, it is difficult to under-estimate the importance of Internet as a useful medium of OCHI in Pakistan.

Health Information Websites in Pakistan

Pakistan is a developing country where there is a dire need for improvement in existing health education & awareness services in order to improve the social and economic condition of the public. However, like other developing countries of South Asian region, Pakistan is also facing complex challenges especially in the health sector. Our health information needs are different from those of the developed countries; for example, our priority issues are: high infant & maternal mortality rates; nutrition; infectious diseases and so on.

In Pakistan, the public, private and NGO sectors and the World Health Organization are playing a vital role to increase awareness about Health and Nutrition and Infectious diseases. Due to low literacy rate (i.e., 40-45%) in the country, a majority of people are not aware of the CHI resources.

The role of CHI is vital for the Health of people. CHI keeps people informed of their rights, enabling their participation in decision-making regarding their health and their right of equal access to health care. The CHI ought to be concise, reliable, meaningful, racially and linguistically appropriate. If the people get timely access to CHI, they can make comparison among the available choices and able to make right decisions.

The CHI has for long been available in the country through conventional media such as print (books, booklets, brochures, pamphlets, handouts); radio and television. Recently, the use of Internet for access and spread of health information is gaining momentum because it is a quick and easy to access medium. The other reason is that many health institutions, NGOs and individuals are working hard to make useful health information available to the general public on missionary grounds. This article provides an introduction of selected health websites that are popular in Pakistan. This review may not be comprehensive and there is a possibility that some useful website/s might have been overlooked. Nevertheless, the current selection is to a great extent, representative of indigenous CHI available on the Internet for the people of Pakistan.

Health Websites

1. Pakmedinet (www.pakmedinet.com)

PakMediNet (2006) is a voluntary website, maintained by Pakistani physicians volunteering to promote Pakistan-based researches and medical journals on Internet. The website provides instant access to the Pakistani Drug Index, Pakistani Medical Journals Index and Abstracts Online, and

also a searchable list of 42 Pakistani health journals. The Online Pakistani Drug Index is easy to use and drugs can be searched by generic as well as trade names. The Pakistani medical journals can be searched online by keywords, author, title and abstracts. This website provides access to current research on local and national health problems. Pharmaceutical Company Description includes company address, phone and contact details. The pakmedinet.com also provides online discussion forum regarding topics of public interest for registered users and the registration is free.

2. Telemedpak (www.telmedpak.com)

Telemedpak (2006) is maintained by the students of Rawalpindi Medical College and provides health news, articles and links to other medical websites. Registration is required to obtain full access to the discussion forum and clinical articles. There is plenty of information for lay persons on mother & child health, family planning, nutrition, healthy living, etc. The website also provides 'Ask A Doctor' service for general public on dermatology, pain, and healthy mom & healthy child clinic.

3. Medisure (www.medisure.com.pk)

Medisure (2006) claims to be Pakistan's first medical information portal, launched in year 2000. The portal enables physicians and consumers to access health information. The Medical Emergencies is a must read section. The website provides daily health news and articles. List of online doctors is available for selection by the patients and online queries can be sent to the doctors. The website provides links to Pakistani medical colleges, pharmaceutical companies and a number of Pakistani hospitals.

4. Pakdoctor (2006) (www.pakdoctor.com)

The Pakistan Medical Association (PMA) maintains this portal. PMA has the largest number of physician members in the

country. The portal is equally important for the physicians and general public due to its following rich contents:

a) General Public Section provides general tips for health issues, personal care and health advice.
b) Ask the expert feature provides free health advice. Information is available for various groups such as kids health, teenage health, men's health, women health, maternity guide, etc. It provides articles, complete guides and useful health tips for each category.

5. Ministry of Health (http://www.health.gov.pk/)

The Ministry of Health (2006), Government of Pakistan's website has only one feature for general public consumers. The Health News Section provides recent health guideline and news, guideline for recent outbreak of Dengue fever is also available on the website.

6. Aga Khan University Hospital (http://www.aku.edu/akuh/patientcare/pinfo/index.shtml)

The patient care section of Aga Khan University (2006) website provides online brochures for various health topics and procedures related to heart diseases, family medicine, neurology, obstetrics & gynecology, psychiatry, radiology, emergency medicine and surgery. Clinical schedules, information about surgical procedures and the hospital registration procedure is also available.

7. Shaukat Khanum Memorial Cancer Hospital & Research Centre (http://www.shaukatkhanum.org.pk/cancer facts.htm)

The Shaukat Khanum Memorial Cancer Hospital and Research Centre (2006) is the biggest cancer hospital in the country. Its website provides information about cancer and links to international resources. Information on procedures and packages, clinical schedules and registration procedures with cancer

statistics are available. Information brochures on breast cancer, chemotherapy, having an operation, mammography, post mast-tectomy exercises and radiotherapy are available.

8. Sindh Institute of Urology & Transplantation (SIUT) (http://www.siut.org/Patient_Information.htm)

SIUT is the largest health organization in Pakistan which provides free and comprehensive services in urology, nephrology, and transplantation & gastroenterology. The SIUT website presents patient guidance through clinical schedules. Patient information includes topics such as dialysis, stone diseases and hematuria (blood in urine). Annual report of SIUT, patient statistics and information about patient services is also available.

9. Daily Dawn (http://www.dawn.com/weekly/dmag/dmag.htm)

The most popular English language daily Dawn's Sunday magazine publishes health section. Doctors answer health questions asked by general public. This feature creates awareness on general and particular health issues.

10. Daily Jang (http://www.jang.com.pk/jang/nov2006-weekly/sunmag-12-11-2006/page6.htm)

The most popular and generally read international Urdu language newspaper "Jang" publishes "Health and Fitness" page/s in its weekly Sunday magazine. This weekly feature is popular for simplicity of its language and lay treatment of subjects with most recent expert knowledge.

Some Shortcomings

The review of these websites reveals following shortcomings:

- The websites under review do not provide expert literature or content; similarly these websites also do not provide comprehensive coverage of the subject/s.

- Users are usually not directed towards other important reference sources and literature on the subject or topic.

- Another obvious short coming is that most of the websites are not updated regularly for providing current information and literature.

Conclusion & Recommendations

The OCHI has made a humble but interesting beginning in Pakistan. The consumers are slowly becoming aware of local health information available on the Internet. Presently, most of the Internet users rely heavily on international search engines like Google, Yahoo, etc. Due to the spread and use of Internet to rural & remote areas of Pakistan, now consumers have a choice to get health-related information and expert advice without wasting time, and money.

The number of information providers, in general, is increasing. Hospitals, pharmaceutical companies, health service related associations and NGOs have initiated a few websites within their limited resources to provide Consumer Health Information.

The Ministry of Health, Government of Pakistan has yet to play its role to provide financial and infrastructural support to hospitals and health institutions for online health information projects in public & private sector. It is our understanding that with the increase in computer literate population, the OCHI will be a highly reliable resource for health information in Pakistan in near future.

References

Aga Khan University. (2006). Retrieved November 10, 2006, from http://www.aku.edu/akuh/patientcare/pinfo/index.shtml

Baker, L. C., Wagner, T. H., Singer, S. J., & Bundorf, M. K. (2003). Use of internet and e-mail for health care information: Results from a national survey. *Journal of the American Medical Association, 289,* 2400-2406.

Cline, R. J., & Haynes, K. M. (2001). Consumer health information seeking on the internet: The state of the art. *Health Education Research: Theory & Practice, 16,* 671-692.

Dawn Group of Newspapers (2006). Daily Dawn. Retrieved November 01, 2006, from http://www.dawn.com/weekly/dmag/dmag.htm

Greenberg, L., D'andrea, G., & Lorence, D. (2004). Setting the public agenda for online health search: A white paper and action agenda. *Journal of Medical Internet Research, 6* (2), e-18.

Harris, J. (2006).Report on national assessment of consumer health information demand and delivery.Retreived on September 18, 2006, from http://odphp.osophs.dhhs.gov/harris.htm

Jang Group of Newspapers. (2006).Daily Jang. Retrieved November 03, 2006, from http://www.jang.com.pk/jang/nov2006-weekly/sunmag-12-11-2006/page6.htm

Medisure. (2006). Retrieved November 08, 2006, from www.medisure.com.pk

Ministry of Health, Government of Pakistan. (2006). Retrieved November 07, 2006, from http://www.health.gov.pk

Ministry of Finance, Government of Pakistan. (2005-2006) *Economic Survey 2005-06*: Islamabad: The Ministry.

Musharraf, P. (2006). *In the line of fire: A memoir.* London: Simon & Schuster.

Pakdoctor. (2006). Retrieved November 06, 2006, from www.pakdoctor.com

Pakmedinet. (2006). Retrieved September 25, 2006, from www.pakmedinet.com

Rees, A. M. (1998) *Consumer health information: Source book.* Phoenix, AZ: The Oryx Press.

Shaukat Khanum Memorial Cancer Hospital and Research Centre. (2006). Retrieved November 06, 2006, from http://www.shaukatkhanum.org.pk/cancer_facts.htm

Sindh Institute of Urology and Transplantation. (2006). Retrieved November 02, 2006, from http://www.siut.org/Patient_Information.htm.

The Symmetry. Internet in Pakistan. Retrieved November 02, 2006, from http://www.thesymmetry.com/internet-in-pakistan.php

Telemedpak. (2006). Retrieved October 26, 2006, from www.telmedpak.com

ABSTRACT

Ansari, Muneera N. (2007). Information needs and information seeking behavior of the media practitioners in Pakistan. Unpublished PhD thesis. University of Karachi, Karachi.

This study focuses attention on the information needs and information seeking behavior of the media practitioners (MPs) in Karachi. Information need is felt when an individual comes to know that his knowledge is not enough or is insufficient subject. When a user recognizes an information need, he consults an information system, library or interpersonal source for satisfaction of his need. These actions constitute his information seeking behavior. Media Practitioners (MPs) are the staff members of mass media i.e. radio, television and newspaper involved in professional activities.

Objectives of the study are to explore and understand the nature of information needs of media practitioners in Karachi. A very formatted and empirical effort has been made to:

1. Identify various types of information sources in use by the media practitioners in Karachi, 2. Examine how MPs learn to know about the existence of various information sources, 3. Explore the reasons and factors that motivate these media practitioners to seek and consume information 4. Find out various sources and information channels used by these media practitioners in Karachi, 5. Find out how these MPs use and disseminate information once they get it, and 6. Suggest research based principles for improvement in the quality of acquisition and collection of information through libraries.

Sample consisted of 185 MPs selected randomly from four local media houses i.e. radio, television, newspapers, news agencies. A questionnaire was developed as the instrument for data collection. Data were gathered through structured interview. For analysis of data sampled participants were grouped into five categories i.e. 1. Complete Sample 2. Media house wise i.e. television, radio and

newspapers/ news agencies 3. Policy makers, policy executors and workers 4. Participants working in fields, on desks and those who work on both and 5. According to beats.

Results obtained from this study indicate that reports of various organizations, government departments, NGOs and assignment committees, etc. are the form of information that are used and sought most often. After the reports come original documents, tables and graphs, etc.

Most of the practitioners require selective information rather than exhaustive type. Feature writers, producers of research oriented programs and policy executors look for exhaustive information. For all groups of media practitioners, belonging to any type of mass communication, priority of information is very high.

Internet is the channel, which is being used increasingly by media practitioners; however, practitioners working in the fields use other library services more than Internet. Quite surprisingly, the use of libraries among radio practitioners was found to be particularly low. Use of Internet among newspaper practitioners is high as compared to radio and T.V. practitioners. Majority of the practitioners require reference service but media house libraries seldom provide this service. Newspaper clipping service is also needed by all groups of practitioners. Library and Internet are the channels of information, which are mostly used by all group of practitioners. Most of the practitioners mentioned reading of book reviews published in newspapers to know the existence of an information source.

All practitioners read periodicals regularly to keep themselves informed about current affairs and events. They collect information in libraries by asking the librarian or searching the shelves. They also consult colleagues to know whether needed information exists somewhere in some form. Generally they go to a library, which is nearest to their office or home. Information seeking behavior of the practitioners involved in research-based programs was found to be very distinct than others.

Department of LIS at a Glance: From PJLIS 2006 onward

Shafiq-ur-Rehman*

Mr. Afzal Haq Qarshi, Assistant Professor and Incharge of the Dept. got retired on 15 November 2005 after a long spell of commendable services to the department and students. The DLIS arranged a grand farewell party to pay him tribute. It is worth reminding to the readers that he initiated the publishing of PJLIS in 1995 with the title "Pakistani Librarian."

Dr. Khalid Mahmood joined the Dept. as *Associate Professor* on April 23, 2005 and as *Chairman* on May 25, 2006. The position has been filled after a very long period

Research

PhD Under old system

Ms. Umera Shah, Assistant Professor, DLIS, is working on her PhD thesis entitled "A model for public library system in Pakistan" under the supervision of Dr. Khalid Mahmood.

Regular MPhil Leading to PhD Program

Four students, Farzana Shafiq, Muhammad Rafiq, Nosheen Fatima and Shafiq ur Rehman, from the first batch of MPhil leading to PhD Program have been converted into PhD Program.

MPhil

The Doctoral Program Committee of the DLIS approved the research proposal of the following students for MPhil study:

* Senior Librarian Research, Hailey College of Banking & Finance, University of the Punjab and PhD Student at DLIS

Mian Muhammad Ilyas (*Resource sharing model for libraries*);

Muzamil Tahira (*Information need and seeking behavior of science & technology teachers of Punjab University)*;

Muhammad Arif (*The role of libraries in distance learning: A case of Allama Iqbal Open University).*

Publications

Following articles of different faculty members and students have been published during this period:

Dr. Khalid Mahmood

Mahmood, K., Hameed, A., & Haider, S. J. (2006). Alternative funding model for libraries in Pakistan. *Research Journal University of Balochistan, 4* (1), 127-136.

Mahmood, K., Hameed, A., & Haider, S. J. (2006). Funding dilemma in Pakistani libraries: Causes, effects, responses. *Pakistan Journal of Library & Information Science, 7,* 33-56.

Mahmood, K., Hameed, A., & Haider, S. J. (2006). How library leaders perceive about funding dilemma in Pakistani libraries. *Pakistan Library & Information Science Journal, 37* (2), 4-13.

Mahmood, K., Hameed, A., & Haider, S. J. (2006). Libraries in Pakistan: A systemic study. *Library Review, 55* (1), 20-34.

Haider, S. J., & Mahmood, K. (2006). Post - master LIS education at Punjab University (Lahore). *Pakistan Library and Information Science Journal, 37* (3), 3-8.

Sharif, A., & Mahmood, K. (2006). A citation analysis of Pakistan Economic and Social Review. *Research Journal: Social Sciences, 1* (4), 1-12.

Haider, S. J., & Mahmood, K. (2007). MPhil and PhD library and information science research in Pakistan: an evaluation. *Library Review, 56* (5), 407-417.

Dr. Kanwal Ameen

Ameen, K. & Haider, S. J. (2007). Evolving paradigm and challenges of collection management (CM) in university libraries of Pakistan. *Collection Building, 26* (2), 54-58.

Ameen, K. (2006). Challenges of preparing LIS professionals for leadership roles in Pakistan. *Journal of Education in Library and Information Science, 47* (2), 200-217.

Ameen, K. (2006). From acquisition to collection management: Mere semantic or reflection of expanded framework. *Collection Building, 25* (2), 56-60.

Ameen, K. (2006). Marketing of library and information services in Pakistan: A Profile. In D. K. Gupta, et al. (Eds.), *Marketing Library and Information Services: International Perspectives* (pp. 111-119). Munchen: K.G. Saur.

Ameen, K. (2006). University libraries in Pakistan and status of collection management policy: Views of library managers. *Library Collections, Acquisitions, and Technical Services, 30* (3), 154-161.

MPhil Students

Bhatti, M. A., & Arif, M. (2006). Information science distance education and continuing professional development in Pakistan. *Library Review*, *55* (5), 307-313.

Khan, M. F., & Ahmad, P. (2007). University library services in Pakistan: A survey. *Pakistan Library and Information Science Journal*, *38* (1), 3-10.

Ahmad, P. (2007). LIS education in Pakistan at post-graduate level. *Pakistan Library and Information Science Journal*, *38* (2), 12-23.

Papers/Presentations

Dr. Khalid Mahmood

1. "ICT Skills for Library Professionals" in a workshop organized by International Islamic Medical College, Rawalpindi, Dec. 5-6, 2006.

2. "Electronic Library Tools" in a workshop organized by the DLIS, University of the Punjab, Lahore, Sep. 20-21, 2006.

3. "Multilingual Library & Information Management System (MLIMS) Training Workshop" organized by the University of the Punjab Library, Lahore, May 30 – June 2, 2006.

4. "Improvement of Standards of Libraries in Pakistan" in a seminar organized by the Quaid-e-Azam Library, Lahore, May 8, 2006.

Dr. Kanwal Ameen

1. "LIS Education in Pakistan: An overview" in a conference on "Curriculum Development for the 21st Century," organized by DLIS, Punjabi University, Patiala, India, November 3-6, 2006.

2. "Challenges of Preparing LIS Professionals for Leadership Roles in Pakistan: An analysis of the status" at Asia-pacific Conference on Library and Information Education & Practice (A-LIEP), at Nanyang Technological University, Singapore, April 2006.

3. Participated in 72nd IFLA Conference on "Libraries: Dynamic Engines for the Knowledge and Information Society" conference organized by 72nd IFLA Conference, August 20-24, 2006, South Korea.

4. "Role of Marketing in Libraries of Pakistan" in 17th All Pakistan Library Conference on the "Role of Libraries in 21st Century" organized by the PLA, Islamabad, March 26-28, 2007.

5. "Marketing Orientation/Knowing Marketing" in one day workshop on Marketing of LIS in Pakistan organized by DLIPU on 28th February 2007.

Guest Lectures

1. Mr. Shahzad Siddiqui, Librarian, King Fahad University of Petroleum & Minerals, Dahran, Saudi Arabia delivered a lecture to MPhil students on "Librarianship Abroad" on 21st August, 2006.

2. Dr. Abdus Sattar Chaudhry, Head, Information Division, School of Communication and Information Studies, Nanyang Technological University, Singapore addressed on the "Role of supervisor in research" on 19th December, 2006.

3. Prof. Dr. Mumtaz Ali Anwar University of Kuwait delivered a lecture on "Research Ethics" on 9th August, 2006.

4. Mr. Muhammad Zafarullah, Assistant Professor, College of Art & Design, PU delivered a lecture to MLIS students on "Information Needs and Seeking Behavior of Artists" on 24th January, 2007.

5. Mr. Farrukh Ameen, Officer, Human Resource Operation, Sui Northern Gas, Lahore delivered a presentation on "Fundamentals of Business Communication" on 14th May, 2007 to the PhD students.

Continuing Professional Development

1. A two-day workshop on "Automated Technical Services in Libraries" for students of MPhil Leading to PhD Program (2005 and 2006 sessions) was held at DLIS PU on 16-17 March, 2007. The Resource persons were Mr. Muhammad Ajmal Khan, Mr. Shafiq-ur-Rehman, Mr. Muhammad Rafiq and Mr. Nadeem Siddique.

2. A two-day workshop on "Electronic Library Tools" was held on 20-21 September, 2006. Dr. Khalid Mahmood, Muhammad Ajmal Khan, Shafiq-ur-Rehman, Muhammad Rafiq, and Nadeem Siddique were among the resource persons.

3. A one-day workshop on "Marketing of Library and Information Services" was held on 28th February 2007. This was the first ever workshop in Pakistan on this topic. Mr. Muhammad Taj, Chief Librarian of Quaid-e-Azam Library, and Dr. Ehsan Malik, Director, PU Institute of Business Administration were the chief guests. Dr. Kanwal Ameen, Farzana Shafique and Nosheen Fatima were among the resource persons.

4. A one-day seminar on "LIS Career Counseling" was organized on 7th February, 2007. The resource persons were Dr. Muhammad Ramzan, Chief Librarian, Lahore University of Management Sciences (LUMS), Ch. Muhammad Hanif, Chief Librarian, PU Library, Dr. Khalid Mahmood and Dr. Kanwal Ameen.

Panel Discussion on Revival of Library Associations in Pakistan

Dr. Kanwal Ameen coordinated a panel discussion as part of MPhil coursework on "Role of Library Associations in Pakistan" in March 2006. The office bearers of different library associations were invited for discussion regarding revival of PLA and other local library associations. The participants and MPhil students discussed the stagnated situation of associations and suggested

many viable measures for the revival of PLA and other associations.

Panel Discussions on MLIS Curriculum

Keeping in view the rapidly changing market trends, strengths and weaknesses of existing curriculum, two focus group meetings on MLIS curriculum were held. One in the DLIS on January 15, 2007 and the other in the National Library of Pakistan, Islamabad on May 24, 2007. The renowned and senior library experts attended the meetings. The panel discussed in details the needed contents and implementation strategies of new curriculum. In the light of recommendations of these panel discussions the department will very soon revise its curriculum.

Meeting of MPhil and PhD Students with Prof. Dr. Syed Jalaluddin Haider

A meeting of MPhil and PhD scholars and doctoral committee faculty members of DLIS was held at National Library of Pakistan with Prof. Dr. Syed Jalaluddin Haider on March 27, 2007 during PLA conference. Dr. Haider guided the researchers regarding their studies and answered different questions of young researchers in the light of his vast foreign and local experience.

Professional Activities Outside the DLIS

1. 17th PLA Conference

   Students of MPhil leading to PhD session 2005 and 2006 along with Dr. Khalid Mahmood, Dr. Kanwal Ameen and Miss Umera Shah actively participated in 17th All Pakistan Library Conference on the "Role of Libraries in 21st Century," Islamabad, March 26-28, 2007. Dr. Kanwal Ameen, Mr. Shafiq-ur-Rehman (PhD Student) and Mr. Pervaiz Ahmad presented papers which were very well attended and much appreciated.

2. Dr. Khalid Mahmood and Dr. Kanwal Ameen participated in a panel discussion held on 18-19 September, 2006 to celebrate the Golden Jubilee of the Department of Library and Information Science, University of Karachi.

3. The Daily "Jinnah" invited Dr. Kanwal Ameen and major PLA (Punjab) office bearers in a panel discussion on the situation of Libraries in Pakistan on April 6, 2007.

Scholarships/Grants

1. Dr. Kanwal Ameen was awarded HEC Scholarship twice to participate in A-LIEP in Singapore in April 2006 and 72nd IFLA Conference in South Korea in August 2006.

2. Mr. Khalid Mahmood Sangera student of MPhil leading to PhD got HEC indigenous scholarship.

Developing Infrastructure

PC-1 worth Rs.42 millions for the construction of new building and purchase of equipment, furniture, etc. for the department has been submitted to higher authorities for approval.

The DLIS PU has installed its own Local Area Network with a server and 35 nodes. High speed internet connectivity and HEC digital resources are available in the library, computer lab, faculty and staff offices and classrooms.

Library Developments

The departmental library other than the routine activities has made some developments, i.e., use of Bar-codes for computerized circulation, OPAC, Internet and air conditioning facilities.

Call for Papers

Dear ones:

You are encouraged to send your papers for the next issue. Following section gives an overview of the journal and its policy for your kind information.

Instructions to Authors

All material should be sent exclusively to the PJLIS. Work which has already been reported in a published paper or is described in a paper sent or accepted elsewhere for publication should not be submitted.

Paper submission: Manuscripts must be typed in font 12 on one side of single A4 or letter size, white, good quality paper, double-spaced throughout, including the reference section. One hard copy of a manuscript, in addition to an electronic version by email at kanwal@dlis.pu.edu.pk, must be submitted. Length of the manuscript should not exceed more than 15 pages including references (approximately 5000 words). Contributor's name, telephone and fax numbers, and email addresses must be given only on the cover page of manuscript.

Abstract: Papers must be accompanied by an abstract not exceeding 100-150 words and along with maximum of five keywords. It should be embedded in simple language setting forth the objectives of the study and the results achieved.

Tables and figures, with title, should be typed on a separate page.

References: References must be normally given at the end of text following *APA Publication Manual* (5th ed., 2001). For details of how to cite references please check the following link: http://www.wooster.edu/psychology/apa-crib.html

Write for any queries to the Chief Editor at kanwal@dlis.pu.edu.pk

Pakistan Journal of Library & Information Science (PJLIS)

The Department of Library and Information Science, University of the Punjab, Lahore publishes Pakistan Journal of Library and Information Science [PJLIS] on annual basis, likely to become biannual. The PJLIS is a refereed scholarly journal committed to publish original and scholarly critiques, theoretical, conceptual and research articles that contribute to the understanding of issues and problems in all areas of librarianship and information science at local, national and international level. The journal, however, prefers to publish articles reporting the research studies reflecting Pakistani perspective.

Ideas and views expressed in the papers published in the PJLIS is the sole responsibility of the author. It does not necessarily reflect opinion/policy of the Department or Editorial Board.

All research papers submitted to the PJLIS are double-blind peer reviewed by a panel of reviewers. Authors will get two copies of the journal.

Reviewing Process

After a preliminary editorial review, articles are sent to two referees for blind review. Authors are informed about comments of the referees and asked to revise the article accordingly, if required.

Indexing and Abstracting

The journal is included in the EBSCO database.

P.U. PRESS

PUNJAB UNIVERSITY PRESS Tel: (92-42) 5886210