

Proceedings of the Annual Research Sessions of ULA

(ARSULA-2016)

Access to Information



2nd September 2016

**University Librarians Association
of
Sri Lanka**

**University of Jaffna
Jaffna**

**Proceedings of the
Annual Research Sessions of ULA
(ARSULA -2016)**

“Access to Information”



2nd September 2016

**University Librarians Association of Sri Lanka
(ULA)**

**University of Jaffna
Jaffna
Sri Lanka**

Proceedings of the Annual Research Sessions of ULA
(ARSULA -2016)

All rights reserved.

© 2016 – University Librarians Association of Sri Lanka

Editor in Chief

J. J. G. Arachchige, Faculty of Engineering, University of Ruhuna

Editorial Committee

M. Visakaruban, Library, University of Jaffna

Anura Konpola, Library, University of Sri Jayewardenepura

Organizing Committee

Pradeepa Wijetunge, Librarian, University of Colombo

H. M. D. S. D. Somarathna, Senior Assistant Librarian, University of Colombo

S. M. Adhikari, Senior Assistant Librarian, University of Colombo

P. K. S. Manatunga, Senior Assistant Librarian, University of Colombo

M. A. L. Silva, Senior Assistant Librarian, University of Colombo

Nadeesha Perera, Assistant Librarian, University of Colombo

A. Sivasanthiran, Assistant Librarian, University of Colombo

W. P. G. LasanthaPerera, Assistant Librarian, University of Colombo

N. M. Karannagoda, Assistant Librarian, University of Colombo

G. C. Kumara, Senior Assistant Registrar/Library Services, University of Colombo

K. A. C. P. Abeygunawardena, Assistant Registrar/ Reader Services
University of Colombo

Editor's Note

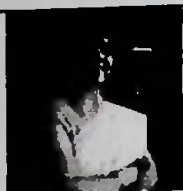
Librarians are a special category of academics who supports the other academics to create knowledge in their fields while creating knowledge themselves in their own fields. The role of the today's librarian extends from managerial aspect to teaching and facilitating aspects which involves teaching, mentoring, socializing and engineering of new technology. Librarians have to deal with new information resources such as databases, e-resources, voice and video files and other digital and multimedia tools. They need to move from traditional form of documentation to granular form so that they can maximize the usability of resources.

Presently the library is used as an access point to knowledge resources as well as a place for study, communication, gathering and socialization. Thus the role of the librarian requires the association with curator skills, teaching skills, sociological skills, business skills and technological skills. The challenge ahead of the librarian in academic libraries today is to acquire new types of information resources, equip the library with self-service tools, ensure the mobility inside the library through ultrafast access facilities, educate the user to develop information skills and find effective and efficient ways to ensure the satisfaction of the user.

Research is the gateway to new knowledge and more and more research is essential to find ways and means in the field to ensure the full satisfaction of users. Thus research in Library and Information Science is a must today.

University Librarians Association of Sri Lanka (ULA) holds its Annual Research Sessions to encourage research in Library and Information Science and to showcase the new findings and innovations to share with others. This Proceeding provides the abstracts presented at ULA Annual Research Sessions- 2016 (ARSULA 2016) which was held under the theme of "Access to Information" at University of Colombo on 2nd September 2016. The proceedings includes 13 out 19 abstracts submitted for ARSULA 2016. The abstracts were undergone a blind reviewing process by experts. Although some of papers seem to be conventional and a little general, many of them have attempted to seek for innovations. It is hoped that this sessions supports to seek to identify the directions and opportunities for future library service.

J. J. G. Arachchige
Editor in Chief
ARSULA 2016



Message from the President

Annual Research Session is one of the most important activities of University Librarians Association of Sri Lanka which provides a forum each year for the communication of research and developments done by university library professionals and opens the doorways to explore the current topics related specifically to university library profession.

Information service provided by the libraries to an individual has its own special focus with respect to the mission of the parent organisation, the user groups to be served, sorts of material to be collected, and techniques employed. All the provision and use of information services is concerned with access to information. This year, we have selected the theme of the Annual Research Session as 'Access to Information' which promises to make the research session as very important one since the information service delivery is nowadays at the heart of libraries.

We are excited to announce that this year the Annual Research Session of University Librarians Association (ARSULA 2016) will take place in University of Colombo in partnership of the Library of University of Colombo. LIS Professionals from Sri Lankan University Libraries will gather together in the Library Auditorium of University of Colombo around the theme of 'Access to Information' which raises a number of issues to all of us, as we, the LIS professionals in Sri Lanka, would strive to redefine our roles and positions in relation to our communities and to reshape and create a better future for the next generation of LIS Professionals. On behalf of Executive Committee of ULA, it will be my honour to welcome you, together with our Organizing Committee to this momentous event.

I would like to express my gratitude to Prof. Laxman Dissanayake, Vice Chancellor of University of Colombo for accepting our request to grace this event as Chief Guest and Dr. M. R. Haniffa, Chairman of SCOLIS as Guest of Honor. I extend my gratitude to Prof. Indralal De Silva, Department of Demography of University of Colombo for accepting our request to deliver the keynote speech.

Organizing a research session is not an easy task and as such this event would be a dream to ULA without the active support of the Organizing Committee. I would like to acknowledge the tremendous efforts of the Organizing Committee for their hard work and commitment in planning and organizing technical program and social arrangements, specifically to Dr. P. Wijethuge, the Librarian, University of Colombo. Their substantive competence and tireless dedication to this event are unparalleled.

I take this opportunity to thank to the panel of reviewers and the editorial committee for their dedication and commitment in selecting the papers and thorough and timely reviewing of the papers carefully to meet the criteria of high quality and relevance to the theme of the Research session. I wish to thank the paper presenters for enriching the LIS profession by sharing their research outcomes.

I am confident we all will have an unforgettable experience in ARSULA 2016 with the help of your contributions and participation. In the spirit of its successful past, and projected towards the future, ULA will continue to further develop the research culture with the help of our members.

Ms. S. Arulanantham

President

University Librarians Association of Sri Lanka

Reviewers of the Annual Research Sessions (ARSULA 2016)

- Dr. Pradeepa Wijetunge, Librarian, University of Colombo, Colombo.
- Dr. Wathmanel Seneviratne, Librarian, Open University of Sri Lanka, Nawala, Nugegoda
- Dr. N. D. Wijayasundara, Librarian, University of Sri Jayewardenepura, Gangodawila, Nugegoda
- Dr. I. D. A. L. Wijayaratne, Senior Assistant Librarian, Open University of Sri Lanka, Nawala, Nugegoda
- Dr. M.A.C.P. Mallawaarachchi, Senior Assistant Librarian, University of the Visual and the Performing Arts, 46, Horton Place, Colombo 07.
- Dr. B. M. M. C. B. Hindagolla, Senior Assistant Librarian, Main Library, University of Peradeniya.
- Dr. I. M. Nawarathne, Main Library, Sabaragamuwa University of Sri Lanka, Belihuloya,
- Mrs. Ruvini Kodikara, Librarian, University of Moratuwa, Moratuwa
- Mr. G. R. Padmasiri, Librarian, University of the Visual and Performing Arts. 46, Horton Place, Colombo 07
- Mr. Prasanna Ranaweera, Director, National Institute of Library and Information Science, (NILIS), University of Colombo, Colombo 03.
- Mrs. C. S. Ranasinghe, Deputy Librarian, University of Sri Jayewardenepura, Gangodawila, Nugegoda
- Mr. A. D. B. Kumara, Senior Assistant Librarian, University of Moratuwa, Moratuwa
- Mr. Nimal Hettiarachchi, Senior Assistant Librarian, Main Library, University of Ruhuna, Matara
- Mr. S. Navaneethakrishnan, Senior Assistant Librarian, The Library, University of Jaffna, Jaffna
- Mr. Wilfred Jeyatheese Jeyaraj, Senior Assistant Librarian, Main Library, Eastern University of Sri Lanka, Vantharumoolai, Chenkalady
- Mr. K.T.S. Pushpakumara, Senior Assistant Librarian, Faculty of Medicine, University of Ruhuna, Karapitiya, Galle
- Mrs. Chamani Gunasekera, Senior Assistant Librarian, Main Library, University of Peradeniya, Peradeniya
- Mrs. T. M. Seneviratne, Senior Assistant Librarian, Library, University of Moratuwa, Moratuwa.
- Mrs. Theja Kuruppuarachchi, Senior Assistant Librarian, Main Library, University of Ruhuna, Matara

Programme of the Annual Research Sessions (ARSULA 2016)

- 8.30 a.m. **Registration**
- 9.15 a.m. **Lighting traditional Oil Lamp**
- 9.30 a.m. **Welcome Speech** – Ms. S. Arulanantham, President – ULA
- 9.35 a.m. **Address by Chief Guest** - Senior Professor Lakshman
Dissanayake, Vice Chancellor of University of Colombo
- 9.45 a.m. **Address by Guest of Honor** - Dr. M.R. Haniffa,
Chairman/SCOLIS, University Grants Commission
- 9.55 a.m. **Keynote Address** - Prof. Indralal De Silva, Senior Professor
of Demography (Chair), Department of Demography, University
of Colombo
- 10.15 a.m. **Presenting Token of Appreciation**
- 10.20 a.m. **Brief description on Technical Sessions & Vote of Thanks**
- Mr. S. Ketheeswaren, General Secretary for ULA
- 10.30 a.m. **Technical Sessions**
- 12.30 p.m. **Lunch**
- 1.30 p.m. **AGM**

| Contents | Page No. |
|---|----------|
| Computer literacy and Aesthetic Values among Youth in Sri Lanka <i>Indralal De Silva</i> | 11 |
| Information Seeking Concerns Based on Gender, Age groups and Year of Studying at Arts Undergraduates in University of Peradeniya <i>Champa N. K. Alahakoon</i> | 13 |
| Academics Scholarly Publishing in the University of Peradeniya: a Case Study <i>Chamani Gunasekera</i> | 15 |
| How undergraduates manage their information needs in the Faculty of Medicine and Allied Sciences, Rajarata University of Sri Lanka? <i>W.M.P.G.K.T. Wanasinghe</i> | 17 |
| The Interpersonal Relationships of University Library Assistants with University Community in Sri Lanka <i>W. Punyawardena</i> | 18 |
| An Investigation on the Use of Bibliographic Information in Publishing by Authors in Sri Lanka: a Survey of Subject Related Books Acquired by the Main Library, University of Peradeniya in 2016 <i>B. N. G. S. Premarathne</i> | 19 |
| Marketing and Promotion of E-resources in University of Sri Jayewardenepura <i>Nayana Darshani Wijayasundara</i> | 20 |
| Moving with Social media: Effective Use of Facebook Fan page of Library, University of Moratuwa <i>Thushari M. Seneviratne</i> | 21 |

| | |
|---|----|
| Assessing the Effectiveness of Information Literacy Skill Development Programme on the Learning Purposes of New Intake: Special Reference to Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka <i>W. M. Thusithakumari, D. G. A. S. Malkanthi and K. G. Jayawardena</i> | 22 |
| Calculating Web Impact Factor for University Library Websites in Sri Lanka <i>K. H. Ramanayaka, Chen Xianqiao and Shi Bing</i> | 24 |
| Talk to an Expert: a pilot study on Human Library, University of Colombo <i>H. I. S. M. Adhikari, P.K.S. Manatunga and M. A. L. Silva</i> | 26 |
| Study on Pleasure Reading Habits of Academic Library Users: Based on: Main Library of University of Colombo <i>K. K. N. L. Perera and Sajeewanie D. Somaratna</i> | 28 |
| A Study on the Automation of University Libraries in Sri Lanka during 2013-2015: with Special Reference to Selected Four Universities <i>P. K. M. Kaushamalika</i> | 29 |
| Promotion of Usability through Institutional Repository of SEUSL Library <i>S. L. Mohammed Sajeer</i> | 31 |

*ARSULA 2016 – Key note speech***Computer literacy and aesthetic values among youth in Sri Lanka**

W. Indralal De Silva

Senior Professor and Chair of Demography

Department of Demography

University of Colombo

isilva84@mail.cmb.ac.lk , web: www.indralal.elanka.net

In Sri Lanka, youth has officially been defined as those who are 15-29 years of population (Ministry of Youth Affairs, 2014). In 2012, about 4.7 million persons had been identified as youth in Sri Lanka and their size equated to 23.2% of the total population. They are the most dynamic group in the society. If this group receives productive education, obtain skills and competencies, wellbeing of the society could be well achieved. Of such skills, computer literacy and language competency are very vital for their development as well as to their contribution to the development. Various programs have been implemented by government and private entities in order to improve computer literacy among the youth in Sri Lanka.

Of course computer literacy has increased well among all the groups in Sri Lanka, however, some groups have achieved much higher levels than the others. As of 2012 population census, among the youth of age 15-29, about 44% possess computer literacy. Interestingly, youth in the age group 15-19 recorded the highest level of computer literacy while the least was reported by the 25-29 age group. This indicates that the older group had a lesser opportunity at gaining computer knowledge, which is a fairly recent development in Sri Lanka. Although there was no gender difference, according to social background, urban youth (58%) reported the highest computer literacy while the estate youth reported only (19%). Indicating the mal-distribution of resources, the youth in the Mullaitivu district reported (16%), which is the least in computer literacy, while the youth in Colombo reported over 60%. Students in the 15-29 category had the highest level of computer literacy while the lowest attainment by the youth who were engaged in household work.

Although 11% of the Sri Lankan households have internet access from home, a significant variations exists among urban (25%), rural (9%) and estate (4%) sectors. Smaller proportion of population access internet from Nenasala (5%) and office (4%). However over one-quarter of the households in Colombo district has internet access.

The leisure activities of Sri Lankan youth, when they are considered in the descending order, most popular one is watching TV, followed by listening to music, social media, reading, watching movies, sports etc. Only a very small minority prefers politics and voluntarism. How productively are youth engaged in leisure activities in Sri Lanka? A very large proportion of youth tends to be glued to TV programs, social media and listening to songs produced by local and foreign artists. To what extent these products enhance the aesthetic values among them? Why is the competency gaps are high among the Sri Lankan youth, such as their skills for negotiations, coping, communication, analytical etc.? So not only the university teachers but library staff, administrators and all the others are required to be engaged in improving the competencies of youth, since they are the prime group who will participate at all aspects of development of future in Sri Lanka.

ARSULA 2016 - 01

Information Seeking Concerns Based on Gender, Age groups and Year of Studying at Arts Undergraduates in University of Peradeniya

Champa N. K. Alahakoon
Senior Assistant Librarian
Main Library, University of Peradeniya.
kumaria@pdn.ac.lk

Abstract

Libraries and their users are nervous of falling behind with the rapid rate of technological change. The present study was geared to investigate whether there are differences among information seeking anxiety between gender, age and the studying year of the Arts undergraduates in University of Peradeniya. Under the stratified random sampling method, ten percent from each year was selected. The pilot study was conducted in February 2015 to get the face and content validity of the close ended questionnaire with five point Likert scale. Then 209 undergraduates were selected as sample from three academic years (2nd – 4th) and data collection was done in July to September, 2015. The information seeking anxiety scale developed and validated by Mohammadamin, Abrizahand Karim, (2012) was used as the survey tool, which has 54 items by covering six facets. Those facets are barriers associated with information resources, barriers associated with computer and the Internet, barriers associated with library, barriers associated with searching for information, technical barriers, and barriers associated with topic identification. Data was analyzed by using SPSS and frequency, descriptive, t-test used to identify the significance among the groups and ANOVA post hoc multiple comparison was used. Majority were female (80.3%) and less than 20% were male in the sample of the study. For information seeking, most of them 72.1% used Sinhala medium, only 11.5% used Tamil medium and 16.3% used English medium for their information seeking. The scale achieved α 0.927 of the study. Gender differences were analyzed by using t-test it was indicated that there were no any significant differences among the six scales with the gender. Then one way ANOVA was conducted with the six scale to identify any significant differences among the studying year and gender of the sample and it was indicated that there was no such significant differences between the studying year of the sample and gender of the sample. To examine the differences of the age of the respondents, the one-way ANOVA LSD was performed and it is indicated that three out of the six scales have significant differences with age and such scales are barriers associated with computers and Internet (0.012), barriers associated with Library (0.010), and barriers associated

with searching for information (0.016). According to the analysis, it can be concluded that 2nd -4th years does not have any differences in studying year and gender for information seeking anxiety scale. But the age is a strongly affecting factor, which associated with the anxiety scales, related to technical barriers of the library. Therefore, it is necessary to develop a year-based library technical skill programme, which support to develop the technical skill of the undergraduates to minimize the anxieties related to information seeking in the library.

Keywords: *information seeking anxiety, gender, age, studying year, Arts*

Acknowledgement:

Financial assistance provided by the University of Peradeniya Research Grant RG/2014/66/L is acknowledged.

ARSULA 2016 – 02

Academics Scholarly Publishing in the University of Peradeniya: a Case Study

Chamani Gunasekera
Senior Assistant Librarian
University of Peradeniya
chamanig@yahoo.com

Abstract

University academics publish their research work to communicate their research findings with their peers which can be used and built upon in future research. At present academics are very much interested in open access publishing because it helps in creating wide readership of their scholarly work. The main objective of this study is to understand the current pattern of scholarly publishing of university academics and to examine the awareness on open access publishing. The study population consisted of all permanent academics in University of Peradeniya (UOP). A self administered questionnaire was used as the main research instrument and distributed in August, 2015. Out of 751 questionnaires, 279 duly completed responses were received making a 37.1% response rate. Majority of the respondents (21.2%) were from the Faculty of Arts, followed by 20.1% from the Faculty of Medicine and 18.3% from the Faculty of Agriculture. By academic position, majority of the respondents (62.2%) were senior lecturers and more than 17% were professors. The respondents were asked where they publish their research findings and the results revealed that 13.3% published only in local academic journals followed by 16.5% published only in foreign journals and 34.8% published in both local and foreign academic journals. The respondents were asked whether they have ever made any of their own work publicly available either at university or elsewhere and 69.2% indicated yes and 30.1% reported no. Those who were publishing their work, were asked to indicate in what form they were published and the results revealed that 50.5% published their works as journal articles while 39.8% published as conference proceedings and 21.9% of them publicize their works as lecture notes. The respondents were further asked to indicate the number of publications they authored and the study established that 37.6% of the respondents contribute 2-4 publications per year and 9.3% contribute only one publication per year. A significant finding is that 44.4% of the respondents did not respond to this question. To examine the awareness of open access publishing the respondents were asked to indicate whether they were aware of the opportunities to publish their research articles in open access journals and 44.8% answered yes, while 8.2% said no, and 47% did not respond to this question. The study concluded that university

academics at UOP preferred to publish their research findings in both local and foreign journals and conference proceedings. The average number of articles published by the academics per year was 2-4. With regard to the awareness of open access publishing only 45% of the respondents were aware of it and majority of the respondents did not respond.

Keywords: *scholarly publishing, university academics, Open Access*

ARSULA 2016 – 03

How Undergraduates Manage Their Information Needs in the Faculty of Medicine and Allied Sciences, Rajarata University of Sri Lanka?

W.M.P.G.K.T. Wanasinghe
Faculty of Medicine and Allied Sciences
Rajarata University of Sri Lanka
medrajaratalib@yahoo.com

Abstract

Medical Science is a continuously advancing discipline and therefore, medical students need to use many more information resources to be updated with current knowledge. Medical librarians too on the other hand need to identify their information needs and study patterns and take measures to educate users how to find information in effective ways. This paper discusses of the awareness towards the available information resources and investigates the information needs of users in the library of faculty of Medicine and Allied Sciences, Rajarata University of Sri Lanka. Objectives of this study are; to identify information needs and awareness of the medical undergraduates towards the services available, to investigate how they manage their information needs and to identify the areas required to be developed. A questionnaire based survey was administered as the method for data collection. Structured questionnaires were distributed among medical undergraduates who visited the medicine library from September 1st to 30th 2015.

The sample constituted seventy students selected on random basis. The response rate was 71%. Personnel discussion were conducted with another set of ten medical students who visited the library on the same time period. 48% of medical students used the library daily and printed books were the main resource they used at the library. 50% of undergraduates did not aware about Journals, e-resources, library catalogue and Inter Library Loan (ILL) service of the library. It is found that library resources and services are not being fully utilized by undergraduates. This indicates that users were not well educated of the library. Based on these findings, it is recommended that a comprehensive information literacy program should be conducted to promote awareness and use of electronic information resources. It is also recommended to develop the printed book collection with sufficient number of copies, to extend the loan duration of schedule reference books and extend library opening hours.

Key words: *user awareness, medical students, information needs, User satisfaction*

ARSULA 2016 – 04

The Interpersonal Relationships of University Library Assistants with University Community in Sri Lanka

W.Punyawardena

Senior Assistant Librarian

Wayamba University of Sri Lanka

wayambalib@gmail.com

Abstract

The interpersonal relationship of the workplace may contribute to employees' productivity, job satisfaction and well-being. The objective of this study is to ascertain the interpersonal relationships of University Library Assistants with university community in Sri Lanka. The extent of the relationship of the Library Assistants with academics and students, similar level staffs of other departments of the university, different grades of Library Assistants and, Librarians were measured and extent of relationship were categorized to four levels (1) strong (2) good (3) fair (4) poor. The study population was 280 Library Assistants attached to libraries of 13 National Universities i.e. University of Peradeniya, University of Colombo, University of Ruhuna, University of Sri Jayawardenapura, University of Kelaniya, Eastern University, Sri Lanka, University of Jaffna, Wayamba University of Sri Lanka, University of Moratuwa, Rajarata University of Sri Lanka, The Open University of Sri Lanka, South Eastern University of Sri Lanka and Sabaragamuwa University of Sri Lanka. A structured questionnaire was used as the data collection instrument and participants' perception about the extent of relationship was recorded. Out of the 280 Library Assistants 208 (74.3%) responded to the questionnaire. Results related to perceptions show that the relationship of Library Assistants is strong with different grades of Library Assistants (75%) and academics & students (54%). Corresponding perception with similar level staff of other departments of the university and librarians showed 33% each. Overall, the study revealed that Library Assistants (49%) have a perception that they always maintain positive relationship with any group in the university. The result of the study can be used for further improvement of the relationship status of university communities with Library Assistants. As the study show that only a mere 33% of the Library Assistants have indicated that they have a strong relationship with Librarians, for proper functioning of libraries and providing a quality service to university library community, relevant policies and practices should be put in place to improve this relationship by the relevant authority.

Key words: *interpersonal relationship, university libraries, Library Assistants*

ARSULA 2016 – 05

An Investigation on the Use of Bibliographic Information in Publishing by Authors in Sri Lanka: a Survey of Subject Related Books Acquired by the Main Library, University of Peradeniya in 2016

B.N.G.S. Premarathne

Senior Assistant Librarian, University of Peradeniya

sp12386@gmail.com

Abstract

Publishing of books are important to disseminate and preserve the knowledge for the future. Despite the fast growing of electronic information resources, publishing of printed books is still essential and is an important industry. Librarians as mediators of acquiring information resources to their respective libraries, have to select quality books for their readers and the bibliographic information are one of criterion to determine the quality. When librarians acquire books it is observed that some authors have not considered to include the important bibliographic information such as ISBN, CIP data, author details, place of publication, year of publication etc.. in their publications. Missing of these information affects the preparation of the library catalogue, compilation of the library databases and other documentation. This paper addresses these issues with special reference to publishing of books by Sri Lankan authors. Content analysis was adopted for this study for the data collection. Books generally contain various kinds of publishing details. When analyzing the content, it was able to identify 17 factors of the book to be used as criteria for bibliographic details. However the title page and the verso of the title page were used to collect data in this study. All the subject related books which were acquired by the Main library in January 2016 were selected as the sample. The data were analyzed using descriptive statistical methods. 100% of authors have clearly understood how to use the title and author on the title page. The details of the publisher have been included by 97% of authors, but the place of publishing was properly indicated only by 30%. There were authors (88%) who have used copyright mark in their publication but the detailed statement of copyright has been included only by 19%. The ISBN number is the specific identification number to any publication and 94% of publishers have used it for their publications. Cataloguing in Publication (CIP) data is also a very essential part of the title page. Only 20 books had included this data and its' rate was 61% while 39% of authors had ignored this information. It is revealed that there is a positive trend in the use of bibliographic details in the title page although there were some inadequacies. The study recommends to take measures by relevant authorities to improve the awareness among authors/publishers in Sri Lanka.

Key Words: *bibliographic information, book publishing, author publications*

*ARSULA 2016 – 06***Marketing and Promotion of E-resources in University of****Sri Jayewardenepura**

Nayana Darshani Wijayasundara

Librarian, University of Sri Jayewardenepura

librarian@sjp.ac.lk**Abstract**

Presently, UGC has provided access to few electronic databases to almost all the public universities in Sri Lanka and this is channeled through the Consortium of Sri Lankan Academic Libraries (CONSAL). In addition, there are self subscribed e-resources as well in our libraries. A huge amount of money has been spent on acquiring these resources. Therefore it is high time for librarians to emphasize on marketing and promotion of e-resources to reap maximum benefits from them. Marketing of library products and services is about engaging with users, being proactive and demonstrating values. This study attempts to identify the gap between the marketing strategies that other libraries follow worldwide and what we use here in Sri Lanka. Results of a content analysis of 19 published literature in the field of library and information science about the marketing and promotion of electronic resources were used for this purpose. Published literature ranged from 2009- 2016 was considered as time period of this study. Sources of literature were e-databases through CONSAL, Internet and printed journals. Concept content analysis was used and the final result was ended up with finding 48 techniques used for marketing e-resources. According to literature, e-resource marketing strategies can be categorized mainly into four groups; human interaction, physical medium, e-communication and training. At the University of Sri Jayewardenepura (USJP) library, a mixture of above categories is practiced. User training, one-to-one appointments, flyers, posters, emails, web page and word-of-mouth are the most common strategies used by USJP. Certain strategies like native language education, social networks, personal visits, screen savers can be adopted at zero cost to the library. When considering the marketing and promotion strategies used at USJP, it is about 25% of those found as existing in the world. Hence it is important to project out the possible strategies to market and promote e-resources to maximize its usage.

Key words: *e-resources, marketing of information, universities of Sri Lanka*

ARSULA 2016 – 07

**Moving with Social media: Effective Use of Face book Fan page of
Library, University of Moratuwa**

Thushari M. Seneviratne
Senior Assistant Librarian,
University of Moratuwa.
thushari@lib.mrt.ac.lk

Abstract

Social media has revolutionized the means and modes of communication between individuals as well as organizations. Libraries are no exception. Among social media, Facebook has grabbed the lion share of the online presence. Library, University of Moratuwa has already harnessed the potential since March, 2009. In September, 2013 Library, University of Moratuwa specially envisaged that the Facebook could be effectively used to attract and engage with potential, prospective and enrolled library members and to promote the library collection as well as services along with research and development at University of Moratuwa. As such, this paper will investigate outcomes of moving with Facebook in terms of types of 'fans' associated; types of interactions carried out by 'fans' and average reach of different types of content created by the fan page and engagement with the content. In order to achieve these objectives Library fan page was evaluated from 15th March, 2014 to 14th March, 2016. The statistics revealed that 3900 'fans' were associated with page amounts to 71% male and 29% female. Majority of the fans are in between 18-24 years (58%) and 34% are between 25-34 years; 92.1% are from Sri Lanka. Highest average online presence of the 'fans' has been recorded around 7.00 a.m. and lowest has been recorded between 1.00 p.m. to 2.00 p.m. Total 'fan page likes' has been steadily increasing throughout the study period. Content analysis of the 'posts' revealed videos produced by the Library has highest average 'reach' and received highest comments, reactions and shares when compared to other contents such as photos, links, shared videos and status updates. However, interactions with Library fan page, is low; 270 (6.9%) 'fans' had post clicks on the postings and 41 (1%) had any kinds of reactions, comments and shares. It was found that only 8 (0.2%) 'fans' have sent messages to the fan page and visitor posts during the study period is also low. Since majority of the undergraduates are attracted to Library Facebook fan page, Library could successfully utilize social media to promote its collections as well as services. However library patrons have to be motivated and made aware about the interactions they could have with the library through Facebook to fulfill their information needs.

Keywords : *Facebook, Social media; library marketing*

ARSULA 2016 – 08

Assessing the Effectiveness of Information Literacy Skill Development Programme on the Learning Purposes of New Intake: Special Reference to Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka

W. M. Thusithakumari

Senior Assistant Librarian, Wayamba University of Sri Lanka

D. G. A. S. Malkanthi¹

Senior Assistant Librarian, Wayamba University of Sri Lanka

K. G. Jayawardena

Assistant Librarian, Wayamba University of Sri Lanka

¹shyamalim@wyb.ac.lk

Abstract

Information literacy turns out to be a necessary requirement for academic students in the present information era and academic libraries are able to cultivate necessary skills in this area. The changes affect not only library services, but also the way how users access information and the type of skills needed to do it effectively and efficiently. As the availability of online database and expansion of user needs, special training is required. Libraries become even more concerned about teaching students in using libraries and information. The main focus of this study was to investigate the effectiveness of the Information Literacy Skill Development Programme of Wayamba University of Sri Lanka. Survey method was applied for this study. The sample of this study was the new students (77) who were registered at the faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka and attend the information literacy skill development programme. A structured questionnaire was distributed among the sample and used group activities and observed the behavior of retrieving information for gathering data. Collected data analyzed using Ms-Excel and the respond rate was 100. The outcome of analysis reveals that, the knowledge and understanding of library services and facilities through Information Literacy Skill Development Programme is significantly higher (99%). Further it was identify that 96% familiarized with the library resources. Eighty one percent 81% aware about online resources and only 58% out of them recognized OPAC. Hundred percent respondents well realized arrangement of the printed information sources and 99% of them knew to follow systematic way of the library functions. It concludes that the Information Literacy Skill Development Programme is more effective due to implemented and applied advancements and innovative delivery styles. The study recommends that the

Information Literacy Skill Development programs should be developed with hands on training for familiarization of the academic library.

Key Word: Information Literacy, academic library, information retrieval, Open Access databases, searching techniques

ARSULA 2016 – 09

Calculating Web Impact Factor for University Library Websites in Sri Lanka

K. H. Ramanayaka.^a, Chen Xianqiao^b and Shi Bing^c

The School of Computer Science & Technology, Wuhan University of Technology,
China

^akokila@cc.ruh.ac.lk

^bchenxq@whut.edu.cn

^c744047249@qq.com

Abstract

University libraries in Sri Lanka are progressively transforming their services to facilitate the community to access the knowledge repositories of universities from around the world. The Web Impact Factor (WIF) is generally defined as the ratio between the number of links received and the total number of web pages of a particular website. There are three types of links namely, (1) outlinks or external links which have HTML (Hypertext) Markup Language) codes on the website that allows site visitors to access other websites, (2) inlinks or backlinks which have hyperlinks on someone else's website that direct visitors to one's site, and (3) self-links which are navigational links used in a website to direct users from one page to another within the site. Self-links are less meaningful than inlinks because self-links within a website can be created for navigation purposes rather than for endorsing the contents. Thus based on the above there are three types of WIF such as Overall WIF, Inlink (Revised) WIF, and Self-link WIF. The WIF is considered to provide a website's relative importance and competitive relationship to other websites in the same field or domain. The WIF provides quantitative measure for ranking, evaluating, categorizing, and comparing websites. Therefore, measuring the impact of library websites is very important for universities as it provides the major source of information on research and academic activities of a university. This study explores the Revised Web Impact Factors (RWIFs), which are now popular in researching of university library websites in Sri Lanka. The RWIFs were calculated by dividing external backlink counts by the number of pages found in Yahoo, and Google search engines and SEO CHAT application tool for each university library website at a given point in time. Furthermore, the correlations between external backlink count and RWIF and also page count and RWIIF were presented with Spearman's Rank Correlation. According to UGC statistics, there are 15 government university libraries in Sri Lanka. This study examined the websites of 9 university libraries including Sabaragamuwa University, Open University of Sri

Lanka, University of Colombo, University of Jaffna, University of Moratuwa, University of Peradeniya, University of Ruhuna, University of Sri Jayewardenepura and University of the Visual & Performing Arts which have both separate domains for their library website and subject directory index. Collectively, 6,850 average web pages and 630 average external backlinks were found for these 9 university library websites. University of Moratuwa library website received the highest RWIF of 0.4415, which indicates that the number of external linked pages to www.lib.mrt.ac.lk is much higher than that of other universities. It was found that external backlink count and RWIF are correlated and associated and it shows that there is very less difference between the external backlink count and RWIF. Research results found that there is no much association or closeness between page count and RWIF. The main factors that can raise RWIF of a university library website are linking of websites to their affiliate universities, university libraries, international websites, internet guides and search engines and making appropriate information resources, such as getting access to the university's electronic journals, library resources, the news, information from conferences available and easily accessible and usable for its users.

Keywords - library web sites, impact factor, webometrics, link analysis, website evaluation, usability

*ARSULA 2016 – 10***Talk to an Expert: a pilot study on Human Library, University of Colombo**

H. I. S.M. Adhikari¹

Senior Assistant Librarian, University of Colombo

P.K.S. Manatunga²

Senior Assistant Librarian, University of Colombo

M.A.L. Silva³

Senior Assistant Librarian, University of Colombo

¹samank@lib.cmb.ac.lk

²kalpism@lib.cmb.ac.lk

³anusilva@lib.cmb.ac.lk

Abstract

A Human Library is a concept that creates a discussion and understanding between people. It operates similar to a traditional library where users can search and read books on a range of disciplines. The difference between a traditional and a human library is that, reading is a conversation between the reader and the book. The reader has the opportunity to challenge the prejudices and discrimination. Even though the university system is encouraging interactive learning, the interaction between academics and students are not up to the satisfactory level. The aim of the present study is to introduce the Human Library concept to enhance the interactivity between subject experts and students. The concept of Human Library originated in Denmark in 2000, and since then, has been organized in over 25 countries, this is the first time it is organized in a Sri Lankan university library. In order to achieve the above objective the Library conducted a Human Library as a pilot study during the innovative orientation programme offered for the new entrants to the Faculty of Arts, University of Colombo in 2016. The event was a collaborative initiative of the Faculty of Arts and the Main Library of the university and GIZ FLICT (Facilitating initiatives for Social Cohesion and Transformation). Randomly 15% of the total population (650) was selected as the sample (100). Seventeen human experts in different fields were selected purposively as resource and were classified according to their specialized subject area using Dewey Decimal Classification system. Both card and on-line catalogues were made available for students to select human expertise according to their requirements. Small groups of students (6-10) were allowed to visit the expert in an assigned seating area and the expert talked to them on the topic and answered the questions. The maximum time allocated for each group was about 15- 20 minutes and a new group was assigned consequently. In this manner the students got the opportunity to talk to several experts during the session.

Users as well as the experts were requested to provide their feedback and suggestions at the end of the event. Quantitatively and qualitatively data analysis methods were used to interpret data. 51.62% of the sample were 'Highly Satisfied' with the new experience and interaction they encounter at the human library and 48.38% were satisfied. All the respondents were positive with the new intervention. 81.2% requested to conduct the Human library on other subject specific domains. Experts were very satisfied with the new experience they encountered and showed their willingness to participate for such endeavor in the future. The Human Library which was conducted at the first time in an academic Library in Sri Lanka as a pilot study was a success. The study recommends to incorporate the novel concept of Human Library for other faculties in order to enhance the interaction between academics and students.

Key words: Human Library, expert interaction, Academic Library

ARSULA 2016 – 11

Study on Pleasure Reading Habits of Academic Library Users: Based on Main Library of University of Colombo

K. K. N. L. Perera¹

Assistant Librarian, University of Colombo

Sajeewanie D. Somaratna²

Senior Assistant Librarian, University of Colombo

¹ndeeshalakperera@gmail.com

²sajees@lib.cmb.ac.lk

Abstract

Literature provides strong evidence for positive outcomes of reading for pleasure, on both educational and personal development of undergraduates. This study was carried out to explore the pleasure reading habits of library users and their perceptions on the benefits of pleasure reading, at the Main Library of University of Colombo. Judgmental sampling technique was used to identify the total number of pleasure readers (209), over a period of one month. The sample consisted of; undergraduates who borrow pleasure reading materials over the counter, undergraduates who search for pleasure reading materials and undergraduates who read for pleasure at the Main Library premises. A majority of pleasure readers (74.6%) are frequent readers. Their reading frequency differed over gender. 'Novels' (77.5%) are the most popular type of reading materials followed by 'Non-fictions' (12.4%) and 'Short stories' (7.2%). 'Realistic fiction' (33.3%) is the most popular genre, followed by 'Mystery and Detection' (24.1%) and 'Fantasy' (8.3%). Three benefits of pleasure reading were highly popular among pleasure readers. They were; pleasure reading helps to relax; it gives enjoyment; and helps to escape from routine work. A majority of pleasure readers (97.1%) believe that promotion of pleasure reading must be a priority of an academic library. This study created a strong necessity of carrying out future research on user perceptions, expectations and promotional activities related to pleasure reading at academic libraries in Sri Lanka.

Keywords: *pleasure reading, academic libraries, pleasure reading habits, benefits of pleasure reading, user perception*

*ARSULA 2016 – 12***A Study on the Automation of University Libraries in Sri Lanka during 2013-2015: with Special Reference to Selected Four Universities**

P.K.M. Kaushamalika

Assistant librarian, Open University of Sri Lanka

pkkau@ou.ac.lk

Abstract

This study depicts the current status of library automation of University libraries in Sri Lanka (ULSL) with special reference to Open University of Sri Lanka (OUSL), University of Ruhuna (UR), University of Peradeniya (UP) and Wayamba University (WUSL). The areas covered in this study are availability of library services and resources, digital library infrastructure, status of library automation and means and ways used for their improvement in selected university libraries. Objectives of the study are to identify the software packages used by the four libraries and available modules in them; examine the level of infrastructure, hardware and financial facilities available; evaluate the progress and identify the problems faced by libraries during their automation process. Descriptive survey technique was used as the method and data was collected through a structured questionnaire from above four university libraries. According to the status of the library automation, the OUSL library and UR libraries are fully automated. UP and WUSL libraries are partially automated. Selected four university libraries have Acquisition, Cataloguing, Circulation, Serial control and OPAC modules automated through the software package. In response to a question "How much of the library holdings have been automated" selected all university libraries claimed that 81-100% of their library materials have been automated. The analysis of the collected data reflects that majority of the university libraries have 16-50 computers. Only University of Peradeniya library has more than 50 computers. Two university libraries (WUSL and UR) have scanners ranging from 1-3. OUSL and UP libraries have 3+ scanners. We can conclude that library automation is very much needed in libraries. According to this study majority of university libraries used open source software for automation. Analysis of the data shows that, commercial source software is very expensive and no flexible vender support when faced the system crisis. So, majority of university libraries have determined that open source software is suitable for the library automation system. University of Ruhuna was the first to adopt the Open Source "KOHA" for the automation process and later the OUSL and WUSL have used "KOHA" for automation. UP is in the process of shifting commercial software to "KOHA". The findings revealed that 10-20% of the total

library budget may be reserved for the automation and application of emerging library technologies. Systematic utilization and categorization of this budget according to the needs of the library is also very important.

Keywords: *automation, university libraries, the Open University, University of Ruhuna, University of Wayamba, University of Peradeniya*

ARSULA 2016 – 13

Promotion of Usability through Institutional Repository of SEUSL Library

S. L. Mohammed Sajeer

Assistant Librarian

South Eastern University of Sri Lanka

sajeer.slm@seu.ac.lk, sajeer241@gmail.com

Abstract

Institutional Repositories (IR) provide facilities to the faculty, researchers and administrators who need to archive and share their research articles and historical and creative materials. Access to information through electronic media is required by libraries and user communities and therefore, almost all the libraries in universities have developed IRs as a strategy of IT application in library services. Archival Collection service is important to any academic library. The aim of this study is to identify how electronic information resources are developed by academic library users and press trends that can be seen among faculties and students. The study also examines the use pattern, acceptance, perceived importance and satisfaction on electronic resources over print resources. Open source software “Dspace” was used to create an Institutional Repository and the tools such as JDK7.3; Apache Maven 3.1.1; Tomcat 8.0.3; Apache Ant 1.9.3; Postgres SQL 9.3; Dspace 5.4 and HP scanner were used with the Dspace Software. Past Question Papers, SEUSL scholarly publications, speeches, newspaper clippings, audio materials, SEUSL newsletter/information bulletin, CD and DVD collection, conference publications, e-books, electronic theses and dissertations, journal Article, Lecture presentation, news clippings, photos, project reports question bank and syllabus and other electronic resources were uploaded into IR. The digital builder has facilitated the user to click the question Bank for uploading more question papers and Archive Collection.

Users were educated how to search, upload and download resources from IR. The study found that users were interested to use the IR by searching uploading and downloading.

Key words: *digital Library, Open Source software, Dspace, Institutional Repository, digital collection*

Author Index

Adhikari, H. I. S.M. 26

Alahakoon, Champa N. K. 13

Bing, Shi 24

De Silva, Indralal 11

Gunasekera, Chamani 15

Jayawardena, K. G. 22

Kaushamalika, P.K.M. 29

Malkanhi, D. G. A. S 22

Manatunga, P.K.S. 26

Mohammed Sajeer S. L. 31

Perera, K. K. N. L. 28

Premarathne, B. N. G. S. 19

Punyawardena, W. 18

Ramanayaka, K. H. 24

Seneviratne, Thushari M. 21

Silva, M. A. L. 26

Somaratna, Sajeewanie D. 28

Thusithakumari, W. M. 22

Wanasinghe, W. M. P. G. K. T. 17

Wijayasundara, Nayana Darshani 20

Xianqiao, Chen 24

