Ranganathan's First Law of Library Science and Newton's First Law of Motion

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Abstract

In the present paper an attempt has been made to compare the Ranganathan's first law of library science and Newton's first law of motion. The book will be on the library stack; will not move unless somebody pushes it. Library staff must take certain measure to reach the book in to the hands of the readers (it may be book, document and information). The librarian who would like to flourish his career and to be a successful librarian must keep the first law of Library Science in his mind. And the librarian who wants to maintain his library service-fully must have to apply these laws in his/her library. These laws may be considered as the main motto of library science. For the effective use of the library resources, the library professionals and resources must be in motion.

Introduction

The first law of Library science is that books are for use. It is like the first law of any other science. It embodies an elemental principle. Infact, it is self-evident; one may be inclined to say that it is trivial. But that is a variable characteristic of all first laws. Take for example, the first law Upanishadic law of conduct "satyamvada" speak the truth. So is Newton's first law of motion. (Ranganathan, 1963). There is debate among library professionals on the issue of merging of public libraries with other services, such as sports centres, or moving the library to main thoroughfares rather than outlying parts of the community. The implication of first law of library science in marketing library is the emphasis on the optimum use of resources, facilities, and services. Convenient location, effective signage, and longer opening hours; helping hands for using resources and services are all important. "Newton's first law of motion supports to Ranganathan's first Law of Library science".

Chained Libraries

For the First Law, Books are for Use, Ranganathan first provides a brief history of the expanding availability of books from the severe restrictions of the Middle Ages (with their chains) to the then-modern idea of Open Access (no,

not publishing, but opening the stacks to browsing). The long struggle of the First Law to emerge was due in no small part to "inherited habit" of the concept of "Books are for Preservation", even when preservation was no longer as critical due to improvements in printing and increased availability of copies. R. stresses that the "Modern Librarian, who has faith in the law that 'Books are for use', is happy only when his readers make *his shelves constantly empty*".

Books are for use not for preservation

The chains were removed and that could pay were allowed the use the books. Then came a further step of making them free to all, but only for use in the premises of the library. Then lending favoured few. Now book is in motion.

Library Location

Ranganathan provides some explicit examples of how modern libraries could enable this law to its fullest extent, including selection of the most convenient location (usually the centre of town rather than the outskirts), the hours of operation (should include some evening hours), even the furniture (should be comfortable). Much as we look to Starbucks, Amazon, and B&N to emulate convenience, Ranganathan related the location and hours of the library to emulate those of a shop for its customers. But the magic of the first law has made marvellous changes in the library hours in the other places of the west. The Bodleian, groaning under the undiscriminating weight of medieval tradition, has now broken the shackles of an old injunction about lights. The long prohibited electric light now making its hours not only uniform but also fairly long. Majority of the libraries in the world responded to the call of first law; book moved to the hands of readers

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Library Building and Furniture

Ranganathan proposed not only the convenient location but also the working library building with spacious, sufficient air and light to attract the readers. There follows an amusing imaginary dialogue involving the Rule of Least Cost, Rule of Least Space and the First Law. Each of the former two attempt to argue against the First Law, but using reason and logic, she prevails. If only such dialogues were so easy to win.

Technical Services

Development - Use: the books that will most likely be used. This requires looking choose beyond "what's good for them" to "what reader's want". Be active in getting the books into the hands of the readers and used. This being an interface between the books contents and the community's culture and language. Reference requires Cataloguing, Classification and technical services - make the books easy to find and access. This requires knowing how to approach the patrons, how to read them, what they want or need, and the best ways to get the book, information, etc. to them. Programming and marketing - promote the books, authors, stories, programs and resources that will create the demand. Clients cannot demand for what they are not aware exists in the library.

Library Staff

The advent of the first law has had the most vital effect on the library staff. Ranganathan then discusses how the attitudes of library staff have been the most difficult to adjust to the First Law. His statement about the "enormous struggle has been going on for the past 50 years to adjust the Library Staff to the needs of this new concept" could apply just as well to the use of electronic books as it did to Open Access (well, change "50 years" to "5 years"). He then provides the justification for a qualified and educated library staff, advocating that librarianship should be post-graduate degree because of the need for subject expertise. Qualification, right behaviour, understanding the psychology of the readers, community service etc. The first law would say "plant your cheerfulness and perseverance in my words Books are for use. Your duty is to serve with books. Service is your sphere not rewards. (Ranganathan, 1963).

Newton's First Law of Motion and First Law of Library Science

Newton's first law of motion says that an object in motion will stay in motion and an object at rest will stay at rest unless acted on by an unbalanced force:

An object will not change its motion unless a force acts on it.

An object that is not moving remains at rest until something pushes or pulls it.

An object that is moving remains moving until something pushes or pulls it.

All objects resist having their motion changed.
This tendency to resist a change in motion is called inertia.
The more mass an object has, the greater its inertia.

New Forms of Publications and Trends in Library Services

As per the changes in the forms of reading resources the five laws have been restated by Ranganathan Book changed its form in to document then Ranganathan replaced "Document" in the place of "Book":Documents are for use: Advocated to librarians to be aware of the different kinds of documents and their use viz. Primary, Secondary, tertiary and meta documents. Proposed documentation work and documentation services. Suggested to change simply issuing and receiving of books to give different kind of documentation services to make use of documents. Due to the tremendous inflow of the documents scientists tired with searching their information hence demanded appropriate information for their research work.

Document changed its form to Information; then Ranganathan was no more Bhattacharya replaced in his article Information in the place of "Document" and called "Information is for use".H.P.Luhan suggested Selective dissemination of Information (SDI) and stressed for need based and personalised service for the users so that information can be used effectively.
We entered the era of Information and communication Technology (ICT) and called era of Internet. We can replace the word Information in to Internet and be stated as "Internet is for use".The library should also transform its services to keep up with other changes in the world. The library must not lag behind in adapting to new technologies. The library staff must be technology-literate. In order to make use of books more effective, libraries and information centres must adopt marketing tools and push the reading resources of the library for use Important promotion tools include:

Library Communication Activities

Rowley (1998) divides communication channels into personal and non-personal. Personal communication channels are those in which two or more people communicate, and word of mouth is the primary means of communication, although other media such as e-mail are significant. Non-personal communication channels include TV, radio, posters, newspapers, etc.

Communication is a two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings.

Library Atmospherics

Library atmospherics is the micro-level design of library common areas to create a desired emotional effect in library visitors. This term is coined by Philip Kotler (1975) who defines atmospherics as "the designing of buying and consuming environments in a manner calculated to produce specific cognitive and/or emotional effects on the target market." In other words, the working environment, library ambience, appearance of employees, the physical setting, lighting, work environment, noise levels, etc. These must be healthy and suitable to make a positive impact on users. Atmospheric considerations are often neglected in may libraries and information centres. It is not always a matter of extra cost but simply a matter of thoughtfully designing space in the library, placing of relevant guides to use, etc. This may help in attracting and maintaining users.

Library Advertising

Advertising a role effectively can give you access to a wide pool of talent. Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building. They can be in a short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role the libraries play in the present era (Jaafar, 1998). There are a variety of ways of advertising online. Traditional print advertisements include brochures, pamphlets, newspaper advertisements, etc.

Library Brochure

A brochure is an informative paper document that can be folded into a template, pamphlet or leaflet. These are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the library. The design and presentation of brochures and leaflets should be aesthetic and attractive to a brochure user. The language should be simple and should hold the interest of the user. It

depends the different kinds of library.

Library Leaflet

A pamphlet is an unbound booklet It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths, called a **leaflet**. Leaflets include guides to the library and its special collections, Web guides, Reading list on IT, and so on. Other brochures can be kept in the library at a location which is placed so that anyone who enters the library is attracted to that corner.

Library Posters

Posters offer good visual communication. They can draw attention when displayed at prominent locations and provide brief information about an event, service, etc. Old and defaced posters should be replaced on a regular basis.

Library Newsletters

The library can convey information about new acquisitions, new services, events and activities, fee changes, etc. Information regarding library can be included to conveys a message to readers about the alertness of the library in updating and communicating small but important pieces of information. In fact, they are an excellent marketing tool because they list all the activities of a library. With ICT facilities in the library, an e-newsletter can be produced. The text of the newsletter can also be included on the library website.

Library Extension activities

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions, etc., can have a positive impact on the image of the library and can motivate people to come to the library and promote the use of its products and services.

Library Tour

Library tour for new and existing members can be used to promote the library services. While on a library tour, users can be prompted to ask questions and find out more about new activities, products, and services.

National Library week

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries -- school, public, academic and special -- participate. For previous honorary chairpersons and event themes. Organizing national library day/month can be an effective way to promote the library. A library can create awareness of its importance in society.

Library Promotion in Electronic Environment

Libraries, especially in large cities like Delhi, and Bombay use ICT tools in designing, developing, and disseminating services to satisfy their users. They also use ICT to promote their products and services. ICT-based channels include library websites and email.

Library Social Network / Websites

Libraries websites can be accessed by users at any time. The websites contain details about the library, including the collection, subscriptions, service policy, terms and conditions, etc. It may also have graphics and multimedia advertising that can have an impact on visitors. The library website should be continuously updated to avoid an adverse effect the image of the library. The website can also be interactive so users can communicate with staff. For this purpose, a directory of staff members should be posted on the website (Mahajan and Chakravarty, 2007).

Library E-mail service

According to Natarajan (2002), e-mail is the most universal application on the Internet and it can be used for direct communication with potential users. There are many benefits to using email as a promotional tool. Mailshots are an effective medium that create personalized services, with information about library activities and events, membership renewal (Singh and Krishan Kumar, 2005).

Library Bulletin Board

The aim of this bulletin board is to serve as a notice board about updates in the **Library activities.**This is an offshoot of email and is a many-to-many email

system. It is medium for messages of interest to a community of online users (Moorthy and Karisiddappa, 2000). This service can be used by libraries for disseminating information to online users.

Establishing Social Media

Libraries can use social media or discussion groups to build awareness among its clientele. According to Moorthy and Karisiddappa, (2000) a message (an article) is posted to the entire newsgroup. Other interested persons can reply/comment on the message. The topic can range widely, but each group is confined to one subject.

E-Commerce

A library can also sell its products online through online charging and credit facilities. E-commerce has redefined the way business is conducted. Well-known bookstores around the world are offering their holdings over the Internet. For example, Blackwell maintains a database of more than 1.5 lakh active titles (Moorthy and Karisiddappa, 2000). Benefits of e-commerce include:A very large customer base and that reaches many different countries;

Maintaining a website is relatively cheap, and results in reduced prices, more-

-competition, current information, quick access and sales;

-Caters to the customers' wide and varied interests, saving travel time.

Library Blogs

A **blog** is a discussion or informational webs published on the www consisting of discrete, often informal diary-style text entries. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual,occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" have developed, with posts written by large numbers of authors and sometimes professionally edited**.**Blogs are continuously-updated websites, created by individuals or organizations. They are generally free. A library can use blogs to promote its products and services by making it appealing and informative (Mahajan and Chakravarty, 2007). Special alerts about new resources special services can be included in the blog entries. To get feedback, comments and suggestions can be invited from visitors. It should act as an public relation officer.

Conclusion

Each library has their own rules; these needs to be implemented appropriately. Maintenance of shelf lists, way guides signage system need improvement. In order to increase the “use of books” accessibility of documents and information in the libraries have to follow different approaches, including provision of services and user education programme. Use of IT and management technique need to be encouraged in the light of five laws. Many libraries also have neglected the digitising the library and considering the space problem. It is high time for the libraries, information centres and Library professionals to satisfy the first law of Library science “Books are for use” and Newton's first law of motion for the speedy retrieval of the information and effective use.

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