

PROCEEDINGS OF
10th ANNUAL NATIONAL CONVENTION OF MANLIBNET
ON
ORGANISATIONAL EXCELLENCE IN
BUSINESS AND MANAGEMENT LIBRARIES :
CURRENT TRENDS AND FUTURE DIRECTIONS
FROM 22-24, JANUARY 2009

Board of Editors

Dr. Bijayalaxmi Rautaray

Sr. Librarian, KIIT University, Bhubaneswar

Jitender Sharma

Librarian, NIILM Centre for Management Studies, New Delhi

Chandrakant Swain

Librarian, Regional College of Management, Bhubaneswar

Organised by



KIIT University
Bhubaneswar-24

The Changing Face of Scholarly Authority in context to Higher Education: An Overview

Mr. Bibhuti bhusan Pattanaik
Project Asst., Brahmos Aerospace Pvt. Ltd., New Delhi

Ms. Babita Pattanaik
Lecturer, North Orissa University, Baripada

Mr. Biswa Bag
Library Asistant, Institute of Management and Information Science, Bhubaneswar

Abstract:

The rapid growth of globalization and evolution of Information and communication Technologies (ICTs) have brought significant changes, challenges in context to higher education. Thus in this changing context, to improve opportunities in teaching, learning, and research, we should measure the implications of e-learning tools to establish scholarly authority, significant and scholarly validity for lifelong educational need of citizens in this knowledge driven economy society. By virtue of that the scholars will cope up with the changing environment of globalization in education, and improve their behavioral skills, intelligence and learning habits as well. The present paper highlights the key issues concerned to higher education with emphasizing on the changing face of scholarship. The authors have also presented a brief outline of various scholarly metrics employed and used to enhance the values of scholarship and scholarly communication process.

Keywords: Open Access Movement, Scholarly Authority, ICT, Wikis, RSS, CMS,

Introduction

In view of paradigm shift of education and information media, we all have certainly face significant challenges. The most common and complex are rapid growth of globalization, impacts of information communication technologies (ICTs), transformation of knowledge driven economy, and strong demands for societal development. These all changes have highly accelerated the workflow process in education system (most specifically the institutions, scholar, teaching methods and methods of learning process). At this context, many of us often get confused with uncertainty and ambiguity; the boundaries of higher institution as well as education system become unclear and disappearing. It is really difficult task to understand the changing nature of education system and its value to global communities. So in this changing context, to improve opportunities in teaching, learning, and research, we should measure the implications of e-learning tools with emphasizing the value added services of the scholarly authority in this present horizon of higher education.

1. Higher Education and Scholarly Communication: An Issue

The present horizon of higher education typically begins with issue relating to digital media and their validity for scholarship in long run. The other major issues which have affected education are listed below;

- a. **Globalization of commerce and culture:** The increasing diversity of population and the growing needs of under-served communities have affected education (more specifically the concern institutions, scholar, teaching methods and methods of learning). Apart from this the basis need of development in globalization of education is establishment of "global socio-economical network for scholarship".
- b. **Rapid evolution of Information and communication Technologies (ICTs):** The rapid evolution of information and communication technologies (ICTs) obliterates many conventional constraints (like - space, time, and monopoly of information use) and do help to drive rapid, profound, and unpredictable changes in scholarship and scholarly communication. These informative tools have been served to the global community since a long decade with varieties of form (as such websites, portals, search engine, institutional repository, digital library, social networks, Content Management Site (CMS) and many more) and the list still keep growing. All form of technologies has clearly indicated immense significance to education. So it is essential for us now, to know which technologies are being involved to

explore the process of scholarly authority for long run?" For instance concern to "scholarly authority" and at the outset of "educational development". we are using almost all these above tools at continuous basis for different purposes. The major functionality of these tools include information content creation (by adaptation, apply, design, invent or authoring information); organize or manage e-resources; integrating those resources (by compare & contrast) and above all evaluate those information to judge quality, relevancy and usefulness of information. Thus, to promote education, we must implicit the concrete objectives of these ICTs tools for incorporating all out existence.

- c. **Value:** In this changed world for educating young communities we must preserve and transmit our culture (like learning habits, innovation, creativity, vision and performing arts) and should be given value to academic freedom, openness to new ideas, commitment to rigorous studies and aspiration to the achievement of excellence [3]. So that it could achieve the goal of education by producing competitiveness among scholarly communities. Here an obvious example to be considered. Basically we all aspire to do excellence, but see "how do we set our goals in this increased competitive global marketplace". For improvement you should have to focus on what you can do best and where you are outsource other products and services. This is not only the responsibility of the individuals, also academic institutions should develop a unique vision, beyond that they must be prepared to shift changes when necessary, in order to improve or initiate others. In such decision it must keep in mind the important criteria of quality, centrality and cost effectiveness in all.
- d. **Authority and Subsidiary:** We must learn the principle of subsidiarity. Meaning all decision should be made at lowest possible level, when we choose something of our interest. Thus one should strive to decentralize both authority and responsibilities at lowest possible level to those closets to an action.
- e. **Stakeholder:** In the realm of education, the next responsibility about the social institution (i.e. Colleges & Universities) and the government policies and mission to make education a central instrument for achieving rapid and inclusive growth. The governing bodies and associative of universities should endeavor to listen carefully to the society, and understanding its varied and ever changing needs, expectations and perception of education. One such example is the introduction of **IRAHE** (Independent Regulatory Authority for Education) in India by NKC (National Knowledge Commission). The aims through this project is to provide support to UGC based functions and would streamline regulation of higher education in this country, which at present is marked by a multiplicity of regulators, often with overlapping mandates.
- f. **Alliance:** Colleges and Universities should build alliances with other institutions in regional, national and international levels, which will allow the improvement in research activities and provide wide access to intellectual resources with more cost-effective ways. So today's making alliance is the growing demand for all. One such example is **OCA (open content alliance)** for connecting web communities. The prime aim, to offer public access to rich panorama of world culture.
- g. **E-literacy:** It is one of the most essential issues to be considered for education, which help to restructuring and reform education by developing knowledge and skills. E-literacy (namely literacy for educators' in online environment) required to make mark the issue of knowledge transfer, develop multivariate skills like (social, technological, political, cultural and economical) and explore the knowledge networks among virtual communities across the globe.
- h. **Experimentation:** For bringing the reform in education levels, we must recognize the needs and follow experimentation-based approach.

For knowledge driven economic societies all these above issues have widely been accelerated the workflow process of education systems. Thus to drive out effective solution, we should need to frame up all into our consideration and make strategic approach to identify the mean and needs for education, also should focus on pedagogic discovery of new ideas and aim at social commitment, creativity and innovation for meliorating education.

2. Scholarly Authority: The Changed Face

"Scholarly authority the metrics/methods to be used for scholarship". In brief, it is the body of principles and practices used by scholar / teachers / student to make their claims about the world as valid and trustworthy as possible, and to make them known to the scholarly public. In the pre-web world, it was really difficult for academia to communicate world wide ideas. The major constraint is physical medium of publishing, cost, unable to get statistics of scholarly usability and validity. So to resolve these constraints scholarly authority came into existence.

Information Scenario of Scholarly Authority	
Physical Media	Web Media
C O N S T R A I N T	Physical medium of Publishing
	Cost of Publishing
	Difficult to measure scholarly validity
	Scare about finding best Scholar
	Unable to get statistics of Scholarly Usability and its authority
A D V A N C E M E N T	Minimize problem of Scholarly Communication by promote E-learning;
	Easy citation of other references work;
	Promote information marketing using new ICT tools;
	Create, organize and preserved documents for future use;
	Encourage free & open access to scholarly works;
	Harvest the collective intelligence of scholars;
	Locate scholars' behavior, patterns and participation for communication;
Evaluate and visualized the validity and significance	
Auto logic based models in operation;	
List of advantages keep growing....!	

Table.1. Physical Media Vs Web Media

Since from the decade it has been brought many academic changes and has had comprehensive influence on all facets of education system (including scholar, scholarship and scholarly communication). Consequently in this current information market, we often find market pressures that being affected scholarly communications and authority at large extent. At present therefore, key challenges are not only conceived of scholarly authority, significance and validity; but also find out the cultural response to technology and life long application of those ICT tools for reusing information. Thus, to promote education "learning to learn", we must interrogate on various constituent of scholarly authority involved and their impact in reforming education. Here we have categorized the whole workflow process of development in three phases; namely authority (1.0, 2.0 & 3.0) as shown in fig.1 for better understanding.

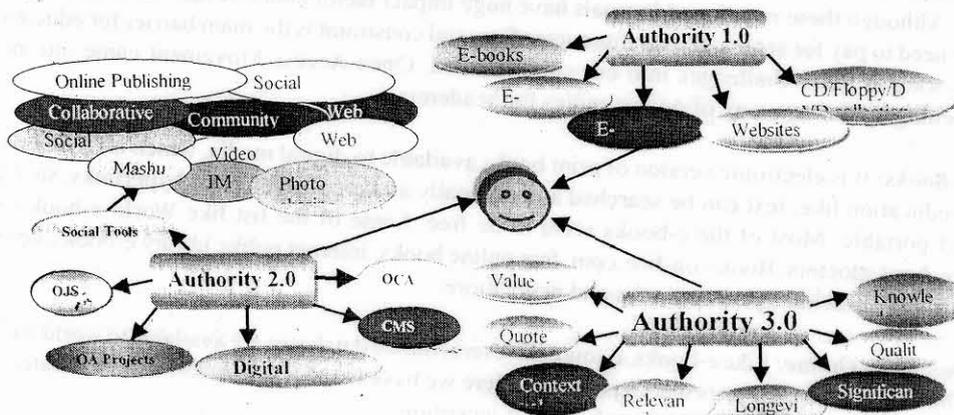


Fig.1 Structural view of Scholarly Authority at different levels.

2.1 Authority 1.0 : The Dilemma

The time has changed, from "information scarcity" to "information abundance" with unifying growth of new information communication technologies. The aim of authority 1.0 was reforming the old-habits of publishing and usher with new techniques to minimize the problem of scholarly communications like scholar's institutional activities, cited to the others reference works, visualize the scholarly validity and discovery of information to world wide communities. The key technologies introduced during these phases of development were (as shown in figure.1);

- a) **Websites:** Everyone aware of the power of internet and its subsequent world-wide-web. Over the year, internet has been serving to society and bringing light into human activities. A sudden downfall in its potency comes, when we are focusing its applicability in institutional perspective. The problem lies not only for easy building information resource; smooth search strategies; speedy access and instant updating of information, but also for marketing these resources and reach to end-user via website. At the beginning stages websites were not up to the mark to fulfill the need of educators, reason we had put so much effort on the architecture, design, layout, colors and pictures on the wall (of WebPages/Sites) rather emphasis on its content. So, although it was attracting users for instance to visit or crawl on the institutional sites, but it could not resolve the specified issues concerning to education. So to meet this challenge; before placing the institution/organizations' website for use, we should focus on following aspects; as such
- **Policy** (to identify objectives and constraint);
 - **Content development** (care for content drafting – must be brief as well as detailed);
 - **Updating** (review of previous works and update current links);
 - **Marketing** (give promotional items, new add and put URL address of site in all business press releases); and
 - **Evaluation** (to monitor the achievement through user-education and experiences).
- b) **E-Publishing Media (E-Journals, E-books, and Databases):** E-publishing media greatly improved the scholarly communication in recent past. It not only reduces the time and space constraint, also available to virtual communities for reuse of information. As depicted below following sites are provider of huge content of information in specify subject area, that guide all students, researcher and teachers for exploring themselves and develop their skills for intellectual improvement.

- **E_journals:** Certainly E-journals are the most important supporting movement in this globalization world, it is gradually increases its popularity among net generation, for its insightful features like (*speedy delivery, unlimited accessibility, archiving of current and past documents and above all searching facilities*). At present many journals are available to virtual community in different forms, such as; some are providing free access to user and other are subscription based. Again subscription based e-journals are available to user through Consortium (like INDEST, IIMs in India), IP-enables intranets, Onsite access, Subscribing through CD-ROM, User-ID & Password and Remote login. These all forms of e-journals are greatly supported scholar in teaching, learning and research. Here we have listed few e-journals that contain huge resources available online (most of them are subscribed based) like Springer Link, Kluwer, IEEE, Ingenta, Wiely, free-books, ABI-Info, Ebscohost, Emerald, Business Source Primer, PROQUEST, SCC Online, LexisNexis and so on. Although these mentioned journals have huge impact factors but it is not freely accessible to academia, we need to pay for access. At this discourses financial constraint is the main barrier for educational institutes. Looking at these challenges into our consideration, Open Access Movement came into our purview for opening up the new way of opportunities for academia.
- **E-Books:** It is electronic version of print books available to digital media, which is having wide application to education like; text can be searched automatically and cross referenced hyperlinks, save physical space and portable. Most of the e-books seem to be free. Some of the list like World e-book Library, Ebrary, Freebooksdoctors, Books-on-line.com, free online books, internet public library e-books, open book project, national academies press e-books and many more.
- **Databases Online:** Like e-books, e-journals several online databases are available to world wide communities. They are used widely in research purposes. Here we have listed few valuable database categorically named, which have been using for research since it inception.

Bibliographic Database	Full text Database	Statistical Database
Here are a few bibliographic database s at national and international levels: World Bibliographical -index7, ISID, INDMED, AgEcon, Ageline, DoIS, AGRIS, CIRRIE, Elsevier, PATH & population index and so on.	Search can be made for full text search, here a few full text databases: Economic History Encyclopedia Index Scientific Electronic Library Online [SCIELO] Searchable Ornithological Research Archive [SORA]	A number of statistical databases are available through which we can get statistics on various fields. Like; Census, GISTNIC, RBI, ADB, Euro -stat, FAO -stat, UNESCO ETC.

c) **E-Resources (Audio/Video Collection):** In this emerging information landscape beside print documents, the non-print documents like (microfilms, CD, DVD, floppies and other multimedia form of collections) have been serving to information societies at large. It has portrayed a complex domain before library fraternity with multiplicity of both physical and digital formats. So libraries therefore are needed up certain strategic policies to maintain the multimedia collection and building up a repository of intellectual contents to share both textual and non-textual knowledge resources for global communication. Thus the current information environment prompts libraries to leverage on the latest digital technologies towards building multimedia digital library or setting up a dynamic electronic information system.

Thus at this discourses, with increase in demand of information, perspective and knowledge, we should need some framing to this “authority1.0” model in order to tease out better impacts in global education development.

2.2. Authority 2.0 : New Bud in Old Stem

In contrast of information abundance and non scholarly online arenas, the new trends and approaches to authority have been taken new shape to old habits. As discussed above, the presumption of authority 2.0, about harvesting the collective intelligence of scholars, locate their behavior, patterns and participation for scholarly communication, evaluate and visualized the scholarly validity and significance. The reason to introduced “Authority 2.0” is to easy production and open access to world wide resources and given values to the authority, validity and accessibility. Thus inclusively, it makes the way of strategic development towards “information based economy” to “knowledge driven economy”, which is regarded the crucial factors for bringing reform in education and revolution for scholarly communication. During this phases of development technocrats were introduced some of the important projects (as such Digital library, Repository and Open Access) to minimize the constraint of managing, organizing, archiving, representing, publishing and discovering information in use and find the strategy for dealing with information abundance and reclaiming a new shape to scholarship and web publishing media.

a) **Digital Library Projects:** These days, several digital library projects are being introduced to put forth the valuable usage of intellectual resources and connect to the net world. Some of the major projects both at national and international level are viz. PANDORA-Australia, VIDYANIDHI-India, NDLTD-Virginia University, DSAL-CRL, CHICAGO and so on., which would fulfill the necessity of students and researcher at great scale.

b) **Open Access Projects:** The primary aims of Open Access movement is to assist scholars, spread awareness among them and provide open (or free) access to research articles. The OA-project was started by Budapest Open access initiative (BOAI). Under the supervision of BOAI, many OSI (Open Society Initiative) have started in different areas (like Economical development, Education. Government, Child welfare, Health. Human Right, Law & Justice, Media, and Art & Culture). Few of the OA projects are viz. ArXiv, PubMed Central, Biomedical Central, Citebase, PLoS, CiteSeer, Eprints, SciElo, CERN documents server (CDs) etc. Apart from the above lists, at present a number of initiatives have been initiated in academic sectors too for making reform in higher education and research activities. The lists as follows:

OA-Projects related to Education	
Education Support Program	Works to facilitate change in education and national policy development in Central and Eastern Europe, South East Europe, former Soviet Union and Mongolia
International Higher Education Support Program	(HESP) promotes the advancement of higher education within the humanities and social sciences in Central and Eastern Europe, the former Soviet Union, and Mongolia
International Policy Fellowships	The International Policy Fellowships Program identifies and supports research by open society leaders in countries throughout the Soros foundations network.
Middle East & North Africa Initiative	(MENA) acts as the primary contact point and clearing house for OSI activity in the region.
Roma Initiatives	Roma Initiatives focus primarily on improving the social, political, and economic situation of Romani populations in Central and Eastern Europe and the Balkans region.
Scholarship Programs	Scholarship Programs mobilize students and scholars by providing support for fellowships, scholarships, and related activities that empower individuals throughout the world to improve the social, political, and intellectual environments of their home communities.
M.S. Swaminiathan Research Foundation has started Open Access Project for India	But yet to get its rhythm

- c) **Open Content Alliance:** The Open Content Alliance represents the collaborative efforts of a group of cultural, technology, nonprofit, and governmental organizations from around the world that will help to build a permanent and free archive of multilingual digitized text and multimedia content. It was conceived by internet archive and Yahoo at the beginning and right now other partners of OCA (include adobe, HP, MSN, O'Reilly media, RLG, University of California, University of Toronto and many other professional open access directories like DOAJ, Google Scholar, EESE and Find-articles).
- d) **Open Journal System:** It is a journal management and publishing system, called Public Knowledge Projects (PKP), which has been developed by BOAI, to expand and improve access to research. All journals available to this system are freely available World Wide Web. This links locate the aliphatic lists of OJS-journals (<http://pkp.sfu.ca/ojs-journals>).
- e) **Others social network tools:** These days a number of social networks are emerged, to reduce the market pressure in scholarly communication and broadcast the authority of open access. Also these tools put social impacts on citizens up to great extent and help them, towards their professional development (by improving creativity, skills, intelligence, social and economic status). Here we have described a brief overview on such information tools and their objectives that can explore the work flow process of authority and significance.
- **Online Publishing Press (Weblog):** A highly flexible non-technical publishing instrument has morphed into the powerhouses of opinion and information of web world to supports, extends, or derives added value from human social behavior such as message-boards, music, video, and photo-sharing, instant messaging, mailing lists and social networking.

- **Social Network Site (Bebo, FaceBook, Myspace):** For users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups and so on.
 - **Bookmarks (del.icio.us):** A social bookmarking web service for storing, sharing and discovering web bookmarks.
 - **Mashups:** Combines data from more than one source into a single integrated tool
 - **Web Maps (Google, Frappr):** Free web mapping service
 - **Collaborative Site (Wikis):** Wikipedia is another group-participation engine, but focused on group construction of authority and validity. Anyone can modify any article, and all changes are tracked; the rules are few — stay factual and unbiased, cite your sources — and recently some more “authoritative” editors have been given authority to override whining ax grinders. Interestingly, in Wikipedia, most users seem to believe that the more edited an entry is (that is, the more touched and changed by many different people), the more authority it has.
 - **Community site (Reddit, Digg, Fark):** Emphasis on technology and science articles. It combines social bookmarking, blogging and syndication with a form of non-hierarchical, democratic editorial control. Allowing users to comment on a daily batch of news articles and other items from various websites. Users can post links to content on the web. Other users may then vote the posted links up or down.
 - **IM (Instant Messaging):** A form of real time communication between two or more people based on typed text. The text is conveyed via computers connected over a network such as the internet.
 - **Photo sharing (Flickr, Bubbl):** Its popularity has been fueled by its innovative online community tools that allow photos to be tagged and browsed by folksonomic means as well as using the number of viewers as a metric of interestingness and value.
 - **Video Sharing (YouTube):** Allows anyone to upload video clips to Google’s web servers as well as make their own media available free of charge. Flickr, YouTube, and other media-collection sites tend to use a variant of “voted on by tag,” as well as using the number of viewers as a metric of interestingness and value. The more votes-by-tag a picture has, the more likely it is to be found, and to be tagged some more; the thumbnail version that gets lots of clicks to see the full version is likely to be given more accrued total attention by new viewers, and thus more attention.
 - **Web feeds (RSS):** Used to publish & syndicate post, eTocs, frequently update and locate content for sites, blog entries, news headlines and/or podcasts.
- f) **Content Management System (CMS):** A content management system is a web application used for managing websites and web content. It also provides the ability to manage the structure of the site, the appearance of the published pages, and the navigation provided to the users. CMSs are frequently used for storing, controlling, versioning, and publishing industry-specific documentation such as news articles, operators’ manuals, technical manuals, sales guides, and marketing brochures. Thus CMS is recognized as one of the metrics to establish scholarly authority and validity in the present information reign.

It is thus crucial to select the best of tools for use and need to accelerate the workflow process (such as scholarship, validity, intelligence, significant and authority) by choosing the best recourses available in that, so that it would helpful in reforming education and measure the scholarly authority and validity in long run.

1.3. Authority 3.0 : The Emerging Media

Authority 3.0 is about “automatic intelligences”, the intended software will read, identify, locate, interpret and present information to individuals through multiple ways. Based on the principle of semantic web (i.e. web having meaning rather than provide only link). authority 3.0 will be expected to influence and drive algorithmic models in operation. It is likely to expect that authority 3.0, probably overcome the lacuna of authority 1.0 and come with more advancement in authority 2.0. here are some of the positive things expected about “artificial intelligences of authority 3.0”. The lists include;

- **Contextual Authority:** Prestige of peer pre-reviewer, publisher and other participants as a part of contextual authority.
- **Proportion quoted by others:** out in web (plagiarism as admiration)
- **Valued links:** Raw links to the related documents and given value to those. Links provide to author’s other works for consideration.

- **Obvious attention:** Special attention should preferably given to nature of languages (positive, negative, lateral), discussion by listserv, bulletin board, blogspace and comments to those posts, re-clarification and continued discussion.
- **Quality of context:** like authority status, institutional affiliation(s), references networks, and the site holds document of interest.
- **Significance:** Give more values to those works which are “best of”, in syllabus, in indexes and most wanted by scholars. Also given value to author’s participation in other projects, editor or anything else.
- **Longevity:** Issues concerning to term weight, types of tags asserted and its long usability.

So the prediction for scholarly success in this arena needs to focus on these above factors, before it digitally available to world communities. It must include proper indexing, tagging, metadata setting, contextualize elements and categorize those for encourage reuse of documents. The other consideration that encourages scholarship, scholarly publishing and education are:

- Making a market place for world wide scholarship through websites, blogs and social network based tools;
- Encourage free and open access to scholarly works;
- Provide links to your online documents;
- Recording and archiving all scholarly documents for future use; and
- Take advantage of Digital Libraries, Institutional repositories and open access publishers

2. Conclusion

The author hope, the new metrics of authority will be on the rise and will be changing the way in which we think, use and participated in scholarship and explore the work flow process (such as scholarship, validity, intelligence, significant and authority) in education levels. Hopefully, the values of scholarship and scholarly communication will be well served by the web and the risk of finding value based information from invisible web would expected to find through automated authority interpreters in the year ahead.

Reference

1. ----Townsend, T. (1999). *The Third Millennium School: Towards a Quality Education for All Students. IARTV Seminar Series*, No. 81, Victoria, Australia: Incorporated Association of Registered Teachers of Victoria.
2. <http://www.ied.edu.hk/cird/doc/speeches/1-3oct01.doc>
3. http://milproj.umm.umich.edu/publications/challenges_options/download/challenges_options.pdf
4. Cheng, Y.C. (2000). A CMI-Triplization Paradigm for Reforming Education in the New Millennium. *International Journal of Educational Management*. 14(4), 156-174.
5. <http://www.hindu.com/edu/2008/02/11/stories/2008021151100300.htm>
6. <http://en.wikipedia.org/wiki>
7. The Chronicle Review , Volume 53, Issue 41, Page B6; <http://chronicle.com/free/v53/i41/41b00601.htm>
8. <http://www.infolibrarian.com/>
9. <http://www.soros.org/initiatives>
10. Pattanaik, B.B & Pattanaik, B (2008). *A Journey from Weblog to Library Blog. CALIBER Convention-2008, P.477-489*