KARATINA UNIVERSITY

SCHOOL OF PURE AND APPLIED SCIENCES

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATICS

BACHELOR OF SCIENCE IN INFORMATION SCIENCES

INFORMATION MARKETING

INS 310

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TASK: Identify an issue in the society that is a social or health problem, justify why it is a problem and explain marketing strategies that you would use to bring change regarding that issue.

One of the issue affecting the society is the mode of information delivery by the traditional library. This area has a lot of challenges which need to be addressed in order to enhance good and improved information delivery to users. Some of the challenges include; consumption of so much storage space by the physical book including other similar materials, high cost of print production and acquisition, too much time taken during retrieval and also having a narrow target audience. If these issues are addressed and some improvements done, information delivery would be made a great success and many users could find it easy and enjoyable to do more research.

Most traditional libraries only provide information materials to users who are physically present in the library. If there is a potential user who is not able to avail himself physically in the library, then he will not be in a position to access the materials he needed from the library. This problem can be addressed by installing computers and trained personnel in the library who will be able to provide info services to remote users. This will help to increase the level of research and in turn an increase in economic development.

Traditional libraries spend a lot of time trying to dig out information that will meet the needs of the user. Handling a physical material is so much cumbersome unlike the electronic one which is easy to retrieve and use. Example, an electronic catalogue would work faster than the physical one. In this case, automation of the physical materials and a shift to the electronic ones could bring better results.

The traditional library has a narrow target since only those who have the ability to read benefit from the resources found there. There are no facilities for use by the physically challenged persons who may be willing to make use of the information resources. Example, those who have no eyesight may not be able to use the physical book. This problem can be corrected by installing materials in multiple formats such as audio, audio visuals, pdf etc.

Another problem is consumption of so much storage space by materials such as the physical book, journals, catalogues, indexes etc. Compared to an e-book which needs less space to store, the physical book especially when in large volumes could be a problem even when it comes to arrangement and retrieval. This can only be addressed by introduction of electronic forms of materials which need less storage space.