

DATABASE MANAGEMENT IN MICA LIBRARY

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About MICA

MICA (Mudra Institute of Communications, Ahmedabad) was founded in 1991. It is an autonomous, non-profit making academic institution. Its mission is to create through education, training and research a renewable talent bank for all communications driven business particularly advertising. MICA is the first graduate school of its kind in this part of Asia.

MICA imparts higher education in communications at three levels. One, it organises seminars on subjects of major concerns. These are addressed by eminent experts and attended by the mature practitioners from various fields such as marketing, advertising public relations, media, and research. At the second level, MICA conducts short-term residential courses in specialised areas for fresh graduates as well as those who are recent entrants in the communications business. The third level, the centrepiece of MICA's agenda for higher education in communications, is the two year post-graduate diploma programme in communications.

Requirement Analysis of the Library

MICA Library was established in March 1994. One of the objectives of the library was to be a resource centre for advertising and its related fields. It covers books, periodicals, micro forms and audio-visual materials. It was the decision of the management to go for automation. The library uses CDS/ISIS for all databses and CCF - ISO 2709 for the book database.

The following are the users and their basic information needs :

User Community Information Needs On

1. Advertisers Which agency can sell the products.
2. Advertising Agency Looking for new business, who will become his new clients, whowants to launch a new product / campaign / increase sales.
3. Account Executive How to give best services to client, public relations, knowledge of competitor's product, sales, etc.

4. Art Director, TV Director, Copy Writer, Visualizers, Paste-cut Artists, Finished Artists
Typography, photography, audio-visual Production, creativity, imagination, visualisation, communication technology, multi-media.
5. Media Buyer Time, space and rate.
6. Market Research Dept./Market Research Agency
Market share, distribution channel, competitive products and marketing policies, production, manufacturer, import-export, advertising effectiveness, population, society, culture, tradition.
7. Advertising Research Department
Formative research, developmental research concept testing, pre-testing, post-testing.
8. Media Owners
Circulation figures, rates, readers/viewers, expansion of business.
9. Society
Ethical issues, awareness of products information.
10. Students
Advertising theory and practice.
11. Researchers
Information related to research topics
12. Faculty members
Information required on curriculum and self development.
13. Associations
Advertising industry.
14. ASCI
Ethical/legal issues.

To meet the above information requirements of the user community, the MICA library has developed four databases viz Book database, Circulation database, Newspaper database, and Commercial Advertisement database. The book database and circulation database are mandatory whether you maintain manually or by automation. This paper is written in context of the newspaper database and the commercial advertisement database.

Content Analysis

Once the needs are identified the subjects and sub-topics are finalised. For e.g. newspaper covers local, regional, national and international politics, society, culture, economics, science, technology, art, film, supplements on management, marketing, styles, etc. Out of these, only some of the topics are included in the database. This decision has to be taken based on the coverage required for the database. MICA Library has concentrated on media, marketing, advertising and its related fields only. This brings coverage consistency, ease of maintenance and increased reliability of the database. The commercial advertisement database has no such problems because the fields are already well defined in the advertisement index the library subscribes to.

Creation

Database records basically comprise data elements or fields, each of which contain a data value about an attribute of a particular entity. A set of similarly constructed records constitutes a file that contains data records about an entity-type. Ultimately, a set of related files stored together in a logical fashion comprises a database.

Before creating any new database apart from the book and circulation databases which are essential for any library, it is advisable to find out whether a database of similar nature is available with any vendor, marketing information firm or library. If a similar database is available then one has to find out its sources, subject coverage and cost. As database creation requires time, money, manpower, hardware, software, and consistent input of data in the database it might be more economical to buy it. Therefore, one must think twice before creating a similar database. A new database is of real value only if you can organise it in a better and economical way. A new database can also be created if the information is unorganised and scattered.

Initially, the utility of any database may be low but its value increase over time because of the ease of retrieval of data. The word of mouth also plays an important role in the popularisation of the database.

The user has to be kept in mind while creating the fields of the database. This is a critical factor as the fields play an important role in the retrieval process. The needs of the user and his convenience in accessing the database should be the deciding factor.

Database Details

I) Name : NEP (Newspaper database)

Fields : Author/s, title, newspaper's name, date, edition, page no., subject, generic name, company's name, brand name, keywords, note, agency name.

Date of Database Coverage : April 1994 onwards

Frequency of Update : Daily

Type of Database : Bibliographical

Location : MICA

Description of Database : NEP provides details on advertising, media, marketing, joint venture, expansion, diversification, merger, account gains, new product launches, new campaign, product performance, company performance etc.

Sources Covered : The Economic Times (Ahmedabad), The Times of India (Ahmedabad), Indian Express (Ahmedabad), Financial Express (Bombay), The Times of India (Bombay), The Hindu (Madras), Business Line (Madras), Business Standard (New Delhi), The Hindustan Times (New Delhi). It covers Special features like Brand Wagon, Brand Equity, Strategist, Catalyst, Style, Money Managers, Corporate Dossiers etc.

Usefulness : The only organised source of information is Advertising & Marketing Magazine. Business India covers one page in each issue. There is no regular feature in Business World and Business Today. Major information on advertising marketing and media are appearing in the newspapers only. Hence MICA Library is maintaining the database on NEP.

Records : 3725,

II) Name of Database : COM (Commercial ad. Appearing On Air)

Fields : Sr.no., title, time, product category, name of the product, brand client, ad title, producer, agency, language, subject, class no., channel.

Data of Database Coverage : January 1994

Frequency of Update : Quarterly

Type of Database : Bibliographical

Location : MICA

Description of Database : COM provides information on advertisements appearing on Doordarshan, satellite Channels, and advertisements from USA, UK, and Australia.

Sources Covered : TV Ad Index, Satellite Index, TV register (International coverage), A & M Black Box, Cassette from producers, agencies, etc.

Usefulness : On an average one cassette contains a hundred commercial advertisements. It is very difficult to help users to guide for a particular advertisement. On ad runs in seconds. Today, library has 92 video cassettes. To save the time of the users the database is a necessity for the library. This is also useful for making presentations, and comparing advertisements, etc.

Records : 1550

Work-Flow and Development

Creating a Newspaper database is tedious process. The procedure is mentioned as under :

Scanning, cutting, date-wise maintenance, cut and paste in A/4 size to bring uniformity in the clippings, checking of proper pasting of columns and paragraphs, typing name of the paper, date and page, identification of the fields and data entry. Commercial advertisement database procedure is not as tedious because the Agency Source Ad. Index provides a printed list of the advertisements and other required details. In the absence of a printed list, one has to view a cassette on TV to identify details for the database. This is a time consuming operation. Details on foreign advertisements are not easily available and hence, this calls for extra efforts.

The library has three professionals, it means 24 man hours a day. According to the Work Study conducted by the library, the maintenance of four databases including book and circulation consumes 13 men hours per day. This means 55% of the available man hours goes towards this operation of the database creation. The effort has paid rich dividends and increased the productivity at the library in the following ways :

- (1) Library has not gone for typed catalogue cards. This has enabled us to save time, which would otherwise be spent in typing catalogue cards and filing it in the card cabinet.
- (2) Without commercial advertisement database, it is impossible to address the queries of the users.
- (3) Users on their own search and retrieve the information because of the databases. This has resulted in more time for library staff to pursue more productive work.

(4) The user utilises his time in reading and developing himself rather than searching the information.

(5) The database has made the library less dependent on other libraries.

Database Services and Maintenance

MICA Library has two valuable database viz. NEP and COM, the details of which have been described earlier.

To promote the use of the database certain guidelines are given to the users. Individual counselling and presentation are regularly done by the library. In the initial stage users were using it with apprehension. With increasing familiarity and usage the database became the students most discussed topic.

Library preserves the hard-bound copy with full text and photographs. The photographs appearing in the newspaper have a value in advertising world. All clippings are cut and pasted on A/4 size, therefore it is easy to take photo-copies and bind. It's called "Monthly Briefing Service". The hard copy contains contents, subject, advertising agency, generic, brand and company indices.

Cassettes are preserved close by the TV/VCR for easy access. They are numbered for easy use.

Cost

The cost of maintaining and updating the NEP database approximately works out to Rs. 10,000 per month. This includes the cost of the news papers, personnel, stationary, photocopying, binding, computer hardware, data entry, power supply etc.

Operational difficulties

Any disturbance in the work flow chain described above results in a backlog that becomes difficult to manage. It takes extra effort and time after regular working hours to regularise the work flow.

Reaction of the user

The truth of the pudding lies in tasting and hence the users views are most important. While writing this paper, active users of the library were informally asked to give their impressions about the databases. They found it to be time saving as they need not go through all the newspapers. They found the information to be well organised, and on any given topic the information was available

with different view points. They found no need to maintain personal bibliography.

In MICA visiting faculty come from the advertising industry and other institutes of repute. The presentation of both the databases were made to them. According to them this is an excellent source of information.

Retrospective Conversion

Since the library started from March 1994 the retrospective conversion will take after five years for NEP and COM. The conversion of database

is subject to the availability of latest IT.

Suggestion

I welcome valuable suggestions for further improvement.

Acknowledgement

I wish to thank the management, staff and students of MICA for their whole me---- support. I will be failing in my duty if I doesn't acknowledge the efforts of my library staff for their ualuable assistance in preparing this paper.

changed.
Reading can enhance the quality of the original.
The image can be saved in a file for future use. Scanned image is stored in a graphic file. There are many different graphic file formats each having some advantages and disadvantages.
BMP Format is used in Windows 3.11 application. PCL Format is used in DTP applications. TAG IMAGE FILE FORMAT (TIFF) EPS are the names of such other formats.
Some effects like mirror, negative, zoom can be obtained.
4.1 TEXT SCANNING
To scan text, Optical Character Recognition (OCR) software is necessary. There are many OCR software packages. AccuraPage Technology allows you to scan text and images on the same page in a single process. It can scan both the image and the text. Even if the image is colored and the rest is black and white the same result is obtained in recording.
4.2 TWAIN
This software exchanged information between applications and devices such as scanner. If you're using a TWAIN-Compliant can be scanned. The word is that the software will use the language Transferring. The image scanned in the preview window can be transferred to the application which

A library specializing in physics or any field of subjects should have a database of its own. Such a database can be created using a CD-ROM Recorder with an optical camera. But CD-ROM Recorders are so costly which many libraries cannot afford to install. This paper is intended for libraries having AT-386 only, which can create a Database of physics with minimum additional equipments.
2. HARDWARE REQUIREMENTS
PC AT 386 or 486 Computer or Pentium
Better VGA Display and display card
4MB RAM Pentable
Mouse
30MB or less hard disk
Handy Scanner-color or Black and White
3. SOFTWARE REQUIREMENTS
Microsoft Windows 3.0 or above
TWAIN-Compliant application
Some OCR Software
4. SCANNING
Scanning an image is just like taking a photograph using a camera. Here the Scanner will have a lens and a light bar to illuminate the surface to be recorded. There will not be any film. The scanning software and the computer will electronically record the image. As the camera has different exposure settings and speed, the scanner can vary the exposure using its software. Exposure is made in both the segments with the click of a button.
The advantages of scanning a picture using a scanner are the following:
- The size of image can be reduced to