

DIGITAL INFORMATION AND ITS IMPACT ON RESEARCH

by

Manjunatha K*

Dr. Shivalingaiah D**

Abstract

New Digital media emergence in ever-faster technology development cycles. The volume of data in digital format outstrips that in hard copy records. The paradigm shift in storage and retrieval of digitized data has influenced academic, research and scholarly communication. The encounter with new formats, new media, new information and new communication channels needs restructuring of present day library and information services and services. Information managers need to understand the scope and potentials of digital media and prepare themselves to adapt to the change. This article discusses digital information, its impact on scholarly communication and research.

* Librarian , T.A. Pai Management Institute ,Manipal-576 119.

** Reader , Department of Library and Information Science , Mangalagangothri-574 199.
