

ROLE OF LIBRARIANS IN CONTROLLING INFORMATION POLLUTION IN LIBRARY SYSTEM

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Abstract: Information is the most critical issue for library and other information centers, but overproduction of information is harmful to library and information centers. Without knowledge, we can't do any job, but overload information decreases the importance of the result of the position. Every library system manages librarians. As regards quantity, we have to remember that information production is directly proportional to the growth of humanity. In addition to information that exists in its right, we should consider the data created by human beings which mostly preoccupies us, together with the increasing difficulty to assimilate everything. Pollution is a significant problem and is overgrowing. The majority of the modern descriptions of information pollution apply to computer-based communication methods, such as e-mail, instant messaging (IM) and RSS feeds. The term acquired particular relevance in 2003 when Jacob Nielsen, a leading web usability expert, published some articles discussing the topic. The use of the term information pollution also draws attention to the parallels between the information revolution that began in the last quarter of the 20th century and the industrial revolution of the 18th-19th century. Information pollution is seen as the equivalent of the environmental pollution generated by industrial processes. Some authors claim that we are facing an information overload crisis of global proportions, on the same scale of the threats faced by the environment. Others have expressed the need for the development of information ecology to mirror environmental management practices. Scientific and technological information made the most significant impact on the post-industrial society and contributed a great deal for research and development in library and information science centers.

Keywords: Information, Pollution, Information pollution, Manifestations of Information Pollution, Information society, Information Technology, Information Society.

1.0 Introduction

All our discussion about information has until now been positive and optimistic, considering its aspects and factors concerning a positive trend. News, however, is two-faced and can equally be dangerous or beneficial when it is not used correctly. Information pollution can be attributed to such determining factors as quantity, quality and power to control the masses. With the increase in the volume of information, it is becoming difficult to locate and full out specific information. Special assistant to the president of USA stated in 1965 that: "chaos, duplication, and waste are the words used more and more frequently by responsible members of our nation's scientific community to describe the problem they face in being unable to refer effectively to the records of the previous accomplishment." J.D. Bernal long back stated that: "It may be easier to find out a fact by experiment or to build up a theory than ascertaining from the published documents whether these have been discovered or deduced before."

1.1 Information

For centuries the societies in their various stages of developments have prospered by information and knowledge. Though the growth of new knowledge has been slow, incidental and sporadic in the beginning but later years, data has reckoned as a driving force for all human developments.

1.2 Pollution

Pollution is the introduction contaminants into the natural environment that cause adverse change. Infection can take the form of chemical substances or energy, such as noise, heat or light. Pollution, the component of pollution, can be either foreign substances/energies or naturally occurring contaminants. Corruption is often classed as point source or nonpoint source pollution.

1.3 Information Pollution: Information pollution is the contamination of information supply with irrelevant, redundant, unsolicited and low value information. The Spread of useless and undesirable information

can have a detrimental effect on human activities. It is considered one of the adverse effects of the information revolution.

1.4 Manifestations of Information Pollution : Although information pollution can present itself in many formats, its expressions can be broadly grouped into those that provoke disruption and those that affect the quality of the information.

Typical examples of disrupting information pollution include unsolicited electronic messages (spam) and instant messages, mainly when used in the workplace. Mobile phones (the ringtones and also the actual conversation) can be very distracting in specific environments. Disrupting information pollution is not always technology based. Superfluous messages, for example, unnecessary labels on a map, also constitute an unnecessary distraction. The other type of information pollution manifestation is an advertisement in transport and advertising posters at streets (light-boxes, billboards, etc.). Publication in traffic like metro is getting offensive because its quantity is the responsible need and perception goes down. The effect of such information pollution is the reverse, and a person becomes unreceptive to any information. Informationally polluted streets become overloaded with different types of advertisement, information, data, etc. Movement gets dangerous due to attention dissipation, which can cause accidents, including significant car incidents.

Alternatively, the information supply may be polluted when the quality of the information is reduced. This may be due to the information itself being inaccurate or out of date, but it also happens when the information is badly presented. For example, when the messages are unfocused or unclear or when they appear in cluttered, wordy or poorly organized documents that make it difficult for the reader to understand their meaning. This type of information pollution can be addressed in the context of information quality. Another example is in government work. Laws and regulations in many agencies are undergoing rapid changes and revisions. Government workers' handbooks and other sources used for interpreting these laws are often outdated (sometimes years behind the changes) which can cause the public to be misinformed, and businesses to be out of compliance with regulatory requirements, by the over the nation for those peoples.

1.5 Information Society: An information society is a society where the creation, distribution, diffusion, use, integration, and manipulation of information is a significant economic, political, and cultural activity. The aim of an information society is to gain competitive advantage internationally, through using IT in a creative and productive way. The knowledge economy is its economic counterpart, whereby wealth is created through the economic exploitation of understanding. People who have the means to partake in this form of society are sometimes called digital citizens.

An information society is the means of getting information from one place to another. As technology has become more advanced over time so too has the way we have adapted in sharing this information with each other.

2.0 Causes and Sources

There are two types of objects and references. Those are as follows:

2.1 Cultural Factors : Some cultural factors have contributed to the growth of information pollution:

Information has been seen traditionally as a good thing. We are used to statements like "you cannot have too much information," "the more information, the better" and "information is power." The publishing and marketing industries have been used for printing excessive copies of books, magazines, and brochures regardless of customer demand, just in case they were needed.

As new technologies made it easier for information to reach the furthest corners of the planets, we have seen a democratization of information sharing. This is received as a sign of progress and individual empowerment, as well as a positive step to bridge the divide between the information poor and information rich. However, it also has the effect of increasing the volume of data in circulation and making it more challenging to separate valuable from the worthless material.

2.2 The Role of Information Technology: As already mentioned, information pollution can exist without technology, but the technological advances of the 20th century and, in particular, the internet have played a vital role in the increase of information pollution. Blogs, social networks, personal websites and mobile technology all contribute to increased "noise" levels. Some techniques are seen as especially intrusive (or polluting), for example, instant messaging. Sometimes, the level of pollution caused depends on the environment in which the tool is being used. For example, e-mail is likely to cause more information pollution when used in a corporate environment that is a private setting. Mobile phones are likely to be particularly disruptive when used in a confined space like a train carriage.

3.0 Effects

The effects of information pollution can be seen at some levels, from the individual to society in general. The impact on a commercial organization is likely to be particularly detrimental. There are three effects, such as follows:

3.1 Effect on the Individual: At a personal level, information pollution will affect the capacity of the individual to evaluate options and find adequate solutions. In the most extreme case it can lead to information overload and this in turn to anxiety, decision paralysis, and stress. There also seem to be some adverse effects on the learning process.

3.2 Effects on Society : Aside from its impact on the individual, some authors argue that information pollution and information overload can cause loss of perspective and moral values. This argument has been used to explain the indifferent behavior that modern society shows towards certain topics such as scientific discoveries, health warnings or politics. Because of the low quality and large quantity of the information received, people are becoming less sensitive to headlines and more cynical towards new messages.

3.3 Effects on Business : As decision making is a key part of the business world. Information pollution may cause employees to become burdened with information overload and stress, therefore, makes slower or inadequate decisions. Increased information processing time easily translates into the loss of productivity and revenue. Flawed decision making will also increase the risk of critical errors taking place.

Work interruptions caused by e-mail and instant messaging can also add considerably to wasted time and efficiency losses.

4.0 Role of Librarian as Information Pollution Controller

Some solutions to the problem of information pollution have been proposed. These range from those based on personal and organizational management techniques to the type based on technology.

As a librarian, his and her first work is information pollution control in library and information centers. Among the technology-based alternatives are the use of decision support systems and internet control panels which enable prioritization of information. It has also been advocated that technologies that create frequent interruptions should be replaced with less "polluting" options. At an organizational level, some of the solutions proposed include the enforcement of e-mail usage policies and the development of an information integrity assurance strategy, in similar lines to existing quality assurance frameworks. Time management and stress management techniques can be applied at a personal or organizational level. This would involve setting priorities and minimizing the opportunities for interruptions. As an individual, writing clearly and concisely would also help to minimize information pollution effects on others.

5.0 Conclusion

To conclude we could remind that information is the basis and presence of any human activity. It is as subtle as the wind (as a phenomenon), as persistent as the rain (as a process), as loose as the sand on the beach, as dangerous as a dormant volcano and as elusive as the search for happiness. Man chases behind in an attempt to dominate it. We just hope this will be beneficial and not detrimental. We can also add the statement by Savage: "what information requires of its servants is not infallibility, but a horror of lies, a hatred of errors, loyalty, and patience in the search for truth."

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