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Kano Model's Perspective of Library 2.0 Concept

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Abstract

Library service evolves with the advent of new technology. Possibilities of harnessing web based services are immense. Library 2.0 is a concept borrowed from Web 2.0. In other words, Library 2.0 technologies are mostly web 2.0 technologies. Kano had established that introduction of unexpected services leads to excitement. however, in due course of time the exciting service becomes routine. These paper attempts to describe library 2.0 technologies as Kano's exciting factor which will eventually become basic expectation without which users will be disappointed with the library services.

Keywords: library 2.0; Web 2.0; Kano model; library service; library users

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Kano Model's Perspective of Library 2.0 Concept

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WHAT IS LIBRARY 2.0?

The term Library 2.0 takes its name in the blogosphere when Casey (2005) borrowed the concept from Business 2.0 and Web 2.0. The foundation on which Library 2.0 is being built remains that of these two concepts and a closer look at it reveals that it is more or less an adaptation of the same principles to the Library world. This is not a surprising development since professionals have been adapting themselves for ages to technological advances and innovation. However, in the process of adapting to such types of innovations, at times we witness our age old fundamental concepts of library science are being borrowed and handed back to us in new avatars. Such incidents often challenge our ability to adapt ourselves to technological innovations and changes off-loaded all around us. Though the very idea of borrowing the nomenclature is still debated, the fundamental concept of Library 2.0 is in essence adaptation to innovations and changes.

On the question of what Library 2.0 is and how it can help us, Casey and Savastinuk (2007) pointed out that, it is a solution to reach the users at where they are and also recapitulate the Library 2.0 to be "user centric", "constantly changed and evaluated" and "not just about technology". It is said to be user centric in the sense that user are allowed to decide their need, access to those needs and dissemination of those needs. Libraries are supposed to be always user driven but the efforts, hitherto, invested to understand the user better is assumed to be far from satisfactory. The question of whether the spirit to understand the users needs be stimulated by library 2.0 technologies remains to be seen.

Since its inception the conceptualization seems to go on and on. Though the concept of a Web 2.0 is widely acknowledged, library professionals are yet attend to the matter desirably professional discourses. Probably, professional discourses do not attract the concept at all. The literatures are mainly excerpts from the blogs and interestingly none seems to agree with one and all encompassing or conclusive definition which seems illusive and the conceptual illusiveness will remain as long as we have quantum technological advances and changes. Despite of such limitations, it is clear that Library 2.0 is application and adoption of Web 2.0 principles and technologies to library services. At this point of time, when the theoretical aspect is still in the formative stage, capturing the conceptual transition will lead us beyond the purview of this paper which is intended to observe what the library 2.0 has to offer.

Maness (2006) dealt at length with the Web 2.0 and its implications for libraries wherein the Library 2.0 is defined as "the application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections". The author further opines that "limiting the definition to web-based services, and not library services more generally, avoids potential confusion and sufficiently allows the term to be researched, further theorized, and renders it more useful in professionals discourse. Casey (2006) argues that "Library 2.0 is a service philosophy – a theory, if you will – that attempts to guide libraries in their effort to win new users while, at the same time, acknowledging that our current service offerings are insufficient and inflexible. Built into Library 2.0 is the realization that libraries are never really going to be able to reach this level of Platonic ideal that so many of us set as our goal. But also built into Library 2.0 is the understanding that we will never stop trying to reach that

level of service, and that we will use every tool at our disposal in our attempt". The age old attempt to achieve this "platonic ideal" is well acknowledged. This negates the necessity to invite web generated jargons into the realms of library science and reduced the Library 2.0 concept to a definition of tools to try to reach the platonic level of services which we have been attempting since the inception of library services. The ever evolving technologies pick up by librarians in the process of attempting to win users since so many years are well established. We have seen so many tools being used and discarded and we believed that so many will be pick up in the years to come. In such condition where the profession is being put into practice the efforts appear more central than the tools. However, in the light of Web 2.0 service it will be sensible to see what library 2.0 had to offer. In this process some of the popular elements may be highlighted (Casey and Savastinuk, 2007 and Maness, 2006):

1. **Library 2.0 is user-centric**: The authority of librarians to decide what is best for the users will be replace with the user deciding what is best for them. Being user –centric in library 2.0 seems too hasty implying that in the traditional library concept librarians only decide users' need. However, one could not agree more in librarians knowingly ignoring the importance recurrently researching the users' need. Library 2.0 promised users' participation in content creation and dissemination in the web part of the library. The role of librarian as an authority in content creation and dissemination is marginalized. Besides it underscores users' credibility in this respect. With the web being known to accumulate seas of resources within no time, maintenance of authority and quality remains an issue. On the other hand, so much emphasis on quality will discourage users' participation.

2. **Library 2.0 provides multiplicity of services**: In the attempt to be more inclusive and user centric in content creation and management, multiplicity of collection is unavoidable. Library 2.0 has to be more inclusive in the variety of collection. Multi-media contents like audio/video components are essentially forms part of the collection.

3. **Library 2.0 is constant change and evaluation**: This concept of constant changes and evaluation was suggested by many stalwarts in library science but the extent to which libraries cater to this concept is found wanting for reasons beyond the purview of this paper. Prompt implementation changes suggested by the users' through feedbacks or evaluation are highly emphasized. The main role of librarian is to participate in evaluation and bring about the desirable changes instantaneously.

4. **Library 2.0 is not just about technology**: This argument of library 2.0 being not about technology only negates the necessity to clutch a passing jargon. If it is not about a constant shift to new technologies than "library 2.0" in essence remains "library 1.0".

5. **Library 2.0 is not just about technology**. No matter how much this is said, technology continues to be a leading topic of discussion. We should all be grateful for the doors to our users opened by new technologies. However, we must remember that while technology can be a tool to better serve our users, it is not the final answer to all of our problems.

6. **Library 2.0 is socially rich and innovative**: Communication between user to user and user to librarian or vice versa is always integral to library service but in library 2.0 this communication

will be part of the content. Users as a community will change as the library as the community itself changes.

As O'Reilly attempts to distinguish the much need differences between Web 1.0 and Web 2.0, Schneider (2006) did the same to Library 2.0 and Library 1.0. An excerpt of the comparison is as shown in table below.

L 1.0	L 2.0
Closed stacks	Open stacks
Collection development	Library suggestion box
Pre-organized ILS	User tagging
Walk-in services	Globally available services
"Read-only" catalog	Amazon-style comments
Print newsletter mailed out	Team-built blog
Easy = dumb users	Easy = smart systems
Limited service options	Broad range of options
Information as commodity	Information as conversation
Monolithic applications	Flexible, adaptive modules
Mission focus is output	Mission focus is outcome
Focus on bringing 'em in	Focus on finding the user
ILS is core operation	User services are core

An even clearer a look into some of the present technologies partly or wholly brought into the conceptual framework of Library 2.0 may bring about better insight.

1. BLOGS: a specialized site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences. Blog scripting allows someone to automatically post information.
2. WIKIS: A wiki is software that allows users to easily create, edit, and link pages together. Wikis are often used to create collaborative websites and to power community websites. These wiki websites are often also referred to as wikis; for example, Wikipedia is one of the best known wikis. Wikis are used in many businesses to provide affordable and effective Intranets and for Knowledge Management. Ward Cunningham, developer of the first wiki, WikiWikiWeb, originally described it as "the simplest online database that could possibly work" (Wikipedia).
3. FOLKSONOMIES: The tagging of content with metadata or information by users and community members based on their personal preferences. Folksonomies allow any user to add comments or information that other users can take advantage of when looking for or organizing their own information. This is also called "social tagging". There are several examples on the Web including del.icio.us, a social bookmarks manager, and flickr.com , for storing and sharing photos (The Taxonomy Guide, 2008).
4. RSS: A simple XML-based system that allows users to subscribe to their favorite websites. Using RSS, webmasters can put their content into a standardized format, which can be viewed and organized through RSS-aware software or automatically conveyed as new content on another website (2020 Systems).

5. INSTANT MESSAGING: This is an application that allows instant text communication or "chat" between two or more people through a network such as the Internet. There are many types of these applications such as MSN Instant Messenger, Yahoo Messenger and Skype (Internet Advisory Board, 2008).

6. USER TAGGING: Simple and quick way to add metadata to stuff you are interested in like photos, videos, blog post and book marks. Tagging also known as collaborative tagging, social tagging, and social bookmarking —is a kind of tagging that has attracted considerable attention in the early 2000s, as the technologies that support web-based implementations of user tagging have become more widely understood.

7. RDF: The Resource Description Framework metadata model is based upon the idea of making statements about resources in the form of subject-predicate-object expressions, called triples in RDF terminology. The subject denotes the resource, and the predicate denotes traits or aspects of the resource and expresses a relationship between the subject and the object. For example, one way to represent the notion "The sky has the color blue" in RDF is as the triple: a subject denoting "the sky", a predicate denoting "has the color", and an object denoting "blue". RDF is an abstract model with several serialization formats (i.e. file formats), and so the particular way in which a resource or triple is encoded varies from format to format (Wikipedia).

8. SOCIAL NETWORK SERVICE: A social network service uses software to build online social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others. Most services are primarily web based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on (Wikipedia).

9. YouTube: A video sharing website where users can upload, view and share video clips.

There varieties of examples and the number of site offering such services go on and on. Some the examples illuminated above will suffice to have an idea of library 2.0 and technology that drive the concept. If we cast the concept wider, we can safely conclude that Library 2.0 is about quality.

WHAT IS KANO MODEL?

While bloggers and library professionals are juggling the concept of Library 2.0, in the business world-the guardians of the forces that drive technological innovations and competitions, there are varieties of models formulated to use innovations as means for increasing customers' satisfaction or for that matter, increase profit. Among the many popular concepts, Kano Model is one that directly deals with understanding the customer needs. The same can be conveniently transformed into user needs.

According to von Dran et al (1999) Kano model three levels of customer expectations for product and service quality that must be met for success and they are, (1) Expected, (2) Normal, and (3) Exciting.

(1) **Expected or basic quality** is the minimum acceptable to the customers and encompasses those things that they take for granted and don't even think about. Presence is not noticed, but its absence will generate complaints. For example, if a journal is subscribed by the library, we assumed and take it for granted that the article we are looking for will be in the

volume that contains it but if the article is found to be missing from the volume we feel very disappointed.

(2) **Normal or performance quality** expectations are consciously stated needs. They include services that are introduced in the library. Their presence is consciously noted, while their absence is felt as a disappointment or as a disadvantage. Supposed the library claims to have an Institutional Repository of Thesis made accessible within the campus network. Or the time taken to find a book from the library Web OPAC – the more users locate the books they are looking for the more satisfied the users will be.

(3) **Exciting quality** examples are those features that delight users and inspire loyalty. Since users usually do not know the existence or have a conscious need for the exciting quality, they will not miss this quality when it is not provided. The library 2.o tools are very good example of this quality.

(4) The Kano model assumes that with **time** and wide spread implementation, exciting quality features turn into normal expectations, and normal quality features migrate towards basic expectations (Revell, 1998). In the library world, someone's expected quality can be somebody else's exciting quality. Certain element of economical, cultural, geographical and even political are involved.

Is your library known for innovation? Some feels that value, quality and innovations are three mutually exclusive goals. From Kano's perspective, truly successful library services will be delivered on all three. The key to success is "unlocking the users' code" or understanding the user need which is easier said than done. Researches found that decisions are made at the conscious and sub-conscious level. What this means is that we must understand the users' need better that the users' themselves can articulate there own needs. Unlike the conventional thinking users are able to give you only part of the formula for success. The question is, how can get all the inputs to design winning services for the users. Part of the answer lies in the conceptual model originally proposed by Prof. Kano in the early 80's.

The model describes distinct types of needs and expectations that all users have both conscious and subconscious. Missing any of this need, we will end up in lukewarm services which are not competitive or inappropriate. This is true with the many of our libraries. Obviously we must listen to the actual voice of the user but also go well beyond what they tell us to uncover the latent and unarticulated future needs. This may be called the mind of the customer.

Kano Model
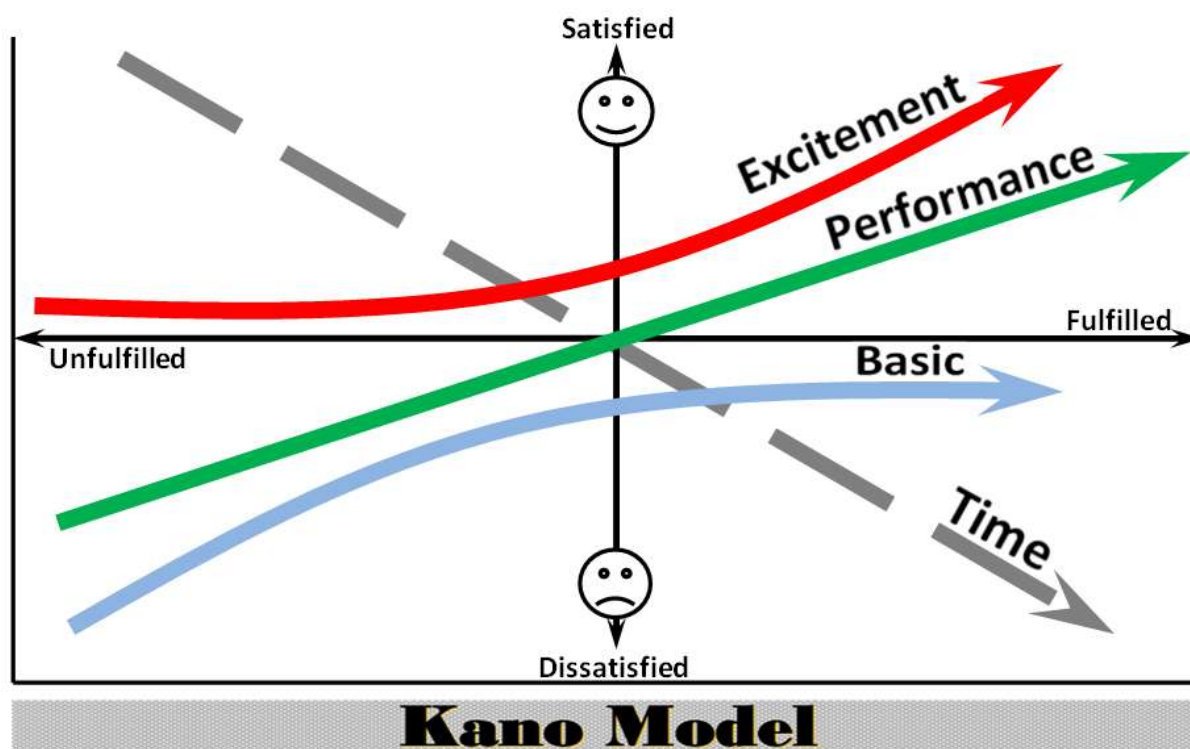
We start with a set of axis where 3 types of needs are represented. The verticals axis is subjective satisfaction level. From very satisfied to very dissatisfy at the bottom. The horizontal axis shows how needs are executed where the extreme right indicate very well executed and the extreme left indicate poor or none execution.

LIBRARY SERVICE CONCEPTS FROM KANO'S PERSPECTIVE

The first of these types of needs are called performance needs. These needs are on top of the users mind when deciding which service to expect and speaks about it when asked ask what is important. Performance needs can satisfy and dissatisfy users depending on how well they are executed. An example can be the presence of journals in the library. The availability of journals in printed form, probably, would be at the lower left hand side of the performance curve, availability of these journals in electronic form would be in the middle, and availability of tertiary sources like abstracting journals for all these journals would be at the top right hand side.

 The second type of needs is the basic needs which users do not give much thought. These are expected and taken for granted. Their presence does not directly add satisfaction but their absence will result in fierce user's dissatisfaction. An example would be the typical library services routines. When such service is executed efficiently, it is business as usual since it was expected. But, for instance, when the user finds that the circulation staff is missing and cannot get the book issued, the user will be fiercely dissatisfied.

The third and most fascinating needs are called excitement needs. These are latent in inarticulate needs that must be discovered and turn into functions and features. When properly executed it will

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excite the users and since it is related to emotions it can really attract the users. As of now Library 2.0 comes into this category. Tailoring the Library 2.0 services like blogs, wikis, folksonomis, RSS, IM, user tagging, RDF, social networking etc., to the users' needs would excite the users. These could really make the library reach the users. Though these services would excite the user their absence will not disappoint them provided they were not introduced at all.

It may be noted that users' need changes over time. What was exciting yesterday would be asked for today and expected tomorrow. In other words, excitement features becomes performance and performance features will eventually become basic. The library 2.0 services that would excite users will become normal library services and as time goes on these services will become basic services of the libraries.

The point is to keep pumping in innovative services as suggested in the library 2.0 concept. Such innovative services will make the users loyal and potential users will turn into regular users.

Today users found that many of the Library 2.0 tools and concepts are exciting though many users are still deprieved of the basic library services. Some of the exciting needs have now become basic needs in many countries. Technological advances in library world will come and go. Though we have missed many exciting tools that would attracted our users of the library, we have to start pushing the library to where the users are by pumping in inovative servies to maintence the relevance of the library to all types of users and potential users.

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