

MLIS/ 1 / CT/ 03 Unit-3
**SELECTIVE DISSEMINATION OF
INFORMATION**

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INFORMATION SERVICE

Library materials are collected and managed by Libraries and Information Centres through which better services are provided to users. Modern library science is called 'Library and Information science' and Library and Information Centre', as it is now not only limited to collection, classification, cataloguing, shelf arrangement of books but also includes information search, communication and retrieval.

TYPES OF INFORMATION SERVICES

- REFERENCE SERVICE
- REFERRAL SERVICE
- CURRENT AWARENESS SERVICE
- SELECTIVE DISSEMINATION OF INFORMATION
- TRANSLATION SERVICE
- REPOGRAPHY SERVICE
- DOCUMENT DELIVERY SERVICE
- ABSTRACTING & INDEXING SERVICE

SELECTIVE DISSEMINATION OF INFORMATION

Luhn of IBM introduced the concept of Selective Dissemination of Information (SDI) in 1961. An information system should device a mechanism by which a continuous surveillance is kept over documents being admitted into the system to find out the relevance of each document from the point of view of each user's interest.

DEFINITION

H.P. Luhn defined SDI as “that service within an organization which concerns itself with the channeling of new items of information, from whatever source, to those points within the organization where the probability of usefulness in connection with thee current work or interest is high. Such a service can be provided manually.”

ELEMENTS

1. Construction of Users' profile

This is a computerised file in which details of users' interest is mentioned. The use of keywords from an accepted thesaurus is the most common technique for the maintenance of users' profile. The thesaurus is used both for describing users' interests as well as for indexing documents.

2. Construction of Document Profile

It is a computerised file in which details of document and key words which represents subject matter is present.

3. Matching

The first step of SDI is matching the users' profile and document profile. This is done on computer.

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4. Selection

Selection is made as per user's demand through computer program and on this basis the only this information is selected which is satisfactory as per user's demand.

5. Notification

After selection, the selected material is notified for dissemination. Generally notification is in the form of reference list with or without summary.

6. Feed Back

Many of the SDI systems have a built-in feedback mechanism. The feed back from users helps in evaluating the profile performance, identification of modifications and updating the profile.

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7. Modification

Based on the results of feedback analysis and profile monitoring, profile modification has to be initiated.

8. Supply of Users' demand

This is the last step in SDI. If any user demands original document, he is provided. And if there is any difficulty in providing original then photocopy is provided.

Thus, these were the steps of SDI service.

REFERENCES

1. Kumar, P.S.G. : Information sources and services. New Delhi: B.R. Publishing Corporation.
2. eGyankosh (<http://egyankosh.ac.in>)

THANK YOU