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AN ACADEMIC LIBRARY MODEL IN THE CREATIVE INDUSTRIES SYSTEM OF THE DIGITAL AGE

MODEL VISOKOŠKOLSKE KNJIŽNICE U SUSTAVU KREATIVNE INDUSTRIJE DIGITALNOG DOBA

ABSTRACT

Information revolution has resulted in fundamental changes in the fields of technology, economy, science and education, politics, publishing industry, culture and arts, but also in the way people think and behave. Social awareness for more progressive education, and also the urgent response to new requirements of research community, has prompted the new way of information creation and dissemination, which is reflected in electronic publishing and scientific production in open access. The main goal of this paper is to define a model for building the academic library as the vault of organized digital collections. The digital library mission implies systematic acquisition and organization of digital collections, managing collections and ensuring long-term access for users according to pre-established rules. The future of digital libraries depends on the ability of self-organization and transformation, in order to become the main centre of knowledge and distance learning, using complex software systems and constantly developing into flexible network structures. Digitization of the existing library materials, development of institutional repository, electronic publishing and organization of collections in open access, taking into account copyright regulations, should be in the focus of building a digital library. There are many significant digital library projects worldwide, but in Croatia, they are just starting. This article explores the possibilities of developing a model of the academic digital library that will be horizontally and vertically networked with other libraries, and thereby contribute not only to its own academic institution, but also to the entire creative industry on which it relies through its innovative activities and partnership with the economy.

Keywords*: academic digital library, digital repository, open access, creative industry*

SAŽETAK

Informacijska revolucija dovela je do potrebe temeljitih promjena u tehnološkom sustavu, gospodarstvu, obrazovnim i znanstvenim institucijama, politici, nakladništvu, kulturi i umjetnosti, ali i u mislima i ponašanju ljudi. Društvena svijest o potrebi naprednijeg obrazovanja i urgentnog odgovora na nove zahtjeve znanstvene zajednice, potaknula je nov način kreiranja i publiciranja informacija kao što je elektroničko nakladništvo i znanstvena produkcija u otvorenom pristupu. Cilj istraživanja je utvditi matricu za izgradnju digitalne visokoškolske knjižnice kao riznice organiziranih digitalnih zbirki. Misija digitalne knjižnice je sustavno nabavljanje i organiziranje digitalne zbirke, upravljanje zbirkama i dugoročno stavljanje na raspolaganje korisnicima, u skladu s unaprijed utvrđenim pravilima. Budućnost digitalne knjižnice ovisi o sposobnosti

samoorganizacije i transformacije u cilju postizanja središnjeg mjesta za prenošenje znanja i učenje na daljinu korištenjem složenih softverskih sustava koji se kontinuirano razvijaju u fleksibilne umrežene strukture. Uporište za izgradnju digitalne knjižnice je digitalizacija postojeće građe sukladno regulativi o autorskim pravima, razvijanje institucionalnog repozitorija, elektroničko nakladništvo i organizacija zbirki u otvorenom pristupu. U svijetu djeluju značajni projekti digitalnih knjižnica, a u Hrvatskoj su u začetku. U radu se istražuje mogućnost razvijanja modela visokoškolske digitalne knjižnice koja će biti horizontalno i vertikalno umrežena s drugim knjižnicama te na taj način dati doprinos ne samo instituciji u čijem je sastavu nego i čitavoj kreativnoj industriji na koju se naslanja kroz svoje inovativne aktivnosti i partnerstva s gospodarstvom.

***Ključne riječi**: digitalna visokoškolska knjižnica, digitalni repozitorij, otvoreni pristup, kreativna industrija*

1. Introduction

Under the influence of technological changes of the digital age, knowledge society requirements affected the accelerated transformation of library and information systems to systems for the transmission of the organization and the transfer of knowledge to the scientific community as a user. Informatization of library management in the terms of creating and maintaining of on-line catalog is no longer sufficient for the requirements of a new generation of academic libraries users. Articulation of users' new needs has resulted in libraries necessary engagement in finding, processing, storing library materials in digital form, producing and creation of digital materials, and development of institutional repositories in open access. Libraries has begun creating new functionalities of their digital collections and making them available to users with the knowledge that the fundamental of the progress is knowledge sharing.

2. The goal, purpose and research methodology

The main goal of this paper is to define a model or matrix for digital academic libraries. The purpose of this research is to encourage scientific community to collaborate with academic libraries in building digital collections according to the international and national legislative and regulatory practice, available infrastructure and its own institutions specifications. Historical methods, methods of analysis and comparison of the existence of elements of digital, virtual or hybrid academic libraries in Croatia, are used in this paper. Web sites of the National and university library, City and university library in Osijek, academic libraries of the Josip Juraj Strossmayer University of Osijek were analyzed. The analysis included two academic libraries: Faculty of economics and business in Zagreb and the Faculty of organization and informatics in Varaždin, which have significant results in the field of digital collections organization.

3. Concepts, terminology and architecture of libraries in digital age

3.1. Concepts and terminology

In today's practice, there are different terms in use that need to be more clarified: electronic, virtual, hybrid and digital libraries (Turčin, Valčić, 2002). **Electronic** libraries are libraries available on-line, libraries that are electronically receiving and delivering data on library materials or library materials (e-mail correspondence, book reservations, interlibrary loan, literature preparation, material acquisition etc.). These types of services are today almost indispensable in libraries, and most libraries can call themselves electronic. Most used electronic service is: "Ask a librarian".
Virtual libraries include collections of electronic sources of materials on the network, and provide information about materials all around the world. Thereby, available information in open access and

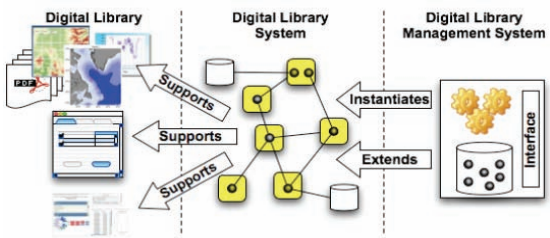
information about library materials are organized by library staff. Everything else – digital sources and electronic materials are available based on signing in the library, where users have been given the password to use organized sources which library have payment obligation to providers. **Hybrid** libraries are libraries which incorporate library materials in both, electronic and paper media, in variety of formats, encourage the use of information out of the large number of local and distant sources, using integrated system for locating and using that kind of information. The term is used in particular in Great Britain. Hybrid library combines traditional and digital library, and the most important purpose in relation to the user is to encourage them on independent finding and using information sources in different formats (Oppenheim, Smithson, 1999, 97). There is no unified definition of the digital library in the literature. The term answers to very complex ideas with a few different aspects and cannot be limited with one simple definition. It is possible to establish a wider definition: **digital** library is organization which systematically acquires digital content, manages that content, organizes it, keeps it in the long terms and makes it available in accordance with the established rules of business. Digital library should provide access to the protected papers while respecting national copyright laws and international treaties and regulations (Horvat, Zivkovic, 2013, 7). **Digitization** (Athanasopoulos, G. et all., 2011) includes the transfer of data from analog (in case of the libraries, usually it involves paper) to digital format for computer processing, and it is a form of copying or reproducing of work to which the author, or the right holder has the exclusive right. It is a conversion of printed materials as opposed to scanning the image of the original printed document so that it looks like the original, which is commonly referred to as electronic reproduction (Živković, 2001, 8).

3.2. Architecture of the libraries in digital age

The infrastructure of the Internet can provide a variety of services necessary for the establishment of digital library. Digital libraries are independent systems and have independent architecture, in general. To establish and maintain digital libraries, it is needed: specialized staff, a software system for distribution and storage of digital content via internet or an intranet, and the awareness of end-users about the usefulness of creating a digital library for the society. The need to define a digital library has led to the development of „The DELOS Manifesto" (Candela et al., 2007) as the result of joint work of members of the European Union. According to the Manifesto, libraries are placed in three levels shown in Fig.1:

1. Digital Library (DL) is potentially a virtual organization that comprehensively collects, manages and stores digital content, and offers its customers the appropriate functionality to the content, according to pre-defined rules.
2. Digital Library System (DLS) is a software system based on the specific IT infrastructure through a network that allows the use of the library and interaction with users.
3. Digital Library Management System (DLMS) is an integrated information system that allows the infrastructure for digital collections organization, management and communication with the customers, loans, returns, reservations, and prohibits copying, saving and printing of digital content.

Figure 1 *Architecture in three levels according to the roles of participants*



Source: Candela, L. et al. (2007): Setting the Foundations of Digital Libraries. The DELOS Manifesto. D-Lib Magazine, Vol. 13, No. 3-4, http://www.dlib.org/dlib/march07/castelli/03castelli.html, (accessed 2 March 2015)

Building a digital library requires sources with content in a digital form, whether digitized or original digital content. The digital library is not just a software system or collection. It is not a network portal that provides digital content. Digital libraries are organizations that maintain and provide all the resources necessary for the presentation and preservation of digital objects over time for the future generations.

3.3. Overview of most known projects of digital libraries in a world and in Croatia

There are more and more constructed and available digital libraries in the world. Digital collections are born, usually through the digitization of collections of old and rare material, material of native collections, archives and other material that is not subject to copyright. The most important organization that supports national and international digitization strategies, as well as initiatives by individual libraries is IFLA (International Federation of Library Associations and Institutions). In a document „Manifesto for digital libraries", IFLA encourages libraries to collaborate with other cultural and scientific heritage institutions that provide wealthy and diverse digital resources that support education and research, tourism and the creative cultural industry. Library association ARL (Association of Research Libraries) on its internet site announced projects for development of digital collections available on the internet. United States strongly promotes the digital library. There are many prominent projects of national libraries, such as American Memory of the Library of Congress in Washington, Collect Britain: putting history and place of the British library, the French Gallica project, the Dutch project Memory of the Netherlands and many others). The most important document of the European Commission is a „Digital Agenda in the Europe 2020 strategy" (European Commission, 2014), which presents the necessity of the digital economy and announces the creation of a European digital library. There are several projects in Europe today that aim to assist and support the digitization projects of European countries.

One of the first and most known digitization projects is **Gutenberg project**, which is considered as the first digital library ever created. Gutenberg project was started by Michael Hart in 1971, by digitization of the American Declaration of Independence. Mission of the project was distinguished as encouraging the creation and distribution of e-books. The **World Digital Library** is an initiative of UNESCO and the Library of Congress in Washington, launched in April of 2009. This digital library is free and on the Internet it provides materials in multilingual form from countries and cultures around the world. It has a task in the promotion of digital resources, increasing of resources available on the internet, scientific equipment and teaching staff and other stakeholders on digital resources. The mission is the exchange of knowledge between the institutions involved. European Commission gave the initiative for the **Europeana** library, and it supports and finances the different areas of its activity. Europeana provides access to the European cultural heritage, including text, images, video and audio clips. A huge number of digital objects accessible through Europeana are dynamically increased. Digital objects are supplemented by a number of interactive and innovative collections such as "My Europeana" or "Thought Lab".

Ministry of Culture of the Republic of Croatia brought the "National digitization program of archival, library and museum material". There are no extensive digitization projects in Croatia, and for individual and occasional projects are selected mainly material that is not protected by copyright.

The origins of digital libraries in Croatia can be found in the following libraries.
TookBook represents real digital library, where anyone can register and become its user. It offers books with content in Croatian language, in the number as it came out in e-editions. Anyone can read books using smartphones and/or tablets. Using the library is not free, but the monthly membership fee is just symbolic 39HRK. Membership activation provides full text access throughout the books. Registration provides free reading only for first chapters of the books on

desktop, smartphone and tablet.
CARNET e-library provides free access to the archives of books and magazines available for reading in an electronic format, to all members of the educational, academic and research community – pupils, students, teachers, professors and researchers. Everyone who has active electronic identity - AAI@EduHr for the academic and research community (e-mail address and password), can be registered at the library.
Goethe e-library allows free registration and use of electronic media in German language. This e-library is a digital version of the Library of Goethe-Institut Kroatien. This service allows the loan of digital media such as e-books, e-audio recordings, or e-paper for a limited period, so you would found them easily to download from the e-library to your computer, e-reader or mobile phone. Upon expiry of the loan period, loan file can no longer be loaded or read.

4. Institutional repositories

For a number of definitions of institutional repositories, two of them can be distinguished: institutional repositories are "stand alone systems which are intended to collect, search and retrieval of resources" (Bosnić, 2011), "institutional digital archives of intellectual work results, created by teachers, researchers and students of an institution, that are available to end users in the institution and beyond." (Vrana, 2011, 56). Institutional repositories comprehensively can be defined as the collections available in digital form, which on the websites of the relevant institutions include scientific papers, educational materials, and other types of material specified in advance the appropriate criteria founders. They are established, supported and maintained by an institution they are located in. Mostly they involve doctoral dissertations, master thesis, scientific researches, scientific projects, textbooks, manuals, scripts, presentations, articles, papers from conferences prints, audio and video content, and images. Their goal is to bring together the intellectual digital content of a community of scientists and students within the parent institution. Their task is to provide input and description of digital content, storage, organize content, durability and protection in the long run, and edit access to such facilities through authentication, enable search and view digital content on the metadata level and at the level of the full text, and dissemination of digital content from repositories on user request. In fulfilling this task they match up with the mission of academic libraries. The role of academic libraries and libraries of higher education can be seen in the connection with the repositories in terms of activating the librarians in input, maintenance of content, retrieval and provision of information to the users.

World's most known project gathering of institutional repositories is OpenDOAR - Directory of Open Access Directory of Open Access Repositories. It brings together over 2,600 repositories worldwide, and includes the following repositories from Croatia: Portal of scientific journals of Croatia HRČAK, Full-text institutional repository of the Ruđer Bošković Institute FULIR, FAMENA PhD collection, FOI digital library, University of Zagreb Medical school repository, Digital archive of the Faculty of philosophy in Zagreb. Many institutions of higher education and scientific institutions in Croatia have recognized the importance of establishing a network of available digital repository, although just few of them established that. Josip Juraj Strossmayer University of Osijek, only Faculty of humanities and social sciences in Osijek has its own institutional repository. Law on amendments to the Law on science and higher education (NN, 2013), contributed to faster development of infrastructure for a national repository. This law, in the article 40 introduced an obligation of storage of doctoral dissertations in the database of doctoral dissertations of the National and university library, and the final work and thesis in the university repositories and obligation to for their copy in a public online database of the final work of the National and university library. Librarians in academic libraries have an important role – to control papers and storage in the university repositories. The need to create these repositories initiated the creation of a single national repository system called DABAR, intended for all institutions of science and higher education. DABAR is a product of the University computing centre: SRCE,

resulted as an emerged collaboration with the academic and research community in Croatia in order to simple construction of institutional and regional repositories of all institutions in the system of science and higher education. ARA - Aggregator of Croatian repositories and archives on one web location aggregates metadata of Croatian repositories in which is stored more than 110,000 records.

4.1. Open access as a condition of formation of academic library of a digital age

In the era of universal internet connectivity, most users expect to have the information they need for their work or research. Regulation of copyright imposes as a limiting factor. The digitized material cannot be available to the public on the internet without permission of the copyright owner. Open access initiative is developed as a response to the limitations imposed by these regulations, advocating equal access to information and knowledge, by equal conditions. Open access means free, immediate and continuous online access to full-text scientific articles and data, input works in digital repositories of institutions or in special repositories for specific scientific areas permitted unrestricted distribution and use of all with recognition of authorship of all researchers. Open access increases the visibility of research results, affecting the increase in citations of work, and it has a special positive effect it on the scientific reputation of the author and the institution where he is employed. On this track, European Commission (Jones, 2013) launched the "Open Research Data Pilot", which was presented in Croatia. Data storage with the possibility of open access is required for a number of project areas in order to increase the visibility and enabling secondary analysis of data collected within the projects financed from public sources.

5. Trends in the development of academic libraries in the world

Thanks to the advocacy of open access, libraries are no longer the most important intermediary in providing access to collections. They have to change their role according to users' requirements. The focus should be directed to the development of collections and services that reflect their competencies and which do not offer other organizers of knowledge. The International Committee for Research and Planning Association of Academic Library ACRL proposes each year top ten trends in academic libraries. Past year had the emphasis on: online education through partnerships with businesses in open access, continuous innovation that builds on the knowledge, services, construction of networked repositories, network guide service and assistants for data transfer (ACRL, 2014). Academic libraries should be visible and active partner in the research. Academic libraries can provide consulting services related to the research and data management, provide the infrastructure for data storage, and should support their librarians to become active members or consultants in the research teams. Entering the project teams will totally redefine the role of academic libraries and their librarians. Librarians will provide their bigger role in the creation of all kinds of digitization content, the creation of applications, the organization and the development of institutional repositories. Accordingly, librarians will need to practice long-life learning to develop new skills for creation and innovation, the entrepreneurial skills, in order to provide the contribution to their institution.

5.1. Libraries in the system of cultural and creative industries

According to the latest data (United Nations, UNDP, UNCTAD, 2013; UNESCO, 2015), cultural and creative industries belong to one of the fastest growing sectors of the world economy. In a document entitled: "Understanding creative industries" UNESCO explains creative industries as industries that produce and provide copyrighted cultural goods and services. Eight domains (artistic and monumental heritage, archives, libraries, books and press, visual arts, architecture, performing arts, audio and audiovisual media/multimedia) and six functions (preservation, creation, production, distribution, trade/sales and education) that constitute the "cultural sector", are identified at the European level (European Commission, 2010). According to the EU model of concentric circles

(Throsby, 2008) books and libraries are in the center of cultural and creative industries. The digital library is an integral part of library services that is applying new technology for providing access to digital collections. It provides resources, specialized staff for selection, structuring, intellectual access, interpretation, distribution, protection the integrity and ensuring the longevity of collections of digital works, so as to be readily and economically available to use for a defined community or set of communities (DLF, 2010). Regarding this, academic libraries transform their traditional role as an organizer of knowledge and agents in access to information into the role of creator of knowledge in synergy with other areas of the creative industries. Thus, they are contributing to innovative and evolutionary development of library and information activities, and encouraging the cultural, social and economic changes. Libraries are seemingly non-profit part of the industry, but precisely with the creation of projects such as digital content and organization of digital collections, they are engaging many other industries. Included in the global network, they directly inspire and provide support for other partners in the region. Above all, they are accelerators of the development of cities as centers of culture and science.

6. Models of academic and university libraries of the digital age in Croatia

University libraries have realized significant projects of digitized materials in open access. Academic libraries are in smaller number involved in changes to the new requirements of the digital age.

National and university library in Zagreb (NSK) has significant digital collections: Sounds of the past, Digitized heritage, Old Croatian newspapers, Old Croatian magazines, Croatian web archive, Digital academic repository, Virtual collection of works by Ruđer Bošković. Special collections include: Collection of manuscripts and rare books, Graphic collection, Collection of maps and atlases, Audio and music collection.

City and University library in Osijek (GISKO) has digitized the following collections: Native periodicals, Native monographs, Collections of Osijek postcards, Catalogs, Graphics, Maps, and in a 2014 it has began the project of digitizing literary heritage of Rudolph Francis Magjer, as a contribution to the national project Croatian cultural heritage.

Library of the Faculty of economics and business in Zagreb formed an e-library that includes electronic books, and gives access to national journals in newspapers on the internet.

Academic library of the Faculty of organization and informatics in Varaždin has very comprehensive digitized materials: books, newspapers, periodicals, manuscripts, postcards, bibliographies, author catalogs, and also the links to digitized collections and repositories of other institutions. This digital library is intended for users of the librarian software product METELwin. All digitized material can be used in open access. Interestingly achievement of digitization is called "Metelcity", the first virtual cultural city which combines the biggest Croatian library of digital materials "METELwin Digital Library". In addition to digitized collections, it contains the first Croatian internet book fair 'Book online', the largest and most detailed catalog of Croatian authors' biographies and all other services and products.

Almost every analyzed academic library of Josip Juraj Strossmayer University of Osijek has its own on-line catalog, links to other library catalogs, e-library service adjusted to users, and a list of databases and on-line resources in open access. The Library of the Faculty of Humanities and Social Sciences in Osijek has a digital collection of old and rare books, and library of the Faculty of Food Technology and Biotechnology in Osijek has a small collection of electronic books. The largest number of digitized materials originates from indigenous and protected collections of libraries, institutions and private libraries. At this moment, we can make a conclusion that the local university and academic libraries are a mix of electronic, virtual and hybrid library, but are not fully accepted and defined as digital libraries.

6.1. A matrix for a model of digital academic libraries

With the use of the internet and sophisticated technology, in order to fulfill the role of knowledge creation and achieving education, digital libraries could easily be formed technically and organizationally. Complete knowledge spillovers are limited by copyright laws, mostly national ones. This means that protected and digitized material shall not, without permission of the rights holder be available to the public on the internet. The problem becomes even more difficult in the case of co-authored works, as it would require permission from every author represented. "Guidelines on library legislation and policy in Europe" by the Council of Europe/EBLIDA of 2000 outline the principles which should guide modern European libraries. They are even more specific and state expressly that the reproduction in libraries must be in accordance with the national law on copyright " (Horvat, Živković, 2013, 7).
In accordance with article 5(3)(n) "Directive 2001/29/ EC on the harmonization of certain aspects of copyright and related rights in the information society" (European Commission, 2001), libraries may digitize materials from their fund, but they can provide access only in specific computers in its own area, for the purpose of scientific research or for private use. It is permitted to convert material into accessible formats for handicapped persons. It is particularly important to have software solutions that prevent downloading and printing the whole publication, and allow downloading or printing a few pages of content.

A matrix for building a model of the academic library of digital age contains the following:

I Defining the criteria for selecting the type of material:
1. Digital collections for which copyright has expired
2. Materials which can be digitized in accordance with regulations on copyright
3. Original electronic publications purchased as such (e-books)
4. Repositories: creating own institutional repositories and building a network of institutional repositories in open access
5. Databases as a source of information and free-access databases
6. Publications by governments and non-governmental organizations in the world, in free access
7. Gathering and organizing material in a free network access
8. Gathering and organizing materials for e-learning and distance education
9. Connectivity of digital libraries of related faculties and institutions as well as other libraries, archives and museums

II Selection of hardware and software solutions for the digitization of material, storage and management of digital content
III Planning workflow activities and financial structure
IV Defining users and ways of borrowing materials that cannot be in open access.

Librarians have an important role in defining the criteria for selection of material for digitization, paying attention to the objectives of the institution and customer requirements, and a good knowledge of copyright and related rights. The criteria must be in accordance with the curriculum, course reading materials and national statutory and regulatory basis. Librarians initiate networking of digital repositories, thereby enabling the sharing and exchange of knowledge. Connecting collections and exchange of data of already digitized material through national or international digital matrix registers will prevent digitizing the same material unnecessarily and thus save funds. Users of digital material can be scholars, academic staff, students and other users who are allowed to access the secure network and who have received a password or other verification for legal access.

7. Conclusion

Digitization enables the creation of virtual collections with global connectivity of materials worldwide. Furthermore, digitization has the role of protection in case of deterioration of original documents and media. In this way, digital content is organized, preserved and available to the public in a form made possible by the development of technology. The manner of availability is decided by a particular library depending on international and national copyright regulations. Developers of digital-age libraries should consult with local communities whose tangible and intangible cultural heritage is suitable for digitization.

There is no digital library in the form of a generally accepted definition in Croatia. Insufficient number of institutional repositories and their fragmentation is also evident. A solution to this problem is the implementation of the single information and communication system of higher education and science by building a national repository DABAR for final theses and dissertation, upgrading the DAR system and establishing a network to support e-learning. A prerequisite for lifelong learning is to define quality models and build distance education systems, including course materials in open access.

Establishing a national university library system contributes to the stated goals. Ranging from national, public to academic libraries, they are not only stakeholders that create services and products for their customers, but they also provide support for the activities of other cultural and creative industries. Creativity of librarians in academic libraries provides ideas and incentives for the creation and production of knowledge to their users, gives support and training in the use of organized digital collections to all other partners, regardless of their physical or temporal distance.

An academic library of the digital age should be at the center of intellectual activity, and structured in a way that there are no physical, temporal, or personal borders or barriers. Investing in a new organization of academic libraries should be understood as investment for the future. One can assume that in the near future printed editions will gradually lose their importance and disappear, whereas library materials will be easily accessible without space and time limitations in open access in digital repositories. It is expected that e-publications will be read using e-readers, smart phones and similar devices, because their quality does not disappear with time nor does it diminish with use. The major disadvantage and problem will be the protection of material in digital form, as well as very high costs of hardware and software due to the rapidly growing new technology, which will require continuous adjustment.

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