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Use of Web 3.0 Technology in Modern Libraries

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Introduction

We have already seen our services and collections change dramatically with the rise of the internet and everything that it has brought with it, from the logistics of offering public internet access, to e-resources, Web 2.0 and the use of the semantic web. Change is a constant part of being a librarian as we strive to be leaders, rather than followers, in providing access to and demonstrating the use of new technologies in our workplaces. The environment in which librarians offer services has changed drastically, as much as the communities we serve.

Due in part to rapid changes in technologies and their enthusiastic uptake by many sections of the community, libraries are in a constant state of flux when it comes to engaging with and utilizing new technologies in ways that are relevant to users and our key goals as organizations. We cannot afford to lag behind, and barely keeping up is not a satisfactory outcome either. Rather, libraries must be able to pay attention to upcoming trends enough that we appear to future-cast, taking in information about coming changes and sorting through the chaff of what is unlikely to come to fruition, or what is unlikely to be relevant to our goals and activities.

Interactivity with the web will reach new levels as a result of hyper connectivity between people, computers, and connected devices made possible by pervasive broadband services and the emerging "Internet of things." Already, people are increasingly acting on information made available by a wide variety of connected devices that are becoming pervasive in society, from notebook computers to tablets, from smart phones to wirelessly embedded consumer electronics devices such as cameras. Soon the body of connected devices will include a wide range of sensor-equipped and networked products, from energy-using appliances in the home, such as refrigerators, to routine office equipment, such as web-enabled printers. The increasing activity on the web will continue to grow by orders of magnitude, which in turn will help build the information it contains and its collective intelligence. The higher level of engagement with the web will be stimulated, as well, by the increasing conveniences of automated services offered over these devices by the intelligent web.

Web 3.0 has already integrated itself into our online lives, through new generation social media applications, the semantic web, and easier information finding and sharing. Library 3.0 is still under development, but library services throughout the world are developing ways to integrate it into their services through methods such as RDA tags, metadata and other semantic web developments. The semantic web has changed the face of the internet, and will continue to change and develop the way libraries conduct their online business and deliver services such as OPACs and federated searching.

Defining Web 3.0

Web 3.0 is intended to evolve out of upgrades and extensions to existing web functionalities, not through the reengineering or replacement of content and systems. While it is still very early in the evolution to Web 3.0, some implementations that are available today illustrate its potential use. Tiptop Search, for example, which uses semantic technologies to search Twitter messages, categorizes results based on users' emotions and experiences about the topic of interest. Microsoft's Bing search engine employs semantic technologies to suggest related blogs, tweets, and additional, related queries that a user might want to consider as they look for information on a particular topic.

The term Web 3.0 is best used to explain the next era of web computing and the new information age it will introduce, rather than a set of specific technologies or technical attributes. Generally, the concept of Web 3.0 emphasizes three main features:
• The capability of obtaining contextual information from a web search
• The ability to obtain information drawn from a variety of previously   incompatible or walled applications or sources
• The engagement of all types of devices and machines in the data creation, data use, and communication process that informs our daily lives, our work, and our businesses

Evolution from Web1.0 to Web3.0

The foundation for today's information services explosion was laid with Web 1.0, the read-only web. The initial system created a constantly growing library of information published on static websites, that users could access directly via browsers or discover via search engines. Web 2.0, often called the read-write web or the "social web," made the Internet easy for consumers to understand and use and allowed them to participate in creating and publishing content. Users could share their ideas with others via blogs, wikis, and social networking sites, add links to information published by other communities and applications, and interact with content published by others.

Web 2.0 harnesses the public's collective intelligence to give additional value to published information. Google's Page Rank algorithm, for example, considers the number of user-created links to a particular web page, among other factors, to determine the importance of that page when ranking search results. Recommendation engines such as Digg.com and last.fm, which encourage people to share and discuss web content or music, use their participants' opinions to establish the value and popularity of content that is published on the web.

Web 2.0 has become an integral part of life and business. Companies, government agencies, and other organizations have leveraged the technology's publishing and participatory attributes to create new applications and business models for both internal and outward-facing needs. However, the information contained on the web today has little structure, which limits its potential use. Web 2.0 is also constrained by the extraordinary volume of information available, the escalating rate at which content is published, and the inability of the existing system to integrate data that originates from different sources or in different formats.
Web 3.0 is the designation generally associated with the evolution to an "intelligent web." It's anticipated that the intelligent web will address the lack of structure and organization in Web 2.0

by linking information from disparate sources and systems to make the web even easier to use, more efficient, and more valuable to its users. Web 3.0 is also referred to as the "semantic web" because it will use semantics—the study of meanings behind words and information—to interpret searchable content and thus deliver more appropriate and relevant content to end-users. Web 3.0 will introduce new techniques for organizing content and new tools that will make it possible for software and applications to collect, interpret, and use data in ways that can add meaning and structure to information where it didn't exist before. The web will become smarter, in other words. In concept, Web 3.0 will be able to unleash services that can cut through high volumes of information from disparate digital sources—from web content to e-mail or files residing on a PC.

Features of Web 1.0, Web 2.0 and Web 3.0

S. no.	Web 1.0	Web 2.0	Web 3.0
1.	1996	2006	2016
2.	The Web	The Social Web	The Semantic Web
3.	Tim Burners Lee	Tim O'Reilly	Sir Tim Berners Lee
4.	Read Only Web	Read and right Web	Read, right and execute Web
5.	Information Sharing	Information Interaction	Information Immersion
6.	Millions of user	Billions of users	Trillion of users
7.	Ecosystem	Participation	Understanding itself
8.	Connect Information	Connect People	Connect knowledge
9.	The Hypertext/CGI Web	The Community Web	The Semantic Web

Some Advance Feature of Web 3.0

User-generated content

The semantic web, or Web 3.0, has already had a real and lasting effect on the way that people use many internet services. The term 'semantic web' refers to the world of linked data. Semantic web technologies enable people to create data stores. Services such as eGov, and Facebook's connectivity with other websites, mean users are coming to expect different, more integrated experiences. Web 3.0 will increase the ease of conducting information searches by making more data machine-readable, which greatly decreases search times. Through Web 3.0 applications, the use of the internet will become more pervasive in the regular, day-to-day activities of the population.

There are many advantages of user generated content. The technology is usually cheap; it can be included as an add-on in many LMS and will probably become an automatic inclusion within ten years. A benefit of UGC is that it is an easy way for library users to have their say on a topic and to have an online presence in their local community. Many users are passionate about books and reading, but may lack the time or willingness to join a book group. UGC is an easy (and anonymous) way to contribute. Social media also provides an online community that extends beyond the physical space of the library.

UGC is also a way for people to have ownership of their library – by allowing them to take the time to write content, as they would with other social media tools such as Twitter.

A drawback of UGC is that it may require more staff time to moderate. Moderation is essential to ensure that the library's presence is dynamic, through regular updates and comments or questions are responded to. Staff will also need training in how to use applications, and also, possibly, broader IT skills for troubleshooting situations. There should also be clear boundaries between what is library content and what is user-generated – this will assist users in identifying qualified sources of information. However, there is an opportunity for libraries to develop their borrower's information literacy skills both in assisting them to add content but also in helping them decide which online sources to use.

Federated Search and Beyond

Online searching is the primary means by which people access our collections and find the resources that they seek. Beyond the library, searching is now a part of everyday life as people spend increasing amounts of time online and use mobile devices to connect with people and information. As Tony Russell-Rose notes: "When most people talk about search, they typically envisage a web page with a search box and a results list. But search is increasingly becoming a[n] ubiquitous part of our daily lives, helping us make sense of the world around us. Search is the means by which we are able to cope with our overflowing email inboxes, to generate insights from masses of corporate data, and to discover new restaurants in an unfamiliar city armed only with a Smartphone and an Internet connection. Search will be everywhere, but invisible, contextualized, and personalized.

Context is its Differentiator

One of the fundamental features of Web 3.0 will be its capability to use unstructured information on the web more intelligently by formulating meaning from the context in which the information is published. Specific information resources on the web will be organized, correlated, and linked to other resources of common interest by the use of natural language processing and semantic technologies that can index data, and then find it, interpret it, and establish relationships between disparate data elements in anticipation of a user's search needs.

A user, for example, will be able to process text-based information in ways that are similar to the methods employed today to process structured or numeric data from spreadsheets and databases. A search engine will be able to understand queries presented as full questions and serve up accurate and relevant results, even if the results do not necessarily contain the specific search terms used. Technologies will also be able to better filter data to improve search-result quality and relevance to deliver the content that best serves the user's intentions. Intelligent filters will be used during a customer's web search, for example, to exclude results that represent a particular brand, product, topic, or information the user is not interested in. By focusing on content quality rather than quantity, such filters will also help address the problem of information overload, which can often overwhelm or unnecessarily distract users during a search.

Some of the semantic technologies that will be used to make Web 3.0 possible include the Resource Description Framework (RDF), which describes information so that it can be read and understood by computer applications. RDF is used to link data from different websites or

databases, as advocated by Sir Tim Berners-Lee's notion of "linked data," which extends the use of URLs beyond web pages to bring web connectivity to all types of devices and information sources. Another semantic technology is the Web Ontology Language (OWL), which could also play a key role. OWL will enable an application to process or interpret information contained in documents rather than simply presenting the information or documents to the user.

These technologies, among others, can be used to assert relationships between data obtained from individual or multiple applications or sources and merge information from previously unrelated sources. The approaches also enable a Web 3.0 search engine's capability to deliver relevant results based on the context of complete phrases or questions rather than keywords.

Openness between Data Sources

The capability to cross-reference, interconnect, process, and remix data, applications, and information from the many diverse sources on the web introduces a new level of openness in the information technology sector. Interoperability between information or application silos makes it possible to combine data from individual resources in new ways and to create research results that have more value than their original source materials might have had individually.
"All in all, Web 3.0 technologies will create smarter, more-efficient web programs that could drastically reduce the time it takes to compile and post information to the Internet and the time it takes users to search for it once it's there. The key for Web 3.0 is efficiency."

Benefits for users

One of the main benefits of the Web 3.0 for consumers is that their interactions with their devices and applications will be personalized. Libraries will be able to take advantage of the many intriguing features and capabilities Web 3.0 brings to build better services and relationships with their users.

In the near future, services made possible by the intelligent web will begin creating new and creative interactions between customers, their devices, and their applications. The impact will be felt in the social networking sphere, where applications will have a better ability to make use of customer-generated content and opinions; in the mobile web, which will become the predominant means of accessing content and services; and even in the entertainment sector, where televisions and gaming devices will add intelligent services such as the ability to recommend media to users based on past usage and preferences or interactive features that allow customers to create their own content.

The ability to organize information contextually based on natural language processing and semantic technologies, combined with user-defined criteria, will make searches far more powerful than is possible with today's algorithms. Data output will be more personalized and common tasks and activities will be more intuitive and easier.

Behavior- and location-aware applications will be enhanced by the enriched context made available to the application and by automated interactions with and between more types of devices.

Governed Semantic technology " provides an increasing opportunity for application development professionals to better exploit information, integrate systems, and deliver applications that give the users new and more powerful ways to use information.

Opportunities Offered by Better Information Access

Despite these areas of concern, Web 3.0 will usher in a new era for business and more opportunities in which the Internet plays an increasingly important role. It will introduce a novel information age for business as semantic technologies add meaning to linked data and create greater openness among data sources. The new information age will be fed by hyper connected users and the "Internet of things," which will make the web and services that operate on it more intelligent. The increasing contributions of information from cloud-based resources and social networks will help facilitate it. Another enabler will be IPv6, which will make it possible to maintain constant communications with devices and machines.

Because it will be able to open up access to information and combine information from disparate sources and organizations, Web 3.0 will lead to the formation of new consortia and partnerships to drive new opportunities of interest to businesses, industries, and consumers. Many internal and external business processes will become more open and transparent. Machine-to-machine information exchanges will become more meaningful and interoperable with corporate information systems. The pace of innovation will speed up significantly, and new opportunities for disruption will emerge. Competition will increase as companies pursue innovative services with Web 3.0 capabilities and as cloud-based services and long-tail applications make it possible for small or previously unrepresented groups to compete with larger firms on more equal footing.

Conclusion

The web offers so many opportunities to people with disabilities that are unavailable through any other medium. It offers independence and freedom. However, if a web site is not created with web accessibility in mind, it may exclude a segment of the population that stands to gain the most from the internet. Most people do not intend to exclude people with disabilities. As organizations and designers become aware of and implement accessibility, they will ensure that their content can be accessed by a broader population.

Traditional libraries have taken the shape of an interactive, accessible and efficient platform which is present for the user at any time of the day. The new forms of digital libraries, i.e. semantic Web, have proved to produce more meaningful results for the user. Further developments in semantic web evolved the concept of contribution of information and social interactivity between the contributors. Therefore, the future holds much more promising and efficient mechanisms for handling information.

The Semantic Web (Web 3.0) promises to "organize the world's information" in a dramatically more logical way than Google can ever achieve with their current engine design. This is especially true from the point of view of machine comprehension as opposed to human comprehension. The Semantic Web requires the use of a declarative ontological language like OWL to produce domain-specific ontology that machines can use to reason about information and make new conclusions, not simply match keywords. The effects of Web 2.0 are far-reaching.

Like all paradigm shifts, it affects the people who use it socially, culturally, and even politically. One of the most affected groups is the social networks and Wikis are all products of Web 2.0 designers and developers who will be building it—not just because their technical skills will change, but also because they will need to treat content as part of a unified whole, an ecosystem if you will, and not just an island. First, knowledge of all kinds gets represented in a form that is interpretable both by people and machines. Second, different forms of language in which knowledge is expressed begin to be interrelated and made interchangeable with each other. Third, when knowledge is encoded in a semantic form, it becomes transparent and accessible at any time to a variety of reasoning engines.

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3M Cloud Library Application

The 3M Cloud Library application is an innovative way to browse, borrow and read popular fiction and non-fiction eBooks from the local public library. It is a mobile technology that allows us to browse, checkout and read titles on our personal devices. The 3M Cloud Library application is part of a full suite of services purposed for us to enjoy books from our public library.

It's not an entirely new concept. A system called Over Drive already facilitates e-book lending at many public libraries. But what sets 3M's offering apart is that libraries can purchase 3M-branded e-readers, and lend the hardware to patrons who don't have e-readers of their own. Patrons would check out the readers like they would a book or any other piece of hardware the library may lend.

While it might seem odd for a tape company like 3M to enter the e-book market, it actually has 40 years of library experience. 3M's <u>Automated Material Handler</u> checks in and sorts library items that have been returned. The company's RFID systems help libraries track books, and its <u>self check-out system</u> helps busy patrons get in and out of local libraries quickly.

How to use the 3M Cloud Library Application

To use the 3M Cloud Library Application we will need a library card, a PIN (if required by your library) and the 3M Cloud Library App downloaded to PC, MAC, iPhone, iPad, or Android device. A 3M Cloud Library App for Kindle Fire can be downloaded through the GETJAR App Market. E-books downloaded to our PC can be transferred to a Nook, Kobo, Literati or older Sony Reader. It is also possible to side load books to the Kindle Fire and newer Sony readers.

E-readers compatible with the 3M Cloud Library Application

The 3M Cloud Library currently works with iPad®, iPhone®, iPod Touch®, Nook devices®, Sony®, Kobo®, and Android® tablets and phones. At the present time, we can transfer books from our PC to the following e-readers: the original Nook, Nook Simple Touch, Nook Color version 1.41, Kobo, older Sony readers and the Literati Reader. By downloading some additional software, it is also possible to side load books from our PC to new Sony readers, the Kindle Fire and other e-readers.

Scope of 3M Cloud Library Application

Libraries have to purchase an e-book in the same way they purchase physical books. The publishers require the library to abide by one copy/one user model just as it is done with physical books. The price that libraries pay to the publishers for e-books is higher than the price charged to consumers. Unfortunately; libraries do not have the funds to buy enough copies to fill every request immediately.

E-book purchases have dramatically affected dead-tree book sales, digital lending is changing the stock-and-trade of public libraries. The San Francisco Public Library told *Wired Magazine* that if its digital lending library were counted as a single physical branch location, its monthly checkouts would rank number eight among 26 individual branches.

3M has simplified e-book lending for libraries. Currently the 3M Cloud Library offering has over 300 publishers and over 200,000 titles. These e-books are compatible with Nook e-readers as well as iOS, Android, Windows, and OS X devices running the Cloud Library application. (Amazon's Kindle is noticeably absent from the list.) To help expedite book lending, 3M is setting up on-site kiosks to help patrons search and check out available books.

Library Benefits

- Make it easy for the patrons of a library to access e-books, so they can read when they want and how they want.
- Collaborated with major publishers to provide the best and most popular content to the library, and constantly adding more items to bolster the library collection.
- Optional accessories enhance the 3M Cloud library experience and drive traffic to library collection, from in-library Discovery Stations, to lendable eReaders that help all patrons enjoy the benefits of e-reading.
- Provide personalized service expertise to help the library to implement and enhance its collection.

Patron Benefits

- Fast and easy app installation for faster book access
- No need to fill out extensive personal information or create a Adobe ID - patrons simply fill in their state, library name, library barcode and PIN
- Ability to use personal accounts to access e-books across all their devices (tablet, smartphone, computer).
- Bookmark feature, so patrons can check out an e-book on an iPad, take notes while reading on a PC and finish the book on an Android device!
- Patron freedom to browse library collection from home, or in the library
- Ability to discover new titles
- Access to downloadable apps

Helpful Tools

- Creation of shelves and lists of Cloud library books that would interest the patrons -- from summer reading lists to staff favorites.
- Customization of the app by placing the logo of the parent institution or the library at the top of the page.
- The message center to connect to twitter feed.

Launching 3M Cloud Library Application

3M will be with the library through every step of on boarding the Cloud Library and launching it to the user community. 3M Cloud Library provide the following free support for the library:

- A project manager specifically assigned to the library, who will explain the onboarding process and secure training for library staff, to help the library build its 3M Cloud collection and support its patrons in using the reader-friendly apps.
- Training options, including both live webinar sessions and pre-recorded training which staff can take on their own.
- Marketing assistance, launch kits and best practice suggestions for promoting the 3M Cloud to user community.

3M Cloud Library Application for Apple iOS (iPad & iPhone)

The 3M Cloud Library App for the Apple iOS allows us to browse and check out e-books right on our device. The 3M Cloud Library App is self-contained, meaning we do not need any other device or PC to load books onto the iOS device. We have to simply browse, check-out books and start reading all right on our iOS device.

How to obtain the 3M Cloud Library App for iOS device?

The free 3M Cloud Library App can be downloaded from the Apple App Store. One can search for "3M Cloud Library" and the 3M Cloud Library App should come right up. There are no charges for downloading nor using the 3M Cloud Library App.

3M Cloud Library App for Androids

The 3M Cloud Library Android App is an Android App designed for using the 3M Cloud Library on our Android devices.

System requirements

The operating system requirements are:- Android Version 2.2.2 (Froyo) or Higher.

What does the 3M Cloud Library Android Application do?

It installs on our Android device and allows us access to our local 3M Cloud Library at anytime, this includes:

- Browse our local 3M Cloud Library collection of digital books anytime and anywhere *(provided they have an internet connection).
- Check out a book or place a book on hold.
- Download and read a digital book right on our Android device.

- Check in a book or look at our reading history right from our device.
- Check our message center or wish list.

How to install the 3M Cloud Library App on an Android device?

We have to follow these steps:

1. After having downloaded the '3M Cloud Library App' from *Google Play* we have to just click on the install tab and accept & download the 3M Cloud Library App.

3M Cloud Library Application for PC

The 3M Cloud Library PC App is an innovative way to browse, borrow and read popular e-books from the local public library. One will need a valid library card to use the 3M Cloud Library PC App.

How to download and install the 3M Cloud Library PC App?

We have to go to the following web site: http://ebook.3m.com and click on the "PC App" button on the left sidebar of the page. This will open a web page where one can click on the "Download 3M Cloud Library for Windows" icon in the upper left corner of the screen. After having downloaded the 3M Cloud Library PC App one has to just follow the instructions to install the software.

NOTE: One must be logged into Windows with local administrator rights to install the 3M Cloud Library Software.

System requirements for the 3M Cloud Library PC Application

Here are the system requirements: Supported Operating Systems: Windows 7, Windows Vista and Windows XP with SP3.

Recommended hardware configuration: Dual Core CPU, 2 GB RAM, minimum 40 MB disk space needed for installation and an internet connection of at least 1.5 Mbps

How to connect to the library?

Once we have installed the 3M Cloud Library PC App, we will be asked to select the state and library that we have an account with. After this, we have to enter our account information, accept

the license agreement and click Login. If we do not see our library, then we have to make sure that the library is subscribed to the 3M Cloud Library system.

How to transfer books checked out on the PC to personal e-reader?

Once we have checked out a book to our PC, we can transfer a copy to our e-reader. To do this, we just connect our e-reader to our PC using a USB cable. Then we go to the My Books tab in the 3M Cloud Library App, we will see a green button appear on each book we have checked out that says "Download to Device". Click this green button to transfer a copy of the book to our e-reader. Supported e-readers: Nook (original), Nook Touch, Nook Color (must have Nook version 1.41) and Kobo. But it is important that the PC and the e-reader have both been activated with the same encrypting account – either an Adobe ID account or a 3M Cloud Library ID account.

Videos or help on the 3M Cloud Library PC Application?

We can find some videos on YouTube that are helpful:

http://www.youtube.com/watch?v=Les4DOvVF5U

http://www.youtube.com/watch?v=wrhuEChBPJw

3M Cloud Library Application for Web

The 3M Cloud Library Web App is a simple to use web interface that will allow us to browse and check out popular e-books from our local public library. We will need a valid library card to use the 3M Cloud Library App.

How to get the 3M Cloud Library Web Application?

Go to the following web site: http://ebook.3m.com and at the bottom left of the page, select our state and library that we belong to. There may also be a link on our own library's web page as well.

Supported web browsers for the 3M Cloud Library Web App

Supported web browsers are: Internet Explorer 8 and 9, Firefox, Chrome and Safar

What can be done with the 3M Cloud Library Web App?

We can browse the books that our library has and once we have logged in, can check them out to our account. The 3M Cloud Library Web App currently does not have the ability to read books or transfer books to any device. We would need to either use another 3M Cloud Library App (iOS, Android, PC App) or when in the library, go to the staff and ask to check out a 3M Cloud Library e-reader. The library staff would use the 3M Cloud Library Download Station software to call up the books ttar we have checked out and transfer them to a 3M Cloud Library e-reader that would be checked out to us.

Videos or help on the 3M Cloud Library Web App?

There is a video for the 3M Cloud Library Discovery Station that has the same functionality as the 3M Cloud Library Web App:

http://www.youtube.com/watch?v=9knZLsSc13Y&feature=youtu.be

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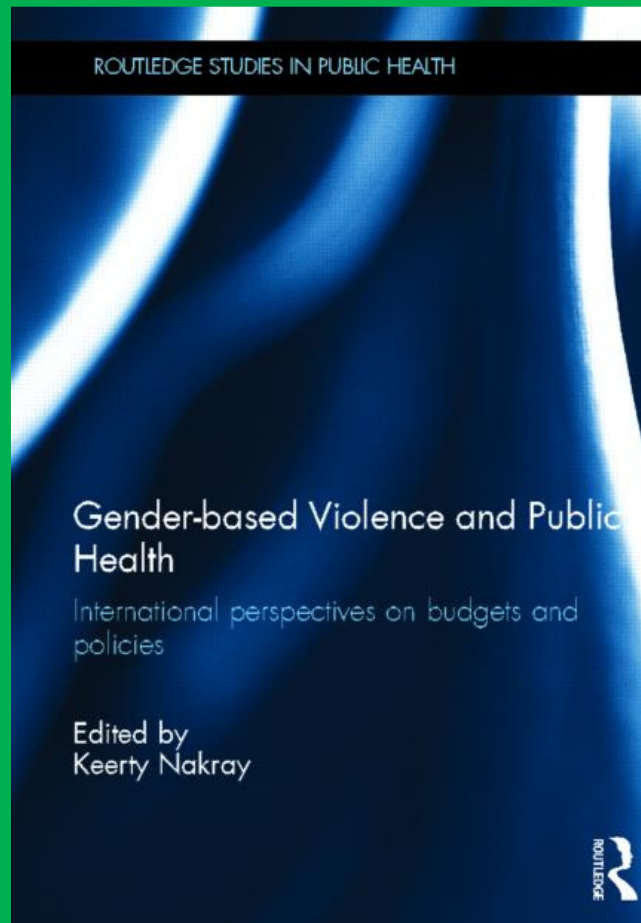
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NEW ARRIVALS

GENDER-BASED VIOLENCE AND PUBLIC HEALTH PERSPECTIVES ON BUDGETS AND POLICIES   (2013)

Gender-based violence is a multi-faceted public health problem with numerous consequences for an individual's physical and mental health and wellbeing. This collection develops a comprehensive public health approach for working with gender-based violence, paying specific attention to international budgets, policies and practice and drawing on a wide selection of empirical studies.

Divided into two parts, the text looks at how public health budgets and policies can be used to influence a range of risk factors and outcomes, and then outlines a theoretical and conceptual framework. The second section draws on empirical studies to illustrate ways of managing the risks and impacts of, and responses to, the problem. It concludes by summarising those risk factors that can be effectively addressed through appropriately budgeted public health programmes globally. Highlighting ways of bolstering protective and resilience factors and identifying early interventions, it demonstrates the importance of inter-agency interventions through coordinated effort from a wide range of sectors including social services, education, religious organisations, judiciary, police, media and business.

This inter-disciplinary volume will interest students and researchers working on gender-based violence, gender budgeting and public health policy from a range of backgrounds, including public health, sociology, social work, public policy, gender studies, development studies and economics.

WORLD MALARIA REPORT 2012
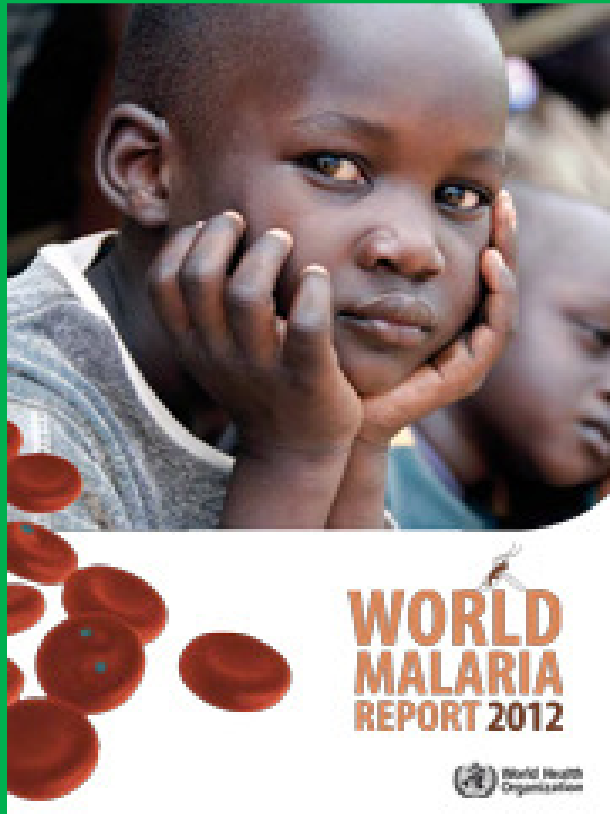
The World Malaria Report 2012 summarizes information received from 104 malaria-endemic countries and other sources, and updates the analyses presented in the 2011 report. It highlights the progress made towards the global malaria targets set for 2015, and describes current challenges for global malaria control and elimination.

# PROMOTING ACCESS TO MEDICAL TECHNOLOGIES AND INNOVATION   (2013)
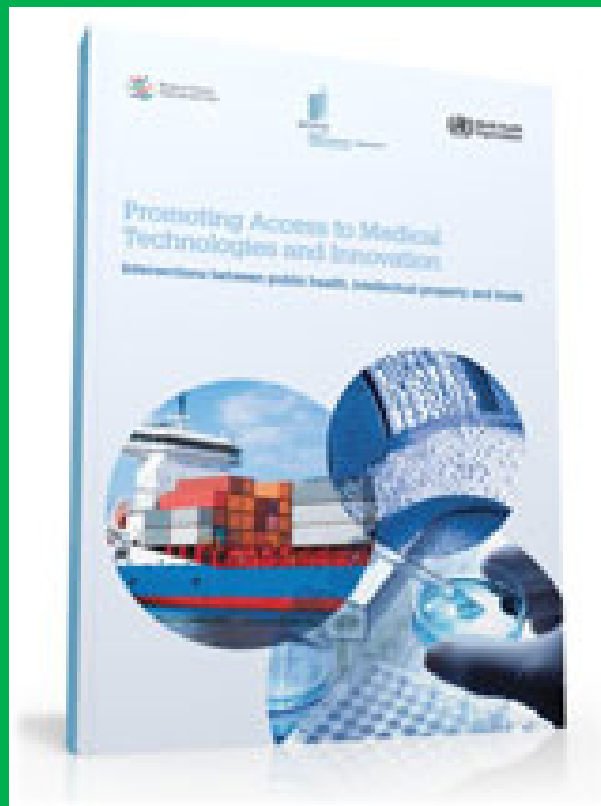
Public health is a global challenge, and therefore international co-operation has a high priority. The World Health Organization (WHO) is the global authority for health. But a range of other issues are involved in achieving health objectives, requiring WHO to join forces with counterparts. Two of these are the World Intellectual Property Organization (WIPO) and World Trade Organization (WTO). This book is the first ever joint study by the three, part of their collaboration on health, intellectual property, and trade.

The book's focus is on advancing medical and health technologies ("innovation") and ensuring they reach the people who need them ("accessibility"). A huge amount of analytical and factual material is available on access to medicines and other medical technologies, and on innovation. Here, it is all brought together in one concise volume.

The book is designed to support governments and others — particularly in developing countries — who face an increasing demand to act, when governments want to increase access to effective treatments while containing costs.

The underlying theme is: policies on these issues have tobe viewed together in order to make real progress.

GLOBAL STATUS REPORT ON ROAD SAFETY 2013
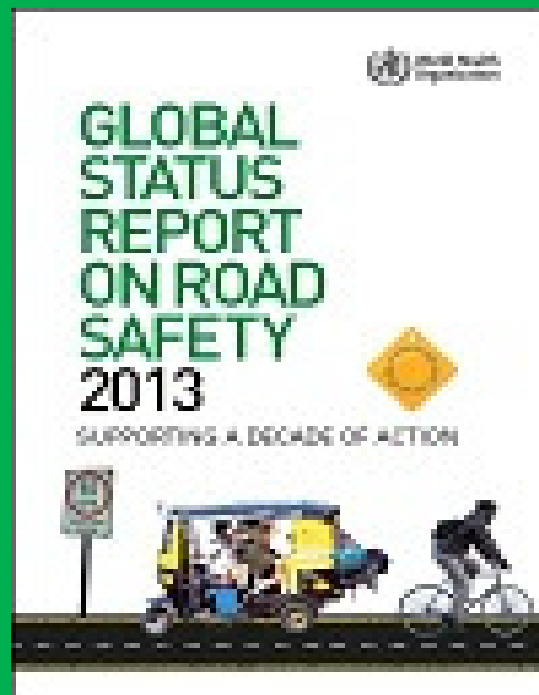
The *Global status report on road safety 2013* presents information on road safety from 182 countries, accounting for almost 99% of the world's population. The report indicates that worldwide the total number of road traffic deaths remains unacceptably high at 1.24 million per year. Only 28 countries, covering 7% of the world's population, have comprehensive road safety laws on five key risk factors: drinking and driving, speeding, and failing to use motorcycle helmets, seat-belts, and child restraints.

This report serves as a baseline for the Decade of Action for Road Safety 2011-2020, declared by the UN General Assembly. Made possible through funding from Bloomberg Philanthropies, this is the second in a series of *Global status reports*.

PROBIOTIC BACTERIA AND THEIR EFFECT ON HUMAN HEALTH AND WELL-BEING (2013)
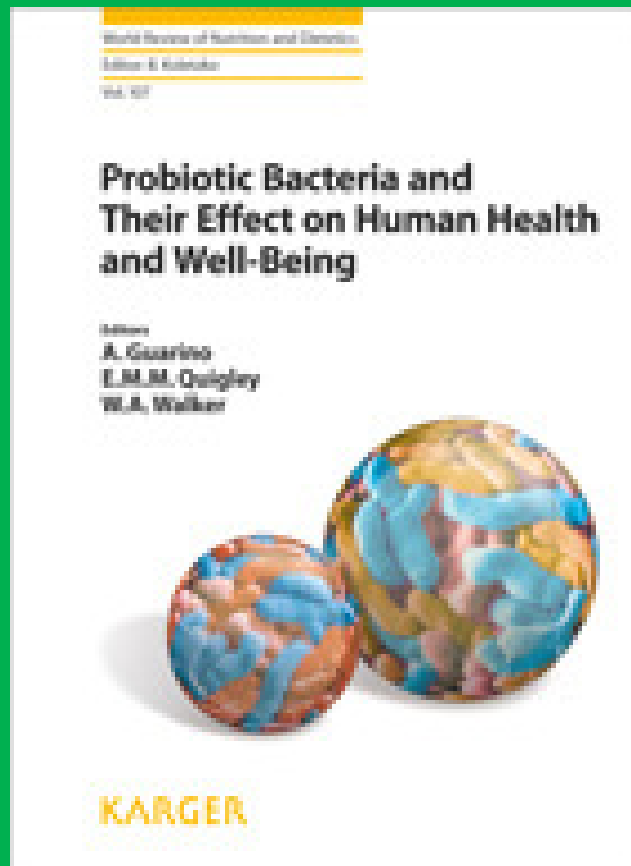
Probiotic Bacteria and Their Effect on Human Health and Well-Being provides an up-date on probiotics which is directed at physicians, biologists biotechnologists, and researchers working in the food industry, agriculture, and the environmental, basic sciences and in health care.

Each human inhabitant of the planet belongs to 1 of 3 distinct enterotypes. Entero-types are defined by the predominant bacterial phyla located in the intestine. There-fore, our microflora may be regarded as an individual personal feature like a blood group, providing a distinct tag to individuals. However, our intestinal microbiome is strongly affected by genetic, nutritional, and other external factors. The microbiome evolves with age and is modified by nutritional habits.

Children on a fiber-rich diet in Africa harbor an intestinal microflora different from their age-matched peers in Florence (Italy) who eat the typical Western style diet of a wealthy European country.
Whether the different microbial patterns have an effect on health is not conclusively known, but appears very likely. Several recent papers have described specific changes

of intestinal microflora in association with inflammatory bowel diseases, atopy, in-testinal functional disorders, and obesity. The pattern of microflora aberrations is often age-specific or condition-specific.

These findings are important for our understanding of the pathophysiology and risk factors of human diseases. The structure of the intestinal microflora may be ex-ploited for practical diagnostic purposes, and thus several titles of papers describing the microflora composition in several diseases use the word 'signature'. The concept of a 'microbial signature' of a given disease indicates a role of a specific pattern of microflora with that disease although there is often no direct evidence of a cause-effect link. The novel concept is that we may use specific microbial tags as biomarkers of a disease, to diagnose it, to monitor its evolution, and eventually to predict its response to treatment.

This scenario opens the opportunity for targeting the intestinal microflora with the use of probiotics. Clinical indications for probiotics include prevention and treatment of an increasing number of conditions. Probiotics are used as drugs, usually in lyophilized preparations, or in addition to foods, as additives, modifiers, or functional foods. While the prototype of such food is yogurt, the food market is filled with probiotic-enriched products. In contrast to lyophilized preparations, however, the claims of the effects on health by probiotic-enriched foods are rarely supported by solid evidence.

Probiotics are given as therapy both as an adjunct to other treatments and as primary therapy. Conclusive proof of efficacy by probiotic therapy has been reached in acute childhood gastroenteritis. In other conditions, such as obesity, the role of probiotics is less clear or limited to specific settings. However, evidence of efficacy is accumulating in several conditions, affecting either the intestine or nonintestinal organs.

Finally, the concept that the benefits of probiotics are only effective for minor conditions is changing and today neonatologists are challenged with recommendations to use probiotics in preterm babies with the aim of reducing the incidence of necrotizing enterocolitis as well as death, independent of necrotizing enterocolitis in very-low-birth-weight newborns. This indication is paralleled by data indicating the role of the mother's microflora during pregnancy in the immune programming of the child and the risk of atopy.
Overall, probiotics appear capable of affecting a number of functions and conditions, which is not without major commercial consequences. The risk is – on one hand to regard probiotics as 'generally good and able to produce mild beneficial effects to virtually everyone with any disease'. Actually, however, the opposite is true, i.e. 'se-lected probiotic preparations are effective in selected

conditions among specific populations'. Further high-level research along this path and rigorous information to interested parties (physicians, patients, customers) will ultimately result in a major benefit for everybody.

This is exactly the purpose of this book: to provide unbiased, updated information on several exciting developments in biology, pharmacology, and medicine in this rapidly evolving scenario which is progressively having major consequences on our knowledge and actions.

THE WORLD HEALTH REPORT 2013: RESEARCH FOR UNIVERSAL HEALTH COVERAGE

The World Health Organization (WHO) has just released the latest World Health Report. Titled Research for Universal Health Coverage, it is, in the words of WHO Director-General Dr Margaret Chan, "a report for everyone concerned with understanding how to reach the goal of universal health coverage – those who fund the necessary research, those who do research and who would like to do research, and those who use the evidence from research. It shows how

research for health in general underpins research for universal health coverage in particular."

The report overview describes how "universal health coverage ensures everyone has access to

the health services they need without suffering financial hardship as a result. In December 2012, a UN resolution was passed encouraging governments to move towards providing universal access to affordable and quality health care services. As countries move towards it, common challenges are emerging--challenges to which research can help provide answers."

The three key messages from this world health report are:
1. Universal health coverage, with full access to high-quality services for health promotion, prevention, treatment, rehabilitation, palliation and financial risk protection, cannot be achieved

without evidence from research. Research has the power to address a wide range of questions about how we can reach universal coverage, providing answers to improve human health, well being and development.
2. All nations should be producers of research as well as consumers. The creativity and skills of researchers should be used to strengthen investigations not only in academic centres but also in public health programmes, close to the supply of and demand for health services.
3. Research for universal health coverage requires national and international backing. To make the best use of limited resources, systems are needed to develop national research agendas, to raise funds, to strengthen research capacity, and to make appropriate and effective use of research findings.

These are important messages for family medicine and primary care. We need to support the continued strengthening of our community-based health and medical research base to ensure that necessary research is carried out in primary care settings, and the findings are research are able to be applied in primary care settings.

WHO report on the global tobacco epidemic 2013:

Enforcing bans on tobacco advertising, promotion and sponsorship
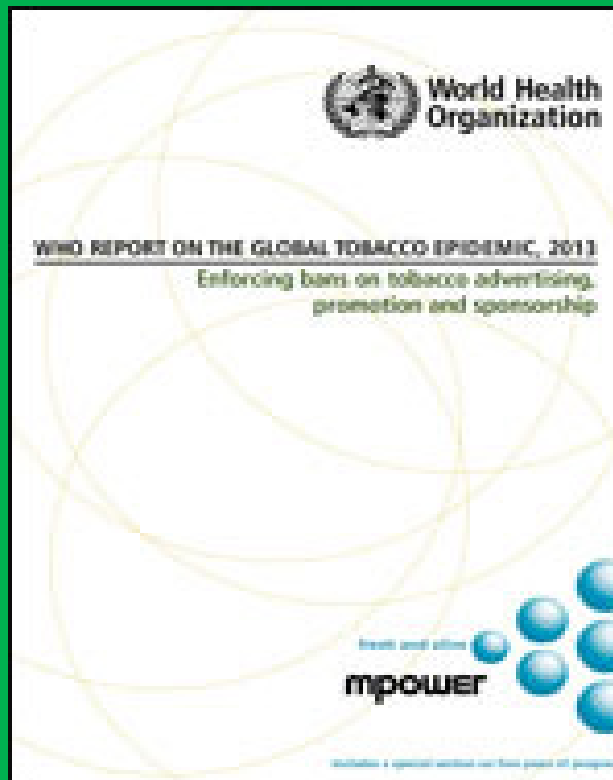
The continued success in global tobacco control is detailed in this year's WHO Report on the Global Tobacco Epidemic, 2013. The fourth in the series, this year's report presents the status of the MPOWER measures, with country-specific data updated and aggregated through 2012. In addition, the report provides a special focus on legislation to ban tobacco advertising, promotion and sponsorship (TAPS) in WHO Member States and an in-depth analyses of TAPS bans were performed, allowing for a more detailed understanding of progress and future challenges in this

The progress in reaching the highest level of achievement in tobacco control is a sign of the growing success of the WHO Framework Convention on Tobacco Control (WHO FCTC) and provides strong evidence that there is political will for tobacco control on both national and global levels. About 2.3 billion people are now covered by at least one tobacco control measure at the highest level of achievement. This is due to the actions taken by many WHO Member States to fight the tobacco epidemic. These countries can be held up as models of action for the many countries that need to do more to protect their people from the harms of tobacco use.

Keeping the Promise: Two Decades of India's fight with HIV/AIDS (2011)
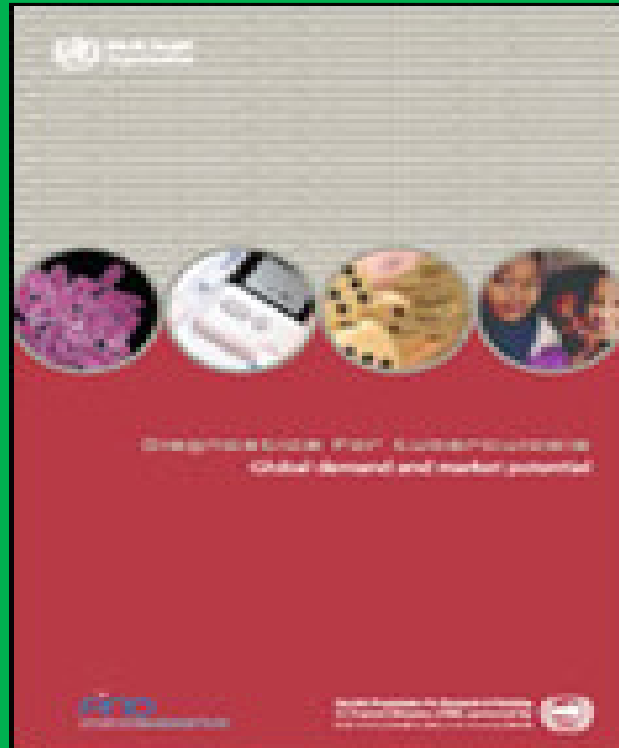
Keeping the Promise: Two Decades of India's Battle with HIV/AIDS, a seminal publication highlighting best practice interventions in India's battle with HIV/AIDS was released today at a special event by Voluntary Health Association of India, a well-known, leading public health organization based in New Delhi. Dr C Rangarajan, Chairman, Economic Advisory Council to the Prime Minister released the book in the presence of a distinguished audience and media.

Ever since the first case was reported in 1986, the looming threat of HIV/AIDS further complicated the health situation in India. The size and complexity of our country, weak health infrastructure and disease surveillance system were a cause of huge concern. And for the next 15 years or so, this epidemic was on the rise among vulnerable populations across the country. After initial years of trial and error, India successfully launched a multi-pronged programme to contain the growing epidemic, which included national-level consultations with key stakeholders and public-private partnership initiatives.

The UN Global Report 2010 recognized the fact that India has made remarkable progress in combating HIV/AIDS in the last decade by reducing the overall exposure to this disease

Diagnostics for Tuberculosis: Global Demand and Market Potential   (2006)

World Health Statistics 2011

The World Health Statistics series is WHO's annual compilation of health-related data for its 193 Member States, and includes a summary of the progress made towards achieving the health-related Millennium Development Goals (MDGs) and associated targets.

As with previous versions, World Health Statistics 2011 has been compiled using publications and databases produced and maintained by the technical programmes and regional offices of WHO.

Indicators have been included on the basis of their relevance to global public health; the availability and quality of the data; and the reliability and comparability of the resulting estimates.

UPCOMMING PROGRAMMES

Seminars/Conferences/Workshops

1. **National Seminar On "Role and Responsibility of Public Library in Rural Development"**

   Date: March 1, 2014 to March 2, 2014

   Venue: Saraswati Vidhya Mandir Inter College, Keshav Nagar,Amethi (UP)

2. **Refresher Course in Library and Information Science, UGC Academic Staff College, Gauhati University, Guwahati, Assam**

   Date : March 10, 2014 at 10am to March 30, 2014 at 5pm

   Venue: UGC Academic Staff College, Gauhati University, Guwahati, Assam

3. **Refresher Course in Library and Information Science, UGC Academic Staff College, Gauhati University, Guwahati, Assam**

   Date : March 10, 2014 at 10am to March 30, 2014 at 5pm

   Venue: UGC Academic Staff College, Gauhati University, Guwahati, Assam

4. **Two Days Conference on LIS Education and Profession in Bihar**

   Date : April 6, 2014 at 10am to April 7, 2014 at 4pm

   Venue: Bhagalpur, BIHAR

5. **National Conference on Role of Library Associations in Promoting Information Literacy in the Knowledge Society**

   Date : **April 10, 2014** to **April 12, 2014**

   Venue: **Vijayawada**