

# The Vital Deployment: The Praxis of Aggregators in Electronic Resource Environment

*Sanjiv Kadyan\*, Renu Kadian*

Department of Library & Information Sciences, Maharshi Dayanand University, Rohtak, Haryana, India

## **Abstract**

*This article examines and find out the usage of intermediary role of aggregators in the electronic environment. The authors emphasized, aggregators are largely interested to reduce the gap of customers' needs. Choosing task they helped new services, new authentication system, license complicate, new web-based services, reassurance about acquisition related problems, pay-per-view (PPV) systems, open access repositories, etc. Aggregators are now able to focus on refining services, knowledge base and cloud-based management system. The author also tried to explore ineluctable value of aggregators in electronic resource environment.*

**Keywords:** Demand driven acquisitions, pay-per-view systems, aggregators, aggregations, link resolvers

\***Author for Correspondence** E-mail: sanjivkadyan3@gmail.com

## **INTRODUCTION**

Electronic resources in the academic library system have become a very popular in the 21st era. An increasing number of electronic services libraries are not attuned to provide online services so aggregators helped and provide on demand PDA services to the users.

The librarian must be much more than a bundle of tricks taught in a trade school (Jesse Shera). We are living in a digital and electronic resource management so it is difficult to determine which of various channels and online databases, subject gateways can provide the required information in the most useful and efficient manner. Number of web content aggregator services have introduced for the new demands of custodians. Aggregators resolves the semantic and contextual differences in the information, e.g., Yodlee, Vertical One, AOL aggregators.

## **DEFINITION OF AGGREGATOR**

Aggregator is defined as accompany that provides digitized access to the content of many different serials and other resources, often a variety of different publishers. Aggregators provide access to digitized material through a searchable database (CONSER, 2002, P.6).

## **Martin and Hoffman**

The aggregator is a vendor of publisher which gathers the content of dozens to thousands of serial titles and makes them available to a subscribing institution; an aggregated database is a collection of electronic resources from separately issued publications, assembled as a convenience to libraries and other subscribing institutions [1-4].

In academic libraries the term aggregator is used to describe two different types of electronic resource:

- Some aggregator is an electronic version of an abstract/citation type of print resource such as Humanities Index.
- Destination aggregator is an amalgamation of journal articles such as JYSTOR. An Open-URL link resolver connects enabled abstract/citation source aggregators to destination aggregators.

An aggregation is defined as a collection of e-contents in full-text, packaged and sold as a single product, which is accessible to users by means of a single user interface and has comprehensive search system. Aggregators act as a mediator between publishers and subscribers for providing online access. They manage the electronic resources and provide

online access to e-journals published by various publishers [5–9].

### NEED OF AGGREGATORS IN A CHANGING WORLD

Everyone would commit that aggregators are consequential. Sometimes we have seen that commercial publishers like Elsevier, Emerald, Sage, Springer, Taylor & Francis and Wiley they sell bundled contracts at institutions-specific prices that are not publically disclosed. For adapt radical changing environment, technology librarians must need aggregators, by which they provide an electronic purchasing mechanism, diversity of technical solutions and valuable services for libraries. In simple words, they helped to acquire, accessed and managed in library purchasing activities. In such a complex market where information has been increased, so we trusted about different aggregators. Aggregators also offered libraries a great range of choices with different access models available for different subsets of content—whether subscriptions, upfront purchase of demand-driven acquisition (DDA), Patron demand-driven acquisition (PDA). So aggregators are essential for accessible and retrieval relevant information [10–16].

### DEMAND OF AGGREGATORS IN ELECTRONIC RESOURCE MANAGEMENT SYSTEMS

Aggregators play a vital role to build in efficiencies and value around the acquisition access to e-book. There are so many demands for e-books, electronic databases, subject gateways, subject aggregators. The Ingram content group has aggregated more than half a million titles for the library community from more than 900 publishers on My Library platform. We have seen that the importance of e-book to academic libraries has grown since 2004, and we need more e-book aggregators and aggregated research databases. Aggregators are able to offer a variety of access models of affordable process as single user, the e-user, unlimited access [17]. Aggregators bring better access to titles, but provide many new challenges for libraries. The perception in the academic library world is that e-journal is very frustrating to manage

(MCELROY, 2000). The University of Maryland is planning a separate—record text load of EBSCO'S (2000) aggregators analytic records project MUSE and JYSTOR fit the new definition of aggregators collection. Aggregators that provide value-added services are in a better position to programmatically large quantities of records in order to enhance their services [18].

### TYPES OF AGGREGATORS IN ACADEMIC LIBRARIES

#### Hosting Aggregators

- Ovid, Silverplatter, Dialog, CatchWord, Highwire Press, Allen press, the American Institute of Physics, the hosting services of Ingenta and so on.

#### Full-Text Aggregators

- Annual Lease Access models-ProQuest, EBSCO
- Perpetual Access models with archiving space for the Library-Ovid, OCLC

#### Gateways Aggregators

- Subscription Agencies as Gateway Service Providers
- SwetsNet, RoweCom, Informatics
- Traditional Abstracting and Indexing Producers
- ISI, BIOSIS, CSA, INSPEC
- Third Party Link Service Providers
- Cross Ref
- SFX from ExLibris

### SOME SPECIAL AGGREGATORS IN DIGITAL SCENARIO

**Myi Library:** Myi Library is a UK-based library aggregation service owned by US-based Ingram Digital Group.

**Credo Reference:** It is an independent aggregator, founded in the UK. Credo is unique because it focused entirely on reference works; subject matter includes monolingual and bilingual dictionaries, arts, social sciences and science. Credo was founded in 1999.

**Dawsonera:** Dawson books is a long-established UK-based supplier of Print volumes to libraries, this service from Dawson books provides 40,000 e-book.

**Questia Media:** It is the Houston-based aggregators. Questia Media is an online

aggregator, its service provides end users. It is targeting the majority of students who did not buy course titles in print.

**Factiva:** provides business news and information together with content tools and services gives information limited to students, faculty, and staff of the University of Texas at Austin.

**JSTOR:** is not-for-profit organisation aggregators. It was founded in 1995. JYSTOR is the US equivalent of JISC (UK-based organisation providing technology for higher education). JYSTOR provides royalty-free non-exclusive perpetual license to publisher's content. JISC provides an academic database assessment tool at <http://www.jisc.adat.com/adat.home.pl>. This site provides information e-book aggregators e.g., E-book Library, MYILibrary, Netlibrary and ebrary. JYSTOR helps a publisher license agreement defined range of generally three to five years in which the most current issues of a title are not provided.

**Content aggregator:** is an individual or organization that gathers web content (and/or sometimes applications) from different online sources for reuse or resale. There are two kinds of content aggregators: (1) those who simply gather material from various sources for their web sites, and (2) those who gather and distribute content to suit their customer's needs.

**Academic aggregators:** EBL, ebrary.

**Corporate aggregators:** Dowjones, Factiva and Bloomberg.

**Books 24/7:** is a part of e-learning company SkillSoft. It is one of the smaller general aggregators, with more than 21,000 titles available, many of them grouped in professional areas such as Business, Engineering, Information Technology and Finance.

**Subject-based aggregators:** are those that can include publications from various publishers but are related in that they share broad subject, whether Business, Medicine, Law e.g., MEDLINE, it is a health care-related scholarly journal articles.

**Subscription Cum aggregators:** Ebsco and Swets.

**Portal cum aggregators:** Biomednet, J Gate.

**Full-text content:** Adonis, Ebsco publishing, UMI (Bell and Howell).

During the process of aggregation, aggregators resolves the semantic and contextual differences in the information e.g., Yodlee, verticalOne E balance for financial a non-financial institutions like CNBC, AOL aggregators.

**Relationship aggregators:** MAX Miles is a web based reward management program to help and program frequent travelers to better manage the reward earned from different airlines, hotels and car rental companies. Maxmiles provides additional value as it is capable of identifying flight segments.

**Universal Financial Aggregators (UFA):** It is a demonstration aggregator that provides integrated access to all of the user's financial accounts that are accessible online.

**Buyer-Oriented aggregators:** they are basically purchasing agents that search for the lowest cost provider of a particular input. These aggregators provide maximum information and helped preferred product and services. [www.tpnregister.com](http://www.tpnregister.com) a joint venture between GE and Thomas publishing company, allows buyers to provide design and engineering specifications.

## E-BOOKS AND WEB-BASED AGGREGATORS

Many publishers offer e-Books directly, without the aid of aggregators, and through their own platforms, some of which includes:

**Rsslounge:** is an open source web-based feed reader developed by Tobias Zeising. It also helps for image blogging and hosted locally source codes.

Wiley-Blackwell, Ovid, Springerlink, Taylor & Francis, Informworld, Emerald, Royal Society of Chemistry, Elsevier etc.

**MY SYndicaat:** it is web-based aggregation and helps to search and update content aggregation, context editing, context classification republishing, configuration management.

**Super Feedr:** it is based on the publisher-subscriber process of feed notification and update.

**E-learning:** Moodle, A Tutor, Dot learn.

**Blog aggregators:** websites that use third-party context to create a blog about a given topic e.g., Huffington post.

**WP RSS aggregator:** This aggregator's feeds are sorted by dates ordering from the latest to the oldest.

### PRONS AND CONS OF AGGREGATORS IN ELECTRONIC RESOURCE ENVIRONMENT

1. Aggregators helped and worked as data mining and supported different publishers.
2. Aggregators are extremely well integrated into libraries and provide special demands for the custodians
3. Aggregators provide sophisticated usage statistics to libraries, which helps in judging the use of e-Journal.
4. It also serves both producers and libraries by combining complementary products in packages that are easier to sell and buy.
5. Aggregators facilitate the diversity of publication from large numbers of publishers.
6. It also helps in libraries for handling orders, billing, payments, renewals and cancellations.
7. Aggregators provide access to thousands of Online Journals from leading Scholarly, Academic and business publishers and provide fast and reliable access from a global Network.
8. Through negotiation the aggregator's lowers the overall costs and at the same time provides access to large amounts of information.
9. Aggregators controlled price hike stability.
10. Lack of library influence in selecting individual titles.
11. Lack of control over the contents of aggregator package.
12. Sometimes we have seen aggregators done their own monopoly.
13. Aggregators frequently change their journal lists or the years of coverage without notifying the subscriber, and finally library loses control over the collection.
14. Lack of communication and attitudinal problem.

### CONCLUDING REMARKS

Aggregators is not a new business phenomenon, to attune technology libraries

always emergency need to provide fast track services to the clientele. Aggregators will change the mind and play significant role in most enterprises like commerce, government. We should accept that aggregators play a crucial role in the nascent obsolescence technology environment. Sometimes librarians felt nostalgic for nascent changing demands. Providing better services aggregators play a significant role in digital library system. Complexity of interdisciplinary subjects and without Wiley-Niley, it is a very tough to conglomerate of reliable and genuine online e-resources. Rare articles have been written but these articles draw sweeping attention about different aggregators. No doubt we are immersed in their own work, but we need a marshalling of choices of electronic resources with the help of different aggregators and must change fallacious approach towards them.

### REFERENCES

1. Ball Joanna. Where are we now? Delivering Content in Academic Libraries, *Insights*. 2016; 29(2): 167–170p.
2. Bergstorm TC, *et al*. Evaluating big deal Journal bundles. Edited by Jose. A. 2014; 111(26): 9425–9430p, doi: 10.1073/pnas.
3. Kadyan Sanjiv Pawan. Role of Aggregators for Academic Libraries: A Conceptual Framework. 59 *ILA International Conferences on Managing Libraries in the Changing Information World: From Surviving to Thriving*. Mahatma Gandhi Central Library, IIT, Roorkee, February 22-24, 2014, 59: 223–226p.
4. David S. We are all aggregators now: how discovery tools empower libraries. *Library Hi Tech News*. 2013; (7): 7–9p.
5. Isbell Kimberley. *The Rise of the News Aggregator: Legal implications and Best practices*. Berkman, Harvard University, 2010.
6. Moghaddam GG, Moballegghi M. The importance of aggregators for libraries in the digital era. *Interlending Document Supply*. 2007; 35(4): 222–225p.
7. Docters Rob, *et al*. Bundles with Sharp teeth: effective product combinations. *J Bus Strategy*. 2006; 27(5): 10–16p.
8. Choudhary Sudatta, Iandani Manica. News Aggregator series: user expectations and experience. *Online Info Rev*. 2006; 30(2): 100–115p.

9. Dorn Knnt, Klemperer Katharina. E-journal aggregator Systems: only part of the big picture. *Libr Collect Acquis.* 2002; 26(2): 307–310p.
10. Inger Simon. The importance of aggregators. *Learn Publ.* 2001; 14: 287–290p.
11. Calhoun Karenan, Kara B. Aggregation or aggravation? Optimizing access to full-text journals. *ALCTS Newsletter Online.* 2000; 11(1).
12. Madnick Stuasted, *et al.* Surviving and Thriving in the new word if web aggregators, 2000.
13. Turner Rollo. The vital link: the role of the intermediary in e-resources. *The E-Resource Management Handbook.* 28–37p.
14. Alsum Ahmed. Enchanged memento's Aggregator Framework to Browse then part web. *JCDL (Joint Conference on Digital Libraries) 2002*, Portland, Oregon, USA, July 14-18, 2002.
15. Riemer John J. Aggregators–New Challenges to Bibliographic Control. *Cataloging Classification.* 2000; 28(4): 5–6p.
16. JiangYemen, Baker Jeanne A. Kresge Lynda S. Toward better Access to full-text aggregator collections. *The Serials Libr.* 2000; 38(3/4): 291–297p.
17. Pan Lin, Kleiner Brain H. Aggregate planning today. *Work Study.* 1995; 44(3): 4–7p.
18. Shields Gerald R. Librarianship: The New Alternative and The Old Bundle of Treks. *Libr Trends.* 1984; 349–356p.

## AUTHORS' BIBLIOGRAPHIES



Sanjiv Kadyan is Assistant Professor in the Department of Library and Information Science, Maharshi Dayanand University, Rohtak. He has qualified NET/JRF and obtained Ph.D. degree from Kurukshetra University Kurukshetra. He has also done MBA. His areas of interest are electronic resource management, management of organization and research methodology in library and information science.



Renu Kadian is Ph.D. Research Scholar in the Department of Library and Information Science in Maharshi Dayanand University, Rohtak. She has qualified NET/JRF and pursuing Ph.D. from Maharshi Dayanand University. She has experience of three years as a librarian at Bhagwan Mahabir Jain Girls College of Education. His areas of interest are information retrieval, marketing and information technology.

### Cite this Article

Sanjiv Kadyan, Renu Kadian. The Vital Deployment: The Praxis of Aggregators in Electronic Resource Environment. *OmniScience: A Multi-disciplinary Journal.* 2017; 7(3): 36–40p.