

Chapter 5

Perspectives of Digital Library Evaluation: Methodology from Marketing of Services for Information Services

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ABSTRACT

The Virtual Health Library can be visualized as a distributed base of scientific and technical health knowledge that is saved, organized, and stored in electronic format in the countries of the South America and the Caribbean Region, universally accessible on the Internet and compatible with international databases and standards. The quality management of Virtual Health Library (VHL) presents an evaluation methodology from Marketing of Services identified as “quality information system.” It questions how the method quality information system contributes to VHL management model evaluation. The use of qualitative-quantitative research allows applying the method concerned to actions and recommendations adopted by the VHL model. This chapter considers quality management concerned with two main VHL aspects: health information literacy and the VHL site’s network based on its quality control. It presents the working of the methodology of quality information system under the focus of the VHL management. It utilizes Digital Library quality dimensions to demonstrate the VHL quality program under the application of quality information system methodology. It concludes that VHL quality control must add a composite of quality to obtain the client’s point of view of its users. VHL must develop social tools as best practice to evaluate quality from customers’ points of view.

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INTRODUCTION

The Virtual Health Library (VHL) is an Internet space that encompasses a network of information sources about health that promotes access to health information to professionals, researchers, managers, students, and other parties interested on health sciences and related subjects. The theme quality management of Virtual Health Library (VHL) presents a discussion about evaluation methodology from Marketing of Services identified as “quality information system” (Lovelock & Wright, 2002). Information and quality are social aspects that must be considered in any initiative of organization and electronic information system building. In socio-cultural universe of Information Society, the approach of these contents has as a presupposition the fact that the valorization of the phenomenon ‘information’ is justified by the social aspect. This, in every sense of ownership and uses that companies consider as an instance capable of causing social and economic changes favorable to all spheres of social relations (Le Coadic, 1996). In recent years, the issue of ‘quality’ has become timely to survey the scope of services and products for digital libraries, especially those based on networks of cooperation and interoperability across platforms using Web with expertise in certain specialized areas, such as health. VHL management model operates on the Internet and is based on networks of producers, intermediaries and users of information for the dissemination of scientific communication and quality of health information on behalf of the region of South America and the Caribbean (Virtual Library Health, 2010).

OBJECTIVES

The chapter shows the method identified as quality information system works and how it can be applied to evaluate digital libraries system. Marketing of Services offers dimensions of contents

that can be used for evaluate and develop any type of libraries, virtual libraries, and virtual libraries network. In this way, it demonstrates the VHL quality management program under the application of quality information system method.

PROBLEM

Operationally, Digital Library Federation (1998) provides the following definition of digital library:

Digital libraries are organizations that provide the resources, including the specializing staff, select, structure, offer intellectual access to interpret, distribute, preserve the integrity and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communities.

Gonçalves (2004) points: “the proper concept of a digital library seems hard to completely understand and evades definitional consensus.” Despite of different views and perspectives, Lesk (1999) analyzed the relative weights of the words *digital* and *library* in recent efforts in the field, and concluded that many of those efforts are dissociated from an understanding of users’ needs and their use of the resources being provided. Despite of VHL quality control is part of the VHL management model (Virtual Health Library, 2010) different approaches coexist on quality and information quality. In addition, the quality management in any organization depends on the decision and membership of a particular approach available. What all organizations offer while consensus is an operational assignment in which quality can and should be evaluated with a view to maintain excellence in an organization, and also that this evaluation is always made by those who uses and consumes products and services. The focus of quality assessment of any project, therefore, lies in the eyes of the customer. Does this study

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