

Toward Media, Informatics And Knowledge Management Programs For University Departments Of Information And Library Education In Iraq

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Abstract

This paper aims to display the main problems of Information and Library Education from two point of view of Concentration on the traditional programs and curricula and shifting to advance programs according to the technologic changes , social changes and environmental changes . It proposes a new media, Informatics and knowledge management program of social Education for the Iraqi Information and Library teaching in University Departments.

Introduction

Graduates joining the information profession face significant challenges as a result of the rapid evolution of the field. The ability to learn rapidly and adapt to and lead change are only two examples of the skills required by all applicants. Graduates also need to be able to adapt and modify their abilities.

There was no study of students' personal and intellectual characteristics by Harvey (L. Harvey, v. Geall et al, 1997). Instead than relying on a check list, they used qualitative methods to better understand the needs of potential employers. Students' personal traits are becoming increasingly important for success in work, therefore the researchers decided to uncover the spectrum of attributes that could assist students land employment and succeed. They also discovered that recruiters want graduates to be instantly productive and contribute something to the company. General employers' expectations and contentment with new hires were also sought out by Gordon (A. Gordon. Attitudes, et al,1983, pp45-61). It was shown that graduates were more productive and made a greater contribution to their companies' activities than non-graduates in one study of 100 commercial, industrial, and governmental organizations. Their maturity and developed personalities also allowed them to learn fast and effectively under duress. There were, however, some complaints regarding a lack of

loyalty, a lack of understanding of workplace social interactions, and an overestimation of their own abilities.

Some of these issues would be eased if university departments were more aware of and responsive to changes in the requirements for traits necessary to effectively engage in work life (for example, through work placements). Graduates of an institution of higher learning can be more equipped to face change and work with a diverse variety of people by being taught to think critically, reflect, and take action (globalization). Those who graduate from media and informatics schools should be capable of adapting to change, as well as being able to collaborate well with others in a company. Personal and interpersonal skills should be emphasized throughout the curriculum (H. Stuart, C. Duncan, et al , 2000, pp 7-31).

Project management

Before we start to talk about the topic "project management" let us define management to clarify it in the field of media and informatics science curriculum structure.

What is management? (Kemp. Sid, et al , 2006, pp 4-6)

Isn't management something that everyone in the profession of management talks about? So what exactly do we mean when we say "manage something?" Taking a look at management from the other direction may help us better grasp this. We don't know what's going on when something gets out of control, and this is what is occurring in the media and informatics departments of Iraqi institutions. We don't know how awful it is, how much it will cost us, and what we can do about it. We've seen a lot of these kinds of scenarios in these departments.

- A- The books are not up to date.
 - B- There are not teams to get the job done, and we don't know why?
 - C- There are no link between the curriculum and the society needs.
 - D- There is a big gap between customer and the structure of preparing the students.
- 1- The issue is out of hand, and we need to regain control. There are a few essential measures we must take to manage any project:
 - 2- Prepare
 - 3- Do
 - 4- Follow through

And to clarify the picture we should to talk about them in more detail

prepare:

- What's truly going on in this situation?
- The second step is to determine whether or not the problem is worth repairing. How large of a problem are we dealing with?
- The third step is to make a plan for what we want to do.
- The fourth step is to gather all of the people and supplies you'll need.

Do:

- Taking action and solving the problem is the first step.
- Two-Tracking: Ensuring that our work proceeds according to schedule and resolves the issue that arose.
- Take action to keep things under control if tracking indicates we have gotten off course.

Follow Through

Delivering the project's outcomes and ensuring that everyone is aware that it has been completed are the first two goals of delivery. The second goal of delivery is maintenance, which involves monitoring, controlling, and improving production outputs.

Project management is defined by the three: plan, execute, and complete.

Iraqi center for media and Informatics studies

Directorate General of Scientific Research, Ministry of Higher Education and Scientific Research should house the Center for Media and Informatics Studies (CMIS). Research at the center should be based on both traditional bibliometrics methods and on more contemporary findings in fields such as information retrieval theories and methodologies, trend analysis, issue management, and media, business, and social intelligence. (CMIS) represents the new approach to flows: better bibliometric approaches are applied not only to media, scientometric studies, and research assessment of science and technology, but also to the analysis of their mutual, society and industry or other special relation. Non-scholarly societies where research is generated, disseminated, and consumed should be included in the Iraqi CMIS's recent extension to standard bibliometric analyses (Wormell, Irene, et al, 2000, pp. 131-138)

The aims of the center

- The first step is to provide educational materials for MA and PhD students.
- Conduct studies and provide advice and guidance.
- Promote quantitative analysis in the media by working with relevant national and worldwide professional organizational networks.
- Media bibliometric techniques and information retrieval should be linked more closely in the CMIS.

- Online media publishing and citation analysis logbook.
- A full overview of the merits and disadvantages of the various methodologies as well as solutions for specific problems is provided in their publications, which include illustrative case studies and examples.
- Study of media, indexing/retrieval techniques, and knowledge included in bibliographic texts for the purpose of bettering intellectual accessibility to stored information.

Boundaries of media and informatics in Iraqi schools (departments)

New disciplines are being added, and this has a greater impact on defining the scope of professional specialties in the fields it encompasses. Communication cognitive sciences, systems sciences, psychology, sociology, and computer science are just a few examples of information professions that are multidisciplinary. In the area of ground-breaking research activities that should take place in cross-disciplinary boundary regions, the mapping of Iraqi media and informatics disciplines and their relationship has died. As a result of Gorman's (1999) classification of the information professionals, the core of Librarianship is surrounded by other information professionals: archivists, record managers, information officers, information brokers and consultants' indexes and document lists.

As Gorman stated : Providing the "best" education requires a clear understanding of what we mean when we talk about the "information profession." A library school is one that ceases to be a "Library school" in the strictest sense and instead serves as a hub for the training of a wide range of information retrieval specialists, such as the librarians indicated in figure I.

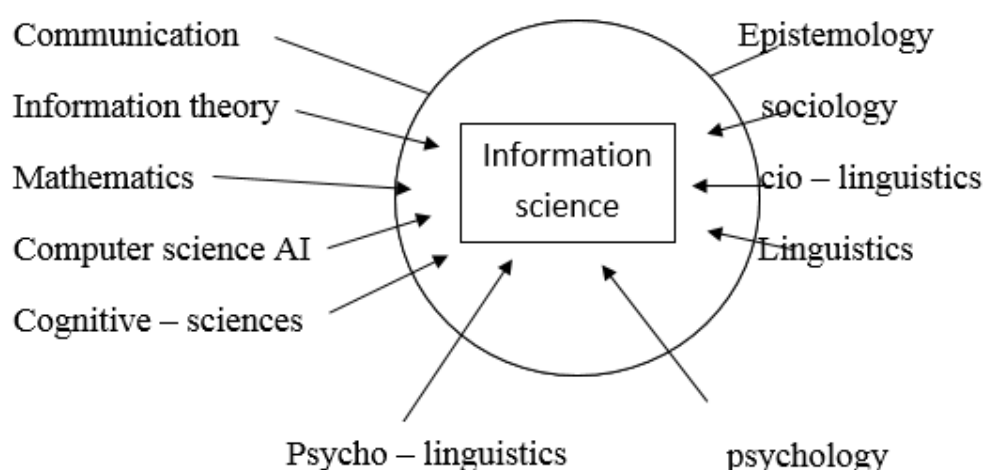


Figure 1 p. Ingwersen Information science vis- à- vis scientific disciplines

Thoughts and writings about the future of the profession as well as education for Library and Information Science from educators and practitioners in Australia were reviewed by G.S. wagner (Ingwerse, P.E., et al., 1992).

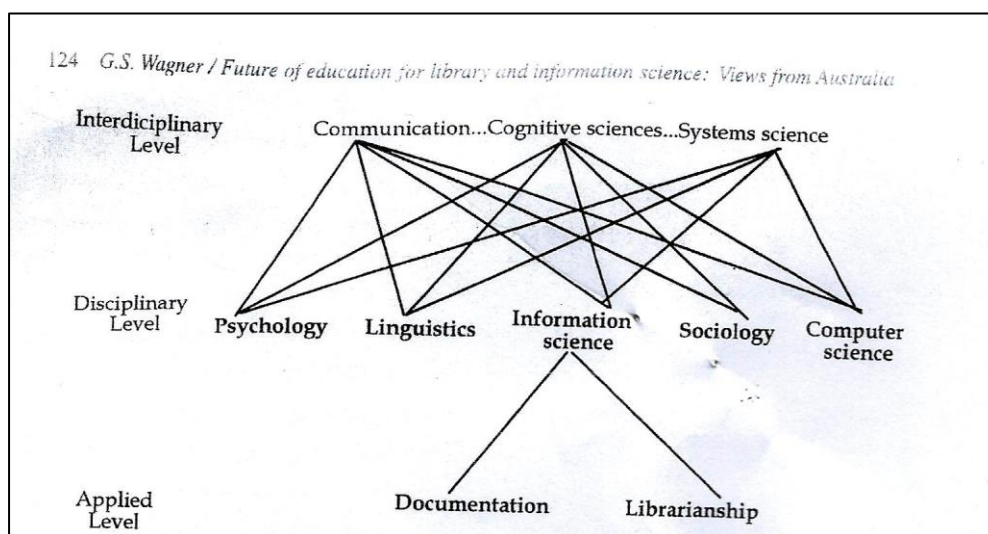


Figure 2. Education for information Science in Iraq derived from GS .Wagner views from Australia (Wagner, gulten, et al, 1977, pp 171-177) (Wagner. gulten, et al, 2000)

While Gyula Sallai. Gave another model of tele informatics media concentrated on the following directions informatics, informatics and tele informatics



Figure 3 : model of media and informatics

Source: Gyula Sallai. Defining Info communications and Related Terms. Acta Polytechnica Hungarica Vol. 9, No. 6, 2012. Pp 12

The beginning of the new millennium presents a unique opportunity for those of us in the field of informatics education to reevaluate where we've been and where we want

to go. Information science education in Iraq has been plagued by numerous issues that require a great deal of effort to fix:

- 1- Departments with a large staff
- 2- Short and unimpressive shows
- 3- dearth of qualified academics
- 4- absence of a platform for study.

Programmers of the future should focus on computers that are reshaping our daily lives. The people in charge of making the decisions need quick and easy access to correct data. we must first learn about how networks work and what kinds of technology are accessible before we can ask about how soon we can get connected. I can't help but feel sorry for Brijendra et al.

The primary goal of the new programs is to help students gain a basic understanding of what knowledge is held within organizations? What does it sound and look like in the real world? What is the difference between data and information? Who is the owner of this? What's its location? When and by whom is it most commonly employed? The term "knowledge" is used to describe a wide range of topics. The second set of programs deals with the question of how to deal with knowledge. What cultural and behavioral concerns must we solve in order to take advantage of this technology? When it comes to knowledge job, how can technology best be utilized? What are the different types of knowledge and abilities that go along with each of these roles? How can you tell if a project has been successful? What benchmarks and metrics can we use to gauge its success? Do I have a role to play in making an organization's use of knowledge more efficient? A final goal is to give managers a broad view of how companies work so that they may take action to boost performance (Delany, Gerard, et al, 2001). Rather than focusing on a stale local market, here are five knowledge management strategies that might assist make fusion function well for information science programs:

- Assist individuals in appreciating and dedicating themselves to the pursuit of the information they want.
- The second step is to identify the essential knowledge workers who can be effectively merged together.
- Rather of perceiving differences as a source of conflict, focus on the creative potential contained in the complexity and diversity of ideas and avoid easy answers to difficult situations.
- Make the importance of knowledge generation evident so that incentive and a common objective can be encouraged and achieved.
- The full value of media, informatics, and knowledge should be reflected in more than a simple balance sheet accounting.
- To prepare our pupils as media, informatics, and knowledge students, we (the educators) keep in mind the following principles:

- If a firm's long-term strategy calls for closer ties with customers, students should think about how codifying customer information might help that organization achieve its goals in that direction.
- Secondly, students must be able to distinguish diverse forms of knowledge that are relevant to their goals.
- The learner of knowledge must evaluate the usefulness and suitability for codification of knowledge.
- When it comes to codification and distribution, pupils (coders) need to select a suitable media.
- Structure of media, information technology/knowledge competence kinds are being developed at level 5.
- Define media, informatics and knowledge needed for specific professions in the sixth step.
- Rating the performance of specific people in specific occupations based on their knowledge abilities is a common practice.
- Media, informatics and knowledge competencies in an online system are being integrated into this project.
- 9- Establishing a connection between training programs and the media, information technology, and knowledge model.

Both transmitting (by delivering information to a receiver) and absorbing it (by that recipient or group) are steps in the knowledge transfer process. If knowledge is not assimilated, then it has not been passed along. Knowledge is not transferred simply by making it available. Access is essential, but it isn't sufficient to guarantee that the information will be put to good use. The purpose of knowledge transfer is to raise the value of an organization by enhancing its ability to perform tasks. New knowledge can be helpful even when it is transmitted and absorbed concurrently, but only if it results in some sort of behavioral shift or the growth of someone who can comprehend and absorb new knowledge but is unable of using it for any number of reasons. These elements all have a role in determining the success and efficiency of knowledge transfer in companies. As a result, they will have an impact on the speed of knowledge transmission within a company. How rapidly and extensively does it spread? Does the information reach those who need it as rapidly as possible? Viscosity is a measure of the richness or depth of information that may be transmitted via a network and is often used in conjunction with computer networks (Davenport, Thomas H, et al, 2000)

- How much of what we strive to convey is truly retained and put to good use?
- How much of the original knowledge is lost?
- How much of our intended message has been lost, and how much of its original significance has been resurrected?

Since the beginning of time, universities have been one of the most influential institutions in society. Encouraging democratic values among children. In this way, the institution is inextricably linked to the broader community. For Parsons, a university's

role is one of four: helping society comprehend its own culture. Instead than being founded in a specific academic position that contributes to cognitive reason, this particular function might be found through active engagement with public affairs. Professional trainer or teacher an academic performs within a narrowly defined area of scientific specialization. The academic Aside from performing socially beneficial duties, the pursuit of knowledge has a public function to play. Citizenship and the transfer of cultural values in the larger society are both facilitated by this.

Two things should be kept in mind by Iraqi new media, informatics, and knowledge management programs:

In our natural and global economies, knowledge should be the primary currency.

When it comes to the bottom line, knowledge should add value.

As a result, we're still a long way from speaking the language of the information revolution in Iraq. As an information-based economy, we should be reliant on the availability of knowledge resources at all times. Knowledge, experience, and education should be put to use in the development of professional networks, collaboration, and inventive capabilities. Another way of putting it is that these are the assets that contain the knowledge, intellectual, human and financial capitals of a company. The primary inputs and resources of production in a knowledge-based economy are these knowledge assets. It's all about building up one's intellectual capital, after all. According to the accompanying diagrams, KM has evolved from the Data and Information Ages to the Knowledge Economy, and shows the corresponding managerial disciplines and technological features that emerged from each period (Michael A. et al, 2000,pp1-3)

Figure 4 Timelines leading to the knowledge age

The past, present and future.

Management concepts	Systems Thinking Approach Systems/ project Management	Software Engineering Management CMM	Systems Engineering CMM	Knowledge Management Engineering KMA/EE
Systems	Data Processing (DPS)	Management Information System (MIS)	Decision Support System (DSS)	Knowledge Management (KMS)
Technology Elements	Data	Information , Media, and informatics	Artificial Intelligence	Knowledge

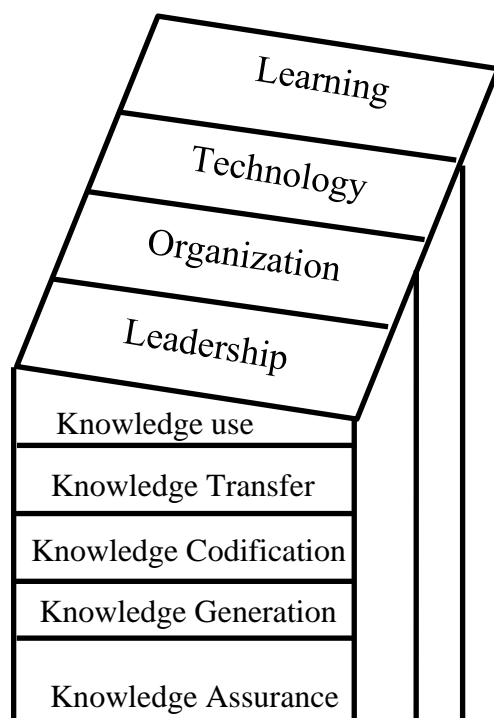
AGE	Industrial	Technology	Information, Media, and informatics	Knowledge
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List of knowledge management multidiscipline

- 1- Systems theory 2- Risk management Assessment , Media, and informatics.
- 3-Intelligent Agents 4-Management of R&D
- 5-Decision support systems 6- Modeling and simulation
- 7-Data Mining/Data warehousing 8-Enterprise Resource planning
- 9-Business process engineering 10-Systems Analysis
- 11-Systems Engineering 12- Leadership 13- Ethics
- 14- Communications theory 15-organisational psychology
- 16-Visualization 17-Groupware 18-Virtual Networks
- 19-Strategic planning 20-Management_by_objectives
- 21-Total Quality management 22- Management theory
- 23- Management of information systems
- 24-Database Design/Database management systems
- 25-Data communications and Networks

An example of this program's conceptual framework for knowledge management is depicted below (Michael A, et al, 2000, p8)

Figure 5



KM's adoption, competency, and survival in an increasingly discontinuous corporate environment are all addressed by the knowledge management enterprise structure and architecture. Data and information processing ability from ITs will be combined with the creative and innovative capacity of knowledge workers to create a framework and architecture for the km enterprise. "Prediction of performance" for enterprise leadership and prospective clients must be based on an understanding that maturity of a company's knowledge system and processes can anticipate its ability to accomplish performance goals. The alternative is that you could end yourself somewhere else if your destination is unknown. Knowing "where they are headed" and ensuring the long-term viability of a business are both dependent on effective knowledge management. This knowledge could be applied to new products or services, new product service definitions, new industry/organizational definitions, or new distribution channels. Regardless of how the information is related, the fact remains that it aids in the resolution of pressing business problems. Key to today's business success is Knowledge Management (KM). In today's technologically advanced corporate environment, km gives the organizational control necessary to capture IT advantages and generate large BPR events. In the accompanying diagram, you can see how Knowledge Management (KM) may fit into an organization (Bixler, Charles H, et al, 2000,pp 55-57)

Relationship between information system architecture (ISA), as well as business process.

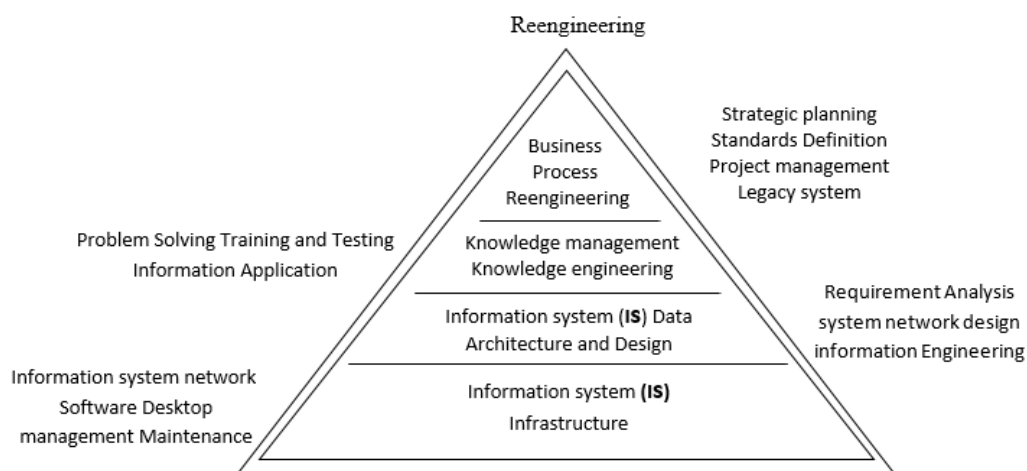


Figure 6

In addition, the effectiveness of Knowledge Management (KM) is dependent on the involvement of people (information workers). Technology advancements can speed up processes like as information gathering, transmission, and dissemination, but ultimately it is up to humans to make this information actionable based on their business context. The ability to improve performance, solve problems, and mimic innovation is a key benefit of this actionable knowledge. KM is essential to the success of today's and tomorrow's businesses. Media, informatics, and knowledge management (KM) support systems proposed by Cochran and Blagg include the following:

- 1- Internet.
 - 2- Internet, email, group calendars and schedulers, and electronic message systems are all examples of the latter two.
 - 3- The use of electronic performance aids.
 - 4- Inventory systems for knowledge management.
 - 5- Robotics with artificial intelligence (AI).
- 6- Training on a computer.
- 7- Online education.
- 8- Interactive e-manuals for technical support.

Information and library department or not?

This is a hotly debated topic in higher education, and the state of this field is quite weak. The most acceptable levels of information and library education are always being debated within Iraqi universities.

Traditional full-time undergraduate enrollment is on the decline, and several departments are considering discontinuing their first-degree programs. However, demand for postgraduate education will persist but take on new forms as new methods of master's degree education emerge. Educators in Iraq must not lose sight of the

importance of providing their students with a broad range of transferable and enterprise skills such as interpersonal communication and teamwork as well as the ability to write effective reports. They should also emphasize the importance of numeracy and computer literacy as well as skills in managing time and resources, as well as risk management and the management of information systems.

Using the term Librarianship to describe a wide variety of information skills and concepts, which are now typically part of information management, today looks out of date. There has been a significant reduction in the number of courses that mention librarianship at all. The term "L-word," which should never be said, is often used in joke among those in the world of information (Grogan, D. J, et al, 1983,pp3-23)

The suggested media, informatics and KM new programs for Iraqi information Education

In today's world of information and library science, we have to cover a wide range of topics. As a result, the model's two cores are organized as follows: (Francisco Javier, et al, 2000,pp 141-153)

A- Core knowledge

1. Internal knowledge (mainly coming from information and documentation):
 - a- Models, processes and techniques to process information, information mapping, acquisition, cataloging, dissemination, etc.
 - b- Information services: How can we organize social units that solve the information needs of the users? Which kinds of such units exist? Which are their similarities, differences and relations?

2- External knowledge (mainly coming from other disciplines):

- a- Information and knowledge basic: what is information and knowledge? Which is its social role? How we communicate? Which is the history of social information and document – action? etc...
- b- Management and administration: How to manage the human, informational, financial and physical resources of such services of information?
- c- Information technologies

B- Complementary knowledge

- a. Languages.
 - 1- Foreign languages.
 - 2- Communication abilities in their own language.

- b. Discipline oriented knowledge: necessary to work in a subject – oriented information service e.g., chemical information, legal information, administrative information, etc.

The educational background of the academic staff who teach these disciplines should be taken into account when putting together this proposed program. Iraq's information and library departments are in need of highly qualified employees, and we believe it will be difficult to locate them. Staff with information and library backgrounds are frequently seen imparting knowledge from other fields as well. Scientific fields like communication theory, knowledge transfer, human resources, etc. may be studied by researchers from different disciplines. Information and documentation specialists with a culture-oriented background will be in high demand in the global economy, and the value of foreign programs of study will continue to expand.

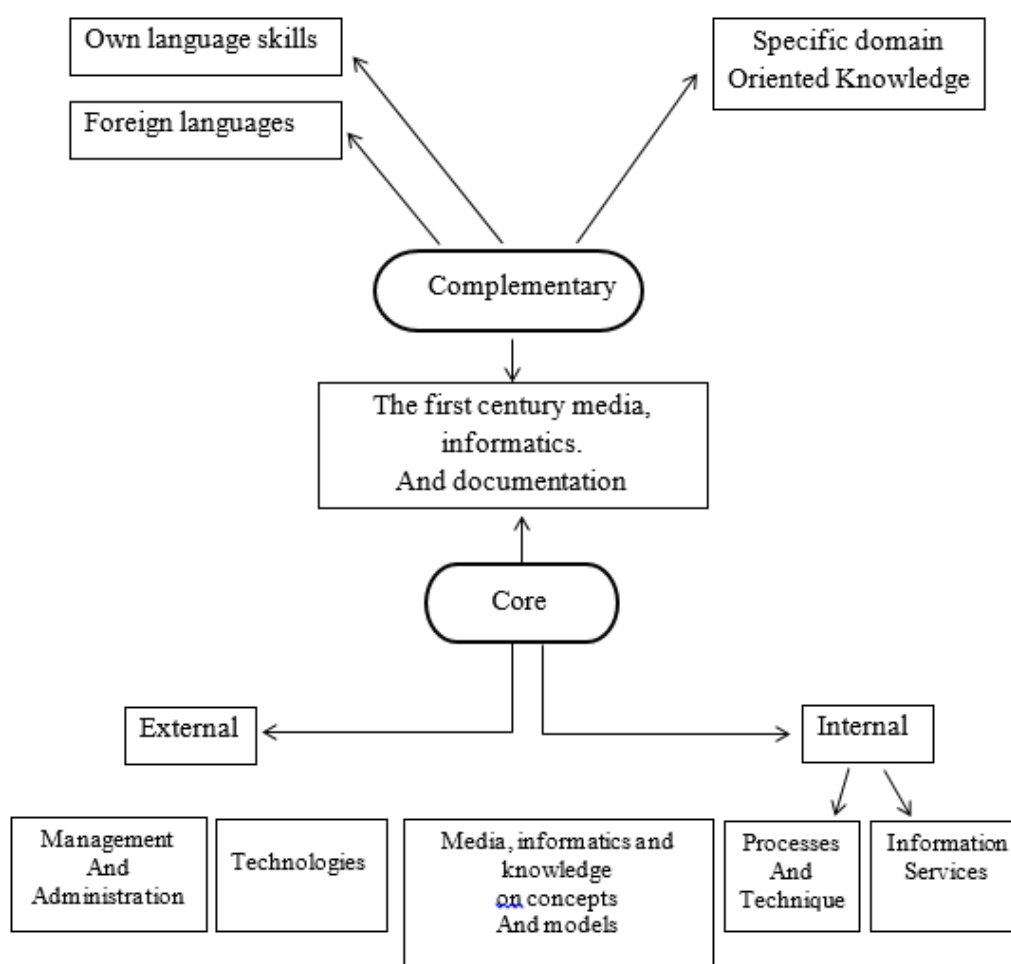


Figure (7) A linear model for the educating of information professional of the 21st century

Results

- The field of information and library science has undergone a major transformation in the last two decades of the twentieth century and the first

decade of the twenty-first century, a period known as the "age of mass communication." This transformation is primarily the result of technological and social shifts. The syllabi of Iraq's information and library departments are unaffected by these worldwide and integrated technological, economic, and social platforms.

- A new generation of specialists in fields like information retrieval and distribution, knowledge management, and other related fields is urgently needed in Iraq's information society.
- A third reason for the demand for information managers came from an overburdened organization.
- For this reason, experts in organizational management saw the need to rethink how they create, store, and distribute data altogether.
- When it comes to information technology, knowledge management serves as a bridge between management, the archives, the library, and the human resources department.
- For instructional work, we need a framework for networking.
- This field lacks a good theoretical framework.
- The development of new global models should be given top attention. Such. That's why it's important for models to take into account the shift toward digital and networked surroundings.
- The use of groupware and electronic meeting technologies to facilitate collaboration in the workplace (asynchronous).
- Systems for the group processing of documents.
- Video and real-time data conferencing are included in this category (synchronous).
- Group decision-making systems.
- Computer-aided design tools based on knowledge for new product development.
- The use of newer and more complex software to suit KM system demands was also mentioned by Sena during the discussion.

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