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Ethics, Values and Library professional's behavior in ICT Environment: in Social Context

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ABSTRACT

Library is a social institute and librarian is a key person of the social organization. Today library is changing from traditional to hybrid library due to IT revolution. To tackle the present challenges in front of library profession and library professionals to fulfill better services to the end users. LIS professionals should have various competencies and skills of ICT and knowledge management to execute the hybrid library business. In concern with LIS professionals, Lord Buddha told that the learning and knowledge is not important unless you have ethics, moral and values. Ethics and moral behavior get societal approach to build community attachment and it is essential for library occupation.. The moral and ethical behavior developed the values that mean morals build up a rule of behavior values established by our society. Finally morals, values makes the strong behavior to give better performance to face the various challenges of ICT to discharge better services to the readers to develop and resolve all troubles related to society. Today there is need of ethics, moral and standards for not only LIS professional but also to society for the national status and social development.

Keywords: LIS behavior, Ethics, Sacred Ethics, Society, Library professionals, Values and Library services, ICT Skills and Competencies.

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INTRODUCTION

Profession is the code of conduct, regarded as an important way to increase the status of the profession (Chavalit, 2002). To study the ethical applications in library and information profession. (Freeman, 1996 P.17.). Ethics maintain the good relationship between library professionals and users. Ethics is important to ensure the responsibility for the development of the profession, to promote excellence amongst library professionals, to strengthen the co-operation and coordination among library professionals, and to develop good relationship with colleagues and other members of the profession.

Ethics or morality is to give uphold and give due respect to the library as an integral part of institute. Finally ethics is most useful to establish the library status and task in providing information for the modernization of society because library is a social institute. The LIS professional performance is in ICT environment that will ensure high excellence library services and equality of access, devotion to the development of the LIS profession and avoid damaging the standard of the profession. The morality is to construct some principles comprise the better services, access equality, respect, confidentiality, privacy, guard of Intellectual property rights, literacy and professionals and social obligations. (Koehler, 2005Pp.86-87)

WHAT IS MEAN BY ETHICS/MORALS?

Real happiness i.e. job satisfaction how maintained by moral order? Lord Buddha told that " it is the kamma Niyam (conduct rules) and not God which maintains the moral order in universe" Kamma means man's action and vipaka is its effects. If the moral order is bad it is because man does akusala kamma (bad). If the moral order is good it is because man does kusala (good) kamma." The Lord Buddha's admonition was: Do kusala kamma so that humanity may benefit by a good moral order which a kusala kamma helps to sustain do not do akusala kamma for humanity will suffer from the bad moral order which an akusala kamma will bring about (Dr.Ambedkar, 1970, Pp.243-245).

Buddha's Law of Kamma which is a part of Dhamma maintains the moral order. Further it is broadly explained that the moral order includes some important factors and these are to discuss here is mandatory. The professionals is integral part of library business and he should have some moral

principles i.e. Sila is achar Dhamma means acting aright, karuna (love among human) and maitri (love among living being).

Pradnya(Thinking aright): Thinking aright means insight or wisdom or knowledge is more important than education. Acting aright is more significant than wisdom because without thinking aright has no value without performing aright.

Acting Aright (Sila): It includes five principles i.e. taking life, not to steal, nor to tell a lie, nor to indulge in sex immorality and not to indulge in drinking are the personal standard of living in society as well as in any profession to prove himself as ideal man to able to discharge his task passionately. The use of knowledge depends upon a man's aright acting. Apart from acting aright, knowledge has no value. Performing aright is the mother of all good. It is the foremost of all good conditions.

Karuna(Love Human Being): public, social or communal love is very much essential to maintain the holy relationships between person to person. This is the thread of love to bind the public relation which is central to LIS professionals to prove better themselves. It develops social responsibility, commitment and attachment towards the readers of library. Love to all make a relation to each other i.e. love to bind more than two people. Finally, society can neither live nor grow (develop) without love to human being.

Maitri (Love for living beings): karuna is only love for human beings. But Maitri i.e. love for living beings that means love for human beings is no sufficient but society or any organization needs maitri i.e. love for beyond human beings is broadly important to take an account of surroundings that is nature and environment and their protection from imbalance. That means, love to all livings things in nature and behavior them a rightly.

What is an Ideal Society? There is no caste, no equality, no superiority, no inferiority, all are equal. Identify yourself with others. Worth and not birth is the measure of man. This promote equality between man to man and is not that a better society (ethics) which promotes the happiness of oneself and tolerates no domination. Ethics is perfect justice springing from a man's own meritorious disposition. Society may choose not to have any ethics, as an instrument of Government. Without ethics society chooses the road of anarchy. Society may choose the police i.e. dictatorship as an instrument of Government. Society may choose ethics plus magistrate. In anarchy and dictatorship liberty is lost. Those who want liberty must therefore have ethics. Ethics consists of Pradnya, Sila, Karuna and Maitri. Ethics is so indigenous yet so innovative. A unique amalgam of knowledge and karuna is the ethics of society or any organization (Dr.Ambedkar, 1970).

PURPOSE OF ETHICS/MORAL BEHAVIOR

The purpose of ethics or moral behavior is to reconstruct the organization means the reengineering of library organization with the latest tools or technology that is information and communication technology. Ethics must be sacred and universal standard. Morality is most sacred because of three factors seem to have played their part in making morality sacred.

First factor is social need for protecting the best. This arises out of the theory of evolution. It is common knowledge that evolution takes place through a struggle for existence because the means of food supply in early times were so limited. This morality had to be sacred because it was imposed originally on the fittest, i.e. the strongest. The only way to put a stop to conflict is to have common rules of morality which are sacred to all. Secondly, to give the safeguard the growth of individual under the struggle for existence or under group rule the interests of the individuals are not safe. The group setup prevents an individual from acquiring consistency of mind which is possible only when society has common ideals; a common model i.e. code of conduct and is for LIS professionals to avoid misconduct. Fraternity is nothing but another name of brotherhood of men which is another name for morality (Dr.Ambedkar, 1970).

CORE VALUES FOR LIBRARY AND INFORMATION PROFESSIONALS

- Acting aright maintains good relationship between library and users.
- Development of the profession.
- To strengthen the cooperation among library professionals and to increase good relationship with colleagues.
- To maintain library standard and commitment in providing knowledge for the development of society.
- Ethical behavior promotes high superiority library services and fairness of access.
- Ethical behavior is to avoid standard of the profession.
- Moral behavior contribute to the development of the profession and represent the library in an honorable way; and strive to the Indian society into an intellectual and learning community that will benefit the human and country

- To increase the and innovative practices by applying ICT's to attach the whole human being in one thread called global access with global skills.
- Commitment and participation in professional activities.
- Perform the required duties honestly and commitment and trust to the library.
- To enhance the relations globally by means of ICT's.
- By acquiring ICT's to reengineering of library organization for facing future challenges.
- Acquires global skills and competencies for development of library profession and maintain library standard.
- Society and culture are rich due to ethical library profession.
- Human beings and living beings on the Earth are safe with development of societal and cultural behavior and get justice to end living things is the supreme tie-up of the world are get restructured for all living being wisdom of kingdom.

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