The use of faculty members in the specialty of libraries and information about applications of cloud computing in education and their attitudes towards it

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Abstract

The study aimed to reveal the uses of the faculty members of the library and information departments in the Egyptian universities for cloud computing in university education and their attitudes towards it, and the challenges and difficulties facing the study sample's use of cloud computing applications. The study used the descriptive approach, where an electronic questionnaire was distributed to a sample that consisted of (88) individuals. The results of the study showed that the faculty members in the specialty of libraries and information, the study sample, had positive attitudes towards the use of cloud computing applications in education. There are no significant statistically significant differences between male and female faculty members in the study sample towards the use of cloud computing applications in the educational process. The most challenges and difficulties facing the use of cloud computing applications were (technical problems), which came in the first place, followed by the second place (security concerns and information privacy), and came in the third place (protection of intellectual property rights). The most used cloud computing services e-mail service came in first place, followed by social networking services, and cloud storage service came in third place.

Keywords: cloud comp uting; faculty members; libraries and information; cloud storage.

Marketing information in the digital environment

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Abstract:

Technology and communication networks have become the basis of the marketing process, and this has resulted in extensive transformations and changes in the traditional concept of marketing to become known as e-marketing, and the world's trend today towards a digital society imposes on institutions to change their strategies. Marketing in informational institutions such as libraries does not target sales, profits and money, but rather begins with the beneficiary, good service, facilitating all needs in the best way and providing the most accurate information in his field of specialization. E-marketing is carried out through all digital technologies such as: The Internet, extranet networks, mobile phone and through wired and wireless means of communication.

This research aims to identify the marketing of information services, and to highlight the importance and scope of e-marketing and who has reached the satisfaction of the beneficiary by providing the best services, and shedding light on the new jobs that have emerged for the librarian. E-marketing was defined, its importance, objectives and characteristics, then its advantages and obstacles. The research also touched on the functions, stages and elements of using e-marketing, as well as clarifying the relationship of libraries and information centers with marketing and highlighting the role of marketing services in information institutions

The research reached many results, including:
The marketing environment on the Internet is characterized by removing spatio-temporal boundaries, and marketing is a very important factor in service institutions, as it increases the competitiveness of institutions

Keywords: Digital Environment; Information Services; Information Marketing.

The Electronic platforms for the interactive e-textbooks' publishers: an evaluation study

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Abstract:

The study aims to review the electronic & digital platforms of some foreign publishers that offer university interactive electronic textbooks through interactive electronic or digital platforms under various names launched by the publishers to apply this technology, for example McGraw-Hill under the name of Connect, and Pearson under the name of MyLab & Mastering, and Cengage under the name of MindTap, in addition to identifying the set of characteristics and advantages that each of these electronic & digital platforms provides for both the academic staff and the student, in addition to reviewing and explaining the criteria for evaluating educational platforms for interactive e-textbooks for publishers through a tool called Rubric for eLearning Tool Evaluation, which is an assessment tool designed to evaluate e-learning tools and digital platforms with the aim of clarifying the strengths and weaknesses, and to identify the capabilities of these electronic & digital platforms and highlight the differences between them in order to support decision-makers in the academic libraries in knowing the capabilities of electronic platforms that provide interactive university e-textbooks and the benefit of the supply departments of academic libraries when deciding the use of these platforms.

Keywords: Interactive E-textbook; Acquisition Models; Academic Libraries

Automatic reading of Arabic calligraphic fonts: an applied study in artificial intelligence techniques

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Abstract:

The importance of this research lies in the interest in the field of documents and manuscripts ,and take advantage of investing in modern technology In the automatic reading of Arabic calligraphy, Especially we are witnessing a continuous increase in the amount of information resulting from the information explosion, Which makes us to look for the appropriate way to read documents and manuscripts, Quickly and accurately, and learn about the types of Arabic calligraphy, its importance and characteristics, and the latest technologies that have occurred in it Within the framework of what is known as information technology and artificial intelligence applications reviewing the concept and what of artificial intelligence, its importance and characteristics, and its most important automated applications in recognizing natural languages and written speech. Through the procedural steps for processing written texts and reading Arabic fonts Such as cutting, dividing and isolating letters to classify and group them and extract their features and specifications in a way that makes the reading process easy, accurate and time-saving, It is based on the descriptive analytical and experimental method, In order to identify the problem, analyze its elements, interpret and treat it in a modern digital way, Within the framework of that methodology, the research reached a set of results, the most important of which are: Identify the obstacles that face the difficulty of reading Arabic calligraphy, Recognize the automatic processing tools for Arabic letters, Finding the procedural steps in reading Arabic calligraphy in an accurate way, Accordingly, the research recommends: raising awareness of the importance of applying

artificial intelligence techniques to one of the most prominent Islamic arts, which is the art of Arabic calligraphy, Maximizing the role of the new technology in finding and developing alternative ways to preserve identity.

Keywords: Arabic calligraphy fonts; automatic reading; artificial intelligence techniques

Data science concept

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Abstract

Data science is one of the modern sciences, and it has grown and flourished very quickly in the past few years due to its association with many scientific fields on the one hand and its benefit from the successive developments in the field of information and communication technology on the other hand. This study seeks to introduce data science from multiple perspectives in order to derive a definition that represents the viewpoint of library and information science. The study dealt with data science history and development over about fifty years, as well as its value as a vital field at the present time, and its topics covering the life cycle of data, and its relationship with other fields.

keywords: Data science; Data; Information science; Data science areas of interest; Data life cycle.