A comparative study of advertisements in chose magazines in the fields of library and information science: the 80's versus the 90's / Adi Keisari-Cohen

Abstract:

In this study we investigated the changes that occurred in the pattern of advertisement in the field of library science verses information science, using analysis of magazines in the field of library science and information science, published in the 80's versus the 90's.

In order to find out whether or not advertisement changed during the years, we reviewed the content, format and title, and if the ad is informative or convincing.

We also inquired the economic side of advertisement and the types of ads.

We have gathered 640 ads, 285 from the 80's - group study I, 355 ads from the 90's - group study II.

We observed that the magazines with the higher dependency on ads as a source of income, changed the content and format of their ads to conform with the changes in advertisement in general, these changes enabled them agents and media.

It was also observed that in the 90's, compared to the 80's, there was an increase in the number of pages in every issue that was matched by an increase in the number of ads in each issue.
Another area that was examined was the type of ad, informative versus convincing.

While in the 80's informative ads prevalent, the convincing ads appeared to be the majority in the 90's.

This change reflects changes in the advertisement strategies.

The advertiser gives his public the tip of the ice berg in the most convincing way, assuming that the public can attain the rest of the information by him self.

In order to carry out this analysis we used the 14 criteria that Resnik & Stern suggested as tools for the classification of informative ads verses convincing ads.

We also dealt with the appearance of the ads by looking for format changes. Parameters such as amount of ads in color verses black and white and the amount of ads with text and photo versus text only, were used for this analysis. The finding revealed an increase in color and pictures in the ads published in the 90's. these results concur with the shift from the informative ads of the 80's to the convincing ads of the 90's, since ads with text only are typical of the informative type ads, where as text and photo are found in the convincing ads.

The title is an important component of the ad. In average, the number of people who read the title is 5 times higher than those who read the whole text. Therefore, it was important to look for possible changes in the title.
We found that in both the 80's and 90's there is a great emphasis on the message expressed in the title.

The last subject we checked was the content of the ads. The questions asked were, what is the content? to what does it relate? library science or information science?, where there big changes in the content between the 80's and the 90's?.

Library of Information Science   הספריה ללימודי מידע
Bar-Ilan University, Ramat-Gan, Israel   52900 אוניברסיטת בר-אילן, רמת גן, ישראל
Websitewww.is.biu.ac.il/library Email: Ruthi.Tshop@mail.biu.ac.il   Tel. 972-3-5318163 .טל

We found that while in the 80's ads emphasized library management and equipment. In the 90's the content changed to managing information systems and technological equipment for information centers.

The changes in the ads reflect not only changes in the art of advertisement but also the change that library science underwent until it became information science.

The number of ads, the type, format, title and content show that the 90's are the beginning of the information science era and the end of library science era.

It was found that ads changed in format and content, and adjusted to the transformation lf library science in information science.
It can be concluded that today we are all information scientists. and librarian that previously handled only paper books and magazines, today must expand his knowledge and gain expertise in data retrieval and computers.

The information scientists handles all areas of knowledge from books, knowledge recourses, managing information centers and mongering knowledge.

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