Full Length Research

Possibility of Offering Library Services Based on Cell phone in the Central Library of Astan Quds Razavi, Iran

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Purpose: This Study seeks to explore different services can be offer in libraries via mobile phones, then reveal the opinion of the users of Organization of Libraries, Museums and Document center of Astan Quds Razavi about library services based on cell Phones, to recommend new services for this library.
Design/Methodology/Approach: Descriptive survey method was used in this research and the required data were collected from 325 randomly selected samples, through a questionnaire developed by researcher and Library facilities in order to provide mobile services was assessed with the interview.
Findings: Findings showed that80% of respondents supported the use of Mobile phone in the library. 86% of respondents like to use SMS services to know information on new books. Reference services like SDI 82%, downloading electronic files with Bluetooth include high levels of demands. Totally, in 79% of proposed services, respondents consent was more than 60%.
Originality/value: Mobile Library Services provide easy access to work with library services and facilities, and it's expected that the efficiency of central library of Astan Quds Services will be greater by using Mobile Library Services, as the first and biggest library of Middle East and High level of satisfaction of the users can be met.

Keywords: Feasibility, Library services, Cell phones, central library of Astan Quds Razavi.

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INTRODUCTION

Cell phone as the communication and telecommunication revolution in recent years has had a huge impact on people's individual and collective life. This powerful communication tool has had undeniable influence on all aspects of life, including social, economic, cultural and scientific. Nowadays, new applications of this instrument can be frequently heard, to the point that neglecting it in the design, implementation and execution of anything is not wise. In such circumstances, librarians should recognize this device and its capabilities and use this technology for library purposes.

STATEMENT OF THE PROBLEM

Many overseas libraries have provided library services through cell phones. Providing mobile website is the main discussed issue in this context. These libraries users have particularly welcomed cell phone services has provided more and more efficient ways to use the facilities for providing information. It is quite clear that this is a new area for the society of our country and particularly for our libraries. Cell phone technology has been used inside the country in various fields. For example, organizations like Jihad Keshavarzi of Khorasane Razaviis informing its users by sending them

SMSs. Public and private banks are updating their customers by informing them about the circulation of their accounts and customers are able to do most of their banking operations remotely by cell phone. Numerous other examples of various applications of giving information, advertisements, and abundant cellular functions in various sectors of economy, culture, marketing and sales, and so on can be given. Minimal influence and result of the use of this service can be seen in managing time and planning for the better use of the opportunities; but the lack of the usage of the cell phone in the main cultural centers like libraries is still felt. (AQRL)[1] particularly with regard to its geographical condition which is located inside the Holy shrine and due to having the resources and facilities of public forums and special libraries and having large number of members and clients (internal and external guests (pilgrims))is very talented in providing library services through cell phones. The lack of cell phone library services is not suitable for this great and famous organization. Therefore, it was necessary to study the specific features that contribute to the provision of library services by cell phone and to investigate the possibility of its implementation in the (AQRL).The fundamental issue in this study is identifying the specific cellular functions of the Library of (AQRL) and exploring the use of this service; since the mission of the libraries is making available the dissemination of information, therefore, along with the progress of technology they should be able to apply the technology and give more efficient and up to date services to its new service users, update the users, without requiring them to leave their positions. It leads to connect providing library services and everyday life of the library clients.

SIGNIFICANCE OF THE STUDY

Managers of libraries and information centers recognized the importance of information and research and inspired from new technologies; therefore, based on information resource sat their disposal, they are giving hope to receive information and disseminate it to users for the efficient use of information in their professional field. In this regard, information services managers help the libraries users in their investigations by collecting data and matching them with the required subjects referred to them by the users. Achieving the goal of this study, which is the quick and easy access of users to library resources in order to interact and meet the information and research needs, will save time and will make it possible to save the cost of transportation to the library; thus, it will make a new chapter in the record of giving services for (AQRL).

Achieving the objectives of this research can increase

[1]Astan Quds Razavi library

satisfaction of the users of this library and other information centers via providing the results of the survey regarding cell phone services and its implementation in (AQRL).

OBJECTIVESOF THE STUDY

- Recognizing library services that can be offered by cell phone.
- Exploring library client's opinion and their level of satisfaction of the new cell phone services.
- Exploring the current condition of the Central Library of (AQR) for offering this service.

Research questions

1. What types of cell phone services do the library users need? to what extent do they welcome these services?
2. What is the most common cause for the members to come to the library in order of frequency? And in which area scan giving cell phone service be effective?
3. How is the condition of (AQRL)for providing and giving cell phone services?

METHOD

The current study has practical goal and uses survey for collecting data. For data collection two methods have been used: library method and field method.

a)   Library method: Library method has been used in order to collect information concerning the subject matter from the resources, papers, theses, researches, online data bases and online local and foreign articles.

b)   Field method: To evaluate and test hypotheses using a questionnaire and interview, the needed data is collected from the sample. The current study has been done in two phases. The first phase was to explore that to what extent the users of the Central Library of (AQR)welcome the cell phone services. The second phase was to study the present and needed facilities of the Central Library of (AQR)for the possibility of implementing this service.

Research population

All members of the Central Library of (AQR) consist the statistical population of this study. 384 samples were chosen using Morgan Table. The users were selected

based on their educational levels and the number of males and females. Then, the survey was carried out in various shells of the central library and distribution.

Data collection tools

The data were collected via questionnaire and interview. It was tried to design a questionnaire that describes the services that the library can be offer with mobile phone deals in order to gather the users' opinions and to explore to what extent they welcome this service. It should be mentioned that these services are offered to fulfill the users' needs and to satisfy them.

In the second phase, in order to explore the possibility of implementing this service, some questions were asked via an interview from the staff of office of information technology in the libraries, museums and documentation center organization of (AQR); because these persons are familiar with the issue of the cell phone library services and the fact that they have all needed information of the libraries present hardware and software equipment, budget and staff.

LITERATURE REVIEW

Cummings et al. (2009), do a survey in their study "The use of handheld mobile devices: their impact and implications for library services" to know about the usage of handheld cell phone computing by university library clients. They also try to find out the importance of the need for utilizing the library services with these small monitor tools. Results show an increasing usage of cell phone computing handheld tools like a PDAs and potential demands for using the library catalog by users using this technology. Almost over 58.4% of respondents of the questionnaire of this research mentioned that they welcome utilizing small screen tools like PDAs to search the library catalog. Finally, they conclude that users of small screen tools and cell phones will be an important factor in the development of library services. Libraries and information services officials should create high-quality services based on cell phone for all groups of users because these groups are becoming more important continuously.

Shuva (2009), in a paper entitled "Enhancing Library Access through the Use of Mobile Technology: Case Study of Information Services Provided by Six Mobile Companies in Bangladesh" enlisted the services that these operators offer and among them he highlighted those services that can be offered in educational settings like libraries. Shuva discusses the method of implementing SMS technology in libraries which is bilateral, i.e. user-library and library-user. Shuva then states that this is the only model for offering to Dhaka

University Library and mentions that considering the revolution that will happen in the future in the libraries, they all need to use new technologies like cell phone usage for library purposes.

Sharif (2009), on "personal digital assistants (PDA) and its application in libraries and information centers "mentions interesting points. He states that With the increasing proliferation of new technologies, especially wireless technology, users of libraries and information centers are able to communicate from anywhere with the center and benefit from its services. Moreover, from the perspective of libraries and information centers, the use of wireless technology will save on costs and bring effectiveness in the work. When users can benefit from their personal digital assistants, the library does not need to provide hardware facilities such as computers. On the other hand, librarians who are equipped with wireless technology can expand the scope of their activities and have greater flexibility in service delivery. Utilizing wireless technology is the practical and economical solution for using Web-based services of libraries. PDA connection to the World Wide Web allows users to take advantage of the services offered to the Web users.PDA users, in any location, can connect the web as quick as other computers and can use the library's full text resources. In this case, we will have a wider community of users and the offered services will find more enrichment; moreover, the time constraint problem of using library resources will be resolved. The four major services that can be provided by libraries and information centers are as follows:

1. Information consultancy: via communicating with those who are responsible for informing in the reference section or information center. Asking questions and receiving information or sources of information related to the information needs is one of the most common services offered by communicating with the trained librarians.
2. Searching the OPAC, booking and borrowing information resources available in the library by members.
3. Exploring the use of full-text resources provided by the library or information centers. Full-text resources include-books, books and resources that have been digitized especially by the digital libraries.
4. Identifying, evaluating, and organizing relevant information resources, as well as providing the necessary training to identify, evaluate, and effectively use the resources in the web site of information centers. These skills which are known as "information literacy" are taught by information professionals and show the users the way to reach the destination. Offering these services by libraries and information centers

needs facilities. The most basic of them is designing web pages which are compatible with this technology. Appropriate pages for this technology are pages that will provide maximum information in minimum size. Many website designers designed appropriate pages based on languages such as XHTML and WML (Wireless Markup language).

Noorshah Reza et al. (2009),in their paper "Services of cell phone in the university libraries: A survey based on feedback from students" review the history of the usage of wireless telephones in educational institutes. They have collected the data from 206 B.A. students from two State Universities in Malaysia to know the respondents knowledge and their type of phones. Findings showed that the respondents are quite satisfied with the usage of the services offered by the handheld wireless in the field of library and information services. A high percentage of students welcome the use of such services if they are offered. Limitation of this study is to generalize the results to other groups of users. Finally, it states that it is expected that the findings are useful for the libraries and providers of the remote communication services so that it makes the design of a system for having effective access to various library and information services based on cell phone possible.

Basil (2010), has done a project named: "Mobile Phones for Library Services: Prospects for Delta State University Library, Abraka". This project has the following aims:

• Encouraging the librarians and library users to use GSM in library actions.
• Exploring the benefits of GSM use in library actions.

In this paper the librarians believe that GSM can offer many library services. Since most of the library users have cell phone, thus cell phone can be used in offering library services. It will increase the good relation among library users and library staff. It also can improve and increase the library services. This will keep a long lasting communication among library members and librarians. This study show that the Delsu library does not use cell phone in its services owing to various reasons like high costs, technology related issues and problems and lack of educating the library staff and their lack of knowledge. At the end the researcher state that in near future all the problems will be solved.

Kiyani (2011), in his paper "Libraries and information centers services based on cell phone technology" states that cell phones have had great effect on the different aspects of life. He mentions the possible cell phone services and tries to give information about the usage of this useful tool in different sections of the library. This paper also tries to inform the librarian community about the potentials of this tool for offering services in the library.

Nazi and Ghasempour (2012), in their study entitled "Analysis of the librarian community view in relation to the provision of library services based on cell phone in libraries of the country" have the following findings.100 % of respondents used the facilities of making calls and texting continuously and 63 % of them used cell phones to listen to music and 62%of them used cell phones for taking pictures. The results showed that 63.5 % of respondents did not consider cell phones as disturbing things in the library among the services offered; informing members about books and library new resources through SMS had the highest approval rating of98 %. As a result, libraries of Iran should use unique features and capabilities of cell phones to offer library services in this modern time. Given that 93% of the proposed services in the questionnaire had acceptance of higher than 50% among the respondents, it is necessary to implement all the offered services in libraries of Iran.

Reddy, Raghunadha; Kumar, K. (2014), Libraries have been working to develop network–ready services. Mobile communication intensifies this activity and adds new challenges as they look at what it means to be mobile–ready. This has organizational implications as a shift of emphasis towards workflow integration around the learner or researcher creates new relationships with other service organizations on campus. It also has implications for how space is used, for library skills, and for how collections are developed. Services may be made mobile–ready, as with special mobile interfaces for library services, alerting services. Mobilization continues the restructuring of services, organizations and attention that networking has brought about.

FINDINGS OF THE STUDY

With regard to the research questions, this section presents the findings of the study.

First question: What types of cell phone services do the library users need? To what extent do they welcome these services?

- SMS Text Messaging Services

SMS services in library consist of several things. A mutual interaction between the user and the library is established by these services so as to fulfill users' information needs: The number of books borrowed by the members, dates of the returning the books to the library, alarming the delay of returning the resources, renewing and reserving books, requesting new books by the member, Library News, reporting the missing library card
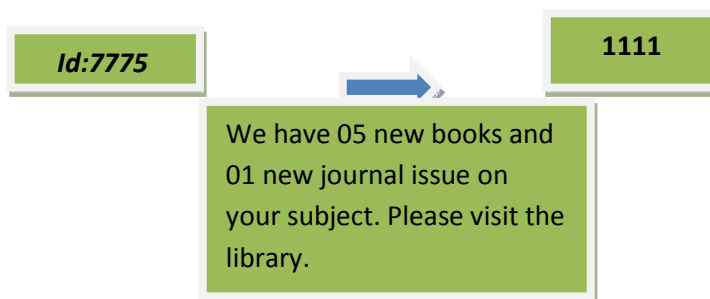
Figure 1. A sample of sending SMS of the current informing service from the library server to the user for coming and getting the sources.

by members via the SMS, reporting the missing book by members via the SMS, providing feedback by users via SMS, notifying members of announcements, celebrations, workshops, exhibitions and seminars via SMS, new resources (books , periodicals, audiovisual materials , etc.). Requesting a copy of a particular resource or a print and mail it to the member's address by sending an SMS to the library, with regard to the fact that the cost will be deducted from the account of the members.

- Bluetooth Services

Welcoming library members, offering a variety of electronic files, downloading and uploading files of the books, maps, images of museum objects, codified regulations of forums, brochures, audio and visual tours on different sections of the library.

-Reference Services

Selective Dissemination of Information (SDI), current informing (Reminder and Notification Service), providing OPACs and major databases.
  Shuva (2009) in his article, "*Enhancing Library Access through the Use of Mobile Technology: Case Study of Information Services Provided by Six Mobile Companies in Bangladesh"*, has stated that using current informing service for large libraries is difficult but possible as there are various and large sources. A list from the topics should be provided and a code should be given to each of the topics and then the list should be given to the users. When the user send the code of his favorite topic to the library, a list of the latest books and magazines is sent to him from the library.

- Financial charge services

Paying a membership fee when signing up, charging finance card remotely, paying for extending the annual credit, paying the delay fines and so forth.

- Services of cell phone site

Having access to the main site of the library through cell phone, searching resources (Persian and Latin), having access to links on the site, including databases, OPACs searching and so forth. Many of the libraries in the West have created for customers a mobile version of their website. On this website, they have offered their user information about library services, collections, and users can have access to the library catalog, exhibition information, subject directories, electronic publications and hours of library work, all have available formats for the small screens of cell phones. Libraries have designed and offered a current version of the library OPAC, which is called Air PAC, for their user cell phones. Libraries use Millenium integrated library system for offering their extra OPAC which gives users the ability to search the library catalog. Figure 2 & Table 1
  Every one of the services offered by cell phone in libraries has been classified like the form of the table. The users' opinions were gathered via Likert 5 point scale (Strongly Agree to Strongly Disagree) and the average of the opinions was calculated. The calculated average showed that users highly welcomed the services.
2. What is the most common cause for the members to come to the library in order of frequency? And in which area scan giving cell phone service be effective?
  According to the above table, users' reasons for visiting the library in order of frequency are: Using library sources with 65/6 percent, Borrowing sources with 60 percent,

Figure 2. Cell phone site of the Boston
College Library

Table 1. The average of the users' opinions on receiving cell phone services

Topic	No.	Average
Receiving library services by SMS	325	4.46
Receiving library services via Bluetooth	325	4.27
Searching library resources list	325	4.44
Smart services of financial charging for members via cell phone	325	4.51
Receiving reference services via cell phone	325	4.26

Using library hall with 60.4 percent, Extension and reservation with 29.1 percent, Using journals with 23.5 percent, Writing paper, book, or thesis with 20.4 percent, Using electronic sources with 14.2 percent, Familiarity with new topics for research with 6.5 percent, Familiarity with the recent publication of the country with 4.6 percent, Knowing peripheral activities of library with 3.7 percent, and other reasons with 1.9 percent. Table 2 shows that the most common reason for visiting the library to use library resources which is 65/6 percent. The statistics certifies the number of clients, with a mean of 20,000 people per month, who visit sectors such as men and women circulating books. When the opportunities created by new technology will be provided, then the use of facilities from outside the libraries such as cell phone services will be available and then the statistics can be reduced. In this case, certainly the users' satisfaction can be fulfilled and likewise the librarians working in these sectors can give better services to the users and finally the efficiency goes up. Due to the frequencies obtained from the respondents' comments, it seems possible to reduce the rate of visiting the library by providing resources for the members via Bluetooth. When electronic content of resources and documents such as audio, text or images is produced and according to the demand of users it can be offered via Bluetooth technology, it is effective in reducing the rate of visiting the library. In the other case, when the optimized site for cell phones is created and the e-books are placed on the site then it allows the users to have access to these

Table. 2. Frequency distribution of the reasons for visiting library

Reasons for visiting library	Frequency	Percentage
Using library hall	195	60.4
Using library sources	212	65.6
Using journals	76	23.5
Borrowing sources	210	65
Extension and reservation	94	29.1
Using electronic sources	46	14.2
Knowing peripheral activities of library	12	3.7
Writing paper, book, or thesis	66	20.4
Familiarity with the recent publication of the country	15	4.6
Familiarity with new topics for research	21	6.5
Other reasons	6	1.9

resources at anyplace and at any time. This also reduces the rate of visiting the library for borrowing sources. If the new facilities based on cell phones are created in the Central Library of (AQR) users will not need to use the computers for receiving the same services. Therefore, searching resources in men and women halls of open shelves will be reduced and librarians will have more opportunities to provide library services except searching. The librarians are freer to speak with the library users and to guide them to the proper section or directly to the exact source that they need. All of them are among the benefits of this cell phone service. Finally, arranging books in order and having closer surveillance on current affairs of the sector will result in more satisfaction of the users.

3. How is the condition of Central Library of (AQR) for providing and giving cell phone services?

Giving the report of interviews with respected manager and experts of the information technology department of the Central Library of (AQR).

The possibility of giving the service of sending and receiving SMS.

a) Cell phone service in circulating book in the Central Library

SMS technology began its work in the Central Library of (AQR)in August 2011

- The library usage of SMS technology to provide services to users in the circulation and borrowing section via Simorgh software.
- Implementing a texting service in the Central Library to alert the late delivery and its penalty bilaterally between Library-User and User-Library.
- In future there is the possibility of bilateral interaction between user-library and library- user

to renew books, request for unavailable books and reserve books. SMS software does not require any special bandwidth.

- For managing the Software for sending and receiving SMS, you do not need to be an expert.
- There should be at least one expert librarian to manage the software and to provide its needed content.

b) Giving reference services to the members of the researchers' hall using SMS.

- There is the possibility of sending SMS for Current Awareness Services (CAS) to the members of the researchers' hall.
- It is not possible to give services of selective dissemination of information (SDI).
- The conducted needs assessment showed that the respondents strongly agreed with receiving this service; but, since the library managers have not asked for it, it has not been used yet. Resources abundance and diversity in the Central Library of (AQR) have increased the present topics. This issue made the selective dissemination of information difficult, but it is accessible. Benefiting from the reference services in the researchers' hall with SMS needs an expert librarian.
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d) The possibility of utilizing the SMS system in order to manage library services for ordering books and communicating with publishers and agents

- For example, by sending SMS to the Library Services Office, users order their books.
- It is not possible to interact with agents and publishers using the system of sending and receiving text messages. If this system can automatically provide the necessary consistency for classification and separation of messages in

order to send them to the relevant sectors the probability of launching will also increase.

e) The possibility of sending mass SMSs for library peripheral activities and absorbing new members (Public Relations of the organization)

- There is the possibility of providing the organization advertisements via SMS to the members.
- There is the possibility of sending bulk SMS to users to inform them about their needed news such as working hours of holidays.
- Public Relations of library organization is responsible for managing the software of sending and receiving SMS for advertising.
- SMS sending and receiving for informing about the news and announcements of exhibitions, conferences and announcing different events do not require an expert.
- The possibility of holding a contest via cell phone has not been used in the Public Relations of the organization. If the two-way interactive system is extended, then this possibility will be put into action.
- The possibility of launching an SMS mailbox for receiving clients' useful opinions or criticism has been implemented.
- In future, there is the possibility of having two-way text messaging services for holding competitions and communicating with library in a way that the users can post their ideas.

f) Resources for using financial intelligent system and SMS services for electronic payments by clients (Registration)

- There is the possibility of establishing as SMS system in libraries for sending information about the amount of the financial credit of the members.
- Now, it is not possible to offer services of intelligent payment to the clients. This feature is currently only available for paying membership by the members.
- Library Comprehensive Software (Simorgh) used by the library can offer the intelligent payment services.
- Library has adequate funding for providing the smart payment service.
- In future, it will be possible for the users to pay for their library membership through smart payment by using their cell phones; thus, there will be no need for them to come to the library for paying. In general, it can be said that the library has the adequate budget for implementing SMS

system in the library. This year budget is enough for establishing SMS service in a mutual method of sending and receiving SMSs among library and library users.

g) The possibility of offering library services via Bluetooth technology of cell phones.

- The Bluetooth transmitter device has been installed in the(AQR) Central Library.
- The system works by Blue-link software which has Linux operating system.
- The device range is less than 150m; therefore, it cannot cover all the library floors.
- Bluetooth device can just be used in the ground floor as it sends parallel waives.
- For receiving electronic files from Bluetooth, other devices should be bought for other floors.
- It is only possible to send files to six cell phones at the same time.
- In the future, it will be possible to send information to more cell phones simultaneously so as to increase the services offered to users and to have fast and precise information distribution.
- Users' variety of cell phones affects the speed of receiving data from Bluetooth. Thus, those who have modern cell phones will receive data faster.
- It is possible that sending files from the library to the users be disrupted or cut due to the present poor signal and Signal Jamming devices in holy places of the Imam Reza (AS)shrine; however, in the central library, devices for jamming cell phone signals will not be used.
- In the Central Library of (AQR),Bluetooth transmitter device supports sending various files to users like e-books, images such as Imam Reza's (AS) holy shrine images, audio files like Ashuramourning, multimedia files such as videos for introducing holy places in the shrine.
- Sending files from library is mostly done for covering the users' needs of e-books. And, it is done with specific objectives.
- The maximum size of the files should be 1 megabyte; and for sending files with bigger sizes, occasionally, there will be problems.
- The maximum time for the device to send a file and for the user to receive it will be 5minutes.
- For managing the files that should be sent to the users, expert librarians are needed.
- The instruction brochure has not been prepared to guide the users for using the new services of SMS and Bluetooth. It is better that an electronic help file be sent to users so that it can guide users in using the services.

- There is sufficient budget this year for implementing the Bluetooth service in the library.

h) Cell phone Website of (AQR) Central Library

- There is not yet any optimized cell phone version of the central library site. The statistics show that 83 percent of the users use windows xp internet explorer 6 for using the library site. Considering the statistics related to the users of the library site and their method of connecting gives better perception for designing an optimized site for mobile usage.
- In future, the mobile version of the software will be prepared.
- There is no mobile software for searching the library sources lists.
- If there is mobile software for searching the library source lists, the library prefers it to be based on web not to be a separate application. In this case all cell phones can support it.
- There is no expert in the library who can write a program for launching an optimized mobile version site of the library which can be used in small screen of the cell phones.
- Expert librarians are needed for managing the library mobile site.
- Library can ask library software preparing companies like Noosa to prepare such a cell phone based software.
- Library has the needed budget to prepare all equipment's for launching a cell phone site for users.
- For preparing the necessary infrastructures of offering all cell phone based services in the Central Library, it is important that librarians be taught.

Interview Summary

Library services based on cell phone like SMS and Bluetooth are now offered. However, all types of services related to SMS and Bluetooth are not offered yet. Now users can have the services like receiving alerts about the delivery of the resources (print and electronic), notice of delay and fines and some other major news and having electronic files via Bluetooth.

Selective dissemination of information and current informing are better to be placed in the first priority as they are the most welcomed services by the users. It should be said that library has tried its best to offer services regarding financial charges. Recently, remote registration for the (AQR) Library is possible from the library site. Electronic membership form has been

prepared. Users can fill it up and receive a membership number; then, within maximum five days they can come to the library for getting their member cards. These newly offered services have reduced the physical presence of the clients for registration. Of course, there is connection problem to the library site that the technology section should solve it soon. Users often have this connection problem as well for online renewing their memberships.

Regarding using remote financial charges and paying through cell phones, it should be said that like automatic deducting the due fine of the delay from the credit of the users, when the user's credit is about to finish, the system will send an SMS to the users about the card financial balance. It gives the opportunity to the user to come to the library for paying and charging his membership account. The present study suggests preparing opportunities for the users to do it from anywhere. It happened before that the users did not know about his credit and came to the library for borrowing books and then he realized that he did not have enough credit for it; thus, he wasted his and librarians' valuable time.

Based on the interview, for offering the cell phone based services in different sections and for managing software, expert librarians are needed. This need has been covered in all sections except in offering mobile version of the site. For offering mobile version of the site, it is better to use the help of software engineers and experts or assigned it completely to library software preparation companies.

Given that we are going to have all electronic library services in the future and users continuous demands, offering digital library services is in priority for the organization. And, cell phone services are in line with the digital services. Thus, budget has been concentrated on this part. If it will be necessary, implementing new services will be faster.

Now, two services of sending and receiving SMS and Bluetooth are running due to its usage priority. It is welcomed by users and librarian especially in the book circulation and borrowing sections. Sending SMSs regarding the delay of the returning library resources has a high rate in this offered service. It takes the organization time and causes it costs. It is hoped that with the decrease of the delay, this service will be mostly used for other library aims. In the next level, there is an offering resource service and in the near future financial charges and mobile version of the site will be added to other offered services.

CONCLUSION

Libraries and information centers are always attempting to achieve their goal which is to provide the users' needed information. Accordingly, offering new library

services will help them achieve this goal. So, there should be proper and up to date equipment and services. In this regard, library services based on cell phone are very important. If efficient services are offered to users in a way that it saves time and costs in providing their information needs and it finally brings about their consent, it will act like bridge that can provide a fast and better interaction process.

This study attempted to identify those services that can be offered by a cell phone in libraries. Then, by applying a questionnaire, the Central Library users' (sample of the study)ideas and their level of consent of offering new cell phone based services were gathered. The results of this survey in the tables show the users' high agreement with these services. This new way of offering services and its final goal which is having fast access to needed information and resources highlight the importance of offering new services to library users as the respondents in this study also agreed with. Moreover, decreasing the costs for users besides having access to information every time and everywhere increases the significance of the services.

It is obvious that (AQR) Central Library with having many information resources and various library services has many users. The attempt of this cultural complex to offer more and better services to the society of users increases the necessity of the usage of the cell phone based services.

The results of the interviews with the experts in the Office of Information Technology in the Central Library of (AQR) show that this library has the ability to offer such services in the library. With regards to the fact that the Libraries Organization Dean's agreed with offering new services to the users and the fact that there is such a potential, it is essential to provide various cell phone based services for the users like the SMS and Bluetooth services that have been offered since November 2011. These two offered services show this library attempt to increase the level of the users' consent. With the increase of the users' requests for receiving up to date and new services in (AQRL),it is hoped that the project of offering cell phone based services will be completed and other electronic services will also be used together with having a proper program for increasing the needed equipment and specialties.

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