

Analytical Study on Kinds of Directories

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Abstract

This paper aims to analyze the directories. There are to be analyzed with criteria widely accepted for the evaluation of a directory. Some of the criteria are on authority, scope, format, currency, and index, etc. in compilation of the directory. By studying the directories, people will come to know more about the arrangement and usefulness of directories, and there will be a good way in preparation of more systematic directories in future.

Key words: directories, criteria, compilation, reference materials, data

Introduction

This paper affects only Myanmar directories, not other guide books. In evaluating sources of directories, assessment of their authority and accuracy are essential.

Directory is a list of persons of organizations, systematically arranged, usually in alphabetical or classed order, giving addresses, affiliations, etc., for individual, and addresses, officers, functions and similar data for organizations. Directories are very important type of reference sources. Directories are used to locate organizations, institutions and people. They are used to verify the name of an organization or the spelling of a person's name, as well as to match individuals with the organizations that can answer their information needs when they have to go beyond the resources.¹

Directories are a very important type of reference source. They are used to locate organizations, institutions, and people. They are also used to verify the name of an organization or the spelling of a person's name, as well as to match individuals with organizations that can answer their information needs when they have to go beyond the resources of the library. Because directories encompass so many types of organizations, associations, institutions, and individuals, in many libraries they are the most often consulted type of reference source².

Aims and Objectives of the Study

The basic aim of a directories is to assist the user in locating the existence of or identifying a book or any other material which may be of interest to him.

The objectives of these-

- (i) To understand the nature and context of directories, comparing the scope, format and ease of use with similar work.
- (ii) To know the projected images of directory's issues.
- (iii) To investigate some values of directory's styles in Myanmar.
- (iv)

Meaning and Definition of Directory

The directory variety of reference book made its first appearance in the eighteenth century. The earliest known directories are J Brown's Directory of list of principal trades in London (1732); and Whitehead's Newcastle directory (1778).

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¹ Richard E. Bopp and Linda C. Smith, *Reference and information service: An introduction*, 3d ed (Englewood, Colorado: Libraries Unlimited, 2001), 301. (here after cited as Bopp and Smith)

² Bopp and Smith, 331.

According to the AIA Glossary of Library and Information Science, a Directory is a list of persons or organizations systematically arranged, usually in alphabetical order or classed order, giving addresses, affiliation, etc. for individuals and addresses, officers, functions and similar data for organization.³

A directory is a list of names and addresses of persons, organizations, manufactures; or periodicals. It may list information in a way which best serves the requirements of its users so as to enable them to get the required information readily. The word 'directory' may or may not appear in the title. The range of subjects dealt by directories is tremendous.⁴

Evaluation of Directories

When evaluating a directory, there are several criteria to consider. First is the scope of the directory: What organizations, geographical areas, or types of individuals are included in the work? The title often gives some insight into the scope of the source; however, more detailed information will be found in the preface, which should be closely examined. It is also important to determine how comprehensive the directory is within its stated scope. For example, a business directory may include all businesses in the geographical area covered, only those with an income greater than a specified dollar amount, or only those meeting some other criteria.

(i) Authority

The work should be an authoritative one. It means that it should be dependable and contain accurate information. The authoritativeness of a directory can be judged on the basis of the reputation of the compilers, editors, sponsoring body, publishers and distributors. In order to consider the reputation, the academic qualifications, and experience of the compilers and editors should be identified.⁵ It is because directories tend to be compiled by the editorial staff of publishers. Publishers' reputation is built on earlier editions or on similar types of publications, and this should be taken into consideration.

(ii) Scope

Scope of the directory is also one of the criteria to be considered for evaluation of directories. It should be considered whether it covers organization geographic areas or types of individuals. In addition, detailed information will be found in the preface which should be closely examined. It is also important to determine how comprehensive the directory is within its stated scope.

One indication of scope is the statement of purpose, generally found in the preface of In evaluating a source, it is necessary to judge to what extent the statement of purpose is fulfilled in the text. Has the author or editor accomplished what was intended? Aspects of scope include and geographical coverage. Time period coverage is also important for many.

(iii) Treatment

Accuracy is important in. How reliable are the facts presented? How "dirty" is a database? Are there misspelled words, missing data elements, or inconsistent formatting of parts of the record such as author names? Objectivity can be assessed by examining the coverage of controversial issues and the balance in coverage given to various subjects.

³ Krishan Kumar, Reference Service, 5th ed. (New Delhi: Sarada Ranganathan Endowment, 1996), 228.

⁴ World directory of mathematicians, 4th ed. Stockholm, Almqvist & Wiksell, 1970.

⁵ Krishan Kumar, Reference Service, 5th ed. (New Delhi: Sarada Ranganathan Endowment, 1996), 229.

Because can be addressed to particular audiences, it is important to determine who can best use the work: Reviewing topics on which one has personal knowledge allows one to assess the accuracy and quality of writing.

(iv) Arrangement

Directories and microform sources arrange entries in a particular sequence, such as alphabetical, chronological, or classified. If the sequence is a familiar one, such as alphabetical, the user of the source may be able to directly find the information sought rather than first having to look up the location in an index. The flexibility of a reference source is typically enhanced by the availability of indexes offering different types of access to the information. In addition, the text itself may offer leads to additional information in the form of cross-references to related entries.

Directories are definitely intended for reference purpose and they make up the bulk of reference sources. So, one point to consider is the arrangement of the tool. It should be considered whether the entries are clearly! arranged and consistent through the source and the source provides headers at the tops of pages for ease of use.⁶The sequence of entries may be alphabetical, chronological or geographical.

(v) Format

The directory's format is critical to its effective use by librarians and library users. One point to consider is the arrangement of the tool. Are the entries clearly arranged and consistent throughout the source? Does the source provide headers at the tops of pages for ease, of use? The directory's indexes are a significant factor in providing access to the information it includes. Types of indexes can include, among others, a personal name index, a geographic index, a title or organization name index, and a subject index. Title or organization name indexes may be by actual title or organization name, or by keywords in the title or name.

In evaluating the format of a directory, the most noticeable item is the book size. It should be considered whether the headings and subheadings are bold enough to stand out clearly and the typefaces are clear and legible. It is critical to be effective for librarians and library users.

(vi) Special Features

Special features are to be considered for the evaluation of directories. It is to be identified whether the work is new, or unique and it is regularly revised and kept up-to-date.

One will always be interested in identifying any special features that distinguish a given reference source from others. A complicating factor is that many publishers attempt to improve their existing products by identifying factors that might enhance their usability. Any new developments that make searching easier and more accessible to users will affect the choice among products.

(vii) Currency

The currency of the information provided in the directory should also be examined. what is the frequency of publication? How of ten is the material actually updated? This is an important feature of directories, because they are often used to find the most up-to-date information on an organization, institution, or individual. How the information in the source is updated is also important in determining the accuracy of the directory. Many methods are used in updating records: verifying information by telephone, gathering data through forma

⁶ Bopp and Smith, 315.

sent in the mail, examining public records, or culling newspaper and journals. Often information on the currency and accuracy of the source is also included in its preface.⁷

Types of Directories published in Myanmar

There are basically nine types of directories. They are:

- (i) Business Directories
- (ii) City Directories
- (iii) Education Directories
- (iv) Health and medical Directories
- (v) Regional Directories
- (vi) Subject Directories
- (vii) Telephone Directories
- (viii) Tourism Directories
- (ix) General Directories

Types of Business Directories

The following are some of the business directories.

- (i) Bayintnaung Business Directory
- (ii) Mandalay Business Directory
- (iii) Myanmar Fisheries Industry Directory
- (iv) Myanmar Food & Beverage Directory
- (v) Myanmar Food Industry Directory
- (vi) Myanmar Industrial and Commercial Directory
- (vii) Myanmar Industries Directory
- (viii) Myanmar Yellow Pages

Types of City Directories

The following are some of the city directories.

- (i) Mandalay Directory
- (ii) Myauk-U Directory
- (iii) Yangon Directory

Types of Education Directories

The following are some of the education directories.

- (i) Yangon Education Directory
- (ii) Mandalay Education Directory

Types of Health and medical Directories

The following are some of the medical directories.

- (i) Health Product Directory
- (ii) Myanmar Doctors Directory
- (iii) Myanmar Health Care Directory
- (iv) 2009 Local used and Popular Medicine Directory

⁷ Bopp and Smith, 331.

Types of Regional Directories

The following are some of the regional directories.

- (i) Myanmarpyi Directory
- (ii) Ayeyawady Division Directory

Types of Subject Directories

The following are some of the subject directories.

- (i) Commercial Fishes of Myanmar Directory
- (ii) Myanmar Computer Directory
- (iii) Myanmar Construction Industry Directory
- (iv) Myanmar Engineers Directory
- (v) Myanmar Internet & E-mail Directory

Types of Telephone Directories

The following are some of the telephone directories.

- (i) Naypyidaw Telephone Directory
- (ii) Shan State [Southern] Telephone Directory
- (iii) Myanmar Official Telephone Directory

Types of Tourism Directories

The following are some of the tourism directories.

- (i) Aungmyingalar, Dagon-Ayar, Bayintnaung Highway buses terminal compound Directory
- (ii) Myanmar Hotels & Tourism Directory
- (iii) Pagan Travel Directory
- (iv) Yangon Bus Directory

Types of General Directories

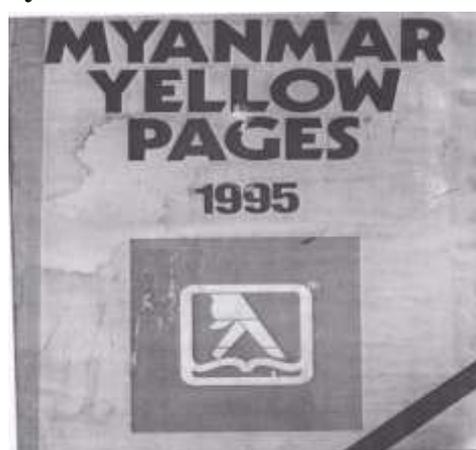
The following are some of the general directories.

- (i) Diplomatic Directory
- (ii) MAD Myanmar Advertising Directory
- (iii) Myanmar Automobile & Equipment Directory
- (iv) Myanmar Textile & Garment Directory

Evaluation of Myanmar Official Telephone Directory



Citation: Telecon Fig. 1 Mandalay Directory 1994



direction: Fig. 2 Myanmar Yellow Pages 1995
ation, 20

Telephone directories are an excellent primary source for local information. Typically, a telephone directory is used to find names, addresses, and telephone numbers for individuals and businesses in a specific geographical area. Such directories may also provide additional information about a community, such as street maps, local history, calendars of cultural and sporting events, zip codes, shopping guides, and scaling charts of auditoriums and stadiums. A type of telephone directory known as a city directory or cross-reference directory allows a telephone number to be verified by looking up an address rather than a name of a person or business.⁸

Authority

It was published by Myanmar Posts & Telecommunication and Advanced Communications Myanmar Co. Ltd.

Scope

This book includes important government telephone numbers, and how to make domestic call, and local and foreign telephone codes. Telephone listings, fax listing, automatic exchange listing and many exchange listings are included. This book has been published from 1995 to the present.

Arrangement

This telephone directory is arranged in alphabetical order divided into four columns. It provides business advertisements and photos of distinct places in Myanmar.

Format

The background color of the cover is yellow. The book measurement is 21 by 28 centimeter. From 1995 to 2009, there is no change in its measurement. It includes 712 pages.

Special Feature

In this directory, maps, tables, charts and figures are provided. Since 2009, Myanmar official telephone directory has been published. It aims to up-date the latest information. Telephone directories are excellent primary sources for local information. Typically a telephone directory is used to find names, addresses, and telephone numbers for individuals and businesses in a specific geographical area.

Conclusion

Directory is published annually. In any directory, data and information are up-to-date for its published year. So, current data and information can be used exactly for users and researcher. By studying this paper, it is expected that outcome recommendations will lighten more social values to get a good guidance for business men and even for the public as far as possible.

Directories have an index that can be of great help to anyone who would like to find way and means around the headings easily and quickly. Some directories, glossaries are given for ease of use. In terms of given provision of necessary statistics, photos, tables, charts, sample official letters of the concerned departments, the book can be regarded as an accurate and reliable manual.

⁸ Bopp and Smith, 348.

