



A STUDY ON USE OF LIBRARY AND THE INTERNET AS A SOURCE OF INFORMATION FOR MANAGEMENT STUDENTS

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Abstract:

This study was conducted to compare Internet use and library use as a medium of information for management students to analyse its role to facilitate student learning in business schools. It was based on the assumption that graduate students use the Internet more than the library. The data is collected by means of focus groups and Face book polls to compare and contrast the reasons for each either choosing internet over library or, library over internet as a source of information. According to the research it shows that most of the respondents are aware with the factors of different sources were the factors library and online media are used to check the acceptance on students source of information about management.

Key Words: Media, Library & Internet

Introduction to the Study:

Data is a fundamental and an imperative part of any scholastic condition. It makes for effectiveness in any scholarly framework. Both faculties and students need to utilize data day by day in their different scholastic undertakings. For quite a long time, faculties and students have effectively utilized the library and its assets as their principle data source.

Alemna, (2000) states that for centuries libraries have served as repositories of information and knowledge that have provided the vital underpinnings for socio- economic, political and cultural development in any civilization. Their relationship with cultural progress has been so interdependent that it is needless to argue whether man's cultural advancement merely produces libraries as by product.

According to Robinson (2006) simplistically, libraries and archives came into being to provide a central location for hard-to-find, scarce, expensive or unique material. Scarcity of information is the basis for the modern library. In countries where information continues to be scarce, a library's role is still unambiguous. In some countries where access to information is now akin to access to electricity or water, the reason to have freestanding storehouses of a subset of all information is harder to articulate. Libraries in such countries can provide access to more information than any user could want or need. Rangathan's rule "for every reader, his or her book," might be now redefined as "for every reader, huge amounts of free-floating content, anywhere, anytime.

We currently live in the data age where access to numerous Internet resources is only a couple of clicks away. The Internet is an innovation, which has increased greater fame in numerous nations over the world. The Internet as a medium of communication and source of information has enabled students, researchers, business information seekers and information professionals to access information to enhance their work and communicate effectively. As a result, library use, especially for walk-in reference questions and preparation for school and college reports has declined.

Framework:

This study is based in the broader field of information behavior. More specifically, in the context of information seeking behavior as defined by Willson (2000) as "the purposive seeking for information as a consequence of a need to satisfy some goal. In the course of seeking, the individual may interact with manual information systems (such as a newspaper or a library), or with computer-based systems (such as the World Wide Web)". The study therefore focuses on how students interact with both manual and computer-based systems. It also investigated which system they prefer using and the motivation to select one system to the other.

The Library and Library Use:

Reding (2005) indicates that from a social, cultural and economic point of view libraries play a fundamental role in our society. They are the collectors and stewards of our heritage; they are organizers of the knowledge in the books they collect – adding value by cataloguing, classifying and describing them; and, as public institutions, they assure equality of access for all citizens. They take the knowledge of the past and present, and lay it down for the future.

Adele and Milheim (1995), argue that “Libraries are not simply storehouses of books but provide proactive services to their users both from within the library’s stock and from a wide range of external sources.” Some of the services according to them are enquiry services, bibliographic assistance, library instruction, interlibrary loans, photocopying, and computer facilities.

Use of Libraries and Internet among Students:

A research conducted by Niels (2006) found that students do not bypass the physical libraries and it is also evident that the use of physical libraries and digital resources complement each other. The place of google in the students’ information is prominent and positively correlated to use of traditional library resources.

In a multi-disciplinary study conducted by (George et al, 2006) which explored the information seeking behavior of graduate students found that students rely heavily on the Internet as well as the university libraries’ online resources for information, though still using the physical library for hard copy materials such as books, journals and papers.

Few graduate students in the study mentioned influences such as difficulty in locating information or the need for convenience and speed when using the Internet.

Friedlander (2002) indicated that library directors, college and university administrators face an increasingly complex institutional and informational environment. Faculty and graduate students, in particular, seem to be omnivorous in their appetite for information, creative in their strategies for seeking and acquiring information in all forms, and very independent. Most faculty, graduate and undergraduate students seem to prefer a hybrid information environment in which information in electronic form does not supplant information in print but adds to the range of equipment, resources, and services available to teachers and students.

Liew et al. (2000) study of graduate student end-users’ current use and perception of e-journals compared with their print counterparts indicated a growing interest in ejournals. There was a strong acceptance of and high expectation and enthusiasm for future e-journals, although with some reservations

Bao (2002) surveyed 1998 and 2001 findings showing that the Internet continues to be an important component of library services in today and tomorrow’s library. The majority of the respondents used the Internet on a daily basis in 2001 as opposed to less than half the respondents in 1998. The data showed the librarian’s major challenge in the new century remains that of how to help library users find what they are looking for through the Internet.

In another study Baruchson- Arbib and Schor, (2002) found that students prefer general search engines and it seems that they have difficulties distinguishing between internet resources and library resources. Teachers’ recommendations and how they put forward requirements and demands are very important for the students use of information.

When high-quality electronic collections are made available, people use them. Use of electronic journals increases every year. Among faculty members, graduate students, and other professionals, higher use of electronic journals is accompanied by a decrease in visits to the physical library Tenopir (2003). Research has confirmed that in terms of information seeking, today's researcher seems to be comfortable with using a wide variety of sources for information. Internet search engines, e-print servers, author websites, full-text databases, electronic journals, and print resources are all used to some degree by most users. The relative amounts of use and enthusiasm for use vary as described above, but today's users are mostly flexible and adaptable.

Research Questions:

- What are the roles of online and library towards impact on source of information among management students?

Objectives of the Study:

- To study the role of internet and library and its impacts on source of information among management students.
- To identify whether online creating source of information better than offline source.

Research Hypothesis:

H₀: There is no significant relationship between advertisement and source of information

Research Framework:

| | |
|-------------------------------------|--|
| Purpose of the Study | Best tool for creating source of information |
| Unit of Analysis | Individual – Students from management |
| Sampling Design | Computer Sampling. Sample Size: 317 |
| Time Horizon | Cross Sectional |
| Extent of Researcher’s Interference | Minimal |
| Study Settings | Non Contrived |
| Data Collection Method | Questionnaire- survey |
| Measurement and Measures | Likert’s Scale |
| Statistics | Descriptive statistics and Inferential statistics |
| Data Analysis | SPSS software employed to test hypotheses, reliability and validity of the research. |

| | |
|--------------------------|---|
| Tools used for the study | Descriptive analysis, chi-square analysis |
|--------------------------|---|

Analysis and Interpretation:

Descriptive Statistics:

| Descriptive Statistics | | | | |
|------------------------|-----|------|----------------|----------|
| | N | Mean | Std. Deviation | Variance |
| Social Media | 317 | 3.92 | 0.921 | 0.849 |
| Library | 317 | 3.31 | 1.025 | 1.051 |
| Account | 317 | 5.05 | 1.927 | 3.713 |
| Hours | 317 | 2.02 | 1.051 | 1.104 |
| Ads | 317 | 3.46 | 1.132 | 1.281 |
| Fast Updates | 317 | 4.37 | 0.799 | 0.638 |
| Reliability | 317 | 2.95 | 0.997 | 0.995 |
| Visuals | 317 | 4.00 | 0.829 | 0.687 |
| Easy To Access | 317 | 4.40 | 0.755 | 0.571 |
| Engagement | 317 | 2.58 | 1.093 | 1.194 |
| Action | 317 | 2.54 | 1.106 | 1.224 |
| Loyalty | 317 | 2.68 | 1.039 | 1.079 |
| Social Aware | 317 | 3.58 | 0.923 | 0.851 |
| Effective Social Media | 317 | 3.67 | 0.942 | 0.888 |
| Effective Library | 317 | 3.41 | 0.936 | 0.876 |
| Average | | 3.46 | 1.03 | 1.13 |

Interpretation:

The above table shows about the mean, standard deviation and variance of the determinant factors and the factors above the average are used for decision making process on source of information. According to the average mean value the factors social media, account, fast updates, visuals, easy to access, social welfare, effective social media, and effective library are higher than the average mean which shows that these factors can be taken for the decision making process of the study. According to standard deviation account, ads, engagement, and action are the factors which is above the deviation factor and that shows that the factors are more deviated from other factors based on the average. In part of variance ads, action and loyalty can be taken in to consideration for the decision process which shows that all the factors have higher impact than other factors using variance.

Correlation:

| Correlation table | | | | | | |
|------------------------|-------------------|----------|--------------------------|-------|----------------|------|
| | Strongly Disagree | Disagree | Neither Agree / Disagree | Agree | Strongly Agree | Mean |
| Social Media | 8 | 16 | 51 | 159 | 83 | 3.92 |
| Library | 22 | 36 | 110 | 119 | 30 | 3.31 |
| Ads | 24 | 38 | 77 | 125 | 53 | 3.46 |
| Fast Updates | 4 | 5 | 25 | 120 | 163 | 4.37 |
| Reliability | 26 | 67 | 140 | 64 | 20 | 2.95 |
| Visuals | 3 | 9 | 63 | 151 | 91 | 4.00 |
| Easy To Access | 4 | 3 | 19 | 126 | 165 | 4.40 |
| Engagement | 67 | 73 | 114 | 53 | 10 | 2.58 |
| Action | 67 | 84 | 107 | 45 | 14 | 2.54 |
| Loyalty | 51 | 72 | 133 | 49 | 12 | 2.68 |
| Social Aware | 11 | 21 | 99 | 144 | 42 | 3.58 |
| Effective Social Media | 10 | 26 | 73 | 159 | 49 | 3.67 |
| Effective Library | 9 | 36 | 125 | 110 | 37 | 3.41 |
| Correlation | -0.89 | -0.97 | -0.87 | 0.81 | 0.91 | |

The above table shows about the correlation of the acceptance level of the respondents and the average mean value. The acceptance level on the Likert scale was taken from the answers given by the respondents on different aspects where there is no correlation between strongly agree, disagree and neither agree nor disagree with mean value as the correlation is in negative at -0.89, -0.97 and -0.87 respectively. The factors agree and strongly are highly correlated as the values are at 0.81 and 0.91 which shows that most of the respondents are strongly accepting for the factors used for descriptive statistics.

Factor Analysis:

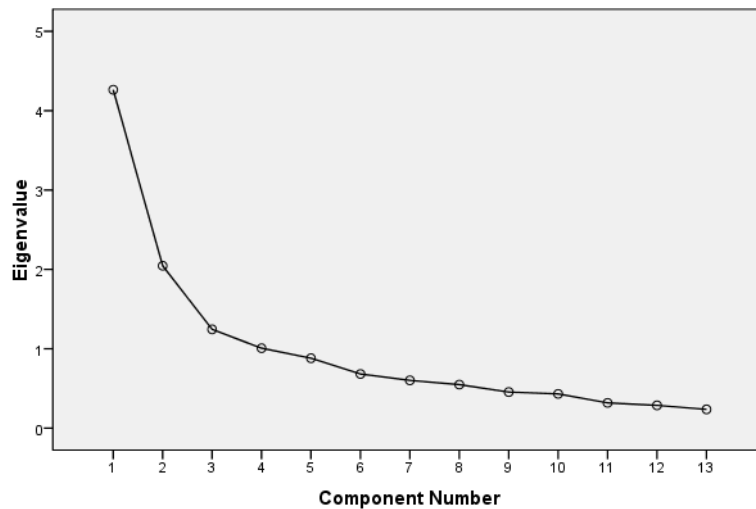
A total of 13 variables were identified for the purpose of collecting acceptance on students source of information through social media. In order to reduce the number of variables and to identify the key factors

contributing towards the acceptance, factor analysis is performed. KMO and Bartlett's test is conducted to identify the sampling adequacy.

| KMO and Bartlett's Test | | |
|---|--------------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.799 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.459 |
| | df | 78 |
| | Sig. | 0 |

KMO of sampling adequacy value for the acceptance on students source of information through social media is 0.799 and it indicates that the sample is adequate to consider the data as normally distributed. The number of factors as identified by performing the screen plot. The results are shown below,

Scree Plot



Screen plot shown the above figure gives a pictorial view of the number of components to be shortlisted and to become factors based on Eigen value. So from the above chart become three factors have been shortlisted. Rotated component matrix is used to identify the factors after data reduction. The results are shown below,

Rotated Component Matrix for Acceptance on Source of Information Through Various Factors:

| Rotated Component Matrix | | | | |
|---|-----------|--------|--------|--------|
| | Component | | | |
| | 1 | 2 | 3 | 4 |
| Social Media | 0.136 | 0.447 | 0.494 | -0.096 |
| Library | 0.135 | 0.081 | 0.028 | 0.783 |
| Ads | 0.204 | 0.192 | 0.634 | 0.199 |
| Fast Updates | -0.14 | 0.794 | 0.25 | 0.152 |
| Reliability | 0.586 | 0.46 | -0.047 | 0.012 |
| Visuals | 0.203 | 0.769 | 0.141 | -0.096 |
| Easy to Access | -0.065 | 0.765 | 0.219 | 0.138 |
| Engagement | 0.763 | -0.021 | 0.226 | 0.151 |
| Action | 0.839 | -0.013 | 0.223 | 0.111 |
| Loyalty | 0.797 | -0.027 | 0.286 | 0.109 |
| Social Aware | 0.224 | 0.206 | 0.791 | 0.054 |
| Effective Social Media | 0.187 | 0.147 | 0.832 | 0.038 |
| Effective Library | 0.117 | 0.011 | 0.111 | 0.819 |
| Extraction Method: Principal Component Analysis. | | | | |
| Rotation Method: Varimax with Kaiser Normalization. | | | | |
| a. Rotation converged in 6 iterations. | | | | |

From the above table, factors above the values above 0.5 with common variable answers are considered. They are library, fast updates, visuals, easy to access, engagement, loyalty and social aware are used to check the acceptance on students' source of information through social media.

Chi Square Analysis:

Age and Preference on Library:

H₀: There is no significant relation between Age and Preference on library

H₁: There is a significant relation between Age and Preference on library

| Crosstab | | | | | | | |
|----------|------------|-------------------|----------|---------------|-------|----------------|-------|
| Count | | | | | | | |
| | | Library | | | | | Total |
| | | Strongly Disagree | Disagree | Neither / Nor | Agree | Strongly Agree | |
| Age | 15-24 Year | 22 | 35 | 108 | 109 | 26 | 300 |
| | 25-54 Year | 0 | 1 | 2 | 10 | 4 | 17 |
| Total | | 22 | 36 | 110 | 119 | 30 | 317 |

Interpretation:

The above table shows about the relationship between age and preference on library were out of 317 respondents 300 are from the age group of 15-24 years in which 22 strongly agree, 35 disagree, 108 neither disagree nor agree, 109 agree and 26 respondents strongly agree on the preference of library.

| Chi-Square Tests | | | |
|--------------------|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 10.367 ^a | 4 | 0.035 |

The above table shows about the relationship between age and preference on library were the significance level is at 0.035 which is lesser than 0.05 so alternative hypothesis is accepted. It shows that there is a significant relation between the demographic profile age and preference on library. So while taking decision on library demographic profile should be taken in to consideration.

Findings and Suggestions:

According to the average mean value the factors social media, account, fast updates, visuals, easy to access, social welfare, effective social media, and effective library are higher than the average mean which shows that these factors can be taken for the decision making process of the study.

According to standard deviation account, ads, engagement, and action are the factors which are above the deviation factor and that shows that the factors are more deviated from other factors based on the average. In part of variance ads, action and loyalty can be taken in to consideration for the decision process which shows that all the factors have higher impact than other factors using variance.

In analyzing the factor analysis library, fast updates, visuals, easy to access, engagement, loyalty and social aware are used to check the acceptance on students source of information through various sources are the factors which are taken for the decision making process of the company.

Conclusion:

According to the research it shows that most of the respondents are aware with the factors of different sources were the factors library and online media are used to check the acceptance on students source of information about management.

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