

EVALUATING AWARENESS REGARDING THE USAGE OF LIBRARY SERVICES BY THE DEPARTMENT OF MANAGEMENT IN ANDHRA UNIVERSITY

V. Venkateswara Rao

Department of Management, V.V.M. Aided Degree College, India

Abstract

The Library is placed a pivotal role in now a days in everyday life mainly to take care of collection and provide the references when needed. But continuous changes in developing library information just like digitalization based on Information Communication Technology (ICT). ICT was completely changed the Old structure in to new digital library with worldwide approach. Services also change according to users need based on ICT. Information knowledge awareness is important for Individuals to reach their desired goals. Today ICT is the important component of information access, information dissemination and information communication across the world. In this Article a survey method has been adopted which comprises of questionnaire, to know the information survey among the library users, by applying different search techniques like OPAC, Internet, etc.

Keywords:

Information Literacy, Library Services, Information Communication Technology

1. INTRODUCTION

The library is a mirror of the Institution and growing organization. Libraries continue to be an essential part of the society. They are meeting place and important sources of information. Libraries are changing rapidly in the modern world in the face of changing technology and new ideas about library services [1]. ICT has collected some services to help to keep your library ahead of the curve. Modern librarians need to be comfortable with technology. They should be willing and able to speak in public and processes the proper skills and a commitment to lifelong learning [2]. The expertise necessity for success is constantly changing in the library sciences. The step of Globalization and the growth of new technologies such as Internet, ICT have transferred the methods of education at a new level of institutions and universities. Now such a new technology development is very fast and various changes in library technology just like broadband, Wi-Fi, mobile telephone etc. [3].

All contributing to the increased speed and availability of Direct Internet communication. Hence libraries can step ahead with precise information. Technology changes very fast and achieves new technology. It is the need of the hour for all to decipher the environment and make our way through the world. It is an important source for overall development and is the most valuable possession to any society [4]. ICT is developed in various forms and help us to work easily. IT world is creating latest Technology make challenges and opportunities in the world. Library professionals are accepting opportunities and developing our libraries. ICT challenges and developing technological environment with effective utilization by providing proper information to users [5]. Today's technological environment is very demanding for Organization for universities. Due to the overcome of the ICT library world is changing [6].

The information social structure is witness to vast and ever increasing variety of information, embodied in a myriad formats and a distinct advancement of Technology. It is the need of the hour goal to decipher the environment and makes our way through the world. It is an important source for overall Development and it is the most valuable possession to any society [7]. ICT is developed in various forms and help us to work very easily. IT world is creating latest Technology make challenges and opportunities in the world. Library professionals are accepting opportunities and developing our libraries. ICT challenges and developing technological environment with effective utilization and providing proper information to users. Today's technological environment is very demanding for organization and for universities. Due to the overcome of the ICT library world is changing [8].

The information social structure is witness to a vast and ever increasing variety of information, embodied in a myriad formats and a distinct advancement of Technology. It is the prerogative of educational Institutions, to help faculty or research scholars or students to develop competency levels to establish the information technology [9]. Today in the digital age, librarians can no longer be simply information providers or the keepers of knowledge. The changes in technology using electronically stored and retrieved information has changed the way patrons and students are able to access, retrieve and utilize information. The Unlimited access to information through the Internet has made huge amounts of information and data available and accessible to anyone connected to computer, a modern and a network service provider [10]. Digital content is changing the role of librarians from a person who students ask for assistance in finding information in the library or information sources centre to someone who needs to provide services and instruction irrespective of place time or format. The pertinent challenges is meeting the need of the users i.e. faculty and students in terms of making important and valid information available to them, if they decide to be on the web tomorrow to access information. At present, importance of information library is increasingly recognized through the world in the students/faculty/researchers community [11].

2. OBJECTIVES

The main objective of this study is to evaluate the awareness of library services among library users with special reference to Andhra University, Visakhapatnam. The summary of objectives is as follows:

1. To understand the ability of the users and specify their information needs and level of awareness of the users about the different sources of information.
2. To examine the pattern of library used by students/faculty/research scholars etc.

3. To examine the extent of time spent by the faculty/research scholars in searching for information.
4. To identify the factors which motivates the collection of information?
5. To determine the relative importance of different sources of information used by them.
6. To know the satisfaction level of the respondents who are able to make use of retrieved information.
7. To know the opinion of users regarding present information literacy programs of the library.

An attempt has been made in the study, to evaluate the library services among the students/faculty/research scholars of Andhra University, Visakhapatnam. The present study carried out during March 2018 to July 2018 (Approx. 5 months).

2.1 LIMITATIONS OF THE STUDY

The scope is limited to Andhra University, Visakhapatnam. The students/research scholars/faculty of Andhra University have been taken in to consideration for the purpose of the present study.

- The study has limited to Andhra University, Visakhapatnam.
- The data pertaining to the study was collected through the questionnaires, interview schedules and personal observations.
- The reliability of the facts depends upon the honesty of the respondents.

3. METHODOLOGY

The survey is chosen as a method mostly to describe accurately the information of Data collection by staff/students/research scholars in the field of management.

3.1 SAMPLE COLLECTIONS

The study population consisted by faculty/research scholars/ of the school of management. The data was collected from respondents through the questionnaire. A total of 30 faculty members working and 55 research scholars studying the commerce management disciplines designed for this purpose were distributed to all of them. The sample was surveyed and the Respondents ($n=85$) analyzed.

3.2 TOOLS FOR COLLECTION OF DATA

The Tools of data collection translate the Research objectives in to specific questions which will provide the data required to achieve the Research objectives.

- Questionnaire.
- Personal Interview.

3.3 DATA ANALYSIS: INTERPRETATION

The present study Research examines the information about teaching members and Research scholars of Commerce and Management Departments of Andhra University, Visakhapatnam.

3.3.1 Response Rate:

A total number of 100 questionnaires were distributed among the management domains of Andhra University, Visakhapatnam,

out of which 85 questionnaires duly filled by the respondents were received back. The overall response rate is 85%.

Table.1. Response received from the respondents (N=100)

Questionnaire	Respondents	Percentage (%)
Received	85	85.0
Not Received	15	15.0
Total	100	100.00

3.3.2 Gender wise Distribution of Respondents:

The survey results as shown in Table.2, which shows the gender-wise distribution of respondents which indicates that number of male respondents 49 (57.64%) is more than that of female respondents 36 (42.35%) although equal number of questionnaire were distributed amongst the male and female respondents. while making comparison between male and female respondents. It reveals that the percentage of male respondents is high in comparison to female respondents.

Table.2. Gender wise Classification of Respondents (N=85)

Sex	Respondents	Percentage (%)
Male	49	57.64
Female	36	42.35
Total	85	100

Source: Primary Data - A Questionnaire

3.4 GENERAL INFORMATION

From Table.3. It is inferred that the existing gender in equality in the distribution of position help particularly among the staff of Andhra University, Visakhapatnam. For instance male staff members constitute more than female members. Besides female respondents is absent in some positions i.e. professor and associate professor constitute the levels.

Table.3. Position of the Respondents

Category	Male	Female	Total	Percentage
Professor	13	-	13	15.29
Assoc. Professor	13	-	13	15.30
Assistant Professor	18	2	20	23.53
Research scholars Ph.D	25	2	27	31.76
Research scholars of M.Phil	10	2	12	14.12
Total	79	6	85	100

Source: Primary Data - Questionnaire

3.4.1 Frequency of Library Visit:

To know the frequency of library visit of user (Table.4), questionnaire distributed to the respondents and the results that (10.58%) respondents visit library as daily basis, 17 (20%) visit library once in a week, 37 (43.29%) visits library Twice a week, 4 (4.7%) visits fortnightly basis, 5 (5.88%) visits library on monthly basis and 13 (15.29%) respondents visits library occasionally.

Table.4. Frequency of the Library Visit

Frequency	No. of Respondents	Percentage (%)
Daily	9	10.58
Once in week	17	20.00
Twice a week	37	43.29
Fortnightly	4	4.70
Monthly	5	5.88
Occasionally	13	15.29
Total	85	100

Source: On observation

3.4.2 Purpose of Library Visit:

To know the purpose of library visit of students/research scholars/ a questionnaire is prepared and send to respondents and results reveals that out of the 85 respondents, 42 (49.41%) visits library for reading reference Books and 17 (20%) for reading text books whereas 15 (17.64%) visited for searching Internet only 11 (12.94%) visits library for other purposes (Table.5).

Table.5. Purpose of Library visit

Purpose of Library visit	No. of Respondents	Percentage
For reading text books	17	20
For reading reference books	42	49.41
For Internet search	15	17.64
Other purpose	11	12.94
Total	85	100

Source: On Observation of primary Data

3.4.3 Awareness with Different Source of Information:

The Table.6 reveals that 25 (29.41%) users were aware that dictionary is the best source for finding meaning of a word, 23 (27.05%) users were aware that online data bases that is the right source of locating subject information, 19 (22.35%) users were aware of encyclopedia is the right source for locating background information, 16 (18.82%) users to write articles for reference magazines, where only 2 (2.35%) users aware about reference books.

Table.6. Source of Information

Source of Information	No. of Respondents	Percentage
Dictionary	25	29.41%
Source to find a word	23	27.05%
Online Data base	19	22.35%
Encyclopedia	16	18.82%
Reference Books	2	2.35%
Total	85	100.00

3.4.4 Search Strategy Used:

The Table.7 reveals that search strategies used for searching and retrieving information from data base. Simple key word search technique used by the most of the users i.e. 33 (38.82%) while 25 (29.41%) users used field search Techniques, Truncation

and Boolean Operators used by users that is 12 (14.11%) and 9 (10.58%) where only 6 (7.05%) used other Techniques.

Table.7. Search strategies used

Search strategies	No. of Respondents	Percentage
Simple key word search	33	38.82
Boolean Operators	09	10.58
Truncation	12	14.11
Field Search	25	29.41
Others	06	7.05

Source: Reference

3.4.5 Awareness on Method followed by Shelving Books:

The Table.8 illustrates that level of awareness among respondents regarding self-arrangements in the Central Library of Andhra University, 24 (28.23%) users reported that books on the shelves according to the title of Books, 31 (36.47%) stated that Books on the shelves arranged according to Author wise, While 11 (12.94%) indicating that Books are arranged according to Accession order. Only 19 (22.35%) respondents choose the current answer that books arranged in the shelves according to their call numbers.

Table.8. Arrangement of books in library

Shelf Arranged Method	No. of Respondents	Percentage
Title	24	28.23
Author	31	36.47
Call Number	19	22.35
Accession Number	11	12.94
Total	85	100.00

Source: Reference

3.4.6 Users Satisfaction Level in Library Utilization:

The Table.9 shows the satisfaction level of the respondents with library information and training/instructions/by library staff. The result shows that 32 (37.64%) users were very much satisfied, 20 (23.52%) users were satisfied and 28 (32.94%) were dissatisfied with library staff cooperation or assistance.

Table.9. User Satisfaction and Library Information

User satisfaction	No. of Respondents	Percentage
Very satisfied	32	37.64
Satisfied	20	23.52
Neutral	28	32.94
Dissatisfied	5	5.88
Very dissatisfied	0	100
Total	85	100

Source: Reference

Area where library information is required the Table.10 depicts that out of 85 respondents majority of the respondents 21 (24.7%) requires training in search strategy, which is followed by library OPAC that is 17 (20%) 16 (18.82%) requires Training in

E-sources, 12 (14.11%) requires print Resources and 8 (9.41%) in computers, 2 (2.35%) in Internets.

Table.10. Area where ILP is required

Sources of Data	No. of Respondents	Percentage
E-sources	16	18.82
Print Resources	12	14.11
Computers	8	9.41
Internets	2	2.35
Search strategy	21	24.70
Library OPAC	17	20.00
Classification Catalogue	09	10.58
Total	85	100

Source: Information.

3.5 USAGE OF ACADEMIC LITERACY TO WRITE UP RESEARCH ARTICLES

In Table.11, the respondents' papers of research for nationals 66 represented by professors, associate professors, assistant professors, Ph.D scholars and M.Phil scholars.

Table.11. Respondents contribution in formal communication is made by the different categories in writing research papers in national/International journals/books by using library literacy/awareness

Category	National Journals	International Journals	Books
Professors	12	11	2
Assoc. Professors	42	08	3
Assistant professor	9	3	1
Ph.D. scholars	2	5	1
M.Phil scholars	1	-	-
Total	66	27	7

Source: Primary Data

Table.12. Frequency of visiting the Libraries

Frequency of visit	Staff Members (A)			Research Scholars (B)		Total	A+B	%
	Prof	Assoc. Prof.	Asst. Prof	Ph.D	M.Phil			
Every Day	-	2	4	16	8	24	30	51.7
Once in a week	1	-	1	06	1	7	09	15.5
More than once a week	1	-	3	02	02	04	08	13.8
Once in a fortnight	-	1	1	02	02	02	04	6.9
Once in a Month	-	-	1	02	-	02	03	5.2
Occasionally	1	-	-	02	01	03	04	6.9
Total	3	3	10	30	12	42	58	100

Source: Primary Data

It is evident from the Table.12 that the (51.7%) majority of Management fraternity visited the library every day to meet their information needs. Further about 15.5% of the management fraternity visited the library once in a week, 13.8% more than once a week, 6.9% are visited both once in a fortnight and occasionally and the remaining 5.2% once a month.

3.5.1 Use of Library:

Information is the essential element for progress of higher education and plays a vital role in progress of proper use of information towards growth study, Research and teaching facilities and its multinational growth of higher education. For the present study, the use of pattern of libraries includes frequency. The prime objective of collection, storage and organization of information in the university central library is to facilitate the academic community to exploit and harness fully the resources of the library effective library services being about a functional central library.

Table.13. Respondents opinion about the level of motivation about the information seeking

Level of Motivation	Non-Motivation		Weakest Motivation		Average Motivation		Fairly Motivation		Strong Motivation		Total %
	Staff	Research	Staff	Research	Staff	Research	Staff	Research	Staff	Research	
Preparation for class teaching	-	5	-	1	1	8	1	5	13	3	37 (63.8)
General awareness for New knowledge	-	1	-	4	3	7	12	9	8	8	47 (81.0)
Participation in seminar/conferences	-	1	-	3	2	8	4	9	9	12	48 (82.7)
Increase of promotional opportunities	-	7	-	2	4	4	4	6	6	3	36 (62)
Write and published papers	1	3	-	3	-	9	4	10	11	11	52 (89.6)
Research projects	-	4	-	-	-	1	2	19	13	3	32 (55)

The modern academic libraries are required to use modern information techniques and services. From the Table of use of library services it is found that the 86% of management fraternity used reference services followed by loan of books (72.5%), bibliographical service (72%) and Reprographic service. 65.5% of the reference service, loans of books and bibliographical service are largely used by research scholars. On the contrary, staff members are largely used in the same conditions. Further, Inter library loan service is equally used by staff and Research scholar. The motivation and the purpose of seeking information is discussed with the respondents and the findings reveal that the Management fraternity seeking information for write and published research articles and papers (89.6%) for participation in seminar conferences etc. (82.75%) prepare for class teaching (63.8%). These studies revealed that the management fraternities are seeking information for keeping self-improvement and up to date developments in the field of specialization. The Management fraternity gives less important to data treat for guide to research scholars/ student projects.

4. CONCLUSION

The increasing growth and consumption of information at all levels of human activity has led to gradual shifting of the Individual society in to an information society. In a developing information society rapid and convenient delivery of required information is the ordinary state of affairs the information has created problems for users to locate and retrieve the required information in time. These required adequate information management skills on the part of the users which can be examined through the seeking behavior of the users. Hence, it is concluded that the increase in the experience of teaching and research is coping with the publication of research articles and books and also reference service, loan of books, bibliographical services are the major library services are used by faculty members and research scholars.

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