

Usage of Lap Top for Information Seeking by the Business Administration Department Students in the Tumkur University Library: A Case Study

Dr. B. Raviivvenkat

Deputy Librarian
Tumkur University
Tumkur-572103, Karnataka, India
email: basralravi@gmail.com

ABSTRACT

Today there is cost cutting scenario in all the organization, especially in the libraries. Librarian cannot sit quietly to get the things approved by the higher authority. There is a pro-active role to get the things done and to be a user-friendly. When the tide is against the wishes the alternative way in which the goal has to be reached. The innovative is one end and utilizing the available resource, effectively is at the other end. When the staff is not competitive and the user expectation is high to satisfy the user expectation by using their seeking tools and educating them to use their tools in more effective manner will be the solution. With this idea in mind the information seeking behavior of Business Administration Dept. Students during the academic year 2014-15 was examined in the University Library.

Keywords: Lap-Top, Library, Business Administration, Rural , ICT

INTRODUCTION:

Information is right for every individual there is no demarcation between caste, creed, religion, gender. But how access information is has become vital. In higher education where without internet it has become impossible for the students, faculty, researchers to surge ahead with the academic and research activities. The network technology has enabled to get the required information like how we open the doors to get the fresh air but there are limitations. You need connectivity and interface to get the information, whether it is a desktop, laptop or mobile applications.

Majority still prefer to have the information at free of cost without paying for it from their purse. But if there is no option then they pay for the required information. In higher education with social justice concerned the govt. whether it is in state or at the centre providing the network connectivity to the users by providing funds to the universities and institutions to setup communication network in their campus. The Wi-Fi connectivity enabled the users within the campus to search, interact and synthesize the information by browsing in the computer labs, class-rooms, library, canteen etc.

REVIEW OF LITERATURE:

The use of Information and Communications Technology (ICT) has grown enormously in the last 15 years with computers and smart devices becoming indispensable to our daily lives. Personal computers are seen as vital for those wishing to engage in higher education (Charter Colleges and Universities Participating in the National Higher Education ICT Initiative, 2003). While this is a claim that few of us would refute, we have very little research on how students are using their personal computer devices to support their academic practice (Sharpe, Benfield, Lessner & DeCicco, 2005).

The phenomenon that is often referred to as ubiquitous computing is one of the latest transformational educational paradigms that foster an anywhere, anytime learning environment (Dickson & Segars, 1999). Even more recently, there has been a change in the nature of ubiquitous computing. The proliferation of portable electronic devices and wireless networking is creating a change from e-learning (electronic) to m-learning (mobile) (Lee & Chan, 2005). The emphasis on technology in education is not to imply that the technology is the goal of the educational process; however, a technological learning environment can alter the way students learn and the way professors teach (Culp, Honey, & Mandinach, 2005). A goal for technology in the teaching and learning process is that it becomes transparent and that there are universally available tools that enable students to learn and teachers to teach with greater efficacy and efficiency. Wen, Tsai, Lin, and Chuang (2004) found that good online constructivist learning environments challenged students' existing concepts when they had to use inquiry learning and reflective thinking. This process was enhanced when students were asked to negotiate their ideas with other students.

PROFILE OF UNIVERSITY LIBRARY

The Central Library of the University is located in the **Dr. V.S. Acharya Memorial Block** is well organized. It has about **27035 books (updated in the June 2015), 5700 donated books and 36 Journals**. There is book bank facility for the benefit of students, books purchased from Special Component Plan and Tribal Special Plan Grant. For the easy access benefits of students and faculty. The library has good collection of competitive exam books which is helping for the students to prepare for the competitive exams.

Library apart from print resources is also providing E-Resources from INFLIBNET consortium like Emerald(LIS), American Chemical Society, Springer E-Journals, American Institute of Physics, J Gate plus, JSTOR, EPW online, ISID Database and many other trial access. It has subscribed Indiastat.com database.

The students of Business Administration are effectively utilizing the library. Due to limited number of computers in the Lab. The students started using their personal lap top(interestingly all are having their own device) in the Reference section with data card to browse the internet and search the e-resources provided by the Library.

The University started providing Wi-Fi connectivity to the students as per the new initiative taken by the higher authorities to provide the ICT facility within campus. By providing the Wi-Fi in the reference section it has served the dual purpose the students are not only using the Wi-Fi connectivity but also in addition for their additional reference they are using the reference collection organized in the library.

The Library conducts Library orientation program for the first postgraduate students every year. On request from the Dept. a separate talk was given for the Business Administration Students in their dept. During the feedback session the research scholar and students said that earlier they were not known about the importance of the library and their resources, after this lecture we got more awareness. The Impact of the lecture made the first and second year students to use the library resources more frequently. In reference section Register they started entering their details and purpose of visit. The Deputy Librarian started observing the record.

OBJECTIVES OF THE STUDY:

- To study the usage pattern of University library by Business administration students.
- To find out the reason for using the lap-top in the reference section of the library
- To know the users' requirement regarding improving the library services.

RESEARCH METHODOLOGY:

The population for my study consists of students pursuing MBA course in the university

LIMITATIONS:

The students sample is small by taking into the intensity of using the reference section the business administration was selected.

SAMPLE UNIT:

Forty Business administration students were selected which includes 21 female and 19 male from first and second year.

Both primary and secondary sources are used for data collection direct interaction with students is also used. For seeking opinion on various aspects. Structured questionnaire were used for data collection.

Statistical Tools:

Percentage analysis is used for analysis and interpretation of data

Table-1 Gender Break up

GENDER	Number	Percentage
Male	19	47.5%
Female	21	52.5%
Total	40	100%

Source: Field survey

It can be seen from the above table that 52.5% of the respondents are females and 47.5% belong to mail group.

Inference: majority of the respondents are females

Table-2 showing educational qualifications

The table 2 gives the figure of Business Administration students qualification , 27 which includes male and female(67.5%) are from B.Com and 13 (male and female) (32.5%) . This table shows that majority are from the B.Com stream

Table-2 showing educational qualifications

Qualification	Male	Female	Percentage
B.Com	13	14	67.5%
BBM	06	07	32.5%
Total	19	22	100%

Table -3 Occupation of Parents

Table-3 Indicates the occupation of parents, this analysis was done to know the demographic characteristics and background of the students for pursuing the business administration. It is interesting that majority students are from the Agriculturist family 20(50%), followed by Business 11(27.5%) and employed 9(22.5%). Being identified as based university the students who have enroll to the course are from rural based.

Table -3 Occupation of Parents

Occupation	Number	Percentage
Agriculturist	20	50%
Business	11	27.5%
Employed	09	22.5%

Table-4 Monthly Income level of the Parents

Table-4 represents the range of income of the parents, 15(37.5%) are having less than Rs. 20,000/- , 14(35%) are under 40,000 and above this range are 11(27%.5). There is slight difference in the range of income of parents in the low and middle level. This shows that majority students are from upper low and middle class.

Table-4 Monthly Income level of the Parents

Range	Number	Percentage
1,000-20,000	15	37.5%
20,001-40,000	14	35%
40,000>	11	27.5%

Table-5 clearly indicates that the majority of the students are from Rural area which is accounting to 29(72.5%) and Urban 11(27.5%). Earlier Business Administration course was an attraction to urban students. The trend has changed today more rural students are eager to join the course by knowing its future benefit and have the knowledge of the domain.

Table-5 Rural and Urban background

Background	Male	Female	Percentage
Rural	11	18	72.5%
Urban	08	03	27.5%

Table -6 shows the clear picture of the library visiting students. Majority students (33) frequency visit to the library is for issue/return of Books, followed by for project/dissertation purpose(30), to prepare notes is (24) and not so serious students visit to read newspaper and magazines only.

Table-6 Purpose of visiting the library

Purpose of visit	Frequency
Issue/Return of Books	33
Read Newspaper /Magazines	15
Use To Prepare Notes	24
Use Lap-top for Project / Dissertation	30

Table 7 reveals the duration spent in library by respondents as and when they visit. It shows that 31 respondents stay and use the library for one hour 24 students use it for two hours ,

followed by 08 students for three hours. These 08 students are regular to the reference section and are using the resources to the maximum extent.

Table-7 Time spent in the Library

Duration	Frequency
One hour	31
Two hour	24
Three or more	08

Table-8 Knowledge of Search techniques

Interesting figure is shown in the table-8. All students are using the lap-top effectively for their learning purpose. But when interacted with the students the real picture was majority students use only the main heading or two three words and they are satisfied with what they get in the beginning of the search. Ex: some are satisfied with Wikipedia type information not beyond that 32(80%) and 8 students who have knowledge of advanced google search technique. This shows that students are contented with what the few term search result gives and unaware of exploring beyond that.

Table-8 Knowledge of Search techniques

Level	Number	Percentage
Basic	32	80%
Advanced	08	20%
Total	40	100%

Table-9 Ranking of the Search Engine / Sites used

Google is the popular among the students as figured in the ranking of the search engine followed by yahoo, those students who interact with library personnel have known about the academic website ex: to access available sources but their preferred destination is google only.

Table-9 Ranking of the Search Engine

Search Engine/Sites	Rank
Google	1
Yahoo	2
Academic websites	3
Others	4

Advantages of using lap top in the Library

- Privacy and peace of mind
- To prepare notes
- To prepare for Project/Dissertation
- Good Wi-Fi connectivity
- To refer related reference resources available in the library
- To access E-Resources available on-campus only

Suggestion for improving library services:

- More updated resources (curriculum based) needed.
- Arrangement of books has to be proper.

- More print and e-journals to be procured.
- Setting up thesis/ dissertation lab in the library
- Awareness training on using the new library services has to be conducted frequently.

FINDINGS:

This study revealed that today students are affordable to get their learning device, rural background or middle income has not hindered them to not to go with lap-top purchase. It has served multiple objective and any time learning is the key issue. They needed more frequent session of practice oriented to seek different format and multiple resources. Library has to interact frequently with the students regarding their perception about the resources procured and to what level it has able to reach and satisfy them.

CONCLUSION:

Though majority of the students are satisfied with what they get in the Google, Yahoo finance search engine, but they are not aware of how to identify the authoritative agency providing information and how to search with different terms and cite the appropriate information sources. This is an initiative study taken to know how the availability new ICT technology helping the students to move beyond class room and providing ample opportunity to get access to global of information to improve their academic credentials. But to use it to more effectively an information literacy based program is needed for the students which will help them to identify, collect and utilize for their never ending learning pursuit.

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