WEB SEARCHING BEHAVIOUR OF AYURVEDIC MEDICAL STUDENTS - A STUDY

K.NAGARAJU
Librarian
SVSSC Govt.Degree Collge, Sullurpet
SPSR Nellore dist, Andhra Pradesh PIN 524121
e-mail: knrajumphil@gmail.com

M.ROJA
Librarian
Atreya Ayrvedic Medical College & Research Centre
Doddaballapur, Karnataka.

ABSTRACT

This paper presents the results of a study conducted on web searching behaviour among Ayurvedic medical students of Atreya Ayurvedic Medical College and Research Centre, Doddaballapur, Karnataka. This paper seeks to examine the different aspects of web searching behavior of Ayurvedic medical students in terms of experience with web, frequency of use, purpose of use, search technique, favorite search engine, problems encounter in using web and the level of satisfaction etc. To collect data from the respondents survey method and structured questionnaire was used. The key findings of the study were majority of the respondents searching web through their mobile phone, and the favorite search engine is Google. Slow down loading is the most frequently facing obstacle for browsing web among the students.

Key words: web, web searching behavior, Ayurvedic medical students

INTRODUCTION

Information and Communication technology has revolutionized every walk of human life. Now a day's internet use and web searching through computers, laptops, mobile/ smart phone is common among the college students. Using web they connect friends through social networks, watching live news, getting latest up dated cricket score, searching jobs, sending & receiving mails, purchasing goods through online stores, transferring money from their bank account, making reservations for bus/ train and paying water, electricity bills are routine activities among the college youth. The technological advances made web had become a popular information resource and is increasingly used day by day alternative to other sources.

The present study is tried to examine how the Ayurvedic medical students search the web in order to meet their educational information needs.

REVIEW OF LITERATURE

Many studies have been conducted previously to investigate web searching behavior of students. Selected important literatures found relevant to the present study are given as follows.

Chang & Perng (2001) carried out a study on information search habits among graduate students of Tatung University. The study reported that students extensively used the internet and other web based services. More than half of the respondents depend on university library when conducting information searches. Kupier, volman, Ter val (2008) study reveals that Google was predominantly used by the respondents when searching the web and they are not always able to compose relevant keywords. Most of the respondents able to locate information on a website when they knew the information must be there. Amara Malik and Khalid Mahmood (2009) conducted a study on web search behavior of university students at University of Punjab, in Lahore. The study found that majority of the respondent's web using experience was rest in the period 2-5 years and they search the web at their home. 97% of the respondents opined Google is their favorite search engine. The study also found that most of the respondents generally browsed to first ten results. Sife (2013) conducted a study on web searching behavior of PG students at Sokoine University of Agriculture , Tanzania. The study focuses on reasons for using the web, usage of various web features, problems faced while using the web. The study found that most students relied on web resources for their research, class assignments, and for communication. Most of the respondents are experienced web users, and they accessed internet mostly through their modems. Cothey studies web user information searching behaviour of students in UK . The aim of the investigation is to detect whether or not there is a change in an individual information seeking behavior as that individual gains experience. The results imply that web searching users become more passive when they become experienced. Bhattachargee (2014) presents the results of a study conducted on web searching behavior of medical college students at Silchar Medical College, in Assam. The study revealed that majority (55.72%) of the respondents searches the web for class assignments, followed by communications (44.38%). Google is favorite search engine among the students. The major problem faced by the respondents for web searching was low bandwidth. The study concludes that web is a powerful tool to meet information needs of the respondents.

OBJECTIVES

- The present study has been carried out with following objectives:
- To make a survey in order to find out the gadgets used for connect the web,
- To know the frequency, experience and purposes of using web;
- To know the favorite search engine among the respondents
- To trace out the problems faced by the respondents in using web

SCOPE AND LIMITATIONS OF THE STUDY

The present study limited only to the web searching behavior of the library users of Atreya Ayurvedic Medical College and Research Centre , Doddaballapur, Karnataka.

Population & Sample

The population of the study were Ayurvedic medical students of Atreya Ayurvedic Medical College and Research Centre , Doddaballapur, Karnataka. The students of all five year course Ayurvedic medicine are two hundred only, they are consider the core population for the study. A sample of hundred (50% of the population) were selected by simple random technique.

METHODOLOGY

The study adopted survey method, and questionnaire as tool for collection of data. A structured questionnaire comprising fifteen questions was designed by the investigator based on the objectives of the study. The investigator personally circulated the questionnaires to each and every respondent of the study. A total of 100 questionnaires (50% of the population) were distributed among the respondents and out of which 77 were returned back, the response rate was 77%. These are used for analysis of the study.

DATA ANALYSIS

Gender ratio of the respondents

Out of seventy seven respondents of the present study 31 respondents were male and 46 respondents were female. The ratio of male and female respondents was 40:60. (Figure-1)
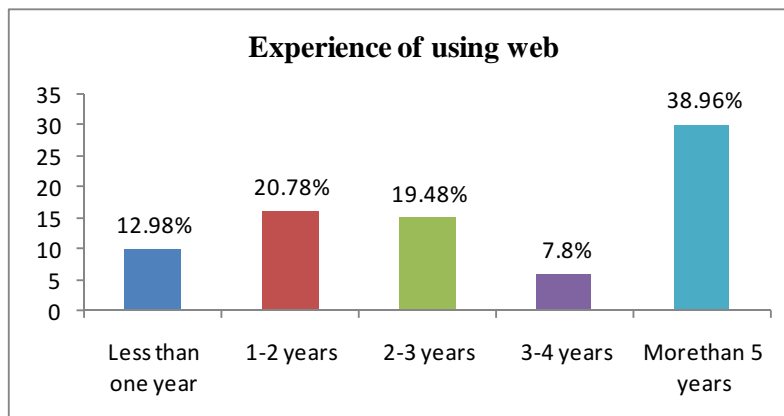
Figure-1
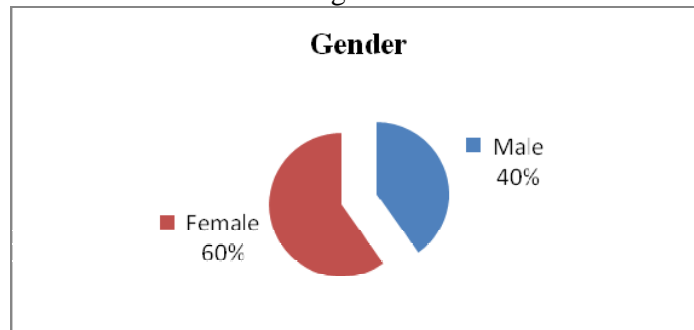
Web searching experience

The respondents were asked to mention about the period, since they had been using web. Figure-2 shows that majority of the respondents 30 (38.96%) have been an experience of web searching about more than five years, 16 (20.78%) of them 1-2 years, 15 (19.48%) of them 2-3 years, 10 (12.98%) of them 1 year and 6 (7.8%) of the respondents responded that they have been using 3-4 years. This data shows that respondents have fair enough experience of using web.
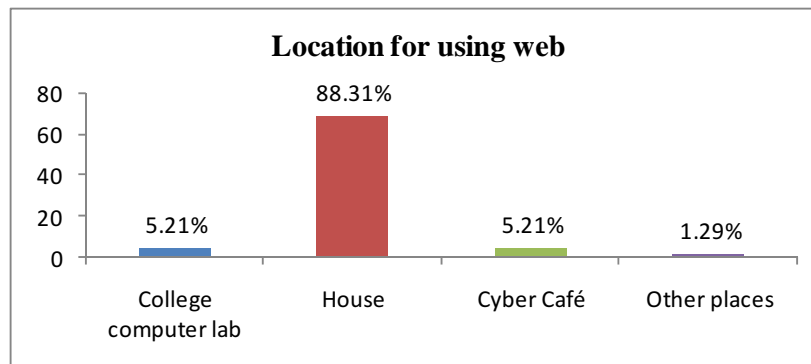
Figure -2

Location of web use

The figure -3 clearly indicates the preference of place by the respondents for using web. The largest group of the respondents 68 (88.31%) opined that their favorite place for accessing the web was in their house, followed by a small number i.e. 4 (5.21%) prefer to access the web at college computer lab and cyber café. Only one person opined that he accessed at other place.
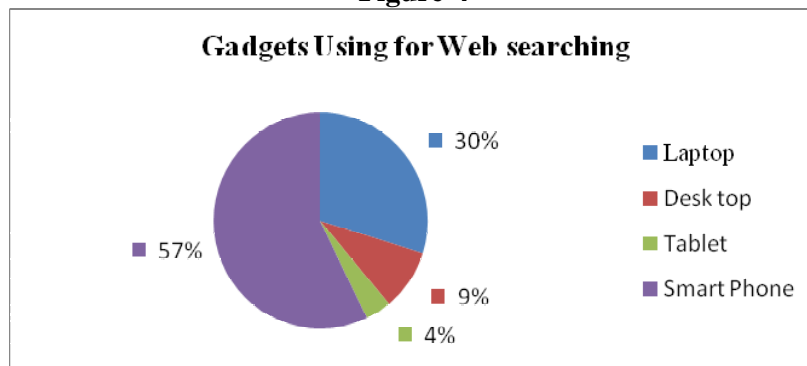
Figure-3

Gadgets for Web searching

To know the gadgets used by the respondents for web searching one question was asked. The figure-4 explains the gadgets used by the respondents. The results indicate that majority 44 (57.14%) of the respondents used smart phone for web searching, followed by laptop 23 (29.87%), desk top 7 (9%), and tablet 3 (4%). Kassab & Yuan (2013) study explains that the main motive to access the internet through mobile devices was searching for information and lack of computer/ network access.
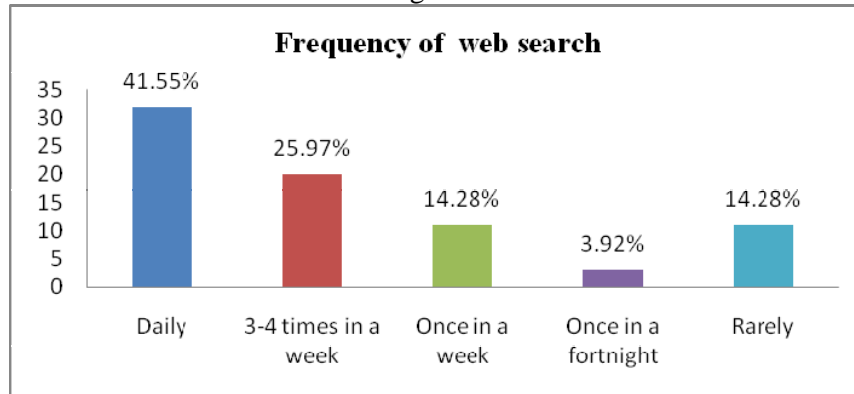
Figure-4

Frequency of web search

Figure -5 depicts the frequency of using web. It clearly indicates that majority of the respondents 32 (41.55%) use the web on daily basis, which followed by 20 (25.97%) 3-4 times in a week, 14.28% using the web once in a week and rarely. The analysis shows that respondents use the web most frequently.

Figure-5

Purpose of web searching

The main objective of this question was to find out purpose of searching web .The analysis indicate that most of the respondents 64 (83.11%) opined that they used web searching for class work, exam preparation, assignments, and projects etc., followed by 51 (66.23%) of them for update their knowledge.63.63 % for connecting social network, 58.54 % for entertainment, 49.39% for communication and 37.66% for online shopping, reservations and banking etc. This finding nullifies the general public notion regarding wrong use of the web. The findings confirm that web is used as an important source for educational activities and also used to maintain communication, and interaction among class mates, friends, and groups of common interest.

Figure-6
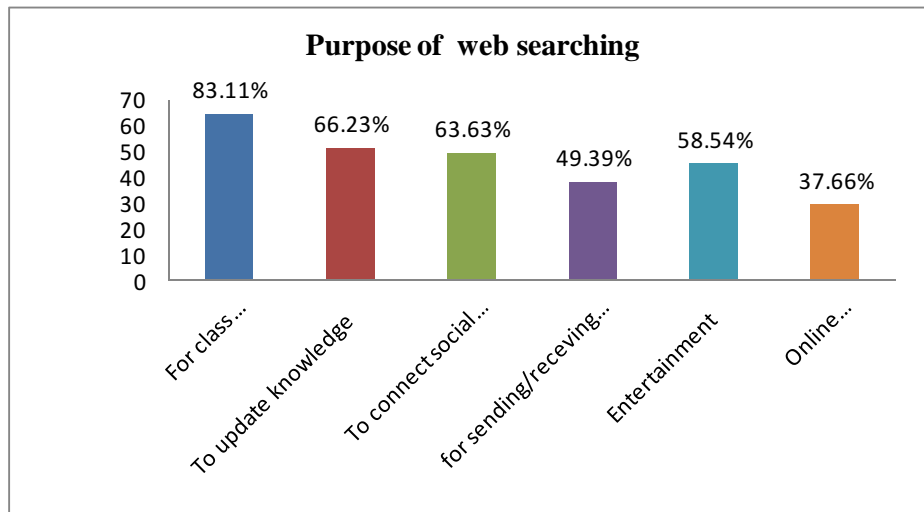

Search technique

The purpose of the question was to identify the way the respondents search information in the web.Table-1 shows that majority of the respondents 43 (55.84%) type the web address directly, followed by 28 (36.36%) prefer to use search engine to search information in the web. This shows that respondents have some idea of exact web address of their need. Table-1

S.No	Ways to search	Total	Percentage
1	Typing web address directly	43	55.84
2	By using search engines	28	36.36
3	Others	6	7.8
	Total	77	100

Frequently used search engine

Figure-7
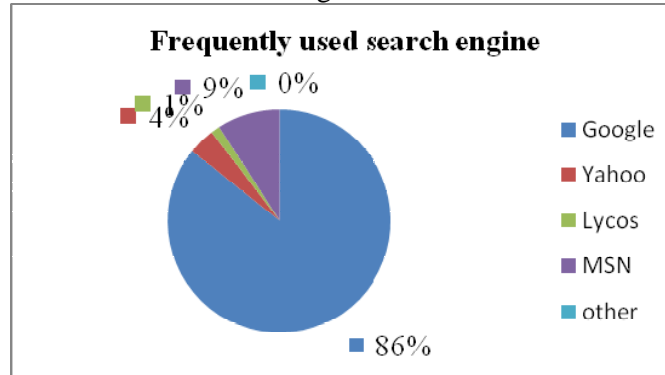
The study try to found the most frequently used search engine among Ayurvedic Medical students. Results presented in Figure -7 revealed that popularity of search engines among students correspond to global ratings. Google was using by 86 % of the respondents for searching information on the web, followed by MSN 9%, yahoo 4%, Lycos 1%. The analysis reveals that Google was the most frequently used search engine among the respondents.

Browsing Hits

Table-2

Browsing Hits	Frequency	Percentage
10 hits	45	58.44
20	17	22.07
30	6	7.8
40	1	1.31
More than 50	8	10.38
Total	77	100

The above table-2 shows the majority of the respondents (58.44%) prefer to visit the first page of search results/ hits. 17 (22.07%) of the respondents opined that they search 20 hits.10.38% marked that more than 50 hits. The results corrobotes the result of a study of Bhattachargee, (2014) and Amara Malik & Khalid Mahmood (2009).

Problems in searching the web

Table -3

S.No	Problems in web searching	Frequency	Percentage
1	Slow down loading	54	70.15
2	Irrelevant information	10	12.98
3	Lack of skills in searching	08	10.38
4	Information over load	5	6.49
	Total	77	100

To trace the problems faced by the respondents in web searching the question was asked. The responses in Table-3 reveals that large number of respondents (70.15%) facing slow downloading, followed by irrelevant information 12.98%, lack of skills in searching 10.38% , and information over load by 6.49%.

Level of satisfaction

Table -4

S.No	Level of satisfaction	Frequency	Percentage
1	Fully satisfied	6	7.8
2	Satisfied	39	50.64
3	Partally satisfied	26	33.76
4	Not satisfied	6	7.8
	Total	77	100

The respondents were asked to mention about their level of satisfaction about the information retrieved through the web. The data in table -4 explain that half of the respondents of the study (50.64%) opined that they are satisfied, followed by 33.76% partially satisfied.7.8% opined that they fully satisfied also 7.8% were not satisfied the information retrieved through the web.

DISCUSSION

The advances in digital technologies transformed the cell phone in to internet connected-computer. The result of the present study indicates that web searching through Smart phone was high among medical college students, this is not surprising. Bhattachargee (2014) study result also indicates that 71.92% of the respondents used smart phone for web searching. Students   use smart phones for instance to share notes among class mates, record lectures, as well as take pictures as assignments for future reference, share exam results via face book or even using Bluetooth for sharing information (Watkins, 2009). Majority (41.55%) of the respondents in this study using web on daily basis which is similar to Bhattachargee (2014)where 37.69% use the web on daily basis ; Malik and Mahmood (2009) study also found that 65% of users use the web regularly. The data relating to purpose of using web shows that most of the respondents using web for academic activity which is a significant aspect with regard to the usage of web, the results nullifies the general public notion regarding wrong use of the web among college students. Result of the present study also show that Google is the favorite search engine among the students, which was consistent with the findings from   Malik and Mahmood (2009), Sinha (2010), Bhattachargee (2014).

CONCLUSION

The present study focuses on web searching behavior of Ayurvedic medical students of Atreya Ayurvedic Medical College and Research centre, Doddaballapur, Karnataka. From this study it has been cleared that students depend on web for various academic activities. In view of these the library authorities need to focus on promoting e-information services to the users. Most of the users while searching the web are satisfied on initial ten results are good enough to answer their information need. They rarely interested comprehensive and high recall search. Martzoukou (2008) rightly suggests that information literacy skills training in the context of web search engines needs a greater emphasis on changing on already established attitudes and patterns of behavior .Slow down loading was the major problem

facing by the most of the respondents in this study; as most of them using smart phone, so that this can be overcome by switching to a different browser, closing unused pages, eliminating needless programs and frequently updating of all applications and software can be useful.Web search can be a remarkable tool for students, and a bit of instruction in how to search for academic sources will help the students become critical thinkers and independent learners.

REFERENCES

1. Bhattachargee , N. "Web searching Behaviour : A case study among the library users Science". International journal of Academic library and information science.2.3(2014):27-35.
    <http://www.academicresearchjournals.org/IJALIS/Index.htm>
2. Coathy, V. A longitudinal study of World Wide Web user's information searching behavior.wile.53.4 (2002)
3. < http://onlinelibrary.wiley.com/doi/10.1002/asi.10011/abstract>
4. Chang, N. C. and Perng, J. H. "Information search habits of graduate students at Tatung University". International Information & Library Review 33 .4(2001): 341-346.
5. Kassab ,D and Yuan,X."Understanding the information needs and searching Behavior of mobile users". Information Research. 17 .4 (2013).
6. Kuiper,E, Volman,M, and Terval, J." Students use of web literacy skills and strategies: searching, reading, and evaluating web information". Information Research . 13 .3 (2008).
7. Malik, Amara and Mahmood, Khalid . " Web search behavior of university students: A case study at University of the Punjab". Webology   6.2 (2009).
    <http://www.webology.org/2009/v6n2/a70.html>
8. Martzoukou, K." Students attitudes towards web search engines: Increase Appreciation of sophiscated search strategies". Libri .58. (2008): 182-201.
9. Sife, Alfred Said ."Web Search Behaviour of Postgraduate Students at Sokoine University of Agriculture, Tanzania".Library Philosophy and Practice (e-journal). (2013) Paper 897.
10. <http://digitalcommons.unl.edu/libphilprac/897>
11. Sinha ,MK . Internet Awareness and Internet Usage Pattern amongst University and College Teachers of North Eastern Region of India: A Survey. Library Progress, 30 .1(2010): 61-82.
12. Watkins, S. C. The Young And The Digital: What The Migration To Social-Network Sites, Games, And Anytime, Anywhere Media Means For Our Future. Massachusetts: Beacon Press.2009.

@ @ @