

User Perception Tapping in Academic Environment: Evidence-Based Case Study

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ABSTRACT: *The current study intended to investigate the student's satisfaction of the information resources use. The primary goal of the study is to find out whether the students are satisfied with the library resources and services or not. A set of 250 copies of a designed questionnaire were administered to the students that used the library during the period of the study, out of which 230 was returned and used for analysis, and this data is used to tap the user requirements. The finding exposed that the students use the library very often, and they are satisfied with the library resources and services. It is therefore concluded that management of library should consider more attention to quality and library resources and services for the benefits of library users and the image of the library.*

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1. Introduction

Every library initiates efforts to provide quality services to meet the information needs of its users. The character and extent of such services will vary with the kind of library and information centers and the type of users. User satisfaction refers to whether users get the information resources, facilities, and services at the library and how they review them. Libraries develop information services to meet user needs and anticipate their demands in the future.

The significant difference between the automatic query answering system of the search engines or other information retrieval systems and the libraries is the presence of user interaction in the library answering system. In a web-based non-interactive search system, the users' demand is not fulfilled in many searches, and in fact, the search effectiveness is not realized by the users. Many novice users do not notice the potential of the information available. Thus, fulfilling the information requirements in the non-interactive information system is the major challenge. Despite the availability of many automatic query answering systems, library-based interactive systems warrant the information world. There are many situations that confirm the provision of library-based interactive services to the users. The only significant change we can visualize is the online query and answering

systems with user interaction which is ensured by the intermediary participation. Thus, we can support the claim that a library-based online information retrieval system is the best choice among users.

While library-based answering systems are required, the existing services from the library need screening. Many research studies aim to tap the users' requirements and provide an objective assessment system. Screening exercises can be organized with the help of user perception and user demand studies. The assessment exercises are carried out in various ways, mainly using user-distributed questionnaires.

Despite the large volume availability of digital resources in an open web platform, users tend to access independent media. The users tend to access independently; there is a need for an intermediary in information search services. It is the primary reason for initiating many user studies which try to tap their dependence on library-based information services. The current exercise aims to study the information requirements of a selected institution. We have conducted this exercise at the Sri Ramakrishna Engineering College (SREC), Department of Management library in Coimbatore district, Tamilnadu.

The SREC Management library system is different from a conventional library system in its scope of services and physical distribution. Though the library was set up initially to support the students' excellent services. Resources are available in various forms like Books, Journals, Magazines, Back Volumes, Reports and E-books, E-databases, E-journals, Cloud information, etc.

2. Research Questions

We have fixed a few research issues while carrying this exercise of tapping the user requirements. The target population is not big in size as this study aims to include a small set of population. Still the results and inferences will be valid as the authors are confident of generating meaningful findings.

We frame a set of research questions. Basically, documenting the information access frequency is a question. How one can able to use or depend the institution resources to fulfill the needs. We primarily address this issue through a few questions. The extent to which users confirm the relevance, volume, and quality of information accessed. This type of question gives rise to understand how the resources are tuned and reflect the requirements. Also, the near-future or future role and function as well as the acquisition of the resources can also be studied. Hence, we keep a major question of how the users expect the library to plan the information resources acquisition and services. These questions, we hope to complete the research exercise we have carried out.

3. Review of Literature

Skills for searching and understanding resources have impact on the information access practice of users. It is evident in a study where the extensive documentation is carried out by Namaganda (2013) and others. To ensure better access and improving retrieval skills, reskilling is warranted.

In a brief as well as a comprehensive study on Maitama University, the author Adam (2017) found a high-level satisfaction of the resources and at the same time called for inclusion of more modern information infrastructure.

Self-instituted questionnaires are largely used in many user tapping investigations and these either follow online or print questionnaires. In a health science library, the study initiated by Tiemo and others have recorded a low-level rating of the resources and services due to the availability of limited reference sources on various disciplines. Electronic journals are preferred over print ones and the electronic databases have influence over the traditional resources in a major study of Amit Kumar and others. (2016). Moreover, many participated users gain knowledge of the recent developments related to digital resources. In a few similar studies by Aghojare, etc (2015), Adegbilero and Ikenwe (2014), the services are assessed for web-based services, circulation, current awareness services, information retrieval and other related services.

Okpe and Ogbuiyi (2013) did studies based on private universities where they investigated the user satisfaction in the library resources. They found that nearly 60% of respondents were satisfied of Text books and highly satisfied in Newspapers available in the studied institutions. Agnes Namaganda and Patrick Sekikome (2013) have resorted to qualitative and quantitative research methods. Qualitative research provides opinions about the Users information needs and experiences and Quantitative

method consisted overall satisfaction levels. The library users are satisfied with a wide range of information services available in the library is the result of the study., Pauline Adeniran (2011) tapped the user perception where they studied the relationship between service quality and user’s satisfaction of Redeemer’s University. A questionnaire was used as a data collection instrument for the study. The study resulted in a set of conclusions where the Academic staff and students formed the population for the study and eventually, they recorded the confirmation and satisfaction of the services of the library.

Lily Oluebube Ezeala and Eunice Olufunmilola Yusuff (2011) observed that, assessment of library resources and services has not taken place for many years in most research libraries for reasons to be identified. While evaluating user’s satisfaction on academic library performance, Norliya Ahmad Kassim (2009) found a fact that users are quite satisfied with the library services, infrastructure and collection. One-way analysis of variance was used to compare the mean satisfaction among the respondents in this work. A review of the related studies enables us to gain understanding of the existing services and design a possible near-future infrastructure and services.

4. Model

This study has resorted to the distribution of questionnaires and the model is found to suit the purpose of the proposed work. We have distributed a total of 250 questionnaires among the students of Post Graduate and Research scholars of Management Studies libraries in the selected institution and recorded return of 230 questionnaires. This rate corresponds to a higher success rate, that is 92% (230/250) of respondents.

The Likert scale method was adopted to know user’s satisfaction of library facilities, services and resources in their libraries.

4.1. Frequency Table

The Frequency column indicates how many observations fell into the given category.

- The sample contained a total of 230 students.

5. Results and Discussions

We basically tap the data from the collected questionnaire and tabulate them to arrive at some inferences. In the table 1, the basics of the collected data, particularly the gender is given. It would provide an understanding of the type of users in terms of sex which is interesting to observe. IN the information access, the influence of gender can be found.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	105	45.7	45.7	45.7
	Female	125	54.3	54.3	100.0
Total		230	100.0	100.0	

Table 1. Gender of Respondents

Women users outnumber their male counterparts who participated in the survey that indicate the gender variations in the participation. Even in terms of percentage, the difference is less, it has some effect.

We tap the level of the awareness of the available resources in the library of the users. This is tabulated in the table 2 as below.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	191	83.0	83.0	83.0
	Female	39	17.0	17.0	100.0
Total		230	100.0	100.0	

Table 2. Extent of the knowledge about available resources

The available data shows that 191 (83%) have knowledge about the Library Resources of respondents, while the remaining of 39 (17%) do not know about the resources. Thus, the notification services of the library is found to be effective and the library can target the other users. The kind of push notification or current awareness bulletins may yield better impact.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	88	38.3	38.3	38.3
	Weekly Twice	87	37.8	37.8	76.1
	Weekly once	31	13.5	13.5	89.6
	Monthly once	17	7.4	7.4	97.0
	Rare	7	3.0	3.0	100.0
Total		230	100.0	100.0	

Table 3. Frequency of use of the resources

In the above table 3, the frequency of resources use is tapped and tabulated. Most of the users, tend to use the resources often make it to understand the ideal knowledge use. Only a very few accounted for infrequent resources use which indicate the positive aspect of information use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	88	38.3	38.3	38.3
	Weekly Twice	87	37.8	37.8	76.1
	Weekly once	31	13.5	13.5	89.6
	Monthly once	17	7.4	7.4	97.0

Rare	7	3.0	3.0	100.0
Total	230	100.0	100.0	

Table 4. Types of Resources Using Respondents

Table 4 above shows the Types of Resources using respondents, 63 (27.4%) are usage Books while the least remaining of 6 (2.6%) are Projects used.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prepare of Exam	121	52.6	52.6	52.6
	Assignments / Case study	62	27.0	27.0	79.6
	Activity	31	13.5	13.5	93.0
	General Knowledge	16	7.0	7.0	100.0
Total		230	100.0	100.0	

Table 5. Aims of using Resources of Respondents

In the above Table 5, the intention of the information use is captured which is tabulated. Most of the information use activities are characterized for specific purposes. Besides, the listed reasons some more reasons are also indicated by the participating users.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.501
Bartlett's Test of Sphericity	Approx. Chi-Square	266.627
	df	190
	Sig.	.000

Table 6. Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test of sphericity

This table data indicates the suitability of data for structure detection. The **Kaiser-Meyer-Olkin Measure of Sampling Adequacy** is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful.

Bartlett's test of sphericity tests the hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with data.

Exploratory Factor Analysis and Principal Component Analysis are two data analysis methods commonly used in psychological

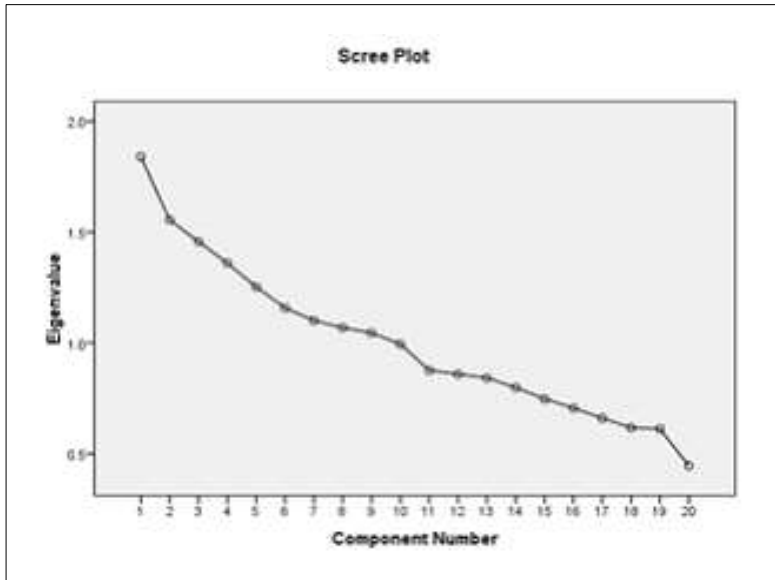


Figure 1. Scree Plot

research. When applying these techniques, it is important to determine how many factors to retain. This decision is sometimes based on a visual inspection of the Scree plot. However, the Scree plot may at times be ambiguous and open to interpretation. This paper aims to explore a number of graphical and computational improvements to the Scree plot in order to make it more valid and informative. These enhancements use the dynamic and interactive data visualization tools and range from adding Parallel Analysis results to “linking” the Scree plot with other graphics, such as factor-loadings plots. To illustrate our proposed improvements, we introduce and describe an example based on real data on which a principal component analysis is appropriate.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Working Hours * Gender	Between Groups	(Combined)	.100	1	.100	1.751	.187
	Within Groups		13.048	228	.057		
	Total		13.148	229			
Text books * Gender	Between Groups	(Combined)	.113	1	.113	.373	.542
	Within Groups		69.282	228	.304		
	Total		69.396	229			
Reference Books * Gender	Between Groups	(Combined)	.617	1	.617	.974	.325
	Within Groups		144.448	228	.634		
	Total		145.065	229			
General Books * Gender	Between Groups	(Combined)	.073	1	.073	.399	.528
	Within Groups		41.822	228	.183		
	Total		41.896	229			

Journals * Gender	Between Groups	(Combined)	5.969	1	5.969	8.328	.004
	Within Groups		163.426	228	.717		
	Total		169.396	229			
Magazines & Newspapers * Gender	Between Groups	(Combined)	.290	1	.290	.380	.538
	Within Groups		173.576	228	.761		
	Total		173.865	229			
Ebsco * Gender	Between Groups	(Combined)	.231	1	.231	.547	.460
	Within Groups		96.330	228	.422		
	Total		96.561	229			
McGH E-Books * Gender	Between Groups	(Combined)	.271	1	.271	.341	.560
	Within Groups		181.594	228	.796		
	Total		181.865	229			
New Arrivals * Gender	Between Groups	(Combined)	.706	1	.706	.933	.335
	Within Groups		172.616	228	.757		
	Total		173.322	229			
Books Circulation * Gender	Between Groups	(Combined)	.080	1	.080	.626	.430
	Within Groups		28.981	228	.127		
	Total		29.061	229			
Reference Services * Gender	Between Groups	(Combined)	2.805	1	2.805	4.644	.032
	Within Groups		137.717	228	.604		
	Total		140.522	229			
Information Retrieval * Gender	Between Groups	(Combined)	.692	1	.692	1.238	.267
	Within Groups		127.400	228	.559		
	Total		128.091	229			
Library Staff Cooperation * Gender	Between Groups	(Combined)	.043	1	.043	.255	.614
	Within Groups		38.322	228	.168		
	Total		38.365	229			
Books Arrangement * Gender	Between Groups	(Combined)	.029	1	.029	.127	.722
	Within Groups		51.662	228	.227		
	Total		51.691	229			
Improve Myself * Gender	Between Groups	(Combined)	.146	1	.146	.524	.470
	Within Groups		63.701	228	.279		
	Total		63.848	229			

Table 7. Analysis of variance table

ANOVA is a test that provides a global assessment of a statistical difference in more than two independent means. This ANOVA table contains tests for the Working hours, Textbooks, Reference books, General books, Journals, Magazines EBSCO Database, McGH Publisher, New Arrival Books, Books Circulation, Reference services, Information retrieval, Staff Cooperation, Books arrangement and Improve Myself relationship between *Gender*.

These results coincide with what we observed in the Means table, where gender tended to decrease with increased satisfaction level but the rate at which gender decreased was highly inconsistent across satisfaction levels.

6. Summary

The study enabled us to gain an understanding the optimum information requirements of the users which reveal below a few issues.

The studied library is tapped by users for information access and use in an ideal way. The level of satisfaction and information availability in the studied library stands at a higher level. The available services are confirmed by the user perception data that provide positive scores. Further we found that there is a strong positive relationship between quality, quantity of the resources and services. These facts place the studied library above the average use.

7. Conclusion

This study proves the usefulness of investigating the level of users' satisfaction with SREC management library. Based on the objectives of this study, it was concluded that the students of Management studies library were highly satisfied of library resources. This study was helpful to library professionals, especially Management studies librarians. The purpose of the study is fulfilled by the end results and this work may yield to possible future related studies.

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