CHAPTER 3 – RESEARCH METHODOLOGY

Introduction

This chapter focuses on the method of data collection, tools and techniques for data organization and data analysis. It also highlights the scope of the study.

Research Design

It is an empirical research and conclusion is based upon information collected from real life experiences or observations from five IIMs (IIMA, IIMB, IIMI, IIMR and IIMU). Structured questionnaires were used in order to collect data. The advantage of using questionnaire is that it seems a logical and easy option to collect information from the respondents. The another reason of choosing questionnaire method is that several information attitudes, behavior, activities responses can be covered in a questionnaire and respondents can easily complete it within short time. The population of the study comprises PGDM / PGP students of IIMs.

Two questionnaires were used. Questionnaires were developed after research papers, seeking help from seniors, past practices, addressing the concept related to the study, objectives and hypothesis of the study under the guidance of research supervisor. The questionnaires were designed as closed ended.

A research was conducted related to the Web 2.0 technologies on selected institutions i.e. NIIT University (Neemrana), Amity University (Greater Noida), SOIL (Gurgaon), FDDI (Noida), JIM (Noida), and IMSEC (Gzb) as a pilot study. Questionnaires of the main study were improved on the basis of received inputs

Research Methodology

Two different types of questionnaires were designed to collect the data. First one was for students (PGDM / PGP) and second was for librarians. Librarian’s questionnaire was prepared to seek general information about their libraries and related aspects. The user questionnaire was divided in 10 sections. Section - 1 focused on demographic information i.e. name, age group and gender. Section - 2 had question about the availability of library portal in IIM libraries, its use, frequency of use, purpose of use, and relevancy of available
information, user friendliness with library portal and time spent online. Section - 3 sought information about awareness about Web 2.0 technologies among respondents and awareness of usage of Web 2.0 technologies used by their libraries, possible reasons for not using Web 2.0 technologies and place of use. Section - 4 had question regarding the usefulness of Web 2.0 technologies in library services. Section - 5 covered information regarding potentiality of Web 2.0 technologies as a medium for providing information in library. Section - 6 covered question regarding preferences for implementation of Web 2.0 technologies in IIMs library. Section - 7 had questions regarding help in using Web 2.0, skills required to use Web 2.0, information about workshop, seminar and orientation conducted for the use of Web 2.0 tools, and lacunae in the orientation. Section - 8 sought information on users’ contribution while using Web 2.0 tools. Section - 9 sought information about cyber policy and provision for security and privacy. Section - 10 sought observations, opinions or comments regarding Web 2.0.

The 2nd questionnaire (Librarians) was divided in 9 sections. Section - 1 covered demographic information i.e. name, associated institute. Section - 2 had questions related to human resources (professionals, non-professionals), Web 2.0 tools used by library, professionals engaged in Web 2.0, required and possessed skills and training (In-house resource or outsourced). Section - 3 was about availability of finance for Web 2.0 tools. Section - 4 had question regarding Web 2.0 implementation and required infrastructure, time taken, problem faced, promotion of Web 2.0 tools, medium of promotion, action plan, survey before implementation, action plan, feedback, action taken on feedback, frequency of feedback. Section - 5 focused on rating of Web 2.0 which are used by their library on the basis of preference and satisfaction. Section - 6 focused on rating of information services which are provided library using Web 2.0. Section - 7 focused on the potentiality of the web 2.0 as a source of information. Section - 8 covered cyber policy and provision for security. Section - 9 focused on observations, opinions or comments regarding Web 2.0.

**Target respondent and problem faced**

A study was conducted to find out the availability of library web portal / page of IIM libraries, Web 2.0 applications at IIMs official websites and library portal; and to highlight
important information about collection and services available at library web portal / pages. The result of the study concluded that all 13 IIMs have Web 2.0 applications at their official website but out of 13 IIMs, only 7 IIMs libraries have integrated Web 2.0 technologies with their portal / page and remaining 6 IIMs are not having Web 2.0 technologies. Total 7 Web 2.0 tools are available at IIMs (13) library portal / pages. YouTube, Linkedin, Google+ and Blog have been integrated at 6 IIMs libraries and Wiki is integrated at 1 IIM library. Availability status of Web 2.0 technologies at official websites of IIMs (13) encourages whereas availability of these tools at library portal produces gloomy picture. However, availability of separate library portal / page gave satisfaction as it is being considered the face of a library. On the basis of above study, researcher focused only on 7 IIMs which have integrated Web 2.0 technologies. Contact details of the librarians of 7 libraries and concerned in-charges, PG offices, Director Offices, Directors were collected from respective websites of the institutes. They were contacted over landline / mobiles and email. They were apprised about the purpose of the studies. Emails were sent to them for permission at their official IDs. Out of 7 IIMs, data was not collected from two IIMs due to certain reasons. Therefore, the scope of study was restricted with 5 IIMs (IIMA, IIMB, IIMI, IIMR and IIMU).

**Data collection sources**

The primary and secondary data was used in the study. Questionnaires were used to collect primary data. Secondary data for the study was review of published literature and other sources. In the present study, the following sources were used to collect the data:

1. Official websites of IIMs;
2. Library web portals / pages of IIMs;
3. Annual reports and brochures of IIMs;
4. Questionnaire filled by the respondents and librarians;
5. Published literature.

**Sampling technique**
The sampling technique employed, in accordance with nature and objectives of the study, was purposive and random in nature. The sample was purposive as users included in the samples were associated with IIMs libraries.

**Sample**

Total 625 questionnaires were distributed among the PGDM / PGP students of 5 IIMs (IIMA, IIMB, IIMI, IIMR and IIMU). Out of collected 456 questionnaires 428 were found valid for analysis.

**Data Presentation**

Analyzed data has been presented in tabular format along with graphs for better understanding. In the tables frequency and percentage have also been mentioned for clear understanding.

**Statistical analysis**

SPSS (Statistical Package for the Social Sciences) and MS Excel were used to analyze data. SPSS was used for Chi-square (x²) test, ANOVA (Analysis of Variance), F-test, Standard Deviation, Mean, Percentage etc. Significance level was checked with p value (Probability Value). A hypothesis has been rejected if the p value was found less than the 0.05 and it was considered that there is significant difference among the variables. Hypothesis has been accepted when p value was found more than the 0.05, in this case hypothesis has been accepted and it is considered that there is no significant difference.

**Citation Style**

Citation is an important part of the any published work which is a praiseworthy act to extend the curtsey and acknowledgment towards the author (s), publisher (s) and associated bodies etc. In this study, APA Style 6th Edition has been used for citation.
References

