RESEARCH DESIGN
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Research design as strategy, has to be comprehensive, flexible, appropriate, efficient and economical. Each research work is unique and demands unique research design and unique combination of data collection methods. The process involves a series of steps including identification and delimiting of variables. In other words research methodology is a way to systematically solve the research problem by logically adopting various steps.

This study is concerned with the reading habits of library users in Bundelkhand University and Jiwaji University. The objectives of this study are as follows –

3.1. OBJECTIVES

1. To identify the basic information needs of users.
2. To identify the use pattern and type of reading material required by the users.
3. To find out the information sources used by the library users and the services required by them in the universities under study.
4. To highlight the problem faced by the users in obtaining information to keep up-to-date with the latest research output/advances in their field of activity.
5. To learn about the preferred library service utilized by them.
6. To emphasize on the development and improvement of various services provided to the users.
7. To suggest the library authority to fulfill the user need by implementing new services.

3.2. HYPOTHESES

The following hypothesis were formulated for the present research work:
1. The users mainly devote their time in locating and using reference material, textbooks and course material.
2. The users seek information about the library by consulting notice board and through verbal communication.
3. The users also consult the library for browsing of newspapers and magazines; they use the library for preparation competitive exams too.
4. Users spent time in the library for journal reading as well as for specialized reading.
5. The conventional sources of information are given more importance by the users of university library system as compared to non-conventional sources.
6. Circulation, reference and reprographic services have been given prime importance by the users.
7. The levels of usage of journals/periodicals vary in different category of users.
8. The users also experience some difficulties in obtaining information’s such as poor services, inadequate services, no user-friendly environment, no helping attitude etc.
9. The users seek staff assistance in various services such as to locate the books, to search dissertations, to locate current periodical, for reference, for the use of library catalogue etc. The users get uneven staff assistance.

10. The university libraries provide orientation program.

11. Online-based information services are provided to the users in the university libraries.

12. The users come to know about the new arrivals in the library through the library staff, helping tools for the purpose and use.

13. The library acquires the publications on topics of users' specific in trust.

14. University libraries provide current awareness service, selective dissemination information, and translation; inter library lone and other modernized services.

15. Audiovisual services are provided the university libraries.

3.3. METHODOLOGY

Research methodology is a way to systematically solve the research problem by logically adopting various steps.

Since this study was designed to investigate the reading habits of library users in Bundelkhand University and Jiwaji University. The use of the survey method was considered suitable. Survey method is a device for collecting data or factual information on certain
decided characteristics of a population. F.L. Whitney defines "survey research is an organized attempt to analyze, interpret and report the present status of a social institution group or area". Surveys are concerned with large widely dispersed groups of people as contrasted with laboratory experiments, which line to be more intensive but on a smaller group. The purpose of the survey research is to study social conditions, relationship and behaviors. It also provides information, which is useful in the solution of these problems.

According to Mark Abrams "A social survey research is a process by which quantitative facts are collected about the social aspect of a community's composition and activities".

Survey research is a form of planned collection of data for the purpose of description or predication or for the purpose of analyzing relationship between certain variables.

This study is being relied upon the survey method to provide descriptive data concerning the information requirements & reading habits of library users and the use of types source within information channels by them.

3.3.1. THE QUESTIONNAIRE

In this study questionnaire is used like a tool or instrument to take responses from the respondents. It consists of fifty-seven questions.
All the questions are relevant to the study among them. Questions are required for the data interpretation and presentation of findings.

All the questions were related to types of information needs, types of information sources used, frequency of library visit or use, usefulness of services provided by the library, required services by the users, the types of problems faced by the users in the library users. The questions to the respondents were addressed to specific channel or sources.

3.3.2- PILOT STUDY

In context of this study a pilot study was carried on 30 users i.e. 15 University teachers and 15 students. To ensure that the questions were as meaningful and the users do not have any difficulty in answering the questions and to know whether any important aspect has been left to be covered for this study. On the basis of respondents, investigator so many suggestions for the improvement of the questionnaire and all the suggestions were incorporated in final questionnaire.

3.3.3. COLLECTION OF DATA

The data collection of this study started in Jan’ 2004 and ended in Oct’ 04. The researcher visited both the universities several times to get questionnaires filled out as many as possible. Here, some
methods are mentioned, used in gathering and recording data in order to facilitate their analysis and interpretation.

3.3.3.1. QUESTION METHOD

This method of data collection is quite popular Questionnaire is considered as the heart of a survey operation. In framing the questionnaire attempt has been made to include questions that are really vital to the research problem and tried that a connecting thread run through successive questions. The intention was that the question - sequence confirm to the respondents way of thinking. Knowing what information is desired a pilot survey is done to determine the question - sequence.

In this questionnaire all questions were related to types of information needed, reasons for seeking information, sources of information used, frequency of use, access frequency, library use, utility of library and evaluation of usefulness of services. The questions to the respondents were addressed to specific channel or source categories.

3.3.3.2. OBSERVATION METHOD

Observation becomes a scientific tool and the method of data collection for the researcher, when it serves a formulated research purpose, is systematically planned and recorded and is subjected to checks and controls on validity and reliability. The main advantage
of this method is that subjective bias is eliminated, if observation is done accurately. This method is independent of respondents' willingness to respond and as such is relatively less demanding of active cooperation on the part of respondents as happens to be the case in the interview or the questionnaire method.

3.3.3.3. SAMPLE

It is the process of obtaining information about an entire population by examining only a part of it. There are so many library users in both the universities. It was not possible for the investigator to take responses from the entire population because it is too large to be adequately covered in a single study.

For the comparative study of Bundelkhand University & Jiwaji University the investigator distribution 500 questionnaires in different categories of users in each of the universities.

Out of 500 respondents only 393 answered the questionnaire in Bundelkhand University, Jhansi and 256 responded out of 500 in Jiwaji University, Gwalior.

3.3.4. DISTRIBUTION OF RESPONDENTS

The distribution of the respondents who responded by filling out the questionnaire is as follows:
3.3.5. DATA ANALYSIS

The responses provided by the users of both the universities in the questionnaire were used for find coding. The response data obtained in Bundelkhand University in 78.60% and 51.20% in Jiwaji University. The data were analyzed with the help of computer.

In order to explain the research objectives, statistical test ie. Chi Square, two way tables and percentage were used wherever required.

3.3.6. PRESENTATION OF FINDINGS

Tabular form facilitates comparison between different groups of users so, the data is presented in the form of tables and Graphical form along with brief description in the next chapter Analysis of Data and Findings.