CHAPTER - III
PROBLEM, PLAN & METHOD
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3.1 STATEMENT OF THE PROBLEM:

Although the research on various aspects of information gathering habits has been done in the past but very little work has been done on this problem. The problem of the present study is as below.

“A STUDY OF INFORMATION GATHERING HABITS OF INTERNET USERS AHMEDABAD”

3.2 DEFINATION OF THE TERMS USED

INFORMATION

Information refers to data that they have meaning and value of the recipient. For example, a grade point average is data, but a students name coupled with his or her grade point average is information. The recipient interprets the meaning and draws conclusions and implications from the information.

- A message received and understood
- knowledge acquired through study or experience or instruction
- formal accusation of a crime
- data: a collection of facts from which conclusions may be drawn; "statistical data"
- (communication theory) a numerical measure of the uncertainty of an outcome; "the signal contained thousands of bits of information” ¹

GATHERING

The action of one that gathers.

- That which is gathered or amassed; a collection or accumulation. An assembly of persons; a meeting.
• The collecting of food that grows wild, such as berries, roots, and grains.
• A gather in cloth.
• A suppurated swelling; a boil or abscess.
• Information gathering

HABIT

Habits are routines of behaviour that are repeated regularly and tend to occur subconsciously, without one's directly thinking consciously about them. Merriam Webster dictionary

• Something that a person does a often.
• Informal addiction to drugs
• A long loose garment worn by a member of religious order
• An established custom; "it was their habit to dine at 7 every evening"
• (psychology) an automatic pattern of behavior in reaction to a specific situation; may be inherited or acquired through frequent repetition; "owls have nocturnal habits"; "she had a habit twirling the ends of her hair"; "long use had hardened him to it"
• A distinctive attire worn by a member of a religious order
• The general form or mode of growth (especially of a plant or crystal); "a shrub of spreading habit"
• Attire that is typically worn by a horseback rider (especially a woman's attire)
• Put a habit on
• Substance abuse: excessive use of drugs

INTERNET

The shared global computing network. A network based on standards including Internet Protocol (IP), Simple Mail Transfer Protocol (SMTP) and the Domain
Name System (DNS), which enables global communications between all connected computing devices. It provides the platform for web services and the World Wide Web.

Internet is a computer network consisting of a worldwide network of computer networks that use the TCP/IP network protocols to facilitate data transmission and exchange.

An International information network linking computers.

- a computer network consisting of a worldwide network of computer networks that use the TCP/IP network protocols to facilitate data transmission and exchange.
- The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide.
- Any set of computer networks that communicate using the Internet Protocol. (An intranet.); The Internet, the largest global internet
- Internets - "Internets" is a Bushism-turned-catchphrase used humorously to portray the speaker as ignorant about the Internet or about technology in general, or as having a provincial or folksy attitude toward technology. Former United States President George W. Bush.
- Often confused with the World Wide Web, the term Internet actually refers to the combined collection of academic, commercial, and government networks connected over international telecommunication backbones and routed using IP addressing.
- Organizations using the Internet in innovative ways. (Technology)

The global computer network. Intranet: A private network within an organisation, often protected from Internet traffic by a "firewall" (software that controls access from the outside). ...

Refers to a public usage, audience, or accessibility or posting.
• A worldwide system of interconnected networks and computers.
• A network of networks that allows the instructor and participants to dialog with each other and exchange documents.
• An international network, consisting of independently managed networks using the TCP/IP protocols and a shared naming system. A successor to the ARPAnet.
• Selling product to consumers through a website over the Internet.\(^{10}\)

A relatively loose federation of computer networks that permits data to be widely transferred among computers.

A worldwide network of computers that can be accessed via the TPL computer network. The Internet allows local computer users to find and use information resources on computers of other academic institutions, research institutes, private companies, government agencies and individuals.\(^{11}\)

A world-wide research network sharing a common addressing scheme and using the TCP/IP software protocol for data transfer between hosts. It is composed of many individual campus, state, national, and regional networks. Numerous organizations including private enterprise now have web sites.

Ahmedabad

King Karandev I, the Solanki Ruler, had waged a war against the Bhil king of Ashapall or Ashaval. After his victory Karandev established the city called "Karnavati". This Hindu kingdom of Karnavati retained its importance till early 15th century when Gujarat fell to the Muslim Sultanate. In 1411 Sultan Ahmed Shah conquered Karnavati, and after his name Karnavati was renamed to Ahmedabad.\(^{12}\)

The city was built in open and spacious plane to the East of Sabarmati. It compromised of smaller known Fort as Bhadra Fort. The city fort wall was
enclosed containing 12 Gates. The city of Ahmedabad went on expanding in every direction by the addition of new areas on both the sides of the river. And with the well laid out beautiful buildings, lakes and mosques. In 1753 combined armies of Raghunath Rao and Damaji Gaekwad took the fort, which resulted into end of Mughal Rule in Ahmedabad. In 64 years during the rule of Gaekwad and Peshwa, city became worse. In 1818 British took over the administration of Ahmedabad. During this period Ahmedabad developed, Municipality Committee was founded, Railway link was established. 13
In 1915 Mahatma Gandhi came from South Africa and established Ashram on the banks of Sabarmati.

Ahmedabad is a city in India; it is the largest city in the state of Gujarat, with a population of approximately 52 lakhs (5.2 million). ...

Ahmedabad is located in Hunza-Nagar District of Northern Areas in Pakistan. Ahmedabad Lok Sabha constituency was a Lok Sabha (parliamentary) constituency in Gujarat state in western India till 2008. 14

The soon to be megacity of the Indian state of Gujarat. Ahmedabad is now referred to as Denim Capital of the World 15

Located in Gujarat state, the center of cotton and diamond industries in India.

### 3.3 Objectives of the Study

1. To know the purpose of using Internet.
2. To study the knowledge of users about the Internet Resources.
3. To Study the level of their satisfaction with the services
4. To find out the Internet facility availability.
5 To Study the frequency of Internet use.

6 To examine the impact on knowledge gathering by the usage of Internet

7 To study the problems faced by Internet users.

3.4 DELIMITATIONS OF THE STUDY

The Study is delimited to the Information gathering habits of internet users Ahmedabad city only.

3.5 PLAN OF THE STUDY

The Plan of the study is centered around the following chapters as under.

- The First chapter deals with Introduction, Information Gathering Habits of Internet Users; Information gathering habits of Internet users in Ahmedabad, scope and significance of the study.

- The second chapter deals with A Brief Review of Related literature work in India and abroad.

- The third chapter deals with statement of the problem, Definition of the terms used, objectives of the study, Delimitations of the study plan of the study Hypotheses, Research Methodology, Research tools and Administration of questionnaire.

- The fourth chapter deals with the Analysis and Interpretation of the data.

- The fifth chapter deals with the conclusions and suggestions.

3.6 HYPOTHESIS

The following hypothesis has been formulated for testing during the analysis and finding stages: -
1 Internet users are college and university students, Businessman and house wives.

2 The purpose of using Internet is mainly for academic related study and communication.

3 Internet users especially students use Internet at colleges ,others use Internet at working place.

4 Mostly College and university students and Businessman regularly use internet.

5 More usage of internet leads to more Information gathering among students in comparison to Businessman and house wives.

6 Internet users have to face connectivity problem or slow broadband and other problems.

7 Internet users who do not have computer at home goes to cyber café only for communication

8 More usage of Internet leads to users getting more Information from the Internet

9 Internet users are satisfied with services of internet

10 Internet users are satisfied with library Internet facility.

11 Internet users frequently used Internet everyday for gathering information or Academic Related study or e mail or pleasure /fun..

12 Internet users like college and university students, businessman, housewives internet is time saving, easy to use ,more informative and less expensive.

13 Internet users depends more on internet rather than conventional documents.

14 Internet users mostly students use Internet for Accessing websites and for academic purpose.

15 Internet usage is popular in academic group of society.
16 All the internet users prefer e-mail facility. he world wide web next in order to preference.

3.7 RESEARCH METHODOLOGY

Survey method has been used for the study survey. Survey, as the word, deals with mainly collection of information, analysis and presentation of data relating to the present time. This method is widely reviewed in social and behavioral science. A commonly available example of the survey method is the use of the “opinion poll” by the media during elections. It is also not uncommon today to find advertising groups and media persons conducting enquiries, reading or viewing habits etc. in such studies the organisation commissioning the research selects a group using the survey method on consumer behaviour, product preferences, reading or viewing habits etc. In such studies the organization commissioning the research selects a group from among the population to conduct the survey and to generalise on a broader perspective as also to prepare the ground for marketing their own products. The survey method of research includes the following steps:

1 Selection of a sample for study
2 Design of the research
3 Selection of tools/instruments for collection of data.
4 Administration of the tools
5 Analysis of the data
6 Presentation of the report.

The survey method is essentially different from the historical method in that instead of examining documents of evidence from the past it searches out data from objects and conditions of the present in order to compare and contrast or to generalise about the total population. Such a method while it will depend on
research design is also cross-sectional as against the longitudinal approach adopted by historical method. In some cases the relationships observed among data may be causal. The most common tools used for this method would be interviews, observations, questionnaires checklists, opinion forms etc. The results of such a survey are typically presented using measures of central tendency and variability.

A survey means examining of situation to ascertain needed facts. Line defines a user survey as “a systematic collection of data concerning Internet. For social phenomenon a survey method is an effective and sensitive instrument for collecting relevant data. Since information centres are social institutions, the survey method has been adopted with success as a basis for many investigations in services and users. The accurate data and quantifiable facts generated by the investigations can be used for making policy decisions or for implementing long-range plans.

The survey method is used for gathering information habits of internet users.

3.8 RESEARCH TOOLS

For collecting data one may use various devices. The selection of suitable tools is of vital importance for successful research. The major research tools can be classified broadly in to the following categories:

A Inquiry forms

1. Questionnaire

2. Schedule.

3. Check List

4. Rating Scale

5. Score Card
6. Attitude Scale

B Observation

C Sociometry

D Psychological Tests

The investigator has used questionnaire as a research tool in the present study.

CONSTRUCTION OF QUESTIONNAIRE

The Questionnaire has been prepared keeping in view and suggestions given by students, Research scholars, Businessman and other Professionals of Gujarat. Even though the investigator interviewed some students, Business man, Research Scholar. It was desirable to use Questionnaire technique, keeping in a view of the time factor and financial limitation first of all questionnaire was prepared and sent to students, Research Scholars, Business man, professionals of Ahmedabad for presetting. Necessary modifications done in the Questionnaire according to the valuable suggestions from the Research scholars Professional and business man. Finally a comprehensive Questionnaire was prepared to study Information gathering habits of internet users of Ahmedabad.

The Questionnaire covers information on the following aspects.

1. Main purpose of using Internet
2. Knowledge of users about internet resources.
3. Internet Facility availability.
4. College, university and Businessman Regularly use Internet.
5. Biggest problem of using the internet.
6. Frequency of Internet use.
7. Preference for the internet
8. Others
The Investigator has used Questionnaires as a research tool in the present study.

3.9. SAMPLING

The Investigator has taken Random sampling method for gathering Data.

State of the study as below

1. Students
2. Business man
3. House wives
4. Research scholars
5. Blue Collar
6. Professionals

3.10 ADMINISTRATION OF QUESTIONNAIRE

The present research project followed stratified random sampling technique for gathering of data. The Final questionnaire was administrated to all Businessmen, research scholar’s professionals, Housewives and students. All have responded the questionnaire. The size and analysis of the sample is shown on the following table.

Table no 3.10

SIZE AND ANALYSIS OF THE SAMPLE

<table>
<thead>
<tr>
<th>Questionnaire Administered to All Respondents.</th>
<th>No. of People Responded</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>500</td>
<td>500</td>
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