Chapter – I

Introduction

1.1 Introduction:-

The main purpose of a library, library services are provided to the users. We have different types of users of library facilities were very useful for users of the medical library books, reference, internet access, e-mail, print magazines, as well as the circulation of e-magazines want. User-level library and PG College, scholar, dean of the faculty, teaching staffs, nursing or paramedical staffs in all kinds of non-education so that students of medical college library; this library is a type of research. And all the staffs CAS and SDI need for their research work and up-date-ness service. The growths of medical colleges in Maharashtra are well developed as well.

Unawareness and inadequate computer facilities indication of the main reasons for the underutilization of the CD-ROM, and document delivery in the future development plan is expected to consider the findings. We of Catalonia Consortium of Academic Libraries (CBUC) belonging to medical library user study. The results of the use of electronic journals are as explanatory factors of importance to ensure discipline and age. The user survey was conducted in the Medical Library, University of Sri Jayewardenepura existing resources in order to identify gaps in existing services and service usage patterns to detect, assess the services currently offered. The survey method was used. Questionnaires were used as tools of data collection and library statistics. Random sampling to select a sample of undergraduate students in three batches was applied. The survey visit to the library, the results of the literature search and the worst in terms of requests from different year levels that showed a significant difference between consumption patterns. Circulating libraries, libraries rarely free study material can give us. Such libraries can be used to read the newspaper and magazine. However, people cannot make good use of libraries such as newspaper. I overheard the doctor telling his patient to be careful with the rotation of the libraries, they can spread the disease. But in the end it is always necessary for all types of libraries and community and user needs can say is useful. Information society is characterized by the ever-growing importance in the present day, and so it is called the Information Society. Information technology (IT) data acquisition, storage, transmission, retrieval and processing are a general term used to describe the various activities connected with.
Simply put, it's all programs, computer systems and networks of information through the management, movement and sharing. Components of the IT and computer systems together it is possible to provide more information than before exhaustively in the telecommunication systems. In McGraw-Hill Encyclopedia of Science and Technology, Information technology has been defined as "engineering data acquisition, representation, storage, transmission, and to enable the use of computer-based hardware and software systems, and communication systems involving." Coupled with its success in a number of areas of IT application development, IT operations and services to adopt and use various libraries prompted many libraries. This success is measured by the extent of IT use in the library. Initially, computer programs, data storage and recovery were limited. With advancements in IT, libraries providing information to quickly make use of this technology is gearing up. Libraries are essential in the IT application and development of the collection, classification and cataloging, circulation, storage and retrieval, book, broadcast, administration, maintenance, preservation and archiving are being adopted in the libraries. Academic libraries embrace the forefront of IT for their library activities and to provide services to their user community.

1.2 Objectives: -

The purpose of this research in the user's curiosity is observed in the data revenue. We are desided following objectives for further research studies.

1. To analyze library facilities given to the users in Western Maharashtra.
2. To analyze users needs as well as habits of users further medical college’s library.
3. To analyze users seeking behavior in that area of Western Maharashtra.
4. To analyze users satisfaction and acclimation of Medical College’s libraries in related area.
5. To analyze problems of users in this concern area.

1.3 Statement of the Problem: -

Western Maharashtra Medical College Libraries in the context of this research work, an analytical study of the problem users are satisfied and Behavior. The research work in the area is very wide. 5 districts of western Maharashtra ie Pune, Solapur, Kolhapur, Sangli and Satara are covered. In this area, we considered 13 Medical College library users. A summary of the thesis as well as in the medical education deeply. The main purpose of the information provided in the
full knowledge that I have now and in the future doctors, researchers, professors and updating of information for users. This is because doctors. Library service is very important and even necessary. Thirteen medical colleges in western Maharashtra library’s collection of survey data related to the research work of the sample. The sample data through questionnaires and interviews, 13 medical colleges in western Maharashtra were collected from the users. Libraries are around the world to adopt and administrative and technical processes to automate a wide range, especially computer technology, making use of IT. Wide-spread application of IT in libraries in the current library has made a profound impact on all aspects of the environment. The college libraries are no exception and these libraries are not far behind in the application of IT for the library operations and services so as to provide better facilities and services to their user community that primarily consist of students and the faculty members.

1.4 Universe of Study:-

The area of this research work is very wider. The meaning Western Maharashtra is covering 5 districts namely Pune, Solhapur, Kolhapur, and Sangli & Satara. In this area, we consider 13 Medical College library users. Now I give formation of these medical colleges in briefly. These are following Medical colleges M.B.B.S. only.

1. AFMC: Armed Forces Medical College, Vanwadi, Pune, Maharashtra.
2. B.J. Medical College, Pune, Maharashtra.
3. Bharati Vidyapeeth Medical College Pune, Maharashtra.
4. Maharashtra Institute of Medical Education and Research, Pune, Mah.
5. Smt. Kashibai Navale Medical and Hospital, Narhe, Pune, Maharashtra.
6. Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pune, Maharashtra.
8. Rajshree Chatrapati Shahu Maharaj G.M.C., Kolhapur, Maharashtra.
9. Krishna Institute of Medical Sciences, Karad, Satara, Maharashtra.
10. Vaishampayan Memorial Medical College, Solapur, Maharashtra.
13. Medical College and Hospital Mayani, Dist.Satara, Maharashtra.

1.5 The study sample:-

The present study included a sample size was limited to 25% of users Each Degree College of medical students and teachers and educators. Out Of these, 5% and 20% respectively, formed by students and teachers. Since there was a large number of teachers and students of medical (19322), the sample was Limited to 966 users, the college students 5% of the total. Out of 966 users we are getting 713 responses and out of 13 librarians we get 11 responses for analysis.

1.6 Delimitation:-

This study is limited on Western Maharashtra Thirteen Medical College Library users. Limit of this study is very vast because Western Maharashtra including five different districts like Sangli, Satara, Kolhapur, Solapur, Pune. And Western Maharashtra having some private colleges as well as some governmental Medical Colleges. This study become a perfect because of it’s a variety of users, rural, urban, social, cultural, educational and geographical sectors.

1.7 Research Methodology:-

Methods a systematic study of the method applied to the field, the theoretical analysis. It is a branch of knowledge associated with the theoretical analysis of the methods and principles involved. In particular, it is such a change, the theoretical model, stages and includes the concept of quantitative or qualitative techniques.

Therefore, it is not the same thing as a system - a system not set up to provide solutions. Rather, it is a method or set of methods that can be applied to the specific case of "best practices" is, for example. The method of the research project, among other things, to be carried out and outline the ways in which the common research strategy, it is suggested to use methods. The method described in the methods used to calculate an accurate result, how, sometimes, the means or data storage modes or defines. Method, much attention is given to the nature and processes of a specific procedure to be followed in order to achieve an objective, even though the exact methods are not defined. A study of the appropriate method, such as the creation of a common
framework of a constructive process and, therefore, sub-processes broken joint, or their order can be changed. It also has a constructive framework; a method is similar to that paradigm. In theoretical work, most or all of the tables satisfies the criteria for method development. An algorithm, a change, such as the construction of connected elements rather than physical, rather than arrays, logical, is meaning that there is also a kind of compositional structure. A tool to calculate the exact outcome of any description always describes a method, and a description of a method ever. It is the method or methods to avoid the use of the method as a synonym for the body are so important. Doing away from its true meaning and the epistemological process itself, should have been the result of a set of tools or equipment that reduces it. A method for carrying out research or process development, process design, and they do things a tool, or method, or process. The method and system are not interchangeable, but in recent years, a "word method pretentious substitute" the tendency has been to use as a method. , As a synonym for the method of using a method or set of methods has led to confusion and misinterpretation, and research should go into the design of the appropriate analysis undermines. There are many kinds of research methodology. Here are we used survey type research method, descriptive type, analytical type, historical type as well as normative research. The consideration research work is carried out by above different research methods such as I collected data from various Medical Colleges in same period of year 2013-2014. And we are completed DRC in starting year 2014. So that I will sending summery as well as pre-thesis in according to 21 Months from our registration date.

1.8 Research Tools and Techniques:

Researcher used the following tools and techniques for his research work. And he visited Medical College Libraries in Western Maharashtra. He was also taken interviews of librarian as well as uses. And he was collected fulfillment of questionnaires from medical users. Scholar is tested medical users surprisingly. This method was direct visiting method. Then we are collected data from various library registers. Finally we are used statically methods for data presentation in his thesis deeply described.

1. Questionnaire and Interview

2. Observation and Analysis / Direct Visiting
3. Testing

4. Statistical methods

Questionnaire is techniques by which we can be learn about users and their needs self governing. The questionnaire is a divided in to two parts.

Part: - (A) Users individual information.

Part: - (B) Their needs and details regarding the proceeding of utilization in not short.

On the foundation of available questionnaire and related data a comparison study is made in this work of research. Both direct and indirect ways are used for descriptive as well as analysis method in which facts are understandable and make it normal.

1.9 Steps of Research:-

Research hourglass model are structure often used in research. Hourglass model and then discuss the results in the form of research expands, (like the neck of the hourglass) project focused on the information required by the method, the research begins with a broad spectrum.

Procedure, represent the whole process in general. But they, rather than the iterative process that constantly changing, you need to display as a fixed set of steps. Or statement of the problem rather common, most studies begin with the purpose to engage in research. It identifies the holes and scratches in previous studies to provide a justification for literature review and research. In many prior research issues are identified, a literature review is performed in the subject designated area. As identified by the researchers, the gap of the current literature, the question of detention subsequent studies.

Rudolph Rummel says, "no research conclusively that no one should accept two tests. Could be confident that the results are of tests of a range of data, researchers, and are relevant to many kinds of methods are the same research."Histograthy research is the name of historical research. And these research is very important in social sciences.

1.10 Forms of Research:-
Research is derived from french world. And finding truth as well as untruth things. Scientific research, such as business schools, an educational institution, widely used to determine the standing of the criteria, but do not tell us about the quality of education because of the quality of research, the organization argues that an inaccurate assessment. Hermeneutics and semiotics as an example of research in the humanities, Past accounts of historians to write history in the form of a systematic investigation of the subject, and use primary sources and other evidence. Even when the purpose of 'practice-based research are "seen as artistic research, can take form. Those that offer an alternative to purely scientific methods of research are into the controversial organization the search for knowledge and truth. Term research, itself a combination of the old French word "rechercher" being derived from the word "go get" is the Old French "risarsa" is derived from "+" cerchier "' again ", or sercher", meaning 'search'. "Research to enhance our understanding of a topic or issue to collect data used to analyze the steps of a process" - a definition of research from other states that are provided by Creswell. The Merriam-Webster Online Dictionary, a studious inquiry or examination, "defined as a more detailed exploration of new rules or principles are to be tested.

**Research Methods:-**

We have no many research methods of them are follows:

• Identify and define the problem or question to help investigate the research,
• Testing theories and proposed a solution to a problem or question
• Innovative Research,
• Empirical evidence of the empirical research to examine the possibility of using the solution, Qualitative research and quantitative research.

**Qualitative research:-**

Research based quality and research based quantity often examined as a basis for hypotheses is used as a method of research. Qualitative research, philosophical and theoretical orientation of social constructions is linked to. All the analysis of qualitative research represents a qualitative nature. Qualitative research and analysis of the data by observing and interpreting what they are saying, is collected. Qualitative research means research items, definitions, characteristics, symbols, metaphors, and is used to describe. More research is subjective and
qualitative data, primarily personal, in-depth interviews and focus groups collected using very different methods. And open-ended nature of this type of research is investigating. Qualitative research can be further divided into the following categories.

1. Phenomenology: - Research a form one or more persons in which the researcher attempts to understand how the experience of an event. E.g. we can interview victims of the Bhopal disaster.

2. Description of mankind: - This type of research is focused on describing the culture of a group of people. A group of people who are shared a culture, values, norms, practices, language, and physical objects. E.g. - The navigation goes and lives with tribes in the Andaman Island and the study of culture and educational practices can be determined.

3. A detailed account of one or more cases has focused on qualitative research in a form that is considered to be weak eg. We use technology that was provided for the new course may be studied in the classroom.

4. Grounded theory: - it is based, or it was developed, which was the finding of the research data is an inductive type; the quantitative information, records, interviews, observation and survey.

5. Historical research, including the use of different sources of information: It is a reference to the past and current events to discuss the present situation allows, and allows one to reflect current issues and problems and provides possible answers. eg. 19th century, the lending patterns of business – Then addition to the above, we establish the different theories are based on the descriptive research. Funder mental research is analytical research narrative in, conceptually basic research or longitudinal studies, empirical studies, field studies or laboratory studies to set the time or simulation studies into clinical and diagnostic studies to explore research.

**Quantitative research:**

Quantitative properties and phenomena and their relationship refer to the systematic empirical investigation”. The purpose of the research and development of quantitative mathematical models of phenomena, theories or hypothesis to work. Quantitative research is a branch of mathematics, the most widely used statistics. Statistical methods such as economics and commerce are widely used to the fields. Structured questions where the response options have been used involving a large number of pre-determined and respondents involved. eg.- total sales of Rs cores inters and soap industry or for a particular year, say interims million tons in 2008, and in the past 5 years after 2009 can be estimated, it can be compared to the research.
Associative or causal relationship between the variables can be used to establish existence. This method, summarizes, compare, and produces results that are generally easy. Depending on the research question, participants randomly (this is a quantitative study is the only way that can be considered a true experiment) can be assigned to different treatments. The aim of the research participants from the general population, the researcher choose a probability sample of participants will work.

Primary data are such as through interviews or questionnaires to collect information specifically for research. Secondary data can be reused for such research is already in the Census data, as the data exists. It is possible to use secondary data is good ethical research practice. Mixed-method researches, namely primary and secondary data using both qualitative and quantitative elements, including research, are becoming more common. In many countries and private education systems, specialized research led to the papers or in the form of a formal paper work titles. Never is the presence of a large research institution. These forms of research theses and dissertations can be found in the external database.

Most established academic fields, other outlets for publication of scientific journals, and has published work in several different fields or subfields. That is accepted as the types of publications; from print to electronic format. Researchers often do not have a copy of the findings of a study that suggests that great consideration should be given. It all studies published to prevent the publication of the findings of unproven validity or reliability of the assessment of the factors that have been suggested to be subjected to a certain size. Especially in magazines, the licensing is very common. The funding of research based is on differents types of things that are research and development department of company; and any private organisation (Such as group leader), many senior researchers to apply for grants to fund research and spend a significant amount of their time.

**Different forms of Research:**

Research is based on original research as it pertains to discipline, can take a number of forms. In experimental work, it is usually in the laboratory or in the field, e.g. The direct or indirect supervision, documentation of results, and the findings of a test or set of tests, or the results of research provides a novel explanation for the title (s). Usually this kind of analysis
does not carry out the tests in some subjects, or changed the current understanding of the original research articles published in academic journals and on the basis of originality researcher's. The degree to work in a certain way as a result of re-interpretation are generally peer-reviewed by the establishment of the main conditions. Graduate students are usually required as part of the original research dissertation.

**Artistic Research:**

As well as arts, fine arts and educacation field’s researchers are made his own research personality. One of the characteristics of the art research is subjective, these are not scientific purely scientifically. Resembles the use of social science research, such as quality, quantity, and tools to apply critical analysis and subjective.

Act of dancing and Circus artistic research in the following way (Dans Och Cirkushögskolan, doca), has been defined by Stockholm University: Art of research and investigation, and examination of documents with the intent of our artistic discipline knowledge Representing the art procedures, and emergency procedures. Based placed in context, Objectives is to increase the knowledge and understanding of the art of research and presentation skills. Now a days Artistic researchs are very useful to support their creative work, you can see Giaco Schiesser. Most writer, a book of fiction and non-fiction. In fact historical or background investigation is very useful. For example, study of the background, geographic or procedural research is included.

**Basic Research:**

Knowledge for Growth is a research, research that has immediate commercial potential. Human welfare, animal welfare and plant welfare state that the research is done. It's basic, pure, basic research. The main motivation, to make something or do not have extensive knowledge of the man. From basic research to find a cause that has no obvious commercial value. Laid the foundation for research and applied research foundation. People will want to develop basic research that can predict well enough to foresee the future, said: - how the universe began?

**Applied Research:**
Applied research is to knowledge, and not knowledge, is designed to solve practical problems in the world today. Target applications for research are to improve the human condition. It analyzes solutions to social and real-life issues and focus. The present study is based on a wide range, usually do, which is expensive. Therefore, it is often the government etc., public corporations, the World Bank, UNICEF, UGC, such as credit agency carried out with the support of, According to the victim, for example, "applied research and scientific knowledge to solve practical problems using the methods of the investigation": Office, to improve crop yields treat or cure a disease, improve energy efficiency of residential, may be the biggest company workers to improve communication between the?Applied research-based and problem solving most problems can be classified as research. Problem-based research - research to sort out the problems faced by all companies in the industry are made by the apex body. E.g. Developing country WTO, the issue of agricultural basic research,Problem Solving: The problem with this type of research is to make the company faced by individuals. Applied researches are useful to market and business. For example International Research on Customer Satisfaction for Videocon's study, the problem will be solved.

1.11 Why Research in Library Field:-

“Necessity is the mother of Invention.”….Unknown Proverb

Any library or information centre is a laboratory so we need a research. Every reader or user has facing many problems. Problems are solved by librarian. So we took an example of LIS of USA. Library and information science (LIS) field is going to need more and better research. However, many LIS practitioners are heavily involved in research. Research is practitioners' association to add to our knowledge, 1,444 questionnaires American Library Association, Information Science and Technology, the American Society of transmission of the Medical Library Association and the Special Libraries Association. The United States and Canada, approximately 90% of LIS practitioners regularly, at least one research journal, approximately 62% to approximately 50% regularly read research articles based on research results are applied occasionally for professional practice: an analysis of 615 responses and 42% in value occasionally or frequently conducts research related to their work or LIS profession. The data analyzed in the research practitioners' associations and practitioners to identify factors related to their research training and skills assessment to determines going to need more and better
research. However, many LIS practitioners are heavily involved in research. Research practitioners’ association to add to our knowledge, 1,444 questionnaires American Library Association, Information Science and Technology, the American Society for Medical Library Association, and Special Libraries Association members were sent. The United States and Canada, approximately 90% of LIS practitioners regularly, at least one research journal, approximately 62% to approximately 50% regularly read research articles based on research results are applied occasionally for professional practice: an analysis of 615 responses and 42% in value occasionally or frequently conducts research related to their work or LIS profession. The data analyzed in the research practitioners’ associations and practitioners to identify factors related to their research training and skills assessment to determine.

1.12 Benefits and Importance of Research: -

The users of the library in a variety of fields, like; Policy-makers and experts, etc. The main purpose of the library and farmers educated person with a consultant, researcher, teachers, pupils and students in research, to inform them of their needs. The main purpose of the Council for Agricultural Science libraries, that by rearranging specified to convey information. Deadline for half of the twentieth century, knowledge is a heavy period. From 1965 to science fiction and its development and dissemination; 5% to 7% annual increase. In the growth of knowledge, technology network, the Internet has a special kind of energy and speed. Now, we should think of the future in the 21st century library. Day after day, science has been the impact of various social strata. Because we can not do that in the absence of any activity to the extent we are impressed help. IT revolution in scientific knowledge in all areas of the times, gradually, has brought. In other words, we are bound to our fist the whole world. With the help of information technology, we can see the information on any type of screen. Maximize the use of technology in modern times, with the technical field, but also for its spread library. Information science new inventions and new broadcast libraries data communication transmission use. Today information is in each field, and the active standing.

1. It is an appropriate method in pre-design and in occupation of present research work.

2. It is a commune and group based method.

3. It studies the present status of research.
4. More than data can be collected by using this method.

5. This leads particular information to general by using sampling in this method.

1.13 Interviews:-

Interview should be conducted in accordance with a well-organized tour plans. 2-3 key information from personal visits from each functional level (ie, input suppliers, producers, traders, processors, wholesalers, retailers, exporters and importers) 3-4 participating institutions should be in the range of supporting market participants.

Busy firm managers participated in the survey they have in the past, especially if you may be hesitant to take part in a survey. It will be the beginning of the interview and in respect of the period of time it is important for the state. Interviewers should be assessed prior to the start of the interviews, additional guiding principles. Most of the guidelines are common sense things. It also reviews with interviewers experienced team leaders have a responsibility to.

1. Honesty: You work for them and for the purpose of the interview, to be completely honest. This is understandable, meaningful words when information clearly explains the purpose of each of the research interview begins.

2. Deliberately: intentional way you speak with the data. This information will not be interrupted. Speak clearly (often you would normally talk this way) to establish a comfortable pace. He or information diligently case she wanted to stop talking and allow a space. Do not ask leading questions.

3. Bring point: this information so that you understand what type of information you are interested in and between data in a common frame of reference established by each interview begins. If you are interested in knowing the value chain, it immediately because the map communications value chain can be very useful for this. It seems you know it fits, if you have the wrong information, so you can improve.
4. Strategic Ignorance: It is very clear that you have the information to be considered an expert, and make sure you consider yourself a learner. Explanations and examples that you can freely claim fill in the information from the students themselves.

5. TRI: Do not accept at face value the information and opinion. Before reaching any firm conclusions can be interpreted in a different experience or other information that the same type of information is collected. Before you can more or less acceptable and accurate general rule of thumb, you see, hear, at least three different sources.

6. Privacy: Where the information can not listen to others try to interview with another firm owners do not share information about the data's business. Avoid bringing observers for an interview.

7. Net is extended, and other information visit is recommended, but if the interviewee shows hesitancy is not to force the issue at the end of the interview, asking.

**Interview Question Guides:**

To help you effectively use the interview time and keep it, and let the opportunity to deal with unexpected problems analysis group interviews, it focuses on the purpose of the analysis, they questioned the semi-structured interview guide was very important. To each other that they find, to determine the eligibility of products, present in between them, how they learn confidence level, transaction, from promoting conditions or interact, question guide, buyers and sellers, provided is designed to reveal information about the use of coupling that exists between the enterprise level features from the same built-in services. The question guide, you can be integrated, and a method in which the action related to the upgrade, are different between men and women, the questions related to dynamics and gender roles in the value chain.

As the tour guide need help obtaining cognitive power relations and opportunities chain participants. These questions should be open-ended, allowing insiders to answer their own pace, the positive aspects of the problem chain, preferably more attention. There are different ways to achieve a good tone for the East issues, rather than focusing on the limitations of the problem and the "thing" exists, does not work. One method is called Appreciative Inquiry.
However, discussion of development issues must allow whistleblowers restrictions chain level, bottlenecks or lack of, in order to prevent the award upgrade.

**Interviews and Qualitative Research: -**

The interview and themes are the main part of qualitative research, the meaning of life in the world body. The main task of the interview is to understand what is meant by the respondent. Guidelines in education and social science researchers.

**Qualitative research interviews Features: -**

- According to an interview by what the respondents say the end of the interview.
- Interviews with more than a more personal form of a questionnaire.
- When the interviews, direct interviews with respondents.
- The difference is mailed questionnaires, interviews opportunities to explore.

- Interview is formal and simple method to collecting accurate data.
- These methods are taking more and more time.
- Those person who giving interview is considered to be an integral part of measuring instruments; interviewer is trained how to react to any emergency situation.
- Interviewed face to face interaction provided between two people provides an opportunity; therefore, it reduces conflict.

**Interview Tips: -**

In qualitative research methods and selection interview with reporters, he politely and sensitive method for you is very important. Interviewers and researchers, Irving Seidman, dedicated a chapter of his book, as a qualitative research interviews, interview skills appropriate import and interview etiquette. Summarize his technique some basic principles are as follows:

Listen: According to Seidman, which is both the hardest and most important skills in an interview with reporters. Listen or to hear has three types that is physical, mental and thoughts keep the tired or bored and logistics how much time has past participants to recognize that there are many problems. In an interview with reporters listening needs, requirements than is typical of a normal call more attention and attention to detail skills. Therefore, it is often helpful to
interview notes; students ask questions or respond to interview recordings to be able to transcribe their future more accurately.

Question (follow up and clarification): When the interviewer enters the general provisions of each interview, standardized questions, but they also raised the issue of follow-up the whole process is very important. These problems may encourage participants to elaborate on something poignant, they have shared and made the subject matter of a more comprehensive understanding is very important. Additionally, when a visitor asked for clarification of the problem, they are confused is very important. If the narrative, detail, or the reaction of participant’s chronology becomes clear, is often appropriate interviewer asked them to re-interpret their stories, these aspects in order to maintain their adaptation accurate?

Respect boundaries: Seidman illustrate this tactic is "to explore, do not probe," This is crucial, but the participants interviewed, encouraging them to explore a way that is sensitive to and respect their experience. Human is a not a physical object but a living as well as social and rational animal so he has an own faith, thought, will, outlooks and attitude get their questions balances between ambiguity and specificity asked.

Wary of leading questions: What is the leading problem is suggested or implied answer is yes. They are often asked if they naively ran change because they prevent the use of their own language to express their emotions effectiveness of risk to get the response of the participants. Therefore, it is best to ask the interviewer some open-ended questions instead.

Do not interrupt: The process of interview is an easier than solving questionnaires.those who person is giving an interview feels friendly and not in any tention or burden of interviewer.

In order for participants to feel comfortable: presents the vitality interview is unusual, in many cases, the participant is required to disclose that information and emotional personal information of others of red there is it. Therefore, participant’s interviewer many asked, such as family and close friends such "other", in some cases, they find it helps to solve these problems. In many cases, it is an effective method for adjusting the participants' inner voice "This is often broke, the" voice of the outer "guard appearance of the obstacle more general.

**Strengths and weaknesses of the interview:** -
The greatest benefit from the interview respondents is the depth of character detail. Pictures of particular event interview participants can draw what happened, to tell our own point of view, such a social cues and verbal response, can be added to the respondents can get access to a large amount of additional information problem. Detailed description of the condition, whether it is verbal or nonverbal, quantitative methods of research as the emotions, people, objects can show interactions between the otherwise hidden.

In addition, the specific form of qualitative interviewing is a distinct advantage. Researchers rich, full of stories and they plan to get the necessary information that they can tailor to answer questions. They need more examples or explanations as you can make it clear when they answer.

Only researchers can learn about specific events, they feel the people, especially the interior and how people can gain insight into the experiences and perceptions of how they are interpreted. How the events had affected their thoughts and feelings. This year, researchers, what happened instead of going to an event to understand the process and how they can? Another advantage of the interview is characteristic of what it can give readers academics and documents. Research is still in a giving, their readers can write a clear statement that unless only in shortly then in our comprehensive understanding of the respondents, a great opportunity to determine the defendant's experience.

Now all kinds of qualitative research for the interview are not a perfect system. Have its disadvantages. First, the interview will be scheduling problems. Due to the unique nature of the interview just in general, people are strongly packaged interviews, there will be difficult when we were planning to meet them. The interview would have to arise from the massive multitasking. They just want to feel the most comfortable; they keep as much eye contact as much as possible in writing, and should think about the following questions. After the interview, the index has its own set of disadvantages to this process begins. First, the index can be very time consuming. This process can be expensive and many people in general, are required. Second, the quality of the research itself, the size of the analysis does not lend itself very well. In the study, researchers interviewed more than some data suggest that the research is still missing; so it can be difficult for people to compare.
Part in qualitative research interview: -

Compared to a similar written examination, interview, participants often reveal personal information of a person in real time face to face interview; and close to allow a significantly higher degree. However, this technique can evoke emotion and experience, excellent interview array. On the positive end; the interview participants are able to provide an outlet to express them. The job interview is not the treatment or advice, since learned; they can be pretty concerned about the concerns and an attentive listener, saying the stock offer any advice, but no.

As standard researcher Robert S. Weiss puts it that a personal experience with the process, verify, and share voice, because it can be valuable, listened closely and asked to speak to someone that Such validation, however, can be a participant rather than by individuals, such as doctors Or counselor, measures are not liable interview participated in the interview, after the relationship ends, and if it is a dangerous feeling to tell them in advance, and published this research project, such as a summary or copy of the closed, should provide them with some type. On the negative end, participants may feel uncomfortable interviews and an interview-based nature of many of the questions they were too personal or private feeling hovering over the sacking of the area. Avoid cross this line, researchers are trying to public and private information to distinguish, and it's not just one part, and then tries to measure the comfort of private information to delve into.

Moreover, the relatively close nature Walk participants can feel vulnerable to harm or exploitation. It's a highly personal interview with deputy editor during his student in such situations can be especially true. In these situations, participants made an incorrect response capacity and negatively reflect on them and get them in trouble for saying something that cannot be found. However, all of the interviewed ones, it's just obviously superior, subordinate, and participants will be interviewed, and the technique was marked by some degree of inequality will be different things. Therefore, researchers have always published the personal information, in situations of potential concern for the feelings of the weak stock.

Researchers such information, even if it's running and what it's capable of risks that will entail, and who studied about, they have to offer, weakness, injustice and feelings of protest and
participants, secure, equitable, and respected is to make sense of this interview, materials research and in no time the process about their rights to withdraw from the right. It is always a study of researchers that participants be aware of their company stock is important to emphasize the voluntary nature.

The aforementioned interviews to present the dynamics of ethnic background, gender, age, class, based on the specific effects of various social groups. The historical and social prejudices of a segregated ethnic background can induce a sense of mistrust and suspicion, in which researchers interviewed if the white Race, for example, may cause problems during the interview Similarly, the gender dynamics of men, women sometimes poorly acting and women interviewed during the interview, and same-sex couples a sense of false common assumptions or indirect competition will affect vulnerable feelings when the team operates. In terms of class, perceived status of the participants, are in some cases, overly generous reveal doubts or fears of excessive increases and ages, children and senior basis to prove something. In order to reduce negative emotions related to this social group, researchers must be Sensitive to this tension and good manners, respect and all the help bridge social barriers can take appropriate action possible sources of stress in a real concern. Attitude and able to project their feelings on the interview that they are interviewing interview, reveals how her own feelings to the end, that will affect how a stock is in interviews.

**Interviewer judgments**

An interview is with a job applicant to judge the possible function of many factors, according to Hackman and Oldman. However, these factors can be reduced or cut them down to practice interviews.

Interviewers' judgment of their personal likes and dislikes can do this while. These include, but show some of the qualities or characteristics of applicants who refuse to consider the properties of their abilities or ethnic background is not defined.

**1.14 Questionarie**

The purposes of collecting information are from the questionnaire respondents a series of questions and other prompts as a research tool. Statistical analysis although they are generally
designed for the response, this is not always the case. Questionnaire invented Sir Francis Galton. Some of the benefits of other types of questionnaires have shown that they are cheap, it's easy to compile the data in a standardized answer that question as much effort as often require verbal or telephone surveys, and is. However, it may frustrate users as the standard answers. Read and respond to the questions that respondents to the questionnaires seriously in fact. Thus, in the study conducted by questionnaire, some population groups may not be practical. Opinion polls show that there are also other types of survey questionnaires are a type of construction and the wording of the question, there are many of the same problems.

**Types of Questionnaire:**

A difference in either scale or index is compiled with questions or questions that measure different variables and questionnaires are to be made between questionnaires. Common tests are part of the latter category, questionnaires, Questionnaires within the former category, are usually part of the survey.

For example, the questions may include questions that measure different variables

**Questionnaires:**

- preferences (e.g., political party)
- behavior (for example, food consumption)
- facts (e.g., gender)

Scale or index that is integrated into either Questionnaires with questions, to measure the example questions include:

- recessive trait (such as personality traits, such as extraversion)

- Attitude (such as immigration)

- Indexes (such as socioeconomic status)

**Questionnaire examples:**

A food frequency questionnaire (FFQ), People questionnaire to assess the type of food consumed, and can be used as a research tool. Applications, such as vitamins or toxins examples include acrylamide intake evaluation.

**Types of Questions:**

Usually, a questionnaire are respondent to answer in a set format that contains a number of questions. One of the differences between open and closed questions is Closed-ended questions; respondents chose option number one answer, while an open-ended question asked the defendant to prepare his reply. For closed-ended questions and response options should be fully mutually exclusive. Closed-ended questions, the answers to the four types of scales are different:

- Where a defendant has two options
- Two points,
- Where the defendant is more than two unordered options
  - Normal polychromous,
  - Normal polychromous, the respondent has more than two ordering options
  - Respondent is presented with a continuous scale constant
  - (limited),

An open-ended question, one respondent answered later in the response scale is coded. An example of an open-ended question, the tested sentence (sentence completion item) is complete, where is the question.

**Question No. :-**

In general, questions should flow logically to the next. In order to achieve optimum reaction rates, the behavior of practical problems, the most sensitive and least sensitive to flow to and from more general to the more specific need. Commonly asked questions in regards to the order when constructing a questionnaire that should be done is to flow.

**Sequence is as follows:**

1. screen
2. warm-ups
3. Translation
4. skips
5. Difficult
6. Changing Formula
The screen will complete a questionnaire to find out early that is used as a screening method. Warm-ups, the answer in the survey to help capture the interest is simple, and it does not correspond to the objectives of the research. Transition issues for creating different areas flow together. No Skip ", and then continue to the first five questions, yes, then answer question 3" included similar questions to the defendant because of the difficult questions "response mode." To complete an online questionnaire, while the progress bar the defendant. They are more willing to answer more difficult questions so that they can know about are. Usually they will not be willing to complete the survey respondents uncomfortable and can cause the individual questions or demographic questions at the end of the classification can be.

Construction of the Questionnaire:-

• the population of the various subpopulations of interest By using the same way to explain this statement.

• Different opinions or characteristics that individuals give different answers to the use of the statements.

• A list of possible answers, then an "open" to answer a series of ideas.

• If you are interested in per item using just one aspect of the composition.

• Use positive statements, to avoid negative or double negative.

• Do not assume the defendant.

• Clear and understandable terms easily understood to everyone.

• Correct spelling, grammar and punctuation.

• Avoid things, asked more than once project (eg, strawberries and potatoes you want).

• An answer to the question of bias or participant should not be prominent.

Administration Modes of Questionnaire:-

The main modes of administration of the questionnaire:

• Face-to-face verbal items represents an interviewer administered questionnaire,

• Items are presented in the paper where the paper and pencil questionnaire administered,

• the project is on the computer where the computer questionnaire management presentation,
• Select the items presented on the computer, and it is based adaptive responses to things, computerized questionnaire administered to taste the computer’s ability to estimate or feature optimized for the following items prefers.

**Questionnaires Relation:**

Questionnaires to analyze, cheap, fast and easy, often in the questionnaire may have more problems than benefits. Defendant understood that the question was asked, For example, unlike interviews, research may never know. Questions researchers are asking exact reasons that the received data might be minimal. Often, the Myers-Briggs Type Indicator, the answer is still a few options, such as questionnaires; Respondents can answer any of these options, but can only choose one answer. The questionnaire also whether they mail or online questionnaires, which produces a very low return rate. Another problem associated with the rate of return that people often do not return the questionnaire is real or negative real ideas, want to listen to their views that it. It is not worth their time, because that is where most people typically do not respond unbiased then address some of the questions the participant questionnaires. Most people blindly interchangeable terms "sex" and "gender" as the use of male or female looking for someone to do something we all unconsciously, we are unaware that they are not synonymous, very important not to give one sex or gender. As a masculine or feminine gender, social or cultural characteristics that exemplify the formation of the word Although your gender is male or female in a biological fact that, like in any culture, what specifically refers to the reference of your gender roles as 'woman' or 'man' is different in the community, according to the cross culture, what kind of thing is considered to be male or female.

**Questionnaire as cross-cultural:**

Survey question really should be your sex life. We generally do not control the sex of the two traditional categories, are divided, you are whether it is born a girl or a boy was born, and it is by the nature of the decision. North American society is disregarded as sex, Intersex, which is also the world's population. Intersex completely male or female or does not fall under the category that refers to a group of people. They fall under the many questionnaires Intersex people in a box; there is still a part of our community. This can be misinterpreted or ignored some minor items in questionnaires.
Cultural Survey Type:-

Most of us in the audience survey data collected from the questionnaires are important, but uncertain place different types of questionnaires problems. There are pollsters that their audience can send different types of questionnaires are possible, and the structure of the questionnaire respondents is extracted depends entirely on what information. The key to making the best questions in the questionnaire format, and using a survey to understand the types of questions that can be asked of respondents. On Outsource2India, we need to analyze the data and behavior data that can help in creating a detailed questionnaire design has great knowledge and expertise.

Format type of problem: -

After you have a look at the description, the questionnaire will help us better understand the structure.

1. Open Letter

Problems or open-ended questions open format your audience views the free flow offer. Predetermined set of responses to the questions and the defendant that he/she are free to do whatever feels right. It is difficult to predict. Qualitative issues, which fall into this category. A standard questionnaire respondent in response to the improvements.

2. Format of closed-ended questions

In the multiple-choice answer sheet answers format known as a closed. There are no specific limits for how much should be given multiple options; the number may be even or odd. Design your questionnaire including closed-format questions; the main advantage is the simplicity on the initial analysis. Known set of answers to these questions, statistical data, and is ideal for calculating the percentage. Closed ended questions effectively, on time product/service/company to track their opinion about the various groups in different time intervals may be asked. Closed questions can be divided into seven types Questionnaire design for the classification of closed format questions. Pollsters to collect statistical information specific to their respondents, which can create a poll or survey questions are 7 ways. Your questionnaire is designed to be a part of the closed-ended questions is a list of seven types. The main problem the answer certain types of questions your audience that the pressure is known to induce problems.
A. leading question

In general, good, good, poor, superb, excellent, and so on to get an example of the problem is limited to audience feedback words; this is a problem of preferences.

The main question is an example of a closed-end.

**Rating Scale**

<table>
<thead>
<tr>
<th></th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
<th>Super</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tbody>
</table>

B. Importance Questions

The importance of the questions, respondents are generally important for you and your respondents, business critical decisions that allow you to understand the things that can help answer these questions rated on a scale of 1 to 5, are require the importance of an issue.

C. Likert questions

Likert questions specific to your respondents agree to the statement quite sure how to help. Such type of questions your customers a specific topic, product or service to help assess how you feel.

D. dichotomous questions

This is a yes or no to answer the simple questions that ask respondents. A between positive and can not be analyzed with the main disadvantage of a negative response dichotomous question, that is Yes and No.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
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</tbody>
</table>

E. Bipolar Questions

On the opposite end of the scale bipolar questions written answers to the two extreme ones. The respondents were requirement to mark their answers between yes. An example of the hermetic-type is bipolar problems.
Efficient ----- ----- ------- ------ ------- Inefficient

Fast ----- ----- ------- ------ --- Slow

Reliable ----- ----- ------- ------ -------- Unreliable

**F. Rating scale issues**

Among respondents rating scale questions on the scale, the scope of the poor are asked to rate a particular issue. Respondents are given the choice to opt for a moderate rating scale questions that generally, there is an even number of choices.

**G. Purchase propensity Questions**

Future purchase was intentions of consumers to assess the inclination of the questions and try to determine the defendant's intention to purchase. They addressed the needs of the particular product they want to buy, want to ask these questions, respondents.

<table>
<thead>
<tr>
<th>Differently</th>
<th>Probably</th>
<th>Probably Not</th>
<th>Not Sure</th>
<th>Differently Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Avoided Questions:-**

Questions are that the need to avoid in a survey or poll to be not understood. Take care when preparing a questionnaire to avoid the following types of questions:

**1. Embarrassing Questions**

Details of the respondents' questions are about their personal and private affairs, to ask awkward questions. Respondent's questions such as the risk of losing your faith are better to be avoided. Respondents may also feel uncomfortable answering your questions and together you can refuse to answer the questionnaire.

**2. Positive / negative connotation Questions**

The English language, the verbs, adjectives and nouns are either Positive or negative connotations, because the problem is bound to be seen as positive or negative. One problem is
defined; a strong need to avoid having a negative or positive sense. Positive or negative connotation of your question will get different information depending on ideal problem.

3. Hypothetical questions

Imaginisation is the main thing in this method. "You will find that you will have to change the ABC was the CEO of the organization?" Such an example is a hypothetical question; respondents to a specific topic, press their ideas, general inconsistent and unclear information collected by such questions. Hypothetical questions in questionnaires should be avoided.

Questionnaire design for O2I:-

Outsource 2 India, effective solutions to the wide range of years of experience in the design of questionnaires and a leading outsourcing. We are ideally qualified to design questionnaires Marketing is a team of experts to design the questionnaire. In addition to the design of questionnaires, we can help you're looking for answers to questions that have expertise in devising. We or "marketing questionnaire and their utility types", "how to design the questionnaire," can help you with any questions related to. We provide not only design, but also the results of the questionnaire and the analysis and reporting infrastructure and equipment. Have a look:

• Questionnaire Design: Our experts keep in mind the different audiences and design channels the purpose of your research based on a questionnaire developed.
• Collection of data and coding of data are the important things in research process.

• Data Analysis: Clients’ business objective is based on the statistical analysis of our expert analysis and provides information on the related articles.

• Report / Report Preparation: After analyzing the data, the analysis is presented in a professional manner so that we can prepare detailed reports, and senior managers can easily outsource within decisions. Outsoure2india fast turnaround time, market research questionnaire design, proficient and professional services to gain access to.

1.15 Conclusion:-
In this first chapter we talk about in detail in the thesis are introduced. And even with the objectives of our thesis discussed in detail. So deeply in my thesis, but here we talk about the problem statement is placed soon. The study of Western Maharashtra medial college libraries, as the user is limited to the statement of the problem was very important. And conclusion is based on research purpose. All right, thirteen degrees from colleges of the librarians were returned filled questionnaires. The study population was in order to get to the questionnaire, the researcher again and follow up with students and teachers of the time. College libraries by working professionals and college students and teachers to visit and a series of after repeated requests, the researcher obtained from questionnaires to students and teachers of the population. It is a difficult task for navigation, especially from the students as well as faculty to collect data was too large. Analysis of the responses used to calculate the percentages of users of this thesis are discussed in chapter.