Chapter 4

Methodology
METHODOLOGY

This chapter deals with the methodology used in the present study and the chapter has been discussed under the following headings:

- Selection of the problem
- Scope and limitations of the study
- Objectives of the study
- Hypothesis
- Methodology
- Tools used for the study
- Pilot survey
- Sample population
- Variables taken
- Data collection Procedure
- Data Analysis Method

Selection of the problem - The problem of the present study is “Use of Information Sources among the Users of AJK Mass Communication and Research Center, New Delhi”. The problem investigates the usage of Print and non-print information sources by the users of the institute so that the existing condition of printed and non print information sources may be analyzed and changes can be made to provide better information services to the users depending upon the results and suggestions.

Scope and limitation of the problem - The scope of the study is confined to analyze the effective use of information sources by the users of AJK Mass Communication and Research Centre, New Delhi. This study covers the aspects like awareness, purpose, the mode, means of access and identifies the required information sources and use of the information sources.
Objectives of the study - The study is conducted to meet the following objectives

1. To find out the number of information sources available in the library including print and non-print.
2. To know the frequency of using information sources from the library.
3. To know the place from where the users of the institute access the online journals.
4. To find out the number of users making use of information sources available in the library.
5. To find out the purpose of using information sources available in the library.
6. To know the problem faced by the users while using information sources from the library.
7. To know the user's opinion about the adequacy of information sources for their study/research.
8. To know the most used information sources by the users.
9. To know the most preferred way in using information sources.
10. To know the preferred journals among print and non-print.
11. To know the user's opinion towards the behaviors of the library staff.

Hypotheses

✓ Sufficient print and non-print information sources are available in the library.
✓ Print sources are used more than the non-print sources in the library.
✓ P.G. and Research Scholars are making more use of information sources available in the library.
✓ Most of the users access online sources from their departmental
Methodology

- Methodology has its own importance in scientific investigation because objectivity in any research investigation can not be obtained unless it is carried out in a very systematic and planned manner. The study was conducted by a survey and collect meaningful data, as it is the most effective, convenient and economical method to collect the useful primary data from a large and scattered population.

Tools for the data collection for the study - The investigator has adopted survey technique used to collect the data. In this study, a questionnaire was prepared relating to the use of information sources available in the library of MCRC. Each questionnaire consists of 19 questions arrange in a definite order. Questionnaires were given to the respondents with a request to fill in the answers to the questions.

Pilot survey - The investigator conducted a pilot survey by administrating a questionnaire among 8 students of MCRC. The pilot survey helped substantially in modifying the questionnaire, which further helped in collection of data with more accuracy and completeness.

Sample population - The present study is conducted on a sample of 91 users taken from the AJK Mass Communication and Research Center, New Delhi. A total of 100 questionnaires were distributed among the users of MCRC and 91 filled in questionnaires were returned back by the users. Thus investigator selected 91 questionnaires for the analysis of the data.

Variables taken - For the achievement of the objectives of the study, the post graduate students, research scholars, faculty members and library staff of MCRC were taken as variables.
**Data collection procedure**- For the present study, the investigator visited AJK Mass Communication and Research Center to collect the required data. Questionnaire was distributed among the users of MCRC and filled in questionnaires were collected either on the spot or after one or two days.

**Data analysis method**- Data collected through the questionnaire method were organized and tabulated by using statistical method, and data was analyzed using percentage method.