CHAPTER III

RESEARCH DESIGN

3.1 INTRODUCTION

This chapter provides the method of research carried out. The research design discusses the methodology adopted, target population, sampling procedure, and data collection methods.

3.2 RESEARCH

The term research refers to any careful, systematic, patient study and/or investigation into some field of knowledge that is undertaken to discover or establish facts and principles. Fraenkel and Wallen (2000)\(^1\)

3.3 RESEARCH DESIGN

The study employed a survey research method to elicit demographic information about respondents, their information needs and information seeking behavior. According to Covey (2002)\(^2\), a survey is an effective way to gather information about people’s current behaviors, attitudes, beliefs, and feelings. Finding of the survey research can be generalized to the larger population of which the sample is supposed to represent.

3.4 STEPS IN RESEARCH DESIGN

The following steps have been involved in the research design

i. Analyzing the related literature
ii. Identify the research objectives
iii. Preparing a preliminary list of research question
iv. Finding the suitable research method
v. Formatting the questionnaire
vi. Selecting the sampling university which is involved in the study.
vii. Pilot study and revise the questionnaire
viii. Distribution of the questionnaire
ix. Collection of the response from the respondents
x. Analyzing the data by coding, tabulation, using statistical tools and interpreting the result.

3.5 PRE-TEST

A pre-test was conducted prior to the actual data collection to make sure that the questions fit for the purpose of the study and easy to follow by the respondents.

The pre-test was conducted in the small sampling area by distributing 25 questionnaires to the faculty members of Manonmaniam Sundaranar University. The respondents answer was analyzed for finding the correction. The questionnaire was further altered based on the opinion received from the respondents. After redesigning the questionnaire, was taken to the distribution for the faculties of the universities.

3.6 POPULATION AND SAMPLING

This study aims at analyzing the information seeking behavior of faculty members of universities in Tamil Nadu. In Tamil Nadu 54 universities are there. Out of the 54 universities five universities were examining body. Later these
examining body universities were merged together with Anna University. The functional universities are only 49. Out of 49 universities there were 19 state universities, 28 deemed universities and 2 central universities. Out of 19 State universities, six universities were taken up for the purpose of sample. Out of six universities, five belongs to arts and science universities and one technical university, were taken for the study by random sampling technique. They are

- Alagappa University (ALU)
- Anna University(AU)
- Bharathidasan University(BDU)
- Madurai Kamaraj University (MKU)
- Manonmaniam Sundaranar University (MSU)
- University of Madras (UM)

The number of questionnaire distributed and responses received were shown in Table 3.1

Table 3.1
University Wise Distribution of the Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Universities</th>
<th>No. of Questionnaire Distributed</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alagappa University (ALU)</td>
<td>125</td>
<td>96</td>
<td>76.80</td>
</tr>
<tr>
<td>2</td>
<td>Anna University (AU)</td>
<td>150</td>
<td>144</td>
<td>96.00</td>
</tr>
<tr>
<td>3</td>
<td>Bharathidasan University (BDU)</td>
<td>150</td>
<td>110</td>
<td>73.33</td>
</tr>
<tr>
<td>4</td>
<td>Madurai Kamaraj University (MKU)</td>
<td>125</td>
<td>85</td>
<td>68.00</td>
</tr>
<tr>
<td>5</td>
<td>Manonmaniam Sundaranar University (MSU)</td>
<td>150</td>
<td>102</td>
<td>68.00</td>
</tr>
<tr>
<td>6</td>
<td>University of Madras (UM)</td>
<td>150</td>
<td>126</td>
<td>84.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>850</strong></td>
<td><strong>663</strong></td>
<td><strong>78.00</strong></td>
</tr>
</tbody>
</table>
3.7 METHODOLOGY

According to Nachmias and Nachmias (1996) methodology is a scientific system of explicit rules and procedure upon which research is based and against which claims of knowledge are evaluated. Leedy and Omrod (2005) had given suggestion that research methodology is the general approach a researcher follows when carrying out a research project. In simple terms, methodology relates to the broader principles and philosophies governing research.

The investigator has adopted the following methodology in this study:

Step 1 : Review of Related Literature

The literature on various acts relevant to library information science (LIS) have been studied and reviewed which facilitated the construction of questionnaire.
Step 2: Questionnaire Construction

Based on the review of literature, a structured questionnaire has been designed to collect data from the faculty members of the selected six state universities in Tamil Nadu. The questionnaire covers the information in the following sections:

Step 2.1: General Information about the Respondents

In this section general information was collected pertaining to the respondent’s e-mail account, name, designation, department, gender, age, etc.

Step 3: Questionnaire Survey

Step 3.1: Pilot Study

Step 3.2: Administration of the Questionnaire

The revised questionnaire was administrated among six state universities. Among 850 questionnaires distributed 663 were responded and response rate is 78%.

Step 4: Data Analysis

The data collected from the questionnaire has been analyzed to the hypotheses framed and fulfill the stated objectives. For this purposes, SPSS software package has been used. Statistical analysis techniques such as frequency distribution, percentage analysis, weighted arithmetic mean and standard deviation have been employed depending on the nature of the data collected from the respondents.
3.8 COLLECTION OF DATA

The relevant data were collected from the selected Six State Universities from the user community that is the faculty members of the selected universities by well-structured questionnaire. The respondents were encouraged to give free and frank information. About 850 questionnaires were given to them randomly but completed information was received only from 663 respondents they were considered as the sample of this study. The percentage of the respondents is 78.

3.9 STATISTICAL TOOLS AND TECHNIQUES

The collected data were classified and tabulated according to the objectives and hypotheses stated. Cross tabulation was made representing independent variables like status, duration of institution and dependent variables of various aspects of evaluation measures. To test the hypothesis, chi-square test and ANOVA two-way model were applied. In order to measure the users satisfaction, five point rating scale was applied. The diagrammatic and graphical representations of the data were also made depending on the requirement of the study.

3.10 CONCLUSION

The responses thus received were analyzed and presented in Chapter V. In the next chapter an overview of the universities taken up for the study has been provided.
REFERENCES


