Chapter - VIII

FINDINGS, SUGGESTIONS AND CONCLUSION

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8.1 INTRODUCTION

This is a study of ‘Impact of Electronic Media’ on Reading Habits in Karnataka State University Libraries. It is hoped that it will help to upgrade the trends in the use of E-Media and its impact on reading behaviour. It will also focus on the variety of practices of University Libraries using E-Media, which has direct impact on reading habits. Taking these into consideration, the study has been carried out. Based on the results from the analysis of data gathered, the following are findings ultimately obtained.

8.2 FINDINGS

This is a study of ‘Impact of Electronic Media’ on Reading Habits in Karnataka State University Libraries. It is hoped that it will help to upgrade the trends in the use of E-Media and its impact on reading behaviour. It will also focus on the variety of practices of University Libraries using E-Media, which has direct impact on reading habits. Taking these into consideration, the study has been carried out. Based on the results from the analysis of data gathered, the following are the findings ultimately obtained.

1. Users spend more time at library for reading. Even though the amount of time spent in reading is highly related to their work, 40.84% of the users of different Universities in the state are visiting library

2. Electronic resources are easy to search and also allow more opportunities in accessing information. For example, a document on the web has, on an average, nine links. This means that, when a user accesses a web document, he she, at the same time, has a chance of accessing nine other documents.

Another problem that needs to be noted here is that people are confronted with sheer volume and variety of information. 43.5% of users found that they have problem in accessing the same
3. It is indicated that 34.10% of users reading electronically, is reading on the net where as 58.52% of users are downloading information and reading it later.

4. The arrival of digital media has changed the way in which we spend a significant part of our time reading digital document, and saved the time of the user which otherwise would have been spent in reading printed documents.

According to the United States Statistical Abstracts, the total expense of printed media is shrinking while the total expenditure on electronic media is increasing.

5. The trend in the growing consumption of electronic media and shrinking expenses on printed media is further supported by the fact that more time is spent on online internet access and less time on conventional newspapers and magazines.

6. Browsing and scanning is becoming a principal pattern in today's information age.

7. Around the year 1750, there was a dramatic change in the way of people's reading documents. During this time there were few books to read. By the early 1800's people started reading extensively as availability of information in books, periodicals etc was made easy. From the study it is found that Books and Journals are most preferred document forms for librarians also.

8. 73.68% of users reported that they read news in the newspapers, whereas 46.94% of users looked for entertainment.

9. Higher percentage of users (70.10%) watch television. Among the viewers of television, 80.21% of users look for news programmes, 62.94% of users of television enhance their general knowledge.
10. The study has found that readers are increasingly using computers (83.57%) Among the respondents, 74.73% use computer for inputting the data.

11. The study indicates that 72.63% of the respondents use CDs/DVDs. There is increasing usage of CD-ROMs for accessing, abstracting, full text databases, 40.63% of the respondents found difficulties in using CDROM DVD databases.

12. Internet has punctuated every field of the society. Maximum percentage of respondents (88.63%) use Internet.

13. Among the respondents who use Internet, 80.8% are searching updated information whereas 64.84% use Internet for communication purpose.

14. 27.36% of the respondents are of the opinion that Internet accessing consumes a lot of time, and 24.63% of the respondents indicated that it was difficult to get pinpointed information.

15. Majority of the users (60.84%) are of the opinion that television has reduced reading habit whereas 35.36% of users indicated that Internet improved reading habit.

16. Highest percentage (53.89%) of users depend on e-media in locating reading materials, and least percentage of users (7.36%) are not completely dependent on e-media for accessing reading materials.

17. A good number of users are opting for print resources (42.31%) which are highly preferred document form along with Internet resources (42.73%) users.

18. Except Internet resources (57.26%), all other e-media resources are less accessible sources.

19. Of all e-media resources, Internet resource are useful resources (69.26%)
20. 69.26% of the users found that the staff of university libraries are highly co-operative

21. A good percentage of users (56.21%) have opined that there is great impact of E-media on reading habits

22. Internet is a common facility in all universities under the study.

23. Majority of university libraries are having reading promotion policy.

24. Along with traditional print resources, all the university libraries are having collection of e-resources also.

25. Majority of university libraries are managing e-resources with the help of the library and information science qualified staff with the assistance of the personnel with computer science background.

26. All the university libraries are conducting orientation courses for users for purpose of using UGC-INFONET resources.

27. Majority of the University Librarians are of the opinion that UGC-INFONET is a good e-resource

28. Majority of (79.36%) library users are of the opinion that the staff of university library are having IT skills.

29. Highest percentage of users (69.26%) have indicated that university library staff extend their co-operation in providing electronic resources to their users. Further, it is indicated that the staff of Mangalore University, Mangalore are more cooperative in providing e-resources than the library staff of other universities

30. Library reading hours is an important aspect in promoting reading habit. Apart from regular reading hours, University Libraries are extending their reading hours on Sundays and holidays also.
31. For promoting library reading habit, Bangalore University Library, Bangalore and Mysore University Library, Mysore are having decentralized library system.

32. Majority of the library professionals are using Internet for providing effective services to the users.

33. For providing effective and efficient library service, all the university libraries (100%) have initiated the library automation programme. Further, Bangalore University Library, Bangalore and Mangalore University Library, Mangalore have fully automated their library routine activities.

34. By identifying the importance of reading habits, most librarians have adopted reading promotion policy.

35. All the libraries in the state have non-book materials as well as e-resources.

36. Regarding e-resource collection, Gulbarga University Library, Gulbarga is having rich e-resource collection.

37. All the University Libraries in the state are managing e-resources with the help of library and information science professionals.

38. All the library professionals have undergone the training programmes conducted by library science and database vendors.

39. All the university libraries are conducting regular orientation courses to their users for using e-resources.

40. 50% of librarians have indicated that UGC-INFONET should cover some more databases.

41. The highest percentage (100%) of professionals prefer circulation of documents for their users. Access to e-journals is another popular service for all the library and information science professionals.
42. Open Access (OA) is a boon for all the research scholars as well as librarians. The highest percentage (100%) of professionals are aware of open access journals.

43. The majority of the library professionals have opined that the copyright of Information Retrieval material should be owned by its respective users.

44. A good percentage (80.80%) of professionals preferred to place the research material made available on the Institutional Repository.

45. 66.64% of the respondents expressed that Library and Information Professionals would prefer to place their material on National / International repositories and subject-based repositories.

46. Highest percentage of professionals preferred to download post-print documents.

47. PDF format is the most preferred format for downloading electronic formats.

8.3 SUGGESTIONS

Based on the above findings, the following suggestions are made. If these suggestions are implemented, a library can perform its functions efficiently in changing digital environment.

1. Library should conduct orientation courses about the use of its collection regularly and periodical evaluation of these orientation courses should also be made.

2. Even though the use of electronic sources and online reading habits vary from discipline to discipline, the frequency of printing and reading the electronic documents are to be increased. Hence, library should provide printing facility at nominal price on demand.

3. The libraries need to shift from the concept of owning resources to that of sharing resources to satisfy the user's needs, because no library can satisfy
the demands of its users. Information Highway Growth and the creation of free nets are on the increase with no end in sight. University libraries should exploit the resources. Easy access to these tools would make a variety of information resources available to the users and set-up the Institutional Repositories.

4. Publishers and Information providers should be involved as partners in building resource sharing networks.

5. Library and Information professionals should have a say in the emerging Open Access Archives. Authors should be made aware of the Open Access System.

6. The University Libraries should aim, develop, plan and become part of the Institutional Repositories at National and International levels.

7. Libraries always depend on co-operation and partnerships in order to accomplish some of their goals. This reliance is increasing and the nature of the agreements is changing. Cooperation should be developed strongly based on subject specialization of libraries and formation of consortia of the like-minded libraries.

8. There are increasing number of documents available only as electronic texts, and some documents are available in both paper and electronic format. Licensing agreements which libraries sign when acquiring access to these documents may restrict the use they make of the materials. Libraries may purchase the licensing power to a publisher's line for redistribution.

9. Library users are becoming computer literates and will become more aware of what is available via the Internet. Libraries must meet the increased needs and awareness of more computer knowledgeable users while continuing to provide service to those who are not.

10. The web provides a dynamic environment for distributing information over a large network, and web-based instructions are a suitable tool to do so.
Web-based guides and teaching tools can be easily updated, accessed, and printed on demand. They may include colour graphics, and screenshots. The web-based user education provides a high degree of interactivity and flexibility to the users offering them the benefit of self-pace, graduated to teach from basic to highly advanced levels and designed in a wide range of formats that accommodate diverse learning styles.

The proliferation of digital resources will generate greater demands on reference and instructional services. With the availability of digital resources that can be used anywhere at any time, requirement for instructional and reference services would also grow. Failure to develop both the technological aspects and required service components would lead to underutilization of digital resources.

8.4 FURTHER RESEARCH

The present study is 'impact of Electronic Media' on Reading Habits in Karnataka State General University Libraries. An investigation in other areas will no doubt help in providing a comprehensive picture of the impact of Information technology in libraries. Therefore, the following topics for further research are suggested:

1. A detailed study in identifying the availability of Reading Promotion Policy at different levels may be conducted.

2. Research on "Use of Precision and relevance of different Institutional Repositories", may be undertaken.

3. Research is needed to know the impact of electronic journals and aggregate databases on consortia.

4. Future research efforts can be placed on increasing sustained attention of reading in the digital environment.

5. Future studies are also needed to explore changes in reading habits in relation to learning.
6 Libraries need to conduct a regulatory evaluatory research on “A user-based design process for Web sites and virtual library creation”.

7. All India research is recommended on Bibliographic database quality improvement in networked environment. A systematic research work and recommendations could help those creating it.

8. Further research on Obsolence factor in e-media gadgets in libraries is needed.

8.5 CONCLUSION

In an increasingly digital environment, readers (especially younger readers) are likely to gradually develop the screen-based reading behavior, and to increasingly use a variety of strategies (e.g., browsing and keyword spotting) to cope with the information-abundant environment. At the same time, readers will continue to use printed media for much of their reading activities, especially in-depth reading. In-depth reading usually involves annotating and highlighting. People's preference of paper as a medium for reading (especially in-depth reading) also implies that paper is unlikely to disappear in the digital age. In the digital age, printing for reading remains one of the major driving forces for the increasing consumption of paper. A number of digital reading devices have been designed to support reading electronic documents efficiently.

Since an entire generation that has grown up with new technology is likely to have different expectations of behaviors towards the use of digital media, studies on the demographic variables are needed to fully validate the findings.

An analysis of relevant indicators would provide a sensitive yardstick for anticipating reading behavior in the digital environment.