Chapter -III
Methodology
CHAPTER-3

This chapter deals with the research method used for the study. The chapter further discusses framework of the study under the following headings:

1 Selection of the problem
2 Aim and objectives of the study
3 Scope and limitations of the study
4 Hypotheses
5 Methodology
   • Questionnaire technique
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   • Interview technique
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6 Tools used for the data collection
7 Size and sample of the population
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1- Selection of the Problem

Use of information sources are becoming very important these days, as they are changing day by day due to the changes occurring in Information Communication Technological (ICT). From Macro level to Micro level to keep Development, up-to-date, it is the Daily Requirement of a Nation to a researcher. It can be accessed anywhere, crossing all geographical boundaries. Such resources add value in conduct R&D activities.

The problem for the present study is entitled “Use of Information sources by Faculty members, Research scholars and students of the Department of Business Administration, AMU, Aligarh. In the era of Information and Communication Technology (ICT), electronic information sources (EIS) such as online databases and electronic journals etc. are used by the faculty members, research scholars and students of Business Administration. In this study the investigator tried to find out the
level of use of sources of information by the Faculty members, Research scholars and students of the Department of Business Administration at AMU, Aligarh.

2. Aim and Objectives of the Study

The main objectives of the present study are as follows:

1. To find out the awareness, use, purpose and level of use of information sources by the Faculty members, Research scholars and students of the Department of Business Administration, AMU, Aligarh: A survey
2. To find out the level of expertise regarding the use of information sources and services.
3. To know the most used formats of information sources by the faculty members, research scholars and students.
4. To know how information access through e journal has an impact on finding information for study and research.
5. To know which strategy they used to search electronic resources.
6. To know which/what type of problems faced by them, while using Internet.

3. Scope and Limitations of the Study

The scope of this study, confines to analyze the effective use of information sources by the faculty members, research scholars and students of the Department of Business Administration at AMU, Aligarh. This study covers the aspects like awareness, purpose, the mode and means of access, search and identify the required information and use of information as well.

HYPOTHESSES

i. The hypothesis assumes that faculty members, research scholars and students of the faculty under review are using information sources to meet their information requirements.

ii. The hypothesis assumes that faculty members, research scholars and students mainly use Electronic Information Sources for their study/research purposes and they are expertise regarding the use of information sources and services.

iii. The hypothesis assumes that Information Sources impact on the study/research of the faculty members, research scholars and students.
iv. The hypothesis surmises that faculty members, research scholars and students are facing technical problems while using Internet.

5. Methodology

The methodology has its importance in scientific investigation because objectivity in any research investigation cannot be obtained unless it is carried out in a very systematic and planned manner. The investigator conducted a survey to collect the meaningful data, as survey is the most effective, convenient, and economical methodology has its importance in scientific investigation because objectivity in any research investigation cannot be obtained unless it is carried out in a very systematic and planned manner. Method to collect the useful primary data from a large and scattered population.

There is several survey techniques used to collect the data for such type of studies viz.

- Questionnaire Technique
- Observation Technique
- Interview Technique
- Documentary Technique

5.1 Questionnaire Technique

Questionnaire is "a formal list of question, especially as used in an official enquiry" Questionnaire is constructed translating the aims and objectives of the survey study. This is a major and popular instrument of the survey studies. This method of data collection is quite popular, particularly in case of big enquiries. It is called heart of survey operation. The questions are formed in such a way that the relation of one question to another can be readily apparent to the respondent, question sequence must be clear and answer can be given by checking options in the questionnaire.
Questionnaires are of two types

Open Questionnaire: In this type of questionnaire, no answer is given against question. Respondent supply the answer in his/her own words.

Closed Questionnaire: In this type of questionnaire answer is given against the question the respondent has to select the alternate answer written against the question, so the work of the respondent is to tell the right answers.

5.2 Observation Technique

Observation is at once the most primitive and the most refined of modern research techniques. P.V. Young defines observation as “Systematic Viewing, coupled with consideration of the seen phenomena in which main consideration must be given to the larger unit of activity by which the specific observed phenomena occurred”.

This method implies the collections of information by way of the investigators own observation, without interviewing the respondent. In this method we observe things around us. It is well-established technique for collection of data. It is the method of acquiring knowledge about is normally employed in measuring, testing, characterizing human behavior.

5.3 Interview Technique

Contemporary investigators use interview technique as a social survey tool. Young defined “a systematic method by which a person enter more or less imaginatively into the life of a comparative strangers”. The interview technique is more direct and has greater flexibility. This method is unique because the collection of data is through direct verbal interaction between individuals. The investigator used personal interview method. In this method interviewer asked question generally in a face-to-face contact to the other persons or respondents.

5.4 Documentary Technique

It has been an important source of information. Through documentary technique the researchers make use of many documents on record, published or unpublished to extract necessary information that contains important information about a problem or aspect of study.
6 Tools Used for the Data Collection

6.1 Questionnaire

In order to conduct a qualitative and quantitative analysis a combination of the questionnaire method along with observation and interview is used as tools for collecting the necessary data.

Questionnaire is a tool to collect data from large and widely scattered population groups. It is called heart of survey operation. Goods and Halt state, questionnaire refers to a device for scoring answer questions by using a form, which the respondent fills himself.

7 Size and Sample of the population

The collections of data from the Department of Business Administration AMU, Aligarh, Were enough to cover in a single study. Therefore the total numbers of questionnaire distributed are 82. A total number of 8,10 and 48, questionnaires were personally distributed among the selected Faculty Members, Research scholars and Post graduate students of the Faculty of Management and Studies, AMU, Aligarh out of which, 8,10 and 48 duly filled questionnaires were returned back by them respectively. Respondents showing an overall response rate of 40 percent.

8 Variables Taken

In order to achieve the above said objectives and get the meaningful result following variables were taken:

1. Faculty Members in the Department of Business Administration AMU, Aligarh
2. Research scholars in the Department of Business Administration AMU, Aligarh
3. P.G., Students in the Department of Business Administration AMU, Aligarh.

9 Pilot Survey

The pilot survey helped substantially in modifying the questionnaire, which further help in collection of data with more accuracy and completeness. A pilot survey was undertaken to ensure that the questionnaire were as meaningful to the respondents as they were to the investigator and to decide which questions were relevant for the
purpose of the study. So, a pilot survey by administrating a questionnaire among students was done which was useful in modifying the questionnaire properly.

10 Data Collection Procedure
Investigator visited at Department of Business Administration and approached the respondents for the purpose of collecting data. Questionnaires were distributed to faculty members, research scholars and students in their chambers, as well as in the rooms.

11 Data Analysis Method
The data collected through questionnaire, observation and informal interview are organized and tabulated by using statistical methods, tables and percentage. Using MS-Excel software versions 2003 as well as 2007 generated the table, chart and diagrams.