Scope
To disseminate latest developments, research activities, important work done in the field of Information Management and Technology and also to exchange knowledge, experience, ideas, issues and solutions among professionals and other interested groups.

Coverage
Information system - analysis, design, processing, storage and retrieval.
Information - resources, tools, techniques, services, delivery, evaluation, resource sharing.
Application - computer, communication, network, internet, web, storage and security technologies.
Internet - services, search engines, subject gateway, portal, semantic web, next generation web tools and services.
Content Management - e-learning, e-publishing, content development, e-resources, digital library, preservation and open source initiatives.
Data Mining - standards and formats.
Information/Knowledge Management - organization, infrastructure and initiatives, personnel, best practices, TQM, HRD, CRM, information literacy, marketing information products and services.
Information Ethics - IPR, privacy, security.
Research Methods - Applications.

Contributions
Articles are invited based on research work, case studies, practical applications, short communications etc.

Author's Responsibilities
Copyright: Articles submitted to the journal should be original contributions and should not have been published previously or submitted elsewhere for consideration to any other publication at the same time. The author(s) should attach an undertaking with the article that the article submitted is original and not an infringement of any existing copyright.

Guidelines to Authors
Softcopy of the article should be typed as per the author instructions (title, abstract, keywords, headings and references) in MS-Word (double spacing, Times New Roman font 12 size). All submissions must be accompanied with the details of affiliation and full address, e-mail, telephone no., of all the author(s). The length of the article should not exceed 5000 words or 8 (eight) pages.

Title: Should be concise, specific and complete
Abstract: Maximum 200 words highlighting the significance of the research, scope, methodology and conclusion
Keywords: Up to 8 (eight)
Table: Must be numbered consecutively in Roman numerals.
Figure: Must be numbered consecutively in Indic Arabic numerals. Charts/graphs/line drawings in jpeg format with at least 300 dpi resolution and 10 cm side.
References: Chicago style (15th Ed.)
Examples:

Submission of Articles
Article should be submitted in e-form as an e-mail attachment. The author(s) should ensure that the article is complete, grammatically correct and without spelling or typographical errors. All permissions that may be required to reproduce illustrations or previously published materials or to cite unpublished data or personal communications should accompany the manuscript in writing. The Publisher / Editorial Board reserve the right of addition, deletion, alteration and rejection of the articles without any prior intimation to the author(s).

All correspondence regarding submission of article, publication, book review, forthcoming professional events and advertisements should be addressed to:
The Managing Editor and Publisher
SALIS
B2 Solai Apartment, Mount - Poonamalai Road, Chennai - 600 089
Tel: 044 22522448, 42014772
E-mail: salisjm@gmail.com
Web: http://aulib-Indiap.net/salis/sjmt.asp

© Jul. 2010. All rights reserved.

No part of this publication should be reproduced or transmitted in any form or by any means including photocopying and recording without the written permission of the copyright holder except in accordance with provision of copyright.

The written permission of the copyright holder must also be obtained before any part of this publication is stored in a retrieval system of any nature. Application for copyright holder's written permission to reproduce any part of this publication should be addressed to the publisher.

The views expressed in this publication are purely personal judgements of the authors and do not reflect the views of the SALIS. The views expressed by external authors represent their personal views and not necessarily the views of the organizations they represent.

Subscription Enquiries and Payment:
SALIS Journal of Information Management and Technology is published twice a year (Half-Yearly) in January and July.

Annual Subscription: Rs.500 (India); US$150 (Foreign)

Payment to be made by crossed Demand Draft drawn in favour of \textit{Inder Publications} payable at Coimbatore and should be sent to

Inder Publications
97/2, Manjeeswar Colony,
K.K.Pudur Road,
Velandipalayam,
Coimbatore-641 025
E-mail: premraj_30@yahoo.com
Tel: 91-422 2402976
Digital Information Seeking Behavior among the Public in Marthandam Area

Dr. K. Chinnasamy\textsuperscript{1} and D. Alen Jeba Dhas\textsuperscript{2}

\textsuperscript{1}Head & Chairperson, School of Library & Information Science, Alagappa University, Karaikudi - 630 003
Email: drkchinnma@yahoo.co.in

\textsuperscript{2}Librarian, Central Library, Cape Institute of Technology, Levungipuram, Rajakrishnapuram, Tirunelveli District – 627 114
Email: alenjd@yahoo.com

Abstract

This article is based on a behavioral study conducted among the public in Marthandam area who seeks digital information by several browsing centers. The objectives are to identify the digital information users with regard to their religion, to identify the digital information users with regard to their qualifications, to identify the level of satisfaction of the digital information users with regard to place of browsing centres, to identify the level of satisfaction of the digital information users with regard to the facilities in browsing centres, to identify the level of utilization of the digital information users with regard to the purpose of chatting and to identify the knowledge of the digital information users with regard to Computer Virus. The findings are given in the article.

Keywords: Information seeking behaviour, user study, Digital resources.

Introduction

The accelerated growth of information technology leads the people to depend on digital information. Digitization is one of the components of information technology. So it's more convenient to the people to seek digital information rather than analogue information. This article is based on a behavioral study conducted among the public in Marthandam area who seeks digital information by several browsing centers.

Objectives

The main aim of the study is digital information seeking behavior among the public in Marthandam area.

The following are the subsequent objectives:

1. To identify the digital information users with regard to their religion.
2. To identify the digital information users with regard to their qualifications.
3. To identify the level of satisfaction of the digital information users with regard to place of browsing centres.
4. To identify the level of satisfaction of the digital information users with regard to the facilities in browsing centres.
5. To identify the level of utilization of the digital information users with regard to the purpose of chatting.
6. To identify the knowledge of the digital information users with regard to Computer Virus.

Data regarding the digital information seeking behavior among the public in Marthandam area were collected through the users of internet browsing centres at Marthandam area. A good deal of information about the resources and services of these internet browsing centres are collected from the printed questionnaire.

100 questionnaires were distributed to the samples and 80 were received. The samples are analyzed as per the characteristics of the different users who are using internet browsing centres are given below.

1. Students
2. Teachers
3. Businessmen
4. Professionals
5. Government Employees
6. Private Employees
7. Retired Persons

Data Analysis

The collected data were entered in to the master table and sub-tables were created.

Then these values, 5, 4, 3, 2, 1 have been assigned 5 points scale opinion an appropriate scoring have been given to all the data. In some table 3 points value 3, 2, 1 have also been used. The finding were tested with proper statistical tools.

The statistical tools like average, weighted percentage have been used generally and the level of utilization and level of satisfaction have been tested by the ANOVA two way model tests.

<table>
<thead>
<tr>
<th>Users</th>
<th>Distribution of digital information according to sex</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Students</td>
<td>28</td>
<td>8</td>
</tr>
<tr>
<td>Teachers</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Businessmen</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Professionals</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Government Employers</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Private employees</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Retired persons</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
<td>21</td>
</tr>
</tbody>
</table>

* Sources computed
** Data given within parentheses denote percentage

Figure 1: Distribution of digital information users according to sex
Data in table 1 reveal the distribution of digital information users according to sex from samples. It is very clear from the above table, out of total respondents majority of the respondents (59) are from male group and the others (21) are female group.

It is also clear from the above table that there is no respondent in government employees and retired persons. It is noted that, both male and female respondents are equal (8%) in private employees. Again it is noted that there is no female respondent in both business men and professionals.

It is clearly seen from the above discussion, that male users are more and female users are less. And also most of them from students category and followed by private employees, teachers, business people, and professionals.

Table 2: Distribution of Digital information users according to religion

<table>
<thead>
<tr>
<th>Users</th>
<th>Distribution of Digital information users according to religion</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hindu</td>
<td>Christian</td>
</tr>
<tr>
<td>students</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>teachers</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>businessmen</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>professionals</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

* Sources computed
** Data given within parentheses denote percentage

Figure – 2: Distribution of Digital information users according to religion

<table>
<thead>
<tr>
<th>Users</th>
<th>Sum of square</th>
<th>Degrees of Freedom</th>
<th>Mean square</th>
<th>F</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between columns</td>
<td>6727.5736</td>
<td>3</td>
<td>2242.52</td>
<td>10.5579</td>
<td>3.16</td>
</tr>
<tr>
<td>Between Rows</td>
<td>3571.4286</td>
<td>6</td>
<td>595.238</td>
<td>2.80242</td>
<td>2.66</td>
</tr>
<tr>
<td>Residual</td>
<td>3892.3288</td>
<td>18</td>
<td>212.402</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data in Table 2 describe the distribution of digital information users according to religion. Out of all respondents majority of them (58.75%) are Christians, followed by Hindus (31.25%) and Muslims (10%).

It is also seen from the above table that majority of them are students and it is noted that there is no respondent other than Hindu, Christian and Muslim. Again it is noted that in teachers’ category there are equal number of respondents in both Christian and Hindu religions.

All other categories, there are more number of Christians and less number of Hindus.

It could be seen from the ANOVA table 2(a), applies on the table 3, that the variation in the components of religions are statistically identified as highly significant with respect to the respondents’ views on the digital information seeking behavior among the public in Marthandam area. It is also seen that the variation of the components of the Information seeking behaviour are statically identified as significant with respondents’ views on the influence Information seeking behaviour.

It means that the Information seeking will not vary among the religions and the Information seeking will vary with regard to qualifications.

It is clearly seen from the above discussion, most of the digital information users are Christians at Marthandam area.
Table 3a: ANOVA Summary Result

<table>
<thead>
<tr>
<th></th>
<th>Sum of square</th>
<th>Degrees of Freedom</th>
<th>Mean square</th>
<th>F</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between columns</td>
<td>2505.93193</td>
<td>4</td>
<td>626.48</td>
<td>0.88613</td>
<td>2.78</td>
</tr>
<tr>
<td>Between Rows</td>
<td>2857.02859</td>
<td>6</td>
<td>476.17</td>
<td>0.67236</td>
<td>2.51</td>
</tr>
<tr>
<td>Residual</td>
<td>16996.8106</td>
<td>24</td>
<td>708.20</td>
<td>0.044</td>
<td></td>
</tr>
</tbody>
</table>

Data in table 3 explain the distribution of digital information users according to their qualifications. Out of all respondents majority of the respondents (32.5) are under graduates, followed by some of the respondents (31.25) are post graduates, some of the respondents (28.75) are higher Secondary School students, and very few of them (7.5) are professionals.

It is also seen from the above table that there is no respondent in the category of primary school students. Again in the category of students majority of the respondents (58.33) are from Higher Secondary School students. In teachers' category there are respondents only from UG and PG level. It is noted that in the category of Professionals, there are respondents only from professional qualifications. Their percentage is 100.

It could be seen from the ANOVA table 3(a), applies on the table 4, that the variation in the components of qualifications are statistically identified as highly insignificant with respect to the respondents' views on the digital information seeking behavior among the public in Marthandam area. It is also seen that the variation of the components of the Information seeking behaviour are statically identified as insignificant with respondents’ views on digital information seeking behaviour.

Table 4: Distribution of digital information users according to place of browsing centers

<table>
<thead>
<tr>
<th>Users</th>
<th>Nearer</th>
<th>Walkable distance</th>
<th>Far away distance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(%)</td>
<td>(%)</td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>Students</td>
<td>10</td>
<td>23</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>Teachers</td>
<td>2</td>
<td>3</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Business men</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Professionals</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Government Employers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Private Employees</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Retired Persons</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>40</td>
<td>14</td>
<td>80</td>
</tr>
</tbody>
</table>

*Sources computed

**Data given within parentheses denote percentage
Data in table 4 pointed out the distribution of digital information users according to place of browsing centre. Out of all respondents, majority (50) of them are from walkable distance. Some of them (32.5) are from nearer places. Very few of them (17.5) are from far away distance.

It is also clear from the above table that majority of them are students and most of the respondents are (63.89) coming from walkable distance. In teachers category majority of them are from far away distance. It is noted that most of the private employees are (56.25) from nearer places and others are from walkable distances.

It could be seen from the ANOVA table 4(a), applies on the table 8, that the variation in the components of place browsing centres are statistically identified as highly insignificant with respect to the respondents' views on digital information seeking behavior among the public in Marthandam area. It is also seen that the variation of the components of the Information seeking behaviour are statically identified as insignificant with respondents' views on the influence Information seeking behaviour.

It is clearly seen from the above discussion, most of them are from walkable and nearer distances.

### Table 5: Distribution of digital information users according to purpose of chatting

<table>
<thead>
<tr>
<th>Users</th>
<th>Distribution of digital information users according to purpose of chatting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Educational</td>
</tr>
<tr>
<td>Students</td>
<td>(33.33)</td>
</tr>
<tr>
<td>Teachers</td>
<td>(23.07)</td>
</tr>
<tr>
<td>Businessian</td>
<td>(33.33)</td>
</tr>
</tbody>
</table>
Data in Table 5 symbolizes the distribution of digital information users according to purpose of chatting. Out of total respondents (32.5) are chatting for match making purpose. Followed by some of the respondents (30) are chatting for educational purpose. Some of the respondents (20) are chatting for business purpose. The other few of the respondents (17.5) are chatting for friendship development.

It is also seen from the above table that majority of the respondents (33.33) from students category are chatting for educational purposes. Teachers are equally using all purposes. Majority of the business men (55.56) are chatting for match making. Professionals are chatting for both educational and match making purposes. Majority of the private employees (68.75) are chatting for match making.

It could be seen from the ANOVA Table 5(a), applies on the Table 21, that the variation in the components of purpose of chatting are statistically identified as highly insignificant with respect to the respondents’ views on the digital information seeking behaviour among the public in Marthandam area. It is also seen that the variation of the components of the information seeking behaviour are statically identified as insignificant with respondents’ views on the influence Information seeking behaviour.
Table 6: Distribution of digital information users according to the knowledge of computer virus

<table>
<thead>
<tr>
<th>Users</th>
<th>Distribution of digital information users according to the knowledge of computer virus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I Love You</td>
<td>Happy</td>
</tr>
<tr>
<td>Students</td>
<td>12 (33.33)</td>
<td>10</td>
</tr>
<tr>
<td>Teachers</td>
<td>2 (15.38)</td>
<td>2</td>
</tr>
<tr>
<td>Business men</td>
<td>0 (11.11)</td>
<td>1</td>
</tr>
<tr>
<td>Professionals</td>
<td>1 (16.67)</td>
<td>0</td>
</tr>
<tr>
<td>Government Employers</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Private Employees</td>
<td>5 (31.25)</td>
<td>6 (37.5)</td>
</tr>
<tr>
<td>Retired Persons</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>20 (25)</td>
<td>19</td>
</tr>
</tbody>
</table>

* Sources computed
** Data given within parentheses denote percentage

Figure 6: Distribution of digital information users according to the knowledge of computer virus

Table 6a: ANOVA Summary Result

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>Sum of squares</th>
<th>Degrees of Freedom</th>
<th>Mean square</th>
<th>F Value</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between column</td>
<td>1798.30008</td>
<td>5</td>
<td>359.6618</td>
<td>2.893184</td>
<td>2.51</td>
</tr>
<tr>
<td>Between Rows</td>
<td>2301.17026</td>
<td>6</td>
<td>383.5283</td>
<td>3.085171</td>
<td>2.47</td>
</tr>
<tr>
<td>Residual</td>
<td>3729.40454</td>
<td>30</td>
<td>124.3134</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Residual</td>
<td>3729.40454</td>
<td>30</td>
<td>124.3134</td>
<td>85</td>
<td>85</td>
</tr>
</tbody>
</table>

8  SALIS Journal of Information Management and Technology Vol. 1 No. 2, July-Dec 2010
Data in table 6 explains the distribution of digital information users according to the knowledge of computer virus. Out of all respondents, some of the respondents (31.25) are having the knowledge of August virus. Few of the respondents (25) are having the knowledge of I Love You virus. Some of the respondents (23.75) are having the knowledge of Happy virus. Few of the respondents (8.75) are having the knowledge of Dingdong virus. Very few of the respondents (6.25) don’t know anything about computer virus.

It is also seen from the above table that majority of the students (33.33) familiar with I Love You virus. Majority of the teachers, businessmen, professionals and private employees are familiar with August virus. Among the total respondents, most of the respondents are familiar with August virus. It is noted that equal number of respondents from each group knows about shunt virus.

It could be seen from the ANOVA table 6(a), applies on the table 30, that the variation in the components of knowledge of computer virus are statistically identified as highly significant with respect to the respondents’ views on the digital information seeking behavior among the public in Marthandam area. It is also seen that the variation of the components of the Information seeking behaviour are statically identified as significant with respondents’ views on the influence Information seeking behaviour.

It is clearly seen from the above discussion, “I Love You” virus and “August” virus are familiar for most of the people.

Findings:

1. The findings on the distribution of digital information users according to their religion reveal the following facts. In all the categories Christians are seen more. Their percentage is 56.75. At the same time less number of users from Hindu and Muslim. The formulated hypothesis of the utilization of digital information users according to their religion in utilizing digital information resources and services in the browsing centers at Marthandam area is positively related with the digital information users is identified as not validated on the basis of ANOVA two way classification models.

2. The findings on the distribution of digital information users according to their qualifications reveal the following facts. In all categories most of the users are under graduates. It is noted that there is no one in primary school qualification. The formulated hypothesis of the utilization of digital information
users according to qualification in utilizing digital information resources and services in the browsing centers at Marthandam area is positively related with the digital information users is identified as validated on the basis of ANOVA two way classification models.

3. The findings on distribution of digital information users according to the place of browsing center reveal the following facts. Majority of the respondents are from walkable distance to browsing centers. Their percentage is 50. The formulated hypothesis of the utilization of the digital information users with regard to the place of browsing centers at Marthandam area is positively related with the digital information users is identified as validated on the basis of ANOVA two way classification models.

4. The findings on distribution of digital information users according to the facilities in the browsing centers reveal the following facts. Most of the browsing centers having the facility of separate cabin. Its percentage is 53.75. Other facilities are not much familiar. The formulated hypothesis of the utilization of the digital information users with regard to facilities in browsing centers at Marthandam area is positively related with the digital information users identified as validated on the basis of ANOVA two way classification models.

5. The findings on distribution of digital information users according to the purpose of chatting reveal the following facts. There are almost equal numbers of respondents are chatting for Match making, educational and business purposes. The formulated hypothesis of the utilization of digital information users with regard to purpose of chatting in browsing centers at Marthandam area is positively related with the digital information users identified as validated on the basis of ANOVA two way classification models.

6. The findings on distribution of digital information users according to the knowledge of computer virus reveal the following facts. “I Love You” and “August” viruses are familiar for most of the people. The formulated hypothesis of the utilization of the digital information users with regard to the knowledge of computer virus in browsing centers at Marthandam area is positively related with the digital information users identified as not validated on the basis of ANOVA two way classification models.
References

SALIS Journal of Information Management and Technology
Volume No.1 Issue No.2 July-Dec. 2010

Contents

Articles
Digital Information Seeking Behaviour among the Public in Marthandam
Dr. K. Chinnasamy and D. Alen Jeba Dhas

E-Learning Initiative in an Engineering College Library: A Case Study of Sri Krishna College of Engineering and Technology, Coimbatore, Tamilnadu.
Dr. M. Tamzhchelvan

Usage of Internet by the Students, Faculty members and Research Scholars in Angel College of Engineering and Technology, Tirupur: An Analysis
N. Murugesan, Dr. R. Balasubramani, V. Krishnamurthy and N. Ramaraj

Individual vs Collaborative Research by the Indian Ophthalmic Researchers on Pubmed Database: A Bibliometric Study
Dr. R. Senthilkumar

Online Journals Use and Awareness by the Faculty Members, Researchers and Students in M. Kumarasamy College of Engineering, Karur: A Survey
L. Santhi, Dr. N. Radhakrishnan and Dr. B. S. Swaroop Rani

Scientometric Dimension on Osteoporosis in India
S. Arjunan and Dr. M. Surya

Reaching the outreach of Government Welfare Schemes in Rural Areas: A Study
Dr. A. Thirumagal

Emerging Agenda for Corporate Companies: Perspectives of Employee Engagement as a Key HR Strategy
Mr. P. Sivakumar and Dr. A. Savarimuthu

Information use Pattern among the Students of Arts and Science Faculties in Annamalai University: A Study
R. Natarajan, Dr. P. Ravichandran and Dr. M. Aravinthan

INFLIBNET Programme and its Impact on the Research Scholars of Manonmaniam Sudaranar University
S. Ramesh, S. Kanthimathi and Dr. K. Senthamarai Kannan

Attitude of Academic Communities towards use of ICT based Resources: A Study of NAAC Accredited Colleges in Thiruvalluvar University
R. Magesh, Dr. M. Nagarajan and Dr. S. Mohammed Esmail

1 12 22 29 33 40 48 53 65 77 89