CHAPTER 4

METHODOLOGY

This chapter deals with the methodology adopted in this research study and provides a detailed account of the sample selected and the modus operandi.

The whole process adopted in this research work has been explained in the form of a flow chart, which is explained in the next page.

PILOT STUDY

A pilot study was carried out periodically over three years, at appropriate times in the year 2000, 2001 and 2002. The major observation of the pilot study was to determine the rate of user satisfaction of the users of the British Library, Trivandrum. It has been found that the rate of satisfaction is considerably high and it is interesting to note that the rate of satisfaction was almost stable during the three year period.

This clearly shows the fact that the users are benefited by the use of the library which made them to acknowledge that their level of satisfaction is high. It had an impact on the life of the users of the library which may be due to the various functions of the British library and its services. The major impact may be on the Socio-economic, educational and cultural life of the members.

So on the basis of this pilot study, the present PhD programme has been undertaken.
4.1 FLOW CHART

PILOT STUDY

SELECTION OF TOPIC

LITERATURE SURVEY

QUESTIONNAIRE DESIGNED

DATA COLLECTION

TOOLS USED
SPSS

ANALYSIS OF DATA

INFERENCES & FINDINGS

CONCLUSION

Library Evaluation Studies

Technological impact studies

Public Library Social Impact Studies

General Demographic Characteristics

Social & Public Impact

Economic Impact

Career Opportunity

Educational Impact

Continuous Learning Impact

Personality Development Impact

International Environment Impact

Cultural Impact

Members

Non-Members

Structured Interview

Factor Analysis

ANOVA

Proportion Test
4.2 OBJECTIVES

1. To examine the demographic characteristics of the users of the British Library, Thiruvananthapuram.

2. To assess the impact of the British Library, Thiruvananthapuram in respect of
   - Social and Public life of the users
   - Economic development and
   - Career opportunities

3. To analyse the impact of the British Library with regard to
   - Educational attainment
   - Continuous learning and
   - Personality development of users

4. To study the role of the British Library in developing an International perspective among the users.

5. To assess the cultural role of the British Library in Thiruvananthapuram.

6. To offer suggestions to the British Library for maximising its impact in the society.

4.3 HYPOTHESES

1. \( H_0 \) More than 75% of the members of the British library are in the age group of 18-35

   \( H \), Less than 75% of the members of the British library are in the age group of 18-35.

2. \( H_0 \) More than 90% of the members are of the opinion that they are not benefited by the library.

   \( H \), More than 90% of the members are of the opinion that they are benefited by the library.
3. \( H_0 \)  75% of the members of the British library are males.
   \( H_1 \)  75% of the members of the British library are females.

4. \( H_0 \)  More than 80% of the users of the library are not graduates.
   \( H_1 \)  More than 80% of the users of the library are graduates.

5. \( H_0 \)  The new members of the British library constitute less than 25% of the total membership.
   \( H_1 \)  The new members of the British library constitute more than 25% of the total membership.

6. \( H_0 \)  Professional students constitute more than 50% of the total student membership of the British library.
   \( H_1 \)  Professional students constitute less than 50% of the total student membership of the British library.

7. \( H_0 \)  The users of the library feel that the resources of the library have made no social and public impact in their life.
   \( H_1 \)  The users of the library feel that the resources of the library have made social and public impact in their life.

8. \( H_0 \)  The users of the library feel that the information from the British library is not helpful in improving their economic position and quality of life.
   \( H_1 \)  The users of the library are of the opinion that the British Library is very helpful in improving their economic position and quality of life.

9. \( H_0 \)  The users of the library do not think that the collection of the library fulfils their educational purpose.
   \( H_1 \)  The users of the library think that the collection of the library fulfils their educational needs.

10. \( H_0 \)  The British library has no role in the cultural life of the people of Thiruvananthapuram.
    \( H_1 \)  The British library has played a major role in the cultural life of the people of Thiruvananthapuram.
4.4 SAMPLE OF STUDY

The sample study consists of 1022 users of the library. Sample respondents were selected at random. Of the total respondents, 952 are members and the rest are non-members. Further, data was also collected by a structured interviewing of about 300 members at random and also some officials of the British Council and British Library. (Appendix F)

DATA COLLECTION

The method of systematic sampling was adopted. A period of three months was selected during the academic year (October-December) 2003 at random. Questionnaires were issued to every fifth user visiting the library continuously, over the working hours during this period. A total of 1500 questionnaires were distributed, of which 1022 were
returned (68% response rate). The questionnaire was framed on the basis of the objectives enumerated in the study.

4.5 SCOPE AND LIMITATION OF STUDY

Since this study aims at assessing the impact of the British Library on the social, political, educational, cultural and economic benefit of the people of Trivandrum, it includes only one library. It is not a comparative study or the performance study of the British Library network. Hence, this study concentrates only on the British Library in Trivandrum.

4.6 QUESTIONNAIRE

The purpose of the questionnaire is to collect data which will help in the study of impact assessment of the British library Trivandrum on the socio-economic and educational development of the users. The questionnaire consists of a list of questions so that each person who answers the questionnaire reads an identical set of questions which allows for consistency and precision in terms of the wording of questions and makes the processing of the answers easier. (Appendix-5)

The questionnaire used is a structured one with most of the questions having pre-defined answers. Since the aim is to collect the maximum data about the use of the library by its members and also their assessment about the various services, three different types of questions such as behavioural, attitudinal and classification type were used.

The questionnaire is divided into two parts. Part A is to collect information regarding the person who answers the questionnaire. It deals with age, educational qualification, gender, duration of membership with the library, profession and also a statement whether the individual is benefited by the use of this library, if so in which area social, educational, cultural, economic. This information will be very helpful in analysing the data based on income, profession, educational qualification etc.

Part B is subdivided into nine parts and part nine is an open question which gives an opportunity for the members to articulate their expectations about the services of the library and their impression. A verbal rating scale of five choices is used for all the questions and there are eighty seven questions.
The sub-divisions of the Questionnaire

1. General
   This part is to collect the demographic characteristics of the users of the library. This also includes areas of benefit and duration of membership.

2. Educational attainment
   Questions in this part and the questions are aimed at getting feedback on how far the stock and services of the library is useful in the educational attainment of its users. Positive as well as negative questions are used to get a judicious feedback.

3. Continuous learning
   In this section, the purpose is to assess how far the library is helpful for distance learning students and also for the continuous professional development of the professionals.

4. Personality development
   Questions in this section are aimed at assessing how far the stock and services of the library is helpful in the personality development of its users.

5. Career opportunity
   Career opportunity is one of the functions of the library and the questions in this section try to assess how far the library is useful in this area.

6. International environment
   This section assesses as to how far the library is helpful in developing an international perspective in its users.

7. Economic impact:
   This section tries to assess the economic impact the library creates in the users as well as the area in which the library is situated. A majority of the questions are related to the economic benefits the users derive as a result of the British Library use.
Library is a social institution and every library has a social function. Questions in this section try to get data with regard to the social function and also the social benefits of the individual as well as the society as a whole in which the library exists.

9. Cultural impact

The cultural role of the library is assessed in this section.

4.7 DATA COLLECTION

The data was collected from the above samples using three methods, namely
guestionnaire method, interview method and observation. The questionnaire is framed on the basis of the objectives enumerated in the study.

4.8 TOOLS USED TO ANALYSE THE DATA

The data collected are analysed by using SPSS, Excel.

SPSS is used to do Factor analysis and one way ANOVA test.

Excel is used for drawing chart, diagram, graph etc.

The data collected is presented in tabular form and in other graphical illustrations such as pie diagrams, graphs etc. Further, the data was tested by using statistical tools.

4.9 INFERENCE AND FINDINGS

From the analysis of the data, inference were drawn and the findings of the study is enumerated. Inference from each table is drawn and the result of the testing of the hypothesis is also discussed. Findings are enumerated on the basis of the inference drawn.