

USER SATISFACTION THROUGH DIFFERENT MEDIA: A CASE STUDY OF THE RESEARCHERS OF JADAVPUR UNIVERSITY

Ranadip Chandra

Assistant Librarian, ,

Jadavpur University, Kolkata, India, Pin- 700032

Email: ranadipchandra@gmail.com

Abstract: With the advent of Information Communication Technology, the researchers started using Electronic resources along with the Print resources. The researchers of Jadavpur University are not exceptional. In this present study a survey has done on the 54 researchers of Jadavpur University to evaluate their satisfaction level regarding choosing different media and it is found that in some cases print media predominates over electronic media like comfort where in some cases electronic media predominates over print media like in case of navigation issue, and up to dateness. This study will help the library to frame their collection development strategy.

Keywords: User satisfaction; Print media; electronic media; Jadavpur University

1.0 Introduction:

The growth and proliferation of electronic resources have influenced and changed the way towards information behaviour. Nowadays the same information is available in two or multiple forms. The libraries have played a vital role in disseminating information in different media. Users have their own choice to select the information from where they want. Almost all the libraries are facing this challenge.

Jadavpur University is a prior university in India. It was established in the year 1955. Through its journey, many types of research have been carried out by the researchers. The researchers are using print and electronic resources simultaneously for their research purpose. This study deals with the behaviour of the researchers towards using print and electronic resources and tries to judge the degree of satisfaction of the researchers through different media.

1.1 Statement of the problem:

At the present day library is running with two types of media, i.e. print media and electronic media and the users are getting their required information through these two media. Now the question comes that how much they become satisfied with these media, rather which media is more used by what type of users? Does the researcher know that his required information he may get through these two types of media i.e., from print media or from electronic media? Is he served by two types of media when he comes to a library? These are the practical problems faced by the user every day. This type of situation creates sometimes for the non availability of other media form, and sometimes for the library staff who could not pay so much attention to the users' requirement. It needs a permanent solution. In the research field, this area remains almost untouched.

Especially, for the reasons furnished above the research problem of this study has been formulated in the following descriptive statement:

User Satisfaction through Different Media: A Case Study of the Researchers of Jadavpur University

1.2 Objectives of the study:

The major theme of this work is to show that the use of each media is related to the different dimensions of customer satisfaction. The results of this study should enable organizations for better designing of their collection management strategy. The general objective of this study is to investigate the influence of different media on end-user satisfaction in the help desk service. Besides this, the study will help

- To know the degree of the satisfaction of the researchers through different media.
- To know what type of media is more used in the library

- To investigate which kind of media is more required by the users to disseminate the same information from the library.

1.3 Scope and limitation:

It has been intended that the proposed work would be done to make an assessment of the degree of satisfaction through using different media by the researchers. To fulfil the intention a survey is to be done. For the completion of the study, it has been decided that the samples for the survey will be chosen from the researchers of the Jadavpur University. Here print and electronic resources of books, journals and others have been taken. In 'other' category refers to the reference resource like a dictionary, encyclopedia, bibliography, etc.

1.4 Methodology:

In order to investigate the problem of the proposed research work and to achieve the objectives of the proposed research study, the prime work would be to investigate the Central Library of Jadavpur University. To collect the information the users are to be consulted with. That's why the survey method would be followed. A methodical survey of the library would help to gather the information about the media-choice of the users. The samples for the survey would be taken randomly. The information would be collected by interviewing the users. A questionnaire with definite questions related to the proposed topic is to be prepared first. The whole survey would be done with the help of both interviews and questionnaire. Where possible the interview would be taken, and where not the questionnaires were to be sent to the users.

2.0 Literature review:

Over the last few decades, the study relating usages of print and electronic resources had been observed in many surveys and research work. The majority of the study is about the usage pattern and preferences of electronic books or journals by the students or the faculty members. In late 1990 and early 2000, the rapid growth of journal packages was begun. The use of Information and telecommunication and proliferation of e-resources over printed resources imposed the library professionals to know the preference of users towards using the library resources. Different methods were used to judge the preference by the users, such as survey, interview, questionnaire, dairy method, etc. Dilevko and Gottlib (2002) conducted a web survey where they found undergraduate students used e-resources compared with print resources. Print resources remained core component for its characteristics, like reliability and permanent accessibility (Dilevko & Gottlieb, 2002). Liew, Foo and Chennupati (2000) conducted a survey of 83 graduate students and they found that the majority of the students preferred electronic journals over print journals for the cited reason as well as links to additional resources, searching capacity, currency and ease of access (Li Liew, Foo, & Chennupati, 2000). Another study in 2008 revealed that students from University of Malawi College of Medicine used to print and electronic resource both. Print resources have been largely used. A lack of computers and less information and telecommunication literacy program became a barrier of using e-resources (Mawindo & Hoskins, 2008). Still, the majority of the students preferred print in comparison with electronic resources for their reading purpose. Students believed that their comprehension and retention of the subject would be better if they read their assignment in print (Collina, 2017). A study conducted by Sharma and Kumar of 150 users of undergraduate, postgraduate students and faculty members, revealed that 38% of the had never used electronic books or journals. The age factor was one of the reasons that users have not opted electronic resources (Sharma, Prem Chand; Kumar, 2016).

The study relating to the acceptance of ebooks or print books had mixed reviews. The students from different disciplines of social sciences, arts and science, technology, engineering and mathematics (STEM) had a preference in printed books for convenience and accessibility. No matter what the material was. Print books still had many advantages over electronic books. Art students prefer print books. Humanities students use e-books much more than the science students due to the nature of the discipline (Cummings, Larrivee, & Vega, 2015). Graduate students from different fields prefer monographs followed by the textbooks and reference tools. Besides the advantages of ebooks, they appreciated the convenience of using ebooks (Wu & Chen, 2011).

3.0 Observation and analysis:

An endeavor has been made herein below to show a comparison among the researchers of Jadavpur University using E-resources and print resources for studying purpose for a long time.

Table-1: Time spent using E-resource and with printed resources for studying purposes

Time Spent	E-Resource		Print Resource	
	Total	Percentage	Total	Percentage
Less than 1 hour	12	22.22	5	9.25
Between 1 to 2 hours	13	24.07	17	31.48
Between 2 to 3 hours	18	33.33	14	25.92
More than 3 hours	11	20.37	28	51.85

Table-1 revealed 33.33 % of the researchers are using E-resources for 2 to 3 hours. It has been also seen that 24.07 % use using E-resources for 1 to 2 hours, followed by 22.22 % and 20.37 % of the researchers are spending less than 1 hour and more than 3 hours respectively. On the other hand, maximum 51.85 % of the researchers spent more than 3 hours for seeking information using print media. From the above table, it is also observed that 31.48 % are using print resources for 1 to 2 hours, followed by 25.92 % are using for 2 to 3 hours respectively.

This following line graph indicates the view of the researchers in using the books based on ten different parameters. The parameters are comfort, reliability, identify/ search any document, media selection to satisfy any query, authenticity, up-to-datedness, browsing and navigation facility, recall value, stress and sustainability. The horizontal line at the middle indicates the mean of the total response, i.e., the line of equilibrium. It means if within the total 54 respondents 27 have the preference in print resources and rest 27 have the preference in the electronic resources, then the line of equilibrium forms. The more gradients in line with respect to the line of equilibrium indicate the more variations in responses.

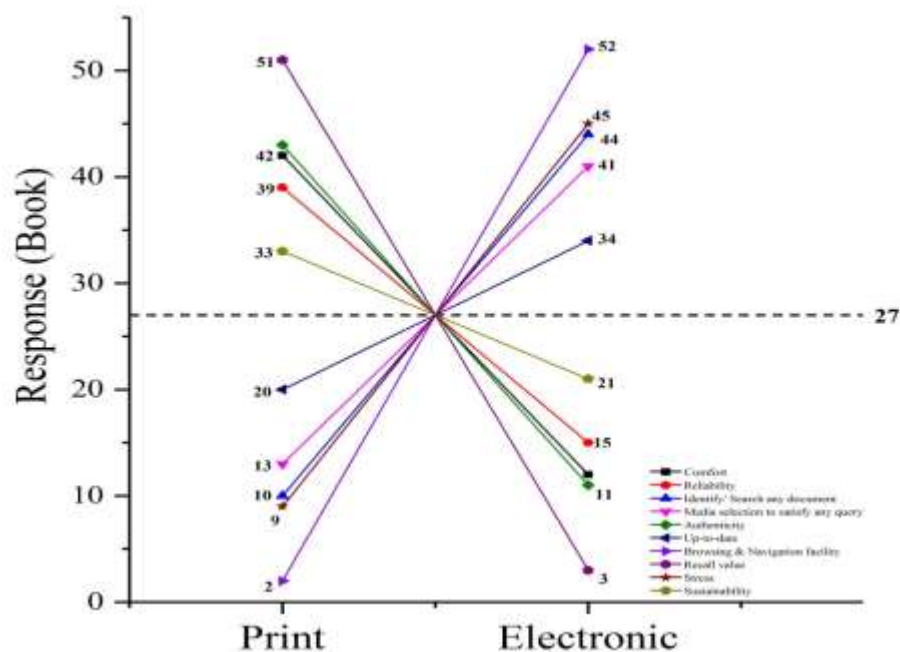


Figure-1a: Acceptance and non-acceptance of print and electronic books on the basis of different parameters

The Figure-1a shows that researchers feel print books have higher browsing and navigation facility of the content. Researchers think that Print Books have greater comfort and authenticity than Electronic Books. The researchers rely on print books more and feel greater sustainability than electronic books. On the other hand, researchers feel stress in reading online books for a long period. Researchers believe that electronic books have more browsing and navigation facility than print books. They also feel that electronic books have greater identifying/ searching facility and opt electronic books to satisfy any query. They feel electronic books are more up-to-date.

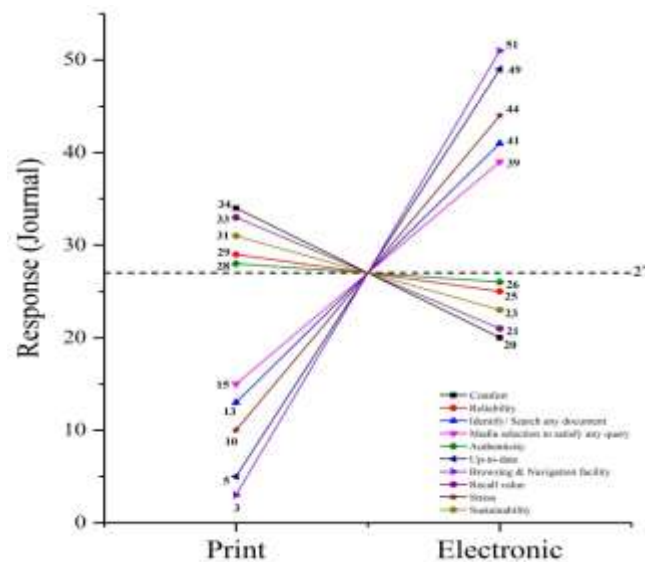


Figure-1b: Acceptance and non-acceptance of print and electronic journals on the basis of different parameters

It is shown from the Graph that users feel both print and online have quite an equal authenticity and reliability in content. Researchers think that Print Journals have greater sustainability and recall value than Electronic Journals. Researchers feel comfort while reading Print Journals in compare with Electronic Journals. It is clearly visible from the graph that the browsing and navigation facility and up-to-datedness in Electronic Journals are much higher than the Print Journals. Users feel more stress while continuous reading the Electronic Journals in compare with Print Journals. In Electronic Journals, identify/ search any document is easier than Print Journals. While satisfying any query, users believe Electronic Journals are far more ahead than Print Journals.

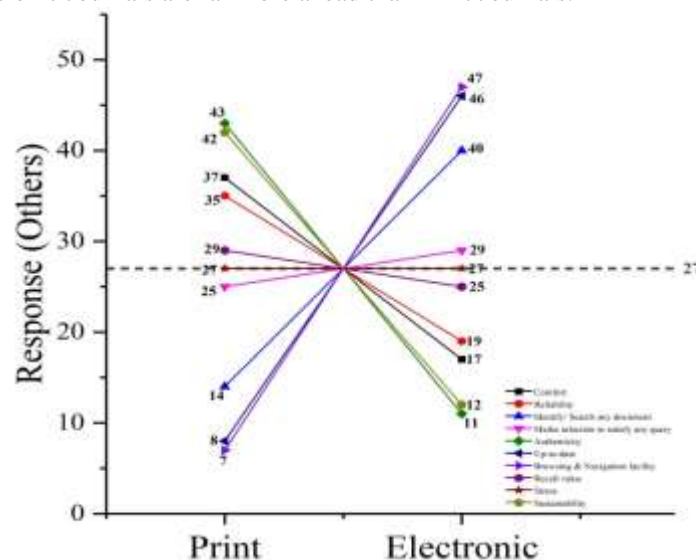


Figure-1c: Acceptance and non-acceptance of print and electronic other resources on the basis of different parameters

From the Figure-1c, the researchers think other electronic documents have more up-to-datedness than other print documents. They also feel other electronic document have greater browsing & navigation facility. The majority of the researchers believe that other print resources have more authenticity and sustainability than online resources. While in the criteria comfort and reliability, the other print documents dominate over electronic documents. To

identify or search any query or document, they rely on online resources, while print resources have higher authenticity. They select print and online resources more or less same to satisfy any query and also quite same for recalling. It is also observed that in both of media same number of the researches feels stress.

In the following study, five myths have been taken to evaluate the acceptance and non-acceptance of print and electronic media by the researchers.

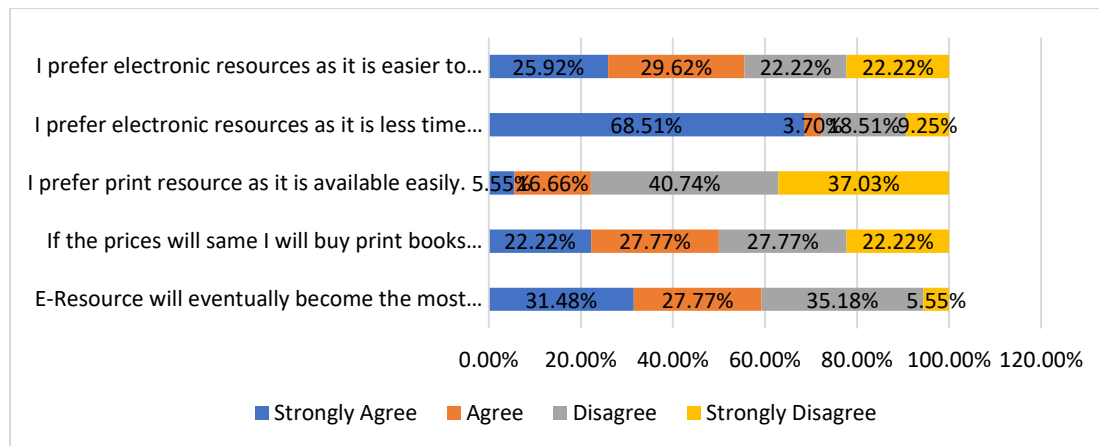


Figure-2: Researchers view on the basis of myths

From the above graph, it is clearly shown that 29.62% of the researchers agreed that they preferred electronic resources as it was easy to cite in research work, while 25.92% of the researchers are strongly agreed that point. It is seen that 22.22% of the researchers are both disagreed and strongly disagreed the preference of electronic resources as it is easy to cite. The graph shows that 27.77% of the respondents agreed with the statement that e-resources will eventually become the most popular form of publishing and 31.48% strongly agree with it, where 35.18% disagreed with the opinion and 5.55% strongly disagreed with this statement. It is observed that 27.77% of the respondents agreed and 27.77% also disagreed with it that they will prefer to buy print books instead of electronic books even if the cost is the same where as 22.22% strongly agreed and strongly disagreed with this fact. Among the respondents, 68.51% strongly agreed with the fact that they prefer using electronic resource as it is less time consuming where 3.70% only agreed with this but 18.51% disagreed with this fact and 9.25% of the respondents strongly disagreed. It is clearly shown in this graph that 5.55% opined that they strongly agreed that print source is more accepted to them as because it is more easily available, 16.65% agreed with it, where 40.74% disagreed with this and 37.03% strongly disagreed with this.

The development of ICT has changed the dimension for selecting different media by the researchers of Jadavpur University. The Central Library and the Departmental Library are also enriched with the print and online resources. The researchers are now very much comfortable in using online resources. They involved 2-3 hours in reading online resources daily. But the researchers are still using print resources than online resources. From the Table-1, it is observed that 51.85% of the researchers read print resources for more than three hours. In case of print books and journals, they feel comfort in reading, they feel stress while reading the online resources. Print books and other resources have higher reliability, authenticity and sustainability, but in case of journals, the number is more or less same. As electronic resources have distinct nature in identify/ search any document, media selection to satisfy any query and browsing & navigation facility, all the three types of resources have higher tendency to select online resources rather than print resources. Electronic resources are easy to up-to-date, while in case of print resources, the users have to wait for the next edition for up-to-date of information. Print books and journals have greater recall value. But in other resources, the number is more or less same.

4.0 Conclusion:

The proliferation of information and the emergence of current technologies influence the reading habits of users over the time. With the evolution of digital content, the users got the option of choosing different media according to his/ her need and capacity. The factors that influence different user satisfaction is the socio-economic conditions of different users from where they are belong to. The above study shows the information behavior of researchers in choosing the different media. In case of journals researchers prefer online journals as because it deals with the

nascent thought and the researchers get the current issue as soon as it is published. Likewise, the use of online dictionary, encyclopedia and bibliography is more common among the researchers for its up-to-datedness. Where as in case of books, the printed books are more accepted than the online for continuous reading like 3-4 hours, as it is less stressful.

Though the present study is confined within the research scholar, and other user group, students, teachers and staffs are not included, the level of satisfaction and dissatisfaction of using different media by the researchers will help to frame the collection development strategy in the library. This study mainly emphasizes on the level of satisfaction of the researchers in choosing different media, but it does not focus on the assimilation of that information by the users.

5.0 References

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