

ONLINE INFORMATION SEEKING BEHAVIOUR OF SENIOR
SECONDARY STUDENTS OF KENDRIYA VIDYALAYA, NARIMEDU,
MADURAI, TAMILNADU : AN AWARENESS STUDY



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Social Networking Sites

ABSTRACT:

The study analyzed the usage Internet habits of students of class XI-XII (Science Stream) of KV, Narimedu, Madurai. A total of 50 well-structured questionnaires were distributed among Class XI and XII students. The present study demonstrates and elaborates the various aspects of Internet usage, sources of getting information, about Internet, Web sites, favorite search engines, problems faced by the users in surfing the Internet and satisfaction with Internet for academic purpose. Suggestions have been given to make the Internet usage more beneficial in the school and library.

KEYWORDS

Internet, search engines, academic utility, experience, social networking sites, cyber crime, information seeking behaviour

Article Indexed in :

DOAJ
BASE

Google Scholar
EBSCO

DRJI
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INTRODUCTION

Internet has emerged as a formidable social and cultural institution of global proportions facilitating access to a wealth of information on the web for the academic society to support their academic and research activities. The use of Information Technology helps increase the research productivity of scholars. Internet has become a global source of information resources accessible at anytime by anyone from anywhere in the world. It has converted the whole world into a global information society. The Internet is an ocean of information and is used in every walk of life these days. It provides information on the fields of business, science, education, government and nongovernmental organizations, etc. It is one of the facilities through which the information can be stored, arranged, and transmitted back to the users quickly, in a timely fashion, and accurately. There are hundreds of millions Web pages, bibliographical databases, and full-text databases available on the Internet.

Internet acts as a powerful supplement to the traditional way of information access. It facilitates electronic and exchange of ideas and collaboration among the scholars all over the world. The findings of such a study may be taken into consideration in the school plans for effective and efficient use of Internet for academic work and simultaneous improvement of electronic information resources of its libraries.

REVIEW OF LITERATURE

Mani Kumar & Basavaraja Karapudi (2012) examined the use of internet by the students of IBS-Bangalore, in order to determine the level usage, the major purpose behind accessing the internet and the required search strategy and information literacy skills to use Internet. The study revealed that usage of internet is very high among the students of ICFAI Business School. Maraddi & Konnur (2012) conducted a study on Internet use and its impact among the education colleges of Gadag city using structured questionnaire and found that, 98.89% of the total respondents use Internet only for e-mail facility and 94.44% respondents are using Google as the favourite search engine for accessing information. .

Christopher & Maria-Gorretti (2012) used questionnaires to study the internet usage among 1000 secondary schools students Benin City, Nigeria and found that students have the capacity to use the internet which they learnt from friends and family members. Students access the internet from their homes and cyber cafes since they are denied access in their respective schools while most of the students use the internet for educational activities. Shambare, Rugimbana and Sithole (2012) examined SNS usage habits of 256 South African students using questionnaire and confirm the popularity of Face book. Faster Internet access and cheaper 3G technology, as well as Smartphone telephony, are enablers that influence adoption of social networking positively.

Ogunjobi & Fagbami (2012) examined the use of the Internet by researchers in Agricultural Research Institutes in Ibadan, Oyo State, Nigeria using questionnaires and found that the researchers used the Internet mostly for research purposes (76.53%), communication (40.82%), knowledge acquisitions (20.41%) and news sourcing (10.20). A slow Internet connection (75.51%) is the major problem in the use of Internet. The researchers are ready to use the Internet for their research work Adekunmisi, Ajala & Iyoro (2013) performed a study to determine Internet access and usage by the

undergraduate students of Olabisi Onabanjo University, Nigeria by collecting data from 200 undergraduate students with the use of a questionnaire and found that majority of the respondents were Internet literate with 32.50% of the respondents browsing the Internet daily; 37.50% weekly, 13.00% fortnightly and 17.00% monthly. The most used Internet facilities are the e-mails, WebPages, search engines and chatting facilities for communication, academic activities and for sourcing of information and knowledge.

Thukaram (2013) conducted a study to find out the internet use pattern of Research Scholars of Ramesh Mohan Library, English and Foreign Languages University, Hyderabad using questionnaires and found that large numbers of the scholars are interested to use the internet several times in a day. Most of the respondents are using internet for more than one hour. A large numbers of research scholars are using the Internet for E-Resource (51.84%) and (43.20%) for Research-based Information. The majority of users are satisfied while using the Internet. The Google is the only search engine used by the scholars. Mahipal, & Bairagi (2013) studied the use of internet by Students of Bastar Vishwavidyalaya Jagdalpur . The study proved that 100% Students were aware to use internet services. Majority of the students are satisfied with internet service available to them.

Sekhar & Pulla Reddy (2013) analysed the internet usage pattern of 1,650 users of libraries of Sri Venkateswara University, Tirupati, and University of Hyderabad, Hyderabad using questionnaire method and found that most of the users (94.36%) have knowledge to use computers and Internet. Most of the users (96.61%) have access to Internet facility in their libraries. More than one-third of the users (34.91%) use Internet facility daily and 29.92 per cent of the users spend on an average 2 hours per week for using Internet. Majority of the users (78.69%) are using Google search engine. 'Insufficient number of computers' and 'lack of awareness on search techniques' are the major problems faced by the users in the use of Internet facilities. Rama Murthy & Raghunatha Reddy (2013) carried out a study to determine Internet searching and usage by the undergraduate students of Dr.NTR University of Health Sciences, Andhra Pradesh by collecting data from 235 undergraduate students with the use of a questionnaire and found that majority of the respondents were Internet literate with 48.50% of the respondents browsing the Internet daily; 25.75% weekly, 11% fortnightly and 14.750% monthly. The most used Internet facilities are the e-mails, WebPages, search engines, and chatting facilities for communication, academic activities and for sourcing of information and knowledge. Sivagamasundari & Sivasami (2014) conducted a survey on the use of internet and e-resources by the faculty members and students of business management institutions of Chennai. The findings reveal that: 42.16% of them are accessing e-resources for 2-4 years; 21.72 % of them are using e- resources for their study purpose; 56.79% of them strongly agree that enough computer literacy should be given; 42.28 % of them are satisfied with internet e-resources.

3. Objectives of the Study

The purpose of this study was to investigate Internet Usage pattern of students of Class XI-XII of KV Narimedu. It specifically focused on the following objectives:

- To know the frequency of Internet Use and amount of time spent on the Internet.
- To know the most frequently used location of Internet use.
- To know the methods of learning Internet skills.

- To find out the different purposes for which the Internet is used by students.
- To identify from which sources users get the latest information through Web sites and which Web sites are most used by users.
- To know the favorite search engines used by users.
- To identify the type of problems faced by users when using the Internet.
- To determine the satisfaction level of users.
- To know the opinion about library with reference to Internet.

4. Data Collection

The questionnaires were distributed to the students and asked to fill them. The students returned the questionnaires after giving their information.

5. Sample Size

25 students from each class were taken as sample size to get the data from class-XI and XII of the KV Narimedu, Madurai. So the sample size was 50.

6. Target Audience

Students of class XI and class XII of Science Stream.

7. Methodology

Keeping in view the objectives of the study a well structured questionnaire was designed and employed to collect the data for the present study. Questionnaires were distributed to 50 students i.e. 25 each in class XI and XII. A total number of 50 out of 50 respondents returned the questionnaires giving a response rate of 100 per cent. The responses received from 50 students are analyzed using tables and charts.

8. Data Analysis and Interpretation

The present study was conducted on the Internet usage habits of students of Class XI & XII in KV Narimedu, Madurai. The collected data are organized and tabulated by using statistical methods, tables, and percentages. The question wise analysis and interpretation is given in succeeding paragraphs.

A. Access to Internet

Students were asked to state whether they used the Internet or not, aiming at determining their level of access to Internet and cent per cent respondents replied that they were using the Internet.

1. Experience of Internet use

Table 1: Experience of Internet Use

S.No.	Time	No. of Respondents	Percentage
1	Less than 6 months	3	6
2	6 months- 1 year	4	8
3	1-2 year	6	12
4	More than 2 years	37	74

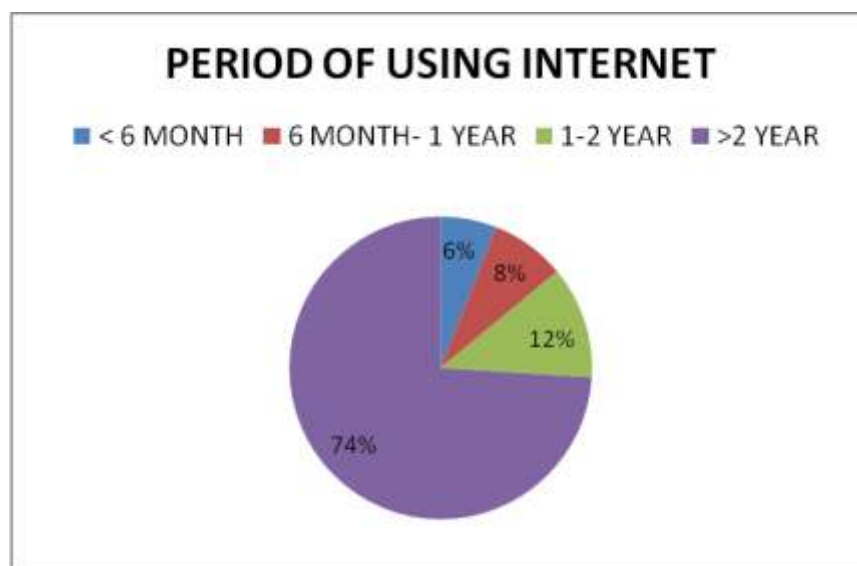


Figure 1: Period of Using Internet

Table 1 (Figure-1) shows that, 37 (74%) respondents used Internet services for more than 2 years, followed by 6 (12%) respondents who used the Internet since 1-2 years, 4 (8%) respondents who used the Internet services since 6 months-1 years, and 3 (6%) who used it since less than 6 months. It is clear from the analysis that most of the students were using Internet for more than 2 years.

2. Frequency of Internet Use

Table 2: Frequency of Internet Use

S. No.	Time	No. of Respondents	Percentage
1	Daily	15	30
2	2-3 times a week	18	36
3	2-3 times a month	10	20
4	Once in a month	7	14

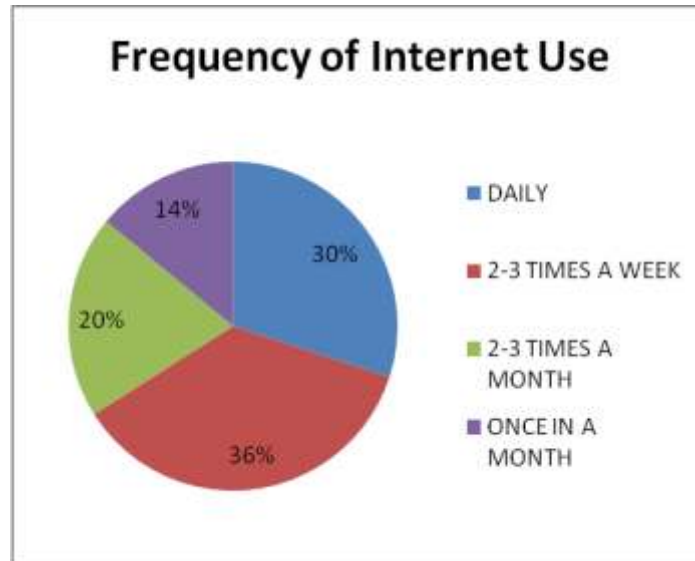


Table 2 (Figure-2) shows that, 15 (30%) respondents used Internet services daily, followed by 18 (36%) respondents who used the Internet 2 to 3 times in a week, 10 (20%) respondents who used the Internet 2 to 3 times in a month, and 7 (14%) who used it once a month. It is clear from the analysis that most of the students use Internet 2 to 3 times in a week.

3. Amount of Time spent on the Internet

Table-3: Spent on Internet

S.No.	Time Spent on Internet	No. of Respondents	Percentage
1	Less than 1 hr. a day	20	40
2	1-2 hrs. a day	23	46
3	2-3 hrs Time a day	1	2
4	More than 3 hrs	6	12

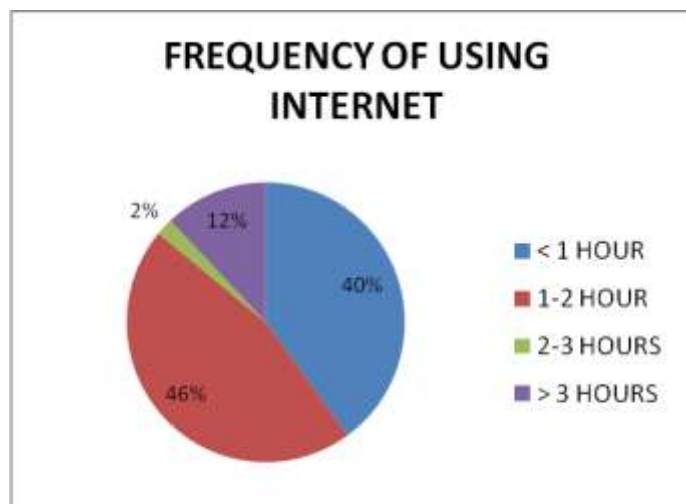


Table 3 (Figure-3) shows that, 20 (40%) respondents spent less than 1 hr. a day, followed by 23 (46%) respondents who used the Internet 1 to 2 hours a day, 1 (2%) respondents who used the Internet 2 to 3 hours in a day, and 6 (12%) who spent more than 3 hrs. in a day. It is clear from the analysis that most of the students spent 1- 2 hours in a day on Internet.

4. Most frequently used location of Internet use

Table-4: Place of Internet Use

S.No.	Place of Internet Use	No. of Respondents	Percentage
1	At Library	0	0
2	At Home	43	86
3	At Cyber Café	6	12
4	At Computer Lab	1	2

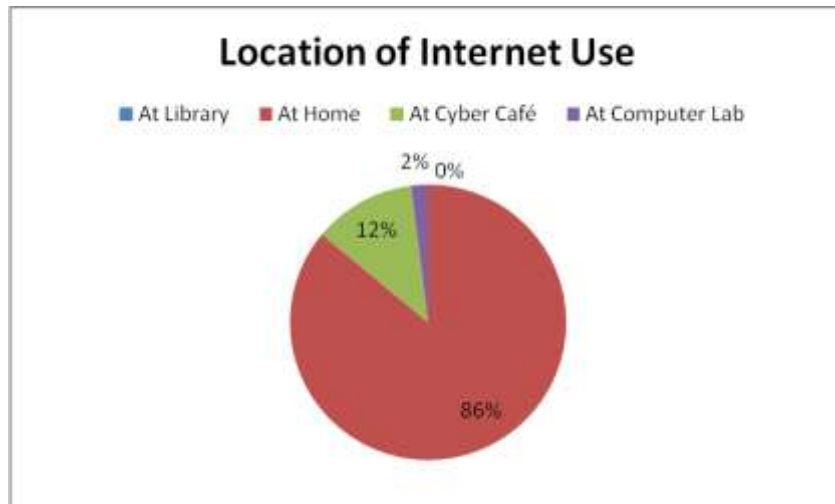


Figure-4: Place of Internet Use

Table 4 (Figure-4) shows that, None of the (0%) respondents used Internet at Library, followed by 43 (86%) respondents who used the Internet at home, 6 (12%) respondents who used the Internet at Cyber Cafe, and 1 (2%) who used Internet at Computer Lab. It is clear from the analysis that, most of the students used Internet at home.

5. Methods of Learning Internet Skills

Table-5: Methods of Learning Internet Skills

S.No.	Method	No. of Respondents	Percentage
1	Librarian/Teacher	1	2
2	Guidance from Friends	12	24
3	Self Instruction	41	82
4	Parent	6	12

METHODS OF LEARNING INTERNET SKILLS

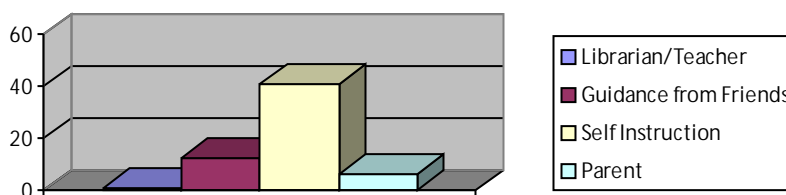


Table 5 shows that, 1 (2%) respondents took help from Librarian/Teacher in using Internet, followed by 12 (24%) students took help from their friends, 41 (82%) students used Internet by self instruction, and 6 (12%) students took help from their parents. It is clear from the analysis that, most of the students used Internet by themselves and some of them took help from more than two sources.

6. Purposes for Browsing Internet

Table 6: Purpose of Internet Use

S.No.	Purpose of Internet Use	No. of Respondents	Percentage
1	Academic	41	82
2	Entertainment	28	56
3	Career Guidance	14	28
4	Communication	22	44

Table 6 shows that, 41 (82%) respondents used the Internet for Academic purposes, followed by 28 (56%) respondents for entertainment. This was followed by 14 (28%) for career guidance, and 22 (44%) of the respondents also admitted that, they used the Internet for communication purposes. Hence, it can be inferred that a majority of the respondents used the Internet for academic purposes.

7. Awareness about Internet Services

Table 7: Awareness of Internet Services

Name of Service	No. of Respondents	Percentage
E-mail	41	82
WWW (World Wide Web)	44	88
Search Engines	30	60
Any Other	20	40

Figure 7: Awareness about Internet Services

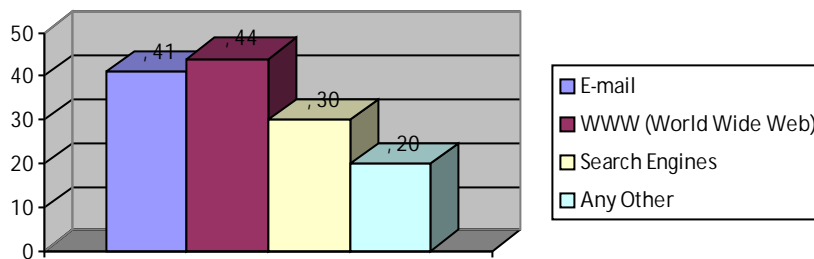


Table 7 and corresponding chart depicts the awareness of Internet services by the users. WWW was chosen as the most popular Internet service with 44 (88%) responses, followed by E-Mail with 41 (82%) responses. Awareness about other Internet services in order of preference is Search Engines 30(60%) and Any Other 20 (40%).

8. Have E-Mail Account

Table-8: Having an E-Mail Account

Name of Service	Yes	No
If they have an E-mail Account	42	8

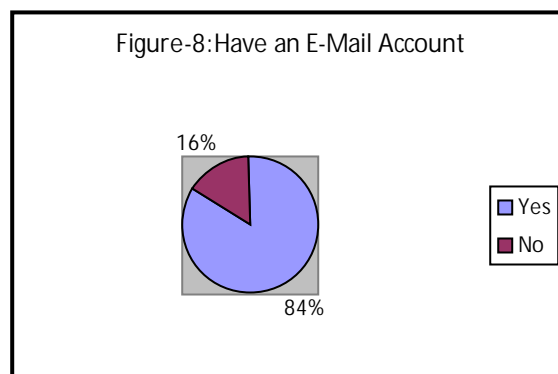


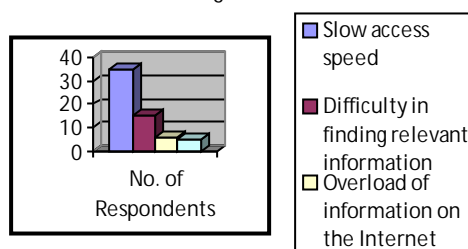
Table and Figure 8 shows that,42 (84%) students were having an e-mail account where as only 8 (16%) students did not have an e-mail account.

9. Problems Encountered While Using Internet

Table 9: Problems Faced by the Users

Problems	No. of Respondents	Percentage
Slow access speed	35	70
Difficulty in finding relevant information	15	30
Overload of information on the Internet	6	12
Privacy problem	5	10

Figure-9: Problems Encountered While Using Internet



The above table and figure no 9 depicts the problems faced by the students in the KV Narimedu, Madurai. Total 35 (70%) respondents have problem of slow access speed while using the Internet. 15 (30%) respondents indicated that, they faced the problem of getting the relevant information from the Internet, 6 (12%) of the respondents found that there is a overload of information on the Internet which takes lot of time to find relevant information, and 5 (10%) respondents indicated that, they face the problem of privacy while using various Internet services.

10. Ways to Browse Information from the Internet

Table 10: Methods of Browsing Information from the Internet

Method	No. of Respondents	Percentage
Type the Web Address Directly	31	62
Use Search Engines	28	56
Take help from Librarian	1	2
Any Other	2	4

Figure-10: Methods of Browsing the Internet

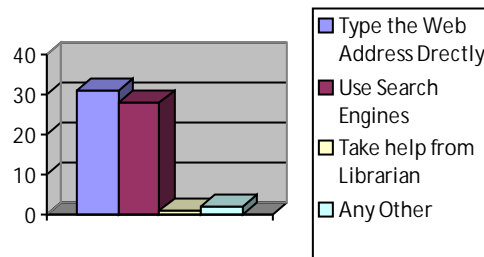


Table and Diagram -10 shows that,31 (62%) students type the Web Address directly to browse the Internet. 28 (56%) students take help of Search Engines like Google for browsing the information on the Internet. Only 1 (2%) student took the help from the Librarian and 2 (4%) students opt for other options. So it shows that most of the students either directly types the Web Address or take help of the Search Engine.

11. Comparison of Internet and Conventional Documents

Table-11: Comparison between Internet and Conventional Documents

In Terms of	(Internet)Yes	(Documents)No
Time Saving	40	10
More Informative	49	1
More Expensive	2	48
More Useful	45	5
More Preferred	43	7

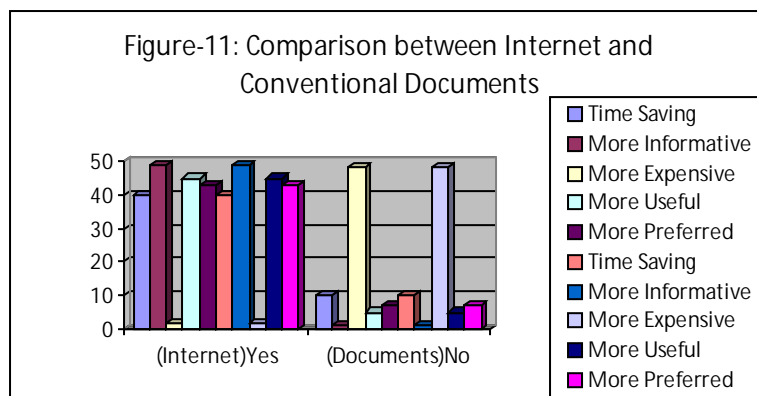


Table and Figure-11 shows that,40 (80%) students found that, Internet is time saving in comparison to conventional documents. 49 (98%) students said that,Internet is more informative where as only 1 (2%) students said that documents are more informative. 45 (90%) students opine that, Internet is more useful than conventional documents. 43 (86%) students preferred Internet than other sources. It is clear that, students use more Internet than conventional documents.

12. Influence on Academic Efficiency

Table 12: Influence on Academic Efficiency

Opinion	Yes	No
Use of Conventional documents has decreased	23	27
Dependency on the Internet has Increased	31	19

Figure-12: Influence on Academic Efficiency

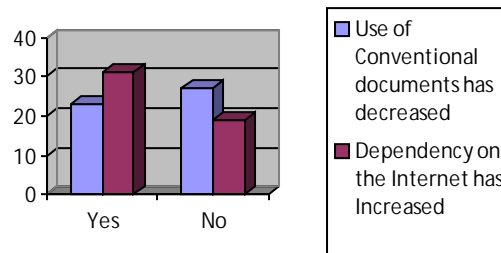


Table and Figure-12 shows that 23 (46%) students says that, use of conventional documents has decreased where as 27 (54%) students denied. 31 (62%) students say that, dependency on the Internet has increased where as only 19 (38%) students says it is not.

13. Subscribing to Social Networking Sites

Figure-13: Subscription to Social Networking Sites

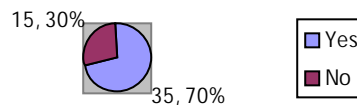


Figure 13 shows that,35 (70%) students are subscribing to social networking sites where as only 15 (30%) students are not subscribing any social networking sites.

14. Knowledge about Cyber Crime

Figure-14: Knowledge about Cyber Crime

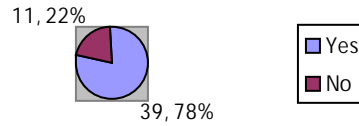


Figure-14 shows that 39 (78%) students know about the Cyber Crime whereas 11 (22%) students did not have the knowledge of Cyber Crime.

15. Satisfaction with Internet Facilities

Table 13: Satisfaction with Internet Facilities

Level	No. of Respondents	Percentage
Fully Satisfied	7	14
Partially Satisfied	16	32
Least Satisfied	10	20
No Comments	17	34

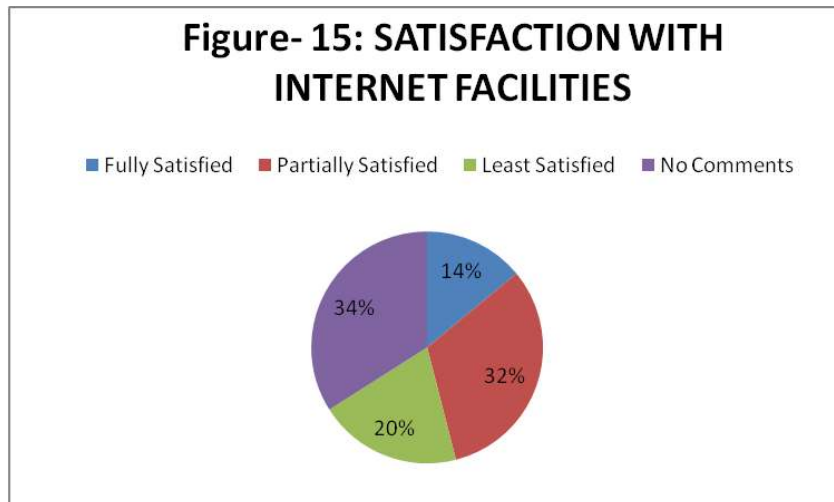


Table-13 and Figure -15 shows that 7 (14%) students are fully satisfied with Internet facilities followed by 16 (32%) students are partially satisfied, 10 (20%) students are least satisfied, and 17 (34%) gave no comments.

16. Can Internet Replace Library Services?

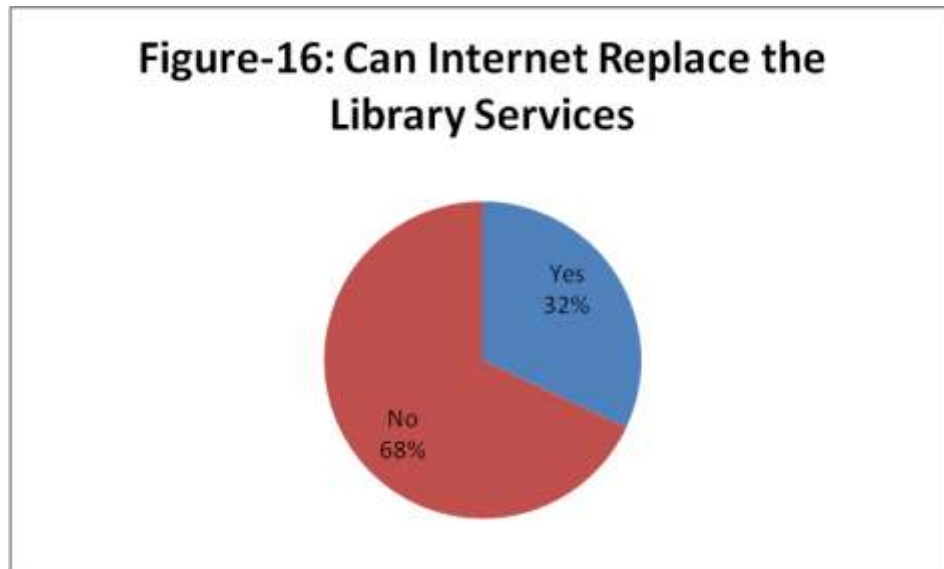


Figure -16 shows that 16 (32%) students think that Internet can replace the Library services where as 34 (68%) students think that Library Services cannot be replaced by Internet.

9. Findings of the Study

On the basis of responses received from students of Class-XI& XII on the topic Internet Usage Habits, the following important findings can be noted:

- 100% students use Internet.
- The study reveals that, maximum Internet users browse it for their day-to-day information requirement at home
- A majority of the respondents use the Internet for academic purposes (82%) and for Entertainment (56%).
- E-mail and WWW were the most used Internet services by the students of Class XI & XII of KV Narimedu, Madurai.
- Most of the users get the latest information through Web sites.
- A majority of respondents face problem of slow access speed while they were using Internet services
- A majority of respondents found the Internet to be time saving, more informative and more preferred tool in their life.
- It was found that, a maximum number of users were not commented (34%) on the satisfaction level and only 14% students were satisfied with Internet Facilities in School library.
- Finally, We can conclude that, the users have a good attitude toward the Internet Usage.

10. CONCLUSION

This study gives a snapshot of the Internet Usage Habits of students of Class XI-XII (Science) of

KV Narimedu, Madurai. It is clear that, most of the students use the Internet services 2-3 times a week and use the Internet for Academic and Entertainment purposes and to access information quickly. E-mail and WWW are the most used services by the Students. The present study indicates that, a majority of students use the Internet as one of their sources of information. The study also indicates that, most students were satisfied with the information available on the Internet. The pace with which the Internet is growing the world over is well known. Now, the doubling rate is less than 6 months. One of the major factors that has limited the expansion of the Internet in the country is the poor infrastructure. We are yet to reap all the potentialities of the well-facilitated medium of access and communication on the Internet.

11. SUGGESTIONS

The present study puts forth the following suggestions to be implemented to improve Internet service in KV, Narimedu for developing usage of Internet in School and Library.

- In order to remove the slow downloading problem in Lab and Library, the Lab and library should have a high-speed Internet connection.
- Users training programs are essential for the proper utilization of the Internet resources.
- Library staff must be skilled in navigating various Internet resources, for example, E-journals/publishers Web sites, etc.
- A large number of Internet users are not satisfied with the infrastructure facility available in school library. Therefore, the number of terminals and printout facilities must be increased; the multimedia facilities should be improved.
- Internet facilities should be improved, and upgraded PCs may be installed. CDROM/CD writers must be installed for data collections.
- Internet service should be continued to be provided in Library.

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