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Online Reading Behaviour of Ph.D. Students in The Department of Library and Information Science at Babasaheb Bhimrao Ambedkar University, Lucknow: A Survey

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Abstract

The purpose of this paper is to identify online reading behaviour of Ph.D. students of Department of Library and Information Science of Babasaheb Bhimrao Ambedkar University Lucknow. This study adopted survey methodology to find out how many students are aware and uses the online reading resources in the departments. It also looks at the motive and problems of students while accessing the online reading resources. This research makes a few ideas on how to increase online reading habit.

Keywords: Online reading, ICT environment, Online resources, Search engines.

Introduction

Online learning is a developing trend that has the potential to increase learning while also stressing the importance of knowing new teaching techniques that may be used to different learning situations. Reading is the most basic and important part of the learning process.

The development of technology and the growing popularity of the Internet have resulted in learners increasingly acquiring new knowledge and skills via the Internet. The use of online reading is being used in every field in the modern era, whether it is in technology or educational institutions and it is growing rapidly. Due to online reading, we get technical and current information using by internet and other web. Academic library and other libraries provide many types of resources like, e-journal, e-book, articles, e-newspaper etc. for the researcher, students and other users which encourages online reading.

Online reading is most important trait for research, any types of information related to the researcher's problems and students also. It is a platform from which the researchers get all the

current information and is used to solve research problems anywhere, anytime that's why its uses are increased by students, educators, scholars.

The impact and use of the e- learning leads the researcher towards online reading and this study within limited scope is an attempt to know the behavior of the online readers.

Literature review

Han et al. (2019) explored the utilization of online reading behaviour network. According to this study, a major portion of an online digital network was built at a university's digital library, which can be enhanced in a complicated method, and the researcher has spent many years online through social networks to enhance it. On the basis of the outcome of the survey it is recommended that online reading behavior network has remained stable in schools for many years, but that a gap between the world online reading behavior network and the sub online reading behavior network is discovered every four years.

Tanjung et al. (2017) investigated the current reading habits of university students. It also attempts to assess the impact of extensive usage of the internet and other digital resources on reading habits, as well as provide some recommendations for improving students' reading habits in the digital time. In order to enhance reading, teachers and 320 students were asked to reply to a survey that comprised six categories, including public statistics information, internet information, online reading technique and review, and reading habits. There were attempts to enhance reading habits.

Rimi (2019) explored the habit of online reading and its effects in ESL classroom. Data was collected through the questionnaire and also a writing test conducted to measure the students' performance in writing. The findings of the study show that majority of the students (85%) prefer electronic media over print. This study also reveals that only 45% of students read the article online for academic purpose. According to the assessment of their writing test, it is recommended that a reading habit be developed and nurtured beginning in childhood.

Yadamsuren (2018) conducted the study of online news reading behavior. Using Savolainen's (1995) model of Everyday Life Information Seeking, this study looked at how individuals interpret news and how they consume it online. The study included both an online survey and an interview technique. The outcome of the study reveals that some respondents yet associate news with the conventional media and another group has a wide understanding of news that extends beyond what is published by the skilled journalists.

Liu (2005) investigated reading behavior in the digital world by looking at how people's reading habits have evolved over the last ten years. In the last ten years, a lot has happened in the world of studies, or we could say that with the advent of the digital environment, a lot has changed in the practice of reading, or it has been claimed that it has been very excellent. According to the findings of this study, the amount of time spent reading electronic documents has grown, and screen-based readings have also arisen, which have shown to be extremely effective in our young.

Objectives of the study

The important objectives of the study are:

- To find out the problems faced by scholars while using online resources for reading.

- To find out the perception about Online Reading Behaviour.
- To find out the aware about Online Reading.
- To understand the satisfaction level of researchers towards towards online reading behaviour.
- To determine the purpose and utilisation of online reading behaviour
- To developed update subject knowledge and writing articles also.
- To analyse the frequency of online reading behaviour.
- To identify the research techniques used for online reading behavior

Scope and Research methodology

The overall study was confined to those research scholars who were pursuing Ph.D. in the Department of Library and Information Science, Babasaheb Bhimrao Ambedkar University, Lucknow. Data were collected through a structured questionnaire, a total of 25 questionnaires were distributed among research scholars and out of which 20 questionnaires were received. A total of 80% of research scholar responded, which is sufficient for analysis.

Data Analysis and Interpretation

The data which are collected have been organized, analysed, compared, consolidated, tabulated and interpreted by using tables and percentages and a simple method of calculation to verify the validity of results and in the light of above data, useful findings and conclusions have been arrived at. On the basis of the responses received through questionnaires the data is analysed and interpreted, as following:
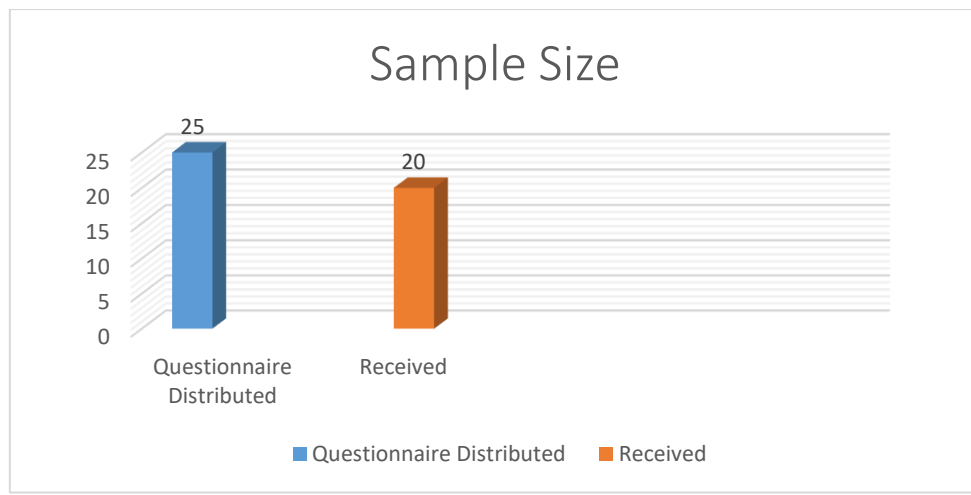

Figure 1: Questionnaire

Questionnaire Distributed	Received
25	20

For the study, total 25 questionnaire were distributed among the Ph.D. Students of Department of Library & Information Science at Babasaheb Bhimrao Ambedkar University, Lucknow. Out of 25, only 20 filled questionnaires were received.
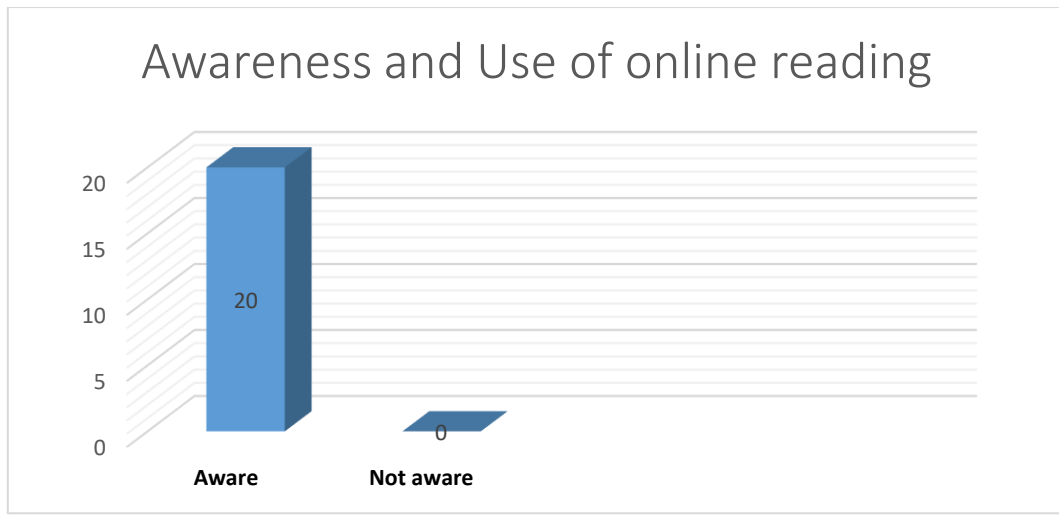
Awareness and use of online reading

Figure 2: Awareness and use of online reading

In the figure 2, analysis reveals that 100% of the students are aware of online reading.

Purpose of using online reading

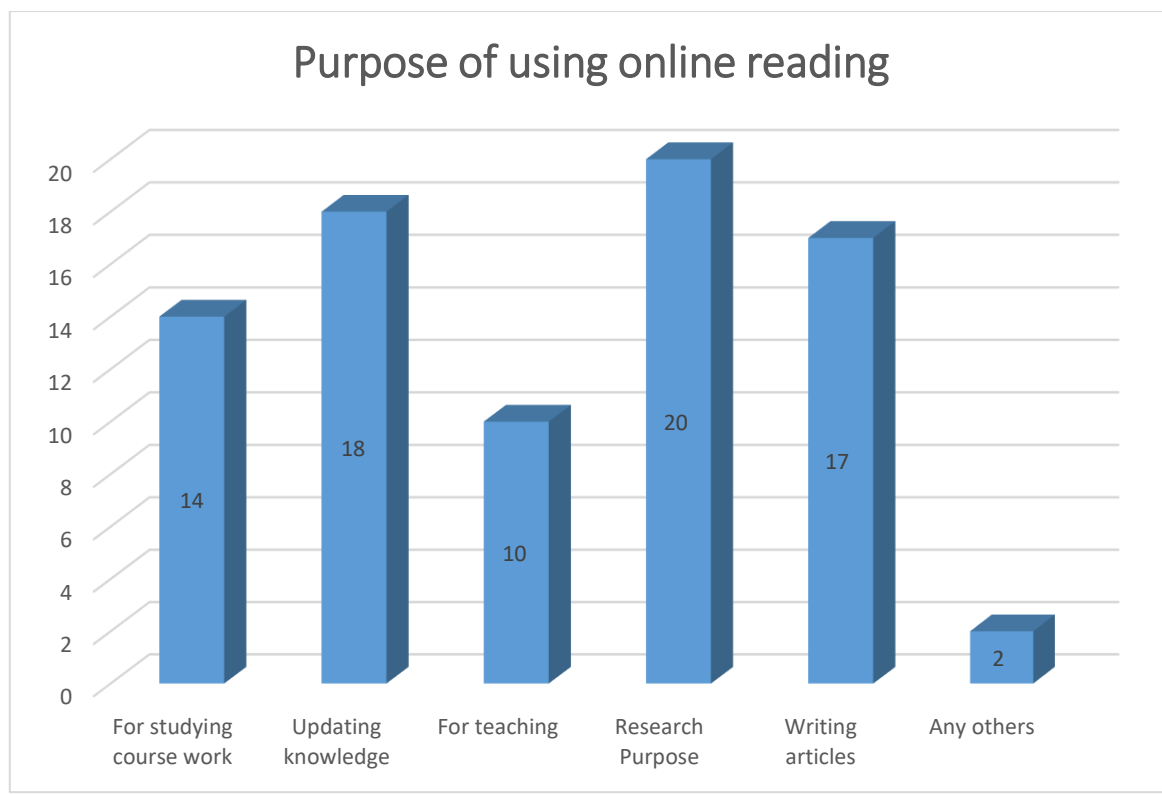| Sr. No.	Purpose	Total	Percentage
1	For studying course work	14	17%
2	Updating knowledge	18	22%
3	For teaching	10	12%
4	Research Purpose	20	25%
5	Writing articles	17	21%
6	Any others	02	03%

Table No. 1

Figure 3: Purpose of using online reading

Table no. 1 and Figure no. 3 indicates that 25% of respondents do online reading for their research purpose. Second major aim is Writing articles, then after the purpose of using online reading is Updating knowledge, For studying course work, For teaching, respectively.

Usage frequency of online reading

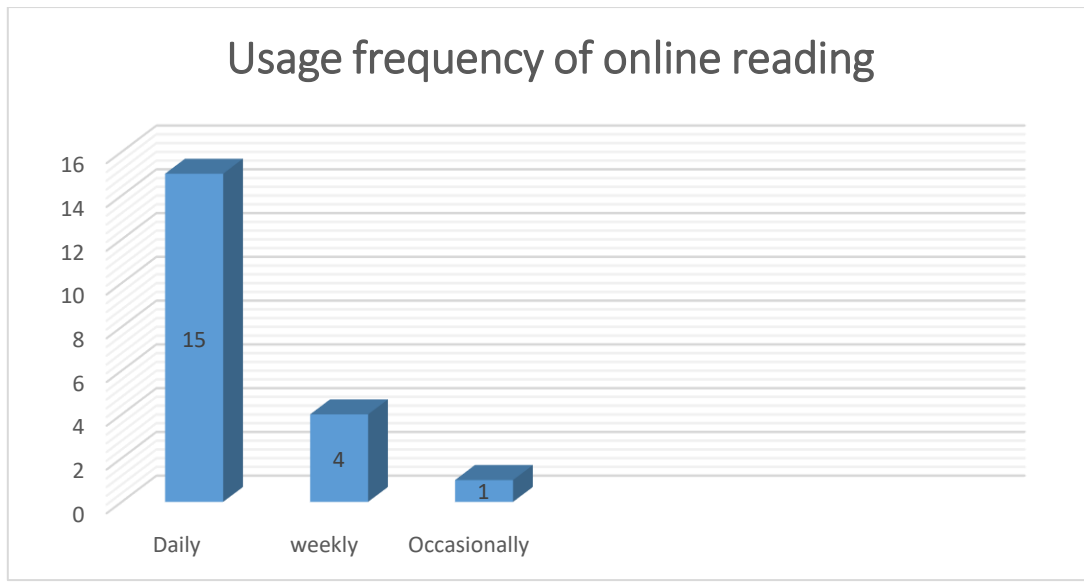| Sr. No.	Frequency	Total	Percentage
1	Daily	15	75%
2	weekly	04	20%
3	Occasionally	01	5%

Table No. 2

Figure 4: Usage frequency of online reading

Table No. 2 indicate that 75% the Research Scholar read online on daily basis, 20 % read weekly and rest occasionally.

Content of online reading

Table No. 3

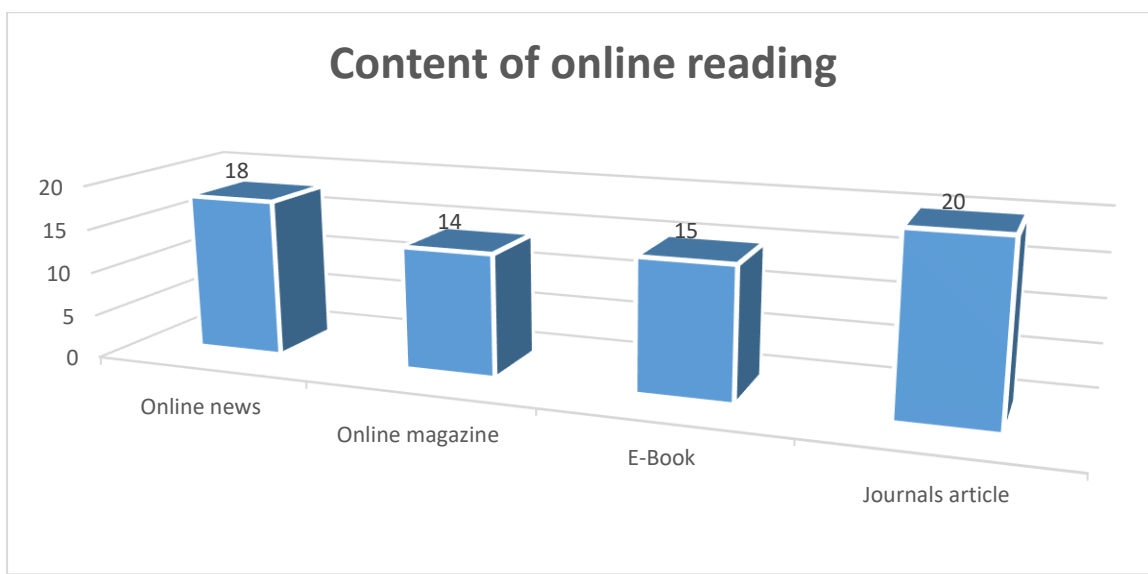| Sr. No.	Contents	Total	Percentage
1	Online news	18	27%
2	Online magazine	14	20%
3	E-Book	15	22%
4	Journal article	20	30%

Figure 5: Content of online reading

Collected data indicate that 30% of the respondent prefer Journal articles, 27% online news, 20% online magazine, and 22% E-book**. This shows the research scholar are mostly used the journal article for their work.

Place of browse online Reading for study

Table No. 4

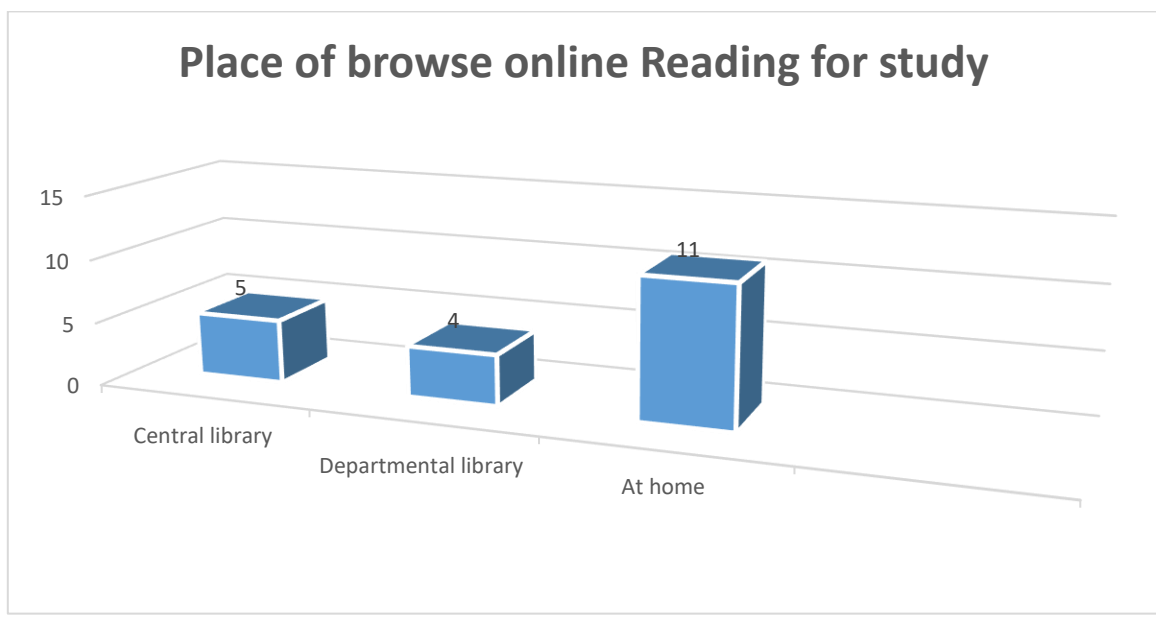| Sr. No.	Place	Total	Percentage
1	Central library	05	25%
2	Departmental library	04	20%
3	At home	11	55%

Figure 6: Place of browse online Reading for study

Figure no. 6 shows that 55% of the scholars prefer the place for the online reading at home and, 25% in the departmental library, 20% in the central library.

Perception about online reading

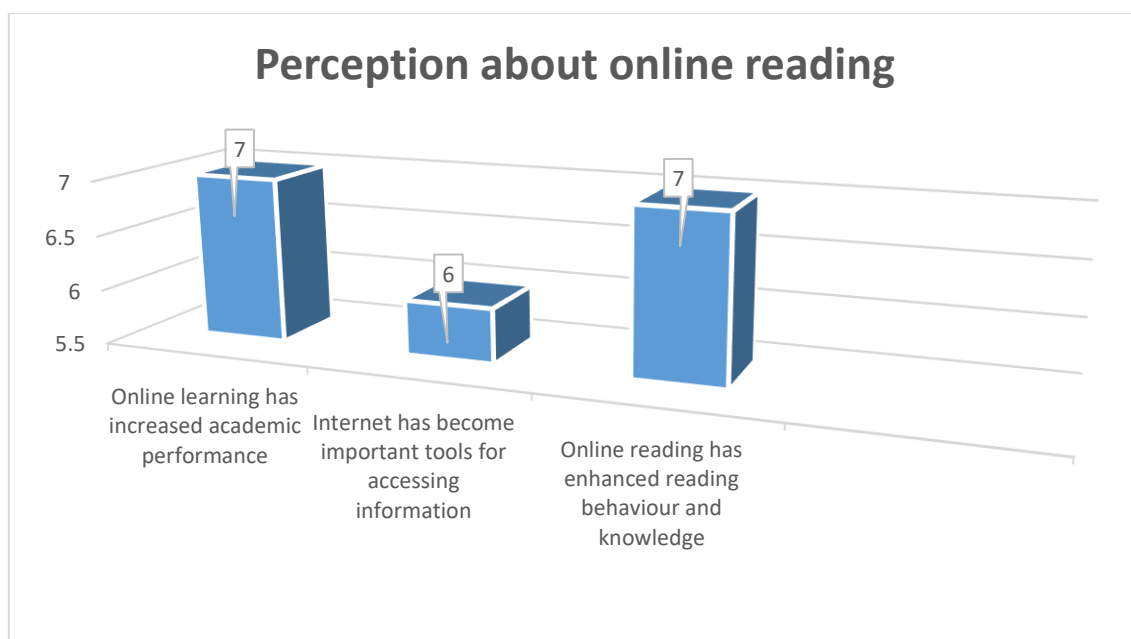| S. No.	Perception	Total	Percentage
1	Online learning has increased academic performance	07	35%
2	Internet has become important tools for accessing information	06	30%
3	Online reading has enhanced reading behaviour and knowledge	07	35%

Table No. 5

Figure 7: Perception about online reading

Gathered data reveals the perception of scholars about online reading behavior. The perception of 35% students is that the online reading has increased academic performance, other 35% thought that Online reading has enhanced reading behaviour and knowledge and remaining thought that internet has become important tools for accessing information.

Criteria of adopting online reading

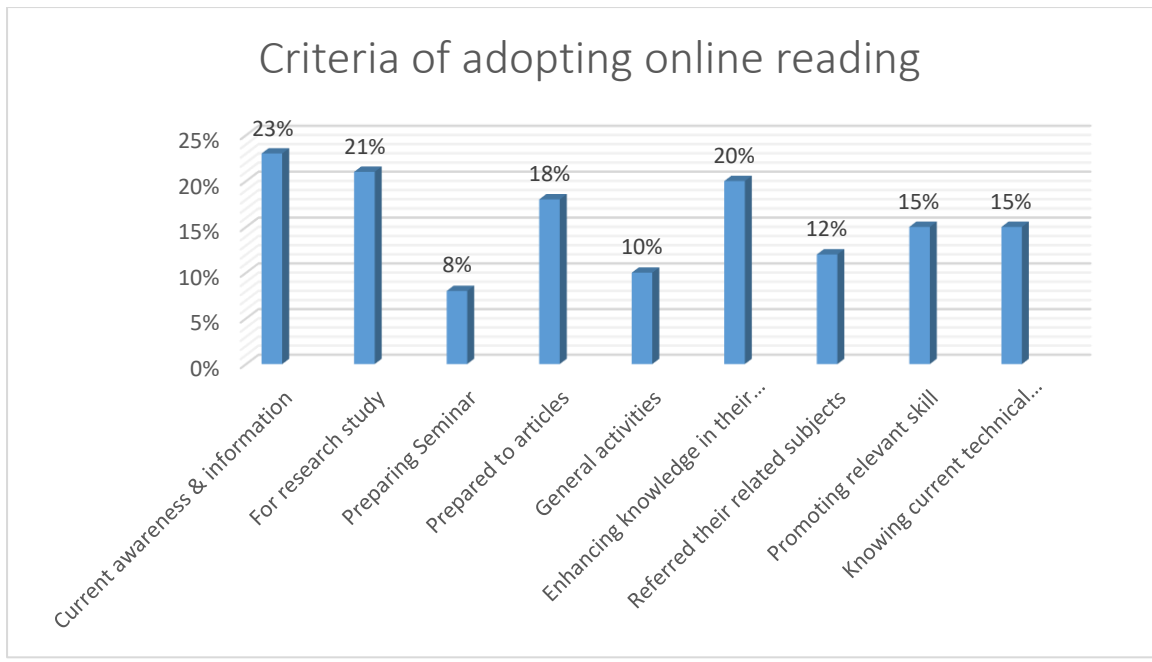| Sr. No.	Criteria	Total	Percentage
1	Current awareness & information	19	23%
2	For research study	18	21%
3	Preparing Seminar	07	08%
4	Prepared to articles	15	18%
5	General activities	08	10%
6	Enhancing knowledge in their fields	17	20%
7	Referred their related subjects	10	12%
8	Promoting relevant skill	13	15%
9	Knowing current technical implementations	13	15%

Table No. 6

Figure 8: Criteria of adopting online reading

This figure represents that most of the users (95%) read current awareness and information for access and knowledge update online and least no. of users (40%) adopt online reading for general activities.

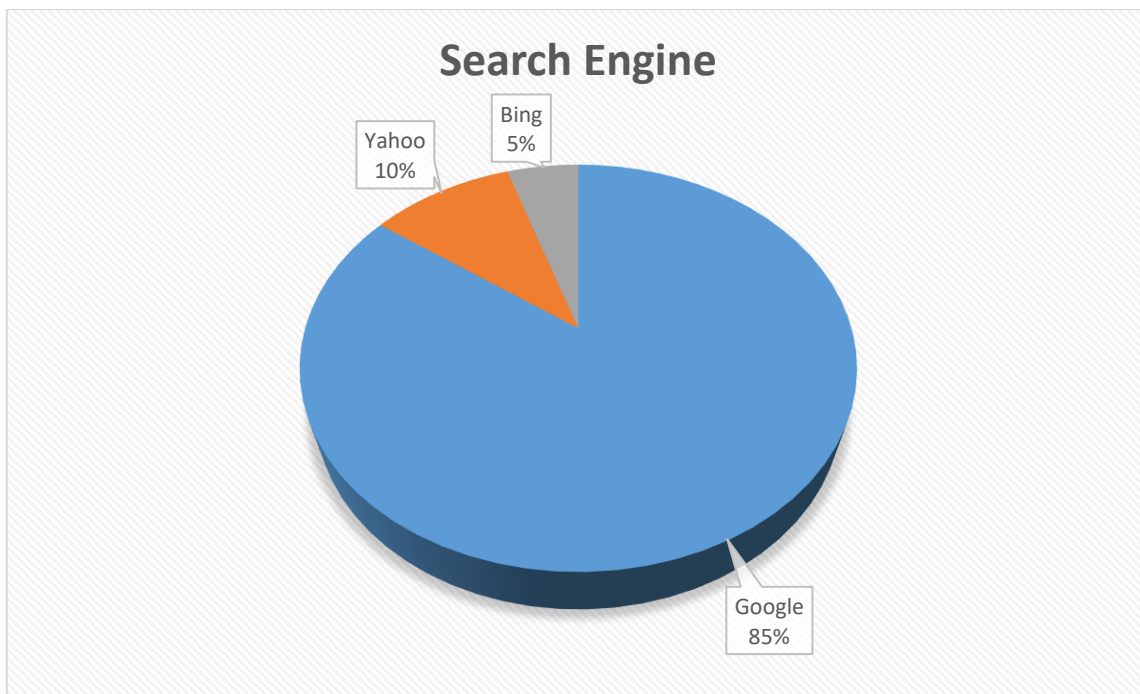**Search engine for online reading**

Figure 9: Search engine for online reading

Responses of the Ph.D. Student reported that 85% of them use Google search engine for online reading and other use yahoo & bing as online search engine 10% & 5% respectively.

Search Technique used to Online Reading Documents

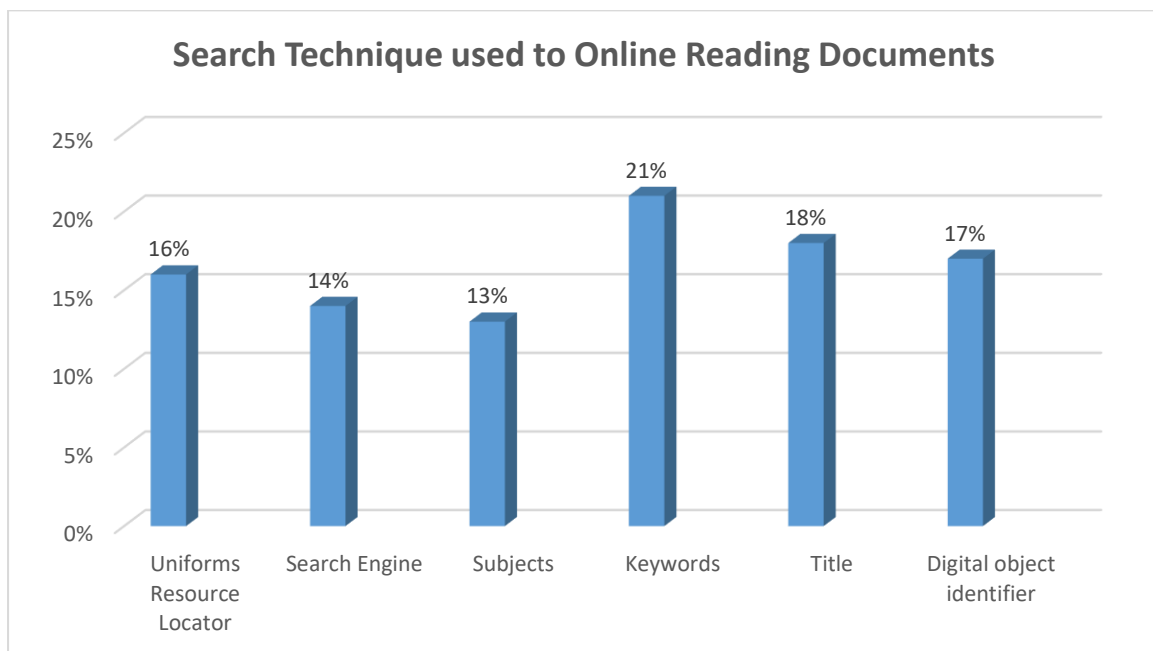| Sr. No.	Search Technique	Total	Percentage
1	Uniforms Resource Locator	15	16%
2	Search Engine	13	14%
3	Subjects	12	13%
4	Keywords	19	21%
5	Title	17	18%
6	Digital object identifier	16	17%

Table No. 7

Figure 10: Search Technique used to Online Reading Documents

Figure no. 10 shows that 16% of respondent uses Uniforms Resource Locator, 14% uses Search Engine, 13% uses Subjects, 21% uses Keywords, 18% uses Title and 17% uses Digital object identifier. The result shows that maximum users prefer keyword technique for online reading documents.

Satisfaction level of users

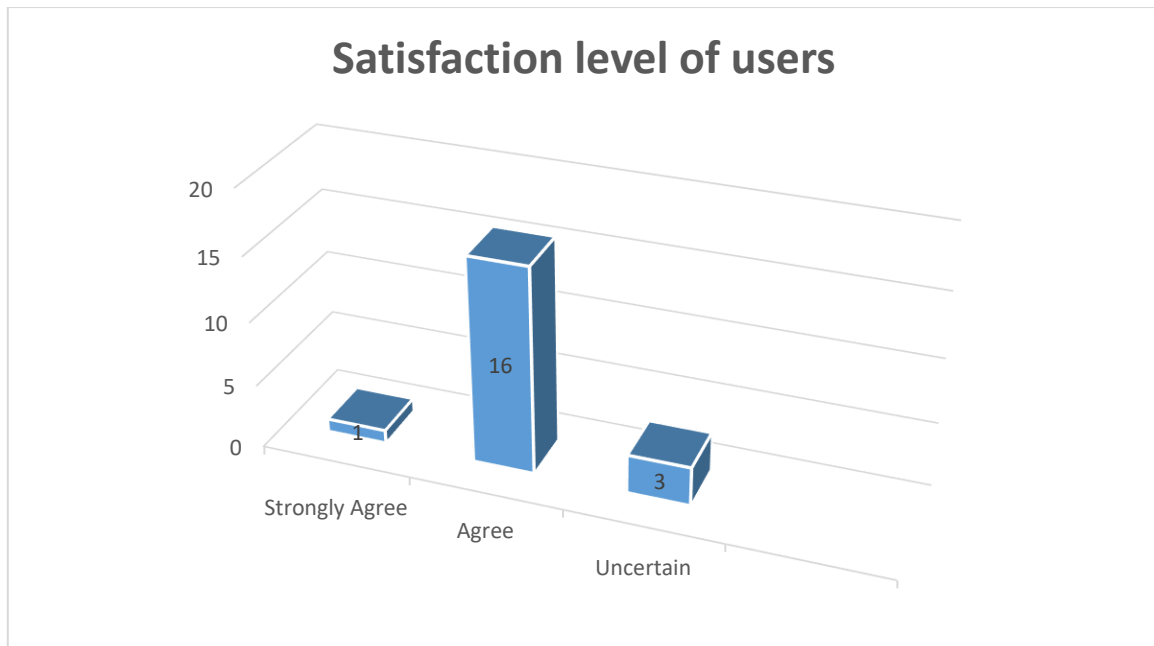| Sr. No.	Satisfaction Review	Total	Percentage
1	Strongly Agree	01	05%
2	Agree	16	80%
3	Uncertain	03	15%

Table No. 8

Figure 11: Satisfaction level of users

In this table no. 8 and figure 11, it has been tried to explain that 5% Ph.D. student are strongly or highly satisfied, 80% of them are satisfied with online reading, which is very good and the rest which is 15% are uncertain.
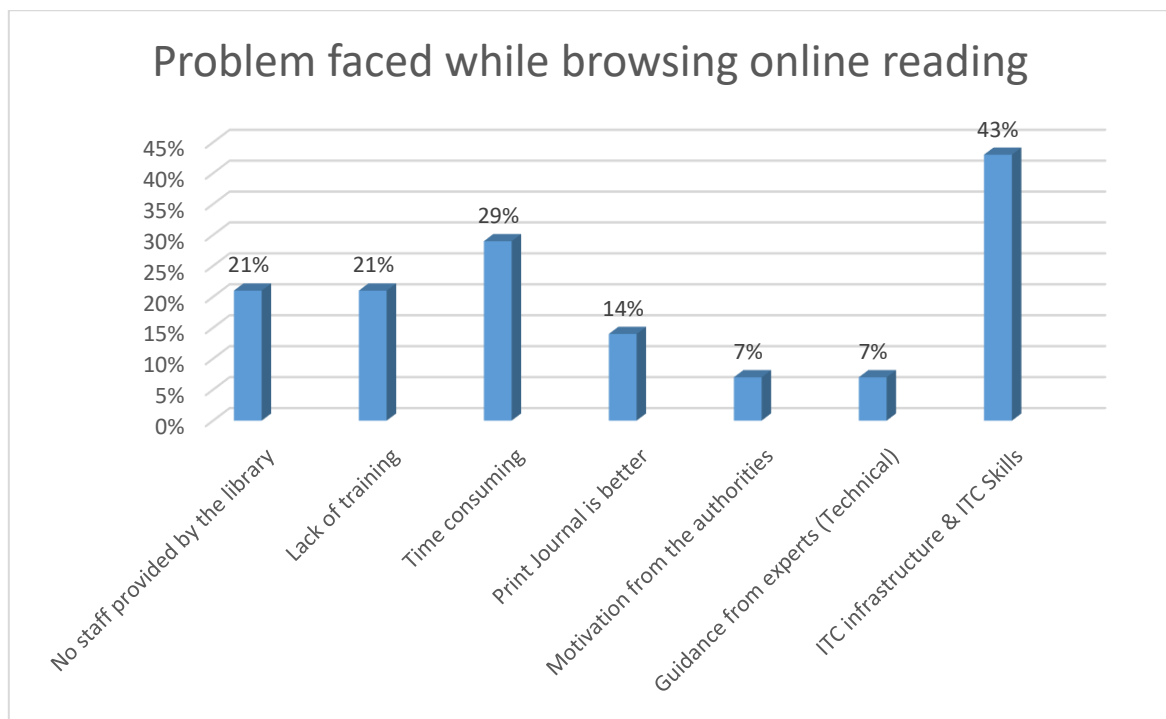
Problem faced while browsing online reading

Figure 12: Problem faced while browsing online reading

Major problem faced by the scholars while online reading is that it is time consumption (29%). As figure 12 indicates that lack of training (21%), lack of staff support, ITC infrastructure & ITC skill are also a major issue in online reading.

Research Findings

Present study serves as a useful snapshot in finding user acceptance of online reading while simultaneously highlighting the advantages and the problems encountered while accessing them. The major findings of the study are 100% of the population likes to refer online reading. And also, users are aware of the online reading. Majority of the researchers prefers online reading for research purpose and some users (90%) for keeping their knowledge updated. There are very few users who do online reading for any other purpose. Journal articles are preference of the researchers to gain knowledge which is very helpful for them for their work, and 75% of other users prefer e- book.

Conclusion

The findings derived from the study are based on a sample of 20 users. Although the findings cannot be generalized but these provide notable insight into the latest trends being followed in sphere of online reading behaviour. Online reading is an emerging phenomenon that has converted all non-print documents into print form, that is, the rise of the Internet, there has been a lot of change in reading behaviour so that now users get inconvenient benefits the study reveals that the Ph.D. students of DLIS of BBAU rely on online reading resources for updating knowledge and research purposes. The survey clearly indicates that use of online reading materials is at growing stage. Online reading resources have now a became an essential part of library because all library is changing their collection in e-form. With the use of Google and other online materials are now accessible for reading at anywhere. The finding of study is the majority of students are using electronic information resource for update the knowledge and research purpose the students of Library Science Department' are prefer e-journals and e-books and they occasionally use database and other online reading material and resources. The Internet and Digital resources are easy to study and also time saving for the students. Study also reveals that proper infrastructure should be developed. The Central library should also conduct workshops, user orientations programmes and training for best use online reading materials The Central library budget should also be increased for procurement of latest reading resources and more databases should also be acquired by library.

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