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User Education through Webinars of Madras Library Association: An Evaluation

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Abstract

The aim and objectives of the article is to identify the gender who inculcate more knowledge by means of participating in the webinars organized by the Madras Library Association. Further, to identify the availability of the relationship between "Awareness about the Webinars" and the "Frequency of the participation in the Webinars" and as well as to assess the impact of "Participation in the Webinars" over "Usefulness towards career building". Questionnaires are sent to the participants of the Webinars organized by Madras Library Association through Google Form. The duration of the webinars are the pandemic period of COVID-19. 144 delegates responded to the questionnaire. Appropriate statistical tools such as Regression Test and Correlation have been applied to test the data to test the hypotheses and interpreted in the analysis part of the article. The ratio of the participation of the male dominates the female. The high level positive correlation is proved through the correlation test to interpret that the increase of awareness creates impact in the participation of the webinar. It is also proved through the Regression test that the impact of participation in the webinar influenced the participants towards career building.   The participation of the female professionals in the webinars organized by the Madras Library Association are lesser than the male professionals. It is therefore suggested that the Madras Library Association may take more efforts to shed light to improve awareness about the organizations of webinars to female library science professionals and encourage them to participate in the same to match the ratio with the male library science professionals.

KEY WORDS: Madras Library Association – Webinar – Regression – Correlation

1. Introduction

The regular mode of education at world-wide entangled into online mode of education because of the impact of COVID-19. Each and every nation at global level transformed their educational mode into online, in order to implement and follow "social distancing" with a zeal to protect the life of the teaching faculty and the learning community. The system of online education is well supported by modern information technology. The traditional practice of reading print books and journals are migrated towards electronic books and electronic journals. The educational institutions having annual subscription with commercial electronic resources extended the service to the patron of the respective institutions through "Remote Access" facilities, so that the user community can access the commercial electronic resources with ease from their respective residential place through the login credentials provided to them. There are millions of electronics books and electronic journals, which can be accessed at free of cost

through Open Access Electronic Resources. The user community, who are all do not have the login credentials of commercial electronic resources can explore the open access electronic resources. "Awareness of the open access electronic resources" acts as a bridge between the user community and the open access electronic resources. For such an awareness, periodically seminars and conferences are conducted at national and international level.   During the COVID-19 pandemic period the "Seminars" are transformed into "Webinars".   Every educational institutions and library science associations organize webinars to enable the participants to inculcate knowledge. Likewise, Madras Library Association organized many webinars during the COVID-19 pandemic period. A questionnaire is framed and sent to all the members and participants of the Webinars. The questionnaire consists of ten questions and circulated by means of google form and 144 respondents responded to the questionnaire and this article is limited to 5 questions. The satisfactory level of the participants are assessed on the basis of five point scale. From the received response, only two questions are selected for formulating hypothesis in an intention to assess the relationship between the "Awareness about the Webinar" and the "Frequency of the participation in the Webinar" and as well as to assess the relationship between the "Participation in the Webinar" and "Usefulness towards career building" in the webinars organized by the Madras Library Association.   The formulated hypotheses are tested with appropriate statistical tools. The article is concluded on the basis of the statistical results and a word of suggestion towards the enhancement of the participation of the female library science professionals.

2.   Review of Literature

1. Bharathi, S., et.al.,. (2017) have conducted a study about the users' satisfaction in library services in the Engineering Colleges at Coimbatore. This study found that 55.25% of respondents are satisfied with the existing functions of the library, 70% are comfortable with the library timings and 78.75% of respondents are satisfied with the book lending service. This study suggested that all libraries should adopt appropriate techniques to provide the best services and to provide proper feedback mechanisms to monitor the effectiveness of the services. 2.Arumugam, J., et.al., (2019) have investigated the user's satisfaction with Library Resources and services in Polytechnic College Libraries in Coimbatore District. This study found that 53.8% of users are regular visitors of the library and satisfied with the library collections. 73.8% are satisfied with the overall services and facilities of the library. This study suggested that a constructive plan is needed to integrate training programs for users and effective utilization of resources and services. 3.Ram Gopal et.al., (2021) have identified the factors affecting student's satisfaction and performance regarding online classes during the pandemic period of COVID-19. This study found four factors that affect student's satisfaction during online classes. They are, (i) Teachers should be very efficient. They have to understand student's psychology, (ii) Teachers should understand and teach on the basis of student's expectations, (iii) Teachers should conduct

online feedback to know the users' expectations, (iv) Teachers should prepare course content according to student's interests. 4.Ismail, Ibrahim Ismail, et.al., (2021) surveyed physician's attitudes towards webinars and online education during the COVID-19 Pandemic. For this study, they have taken 25 items in a questionnaire and a total of 326 questionnaires were distributed. Out of 326, 165 respondents were female. 244 (74.8%) respondents were strongly satisfied/satisfied with the webinars. 205 (62.8%) respondents disagreed that webinars can replace in-person meetings after the pandemic. 239 (73.3%) respondents agreed that online meeting needs proper regulations. 5. Xiao, Li, and Subhasish Dasgupta (2002) have described how they developed an instrument for measuring user satisfaction in a web-based environment. For data analysis, the authors followed the methodology used by Doll and Torkzadeh (1988) to analyze the data. Finally, they have successfully revised and tested an instrument to measure user satisfaction with web-based systems. 6.Joltikov, Katherine, et. al., have conducted a survey study on webinar education in Ophthalmology during the COVID-19 Pandemic. This survey tool was distributed among residents, scholars, and faculty in Chicago Ophthalmology with an interval of 2 months after implementation of a webinar. It is identified from this study that it had a good response. The barriers and limitations were rated as low. Interest in webinars replacing in-person lectures was natural. This study suggested that webinars on Ophthalmology education are effective and feasible with some limitations. 7. Veena, G., and Prabhakara Narasimha Kotari (2016) have examined the users' satisfaction with library resources, services, and facilities in SDM College library, Ujire. This study found that 86.7% of users are highly satisfied with the collection of general books, 70% of users are satisfied with the textbooks, 59% of users are regular visitors of the library, 53.3% are considered circulation as excellent and 49.7% are satisfied with the space for a reading area in the library. This study suggested carrying out users studies at regular intervals to identify users' needs. 8.Ramakanta Mohalik and Srimoyee Poddar (2020) have conducted a study about the effectiveness of webinars and online workshops during the COVID-19 Pandemic. This study found that 86% of participants agreed that basic knowledge is required to follow the online Programs. 76% of the participants have attended the online webinars based on their specialization and needs. 68% are reported that long-duration webinars create boredom for the participants. This study suggested that selection of the resource persons for the program must be taken care of by the organizers. Organizers must keep the timings of the program. Universities and departments should encourage students and faculty to attend more webinars in their specialization to enhance their knowledge. 9.Amanullah, Md., etc (2021) have examined the impact of service dimensions on user satisfaction of the public library in Bangladesh. This study found that service quality dimensions have a certain degree of relationship with public library user satisfaction. Also, the result showed that tangible, empathy and assurance are the most significant predictors in determining public library user satisfaction. This study suggested that the Government and the public authorities should focus on tangible facilities and individuals caring for the

public library users. 10.Kunwar Singh and Ramesh Kuri(2017) have investigated the users' satisfaction with library resources and services in IIT libraries in India. For this study, authors have adopted a survey research method and 800 questionnaires were distributed to students and faculties of 7 IITs and 758 responses were received. Based on the findings, this study suggested that IITs need to provide more web-based library services, use more web 2.0 technologies, conduct more training programs, and collect regular feedback to improve the library services.

3.   Research Design

3.1. Aim and Objectives of the Study

The aim and objectives of the article is to identify the majority of genders participating in the webinars organized by the Madras Library Association. Further to assess the relationship between "Awareness about the Webinars" and the "Frequency of the participation in the Webinars" and relationship between the "Participation in the Webinars" and "Usefulness towards career building" through the Webinars organized by Madras Library Association.

3.2. Limitation

The research study is limited to the participants of the Webinars organized by the Madras Library Association. Ten questions are framed in the questionnaire but the analysis for this article is limited to only 5 questions.

3.3. Methodology

Questionnaires are sent to the participants of the Webinars organized by Madras Library Association by means of Google Form. 144 delegates responded to the questionnaire. With the help of google sheets, the questionnaires are segregated and appropriate statistical tools such as Regression Test and Correlation have been applied to test the data to test the hypotheses and interpreted in the analysis part of the article. The satisfactory level of the user community is assessed on the basis of a five point scale.

3.4. Hypotheses

Hypothesis 1:
Hypothesis H0: There is no significant relationship between the "Awareness about the Webinars" and "Frequency of the Participation in the Webinars" organized by Madras Library Association

Hypothesis 2:

H0: There is no significant relationship between the "Participation in the Webinars" and "Usefulness towards career building" through the Webinars organized by Madras Library Association

4.Analysis and Interpretation

4.1. Designation of the Respondents

Sl. No.	Designation of the Respondents	No. of Respondents
1	Academic Consultant	1
2	Assistant Manager	1
3	Assistant Professor	16
4	Assistant Librarian	14
5	Common Member	1
6	Director of Library	1
7	Former Librarian	1
8	Head, Library	1
9	Information Media Officer	1
10	Lab Technician	1
11	Lecturer	2
12	Legal Head	1
13	Librarian	83
14	Principal and Research Advisor in Commerce	1
15	Research Scholar	8
16	Student	10
17	Upper Division Clerk	1
Total		**144**

Table No.4.1. Designation of the Respondents

The table number 4.1. reveals that 144 respondents of the questionnaire are categorized into seventeen categories according to their designation. Out of that, 86 respondents are with the designation of "Librarian" and ranked first in the table. The second position is occupied by 16 Assistant Professors and third place has been occupied by 10 students. But the majority of the respondents of the questionnaire are library science professionals.

4.2. Qualification of the Respondents

Sl. No.	Qualification of the Respondents	No. of Respondents
1	Undergraduate	13
2	Post Graduate	91
3	Doctor of Philosophy	40
Total		**144**

Table No.4.2. Qualification of the Respondents

The table number 4.2. reveals about the qualification of the respondents. The participants attended the webinars to enhance their knowledge are further categorized into three major categories. Among the 144 respondents, 91 respondents possess the qualification of Post Graduation, 40 respondents possess the qualification of doctorate degree and 13 respondents possess the qualification of under graduation.

4.3. Percentage Analysis of the Feedback

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
1	Awareness about the Webinar	0.00%	1.39%	9.72%	29.86%	59.03%	100.00%
2	How Frequently you participate in the Webinars conducted by Madras Library Association?	4.86%	3.47%	15.97%	30.56%	45.14%	100.00%
3	Webinars generate innovative information about Library & Information Science	0.69%	0.00%	6.25%	26.39%	66.67%	100.00%
4	All the sessions of the Webinars are useful to build your Careers	0.69%	0.69%	6.94%	29.17%	62.50%	100.00%
5	The contents of the Webinar are relevant to the title of the Webinars	0.69%	0.00%	9.72%	33.33%	56.25%	100.00%

Table No.4.3. Percentage Analysis of the Feedback

The table number 4.3 is crystal clear of showing the percentage analysis of the feedback criteria. The awareness about the Webinars by the respondents are "Very High" with 59.03% and placed in the first place. The second place is credited to the respondents having "High" awareness about the webinar with 29.86%. The third place is credited to the respondents having "Medium" level of awareness with 9.72%. It is therefore interpreted that the library science professionals are very much adapted to the electronic environment to know the awareness of the organization of the webinars.

4.4. Percentage Analysis of the Feedback with Cross Analysis of Gender

4.4.1. Feedback Cross Analysis of Gender on "Awareness about the Webinar"

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
1	Awareness about the Webinar	MALE					
		0.00%	0.69%	2.78%	15.97%	36.11%	55.56%
		FEMALE					
		0.00%	0.69%	6.94%	13.89%	22.92%	44.44%
	TOTAL	**0.00%**	**1.39%**	**9.72%**	**29.86%**	**59.03%**	**100.00%**

Table No.4.4. Feedback Cross Analysis of Gender on "Awareness about the Webinar"

The table number 4.4. shows the details of the awareness of the male and female respondents. The males have "Very High" awareness of 36.11%, whereas females have only 22.92%, which denotes that the male have more impact on social media communication. Males have also dominated the "High" awareness over the females as the male have 15.97% and the females have only 13.89%. Both the male and female have equaled the "Low" level of awareness with 0.6944%.

4.4.2. Feedback Cross Analysis of Gender on "How Frequently you Participate in the Webinars conducted by Madras Library Association"

The table number 4.5 highlights the percentage analysis of "How Frequently the male and female participate in the Webinars conducted by Madras Library Association?". The male participants dominate the frequency of participating in the webinar with 55.56% over the female participants (44.44%). Among the male, the participants 27.78% have a very high frequency in participating in the webinars. Among the female respondents, the participants (17.36%) have very high frequency in participating in the webinars. Male participants have a very low

frequency of participating in the webinar with 2.08% than the female participants, who have 2.78%.

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
2	How Frequently you participate in the Webinars conducted by Madras Library Association?	MALE					
		2.08%	1.39%	7.64%	16.67%	27.78%	55.56%
		FEMALE					
		2.78%	2.08%	8.33%	13.89%	17.36%	44.44%
	TOTAL	**4.86%**	**3.47%**	**15.97%**	**30.56%**	**45.14%**	**100.00%**

Table No.4.5. Feedback Cross Analysis on "How Frequently you participate in the Webinars"

4.4.3. Feedback Cross Analysis of Gender on "Webinars Generate Innovative Information about Library & Information Science"

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
3	Webinars generate innovative information about Library & Information Science	MALE					
		0.69%	0.00%	2.08%	12.50%	40.28%	55.56%
		FEMALE					
		0.00%	0.00%	4.17%	13.89%	26.39%	44.44%
	TOTAL	0.69%	0.00%	6.25%	26.39%	66.67%	100.00%

Table No.4.6. Feedback Cross Analysis of Gender on "Webinars Generate Innovative Information about Library & Information Science"

The table number 4.6. reveals the percentage analysis of the male and female participants on the information provided in the webinars are innovative about Library & Information Science. The male participants (55.56%) dominate the female participants (44.44%). Male participants have a very high level of satisfaction (40.28%) than the female participants (26.39%) . No female participant feels low level as well as very low level of

satisfaction towards the webinars generating innovative information about Library & Information Science.

4.4.4. Feedback Cross Analysis of Gender on "All the sessions of the Webinar are useful to build your Careers"

The table number 4.7 reveals the Feedback Cross Analysis of Gender on all the sessions of the Webinar are useful to build the career of the participants. The male participants feels a very high level of satisfaction (36.11%) than the female participants (26.39%). Again the male participants felt high level of satisfaction (16.67%) than the female participants (12.50%). The female participants (4.86%) dominate the male participants (2.08%) towards the satisfactory level of medium. No female participants feels very low level of satisfaction on "all the sessions of the Webinars are useful to build their careers"

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
4	All the sessions of the Webinars are useful to build your Careers	MALE					
		0.69%	0.00%	2.08%	16.67%	36.11%	55.56%
		FEMALE					
		0.00%	0.69%	4.86%	12.50%	26.39%	44.44%
	TOTAL	0.69%	0.69%	6.94%	29.17%	62.50%	100.00%

Table No.4.7. Feedback Cross Analysis of Gender on "All the sessions of the Webinars are useful to build your Careers"

4.4.5. Feedback Cross Analysis of Gender on "The Contents of the Webinar are relevant to the title of the Webinars"

Sl. No.	Feedback Criteria	Very Low	Low	Medium	High	Very High	Total
5	The contents of the Webinar are relevant to the title of the Webinars	MALE					
		0.69%	0.00%	3.47%	19.44%	31.94%	55.56%
		FEMALE					
		0.00%	0.69%	4.86%	12.50%	26.39%	44.44%
	TOTAL	0.69%	0.00%	9.72%	33.33%	56.25%	100.00%

Table No.4.8. Feedback Cross Analysis of Gender on "The Contents of the Webinar are relevant to the title of the Webinars"

The table number 4.8 reveals the Feedback Cross Analysis of Gender on "The Contents of the Webinar are relevant to the title of the Webinars". 31.94% of the Male participants felt Very High Level of Satisfaction than the female participants (26.39%). 19.44% of male participants felt a high level of satisfactory than the female participants (12.50%). 4.86% of female participants felt a medium level of satisfaction than the male participants (3.47%).

Testing of Hypothesis 1:

Hypothesis H0: There is no significant relationship between the "Awareness about the Webinars" and "Frequency of the Participation in the Webinars" organized by Madras Library Association

Level of Satisfaction	Awareness about the Webinar	How Frequently you participate in the Webinars conducted by Madras Library Association?
Very Low	0	7
Low	2	5
Medium	14	23
High	43	44
Very High	85	65
Total	144	144

Regression Statistics								
Multiple R	0.98							
R Square	0.97							
Adjusted R Square	0.96							
Standard Error	7.51							
Observations	5							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-10.84	5.40	-2.01	0.14	-28.03	6.35	-28.03	6.35
X Variable 1	1.38	0.15	9.37	0.003	0.91	1.84	0.91	1.84

Table No.4.9. Testing of Hypothesis 1

According to table number 4.9, the P value of 0.003 is lesser than the critical value of 0.05, therefore the H0 is rejected. Further, the correlation value is 0.98, which denotes high positive correlation. Therefore it is interpreted that the increase of awareness creates impact in the participation of the webinars.

Testing of Hypothesis 2:

H0: There is no significant relationship between the "Frequency of Participation in the Webinars" and "Usefulness towards career development" through the Webinars organized by Madras Library Association

Level of Satisfaction	How Frequently you participate in the Webinars conducted by Madras Library Association?	All the sessions of the Webinars are useful towards Career development
Very Low	7	1
Low	5	1
Medium	23	10
High	44	42
Very High	65	90
Total	144	144

Multiple R	0.97							
R Square	0.94							
Adjusted R Square	0.91							
Standard Error	12.21							
Observations	4							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-15.64	11.12	-1.41	0.29	-63.51	32.22	-63.51	32.22
7	1.50	0.27	5.53	0.03	0.33	2.67	0.33	2.67

Table No.4.10. Testing of Hypothesis 2

According to the table number 4.10, the P-value of 0.03 is lesser than the critical value of 0.05 and it is also denoted Positive Correlation of 0.97, therefore, the H0 is rejected and it is interpreted that the impact of participation in the webinar influenced the participants to enhance their knowledge towards career building.

Conclusion

The article is articulated on the basis of the questionnaires sent through google form and through the analysis of the receipt of the responses of 144 delegates, who are all participated in the webinars organised by the Madras Library Association. The respondents are categorized into seventeen categories and the majority of the respondents are library science professionals. Out of 144 respondents, 40 participants are qualified with Ph.D., 91 participants are Post Graduates and 13 participants are Under Graduates. The awareness about the Webinars of the respondents are "Very High" with 59.03%. The males have "Very High" awareness of 36.11%, whereas females have only 22.92%, which denotes that the male have more impact on social media communication. Among the male, the participants 27.78% have very high frequency in participating in the webinars over the female participants, who have only 17.36% of very high frequency in participating in the webinars. Male participants have a very high level of satisfaction (40.28%) than the female participants (26.39%) towards the webinar providing innovative knowledge about library & information science. Again the male participants felt a high level of satisfaction (16.67%) than the female participants (12.50%) about the usefulness of the webinars towards the development of the career. 31.94% of the Male participants felt a Very High Level of satisfaction than the female participants (26.39%) towards the content provided in the webinars related to the title of the webinars. It is proved through positive correlation, that the increase of awareness creates impact in the participation of the webinar. It is also proved through the Regression and Correlation tests that the impact of participation in the webinars influenced the participants towards career building. The participation of the female professionals in the webinars organized by the Madras Library Association is lesser than the male professionals. It is therefore suggested that the Madras Library Association may take more efforts to shed light about the organization of webinars in the future to increase the female library science professionals awareness to match the ratio with the male library science professionals' participation.

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