

Awareness and Use of Internet Facilities among the PGPM Students of IBS Business School Bangalore: A Study

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Abstract: *This study examines the results of user studies of Internet usage among students of Bangalore city Management colleges in order to determine the level of usage, they type of information accessed and the effectiveness of the libraries communication tools for internet and information research. The results focus on the use of Internet, factors influenced on Internet use, amount of time spent on the Internet use, purpose & place of Internet use, methods of learning Internet skills and also to know demerits of Internet sources and services*

Keywords: *Internet, Internet Facilities, students, Management College, Bangalore, Internet browsing*

1. INTRODUCTION

Internet is the world's largest computer network, the network of networks, scattered all over the world. It was created nearly twenty-five years ago as a project for the U.S. Department of Defense. Its goal was to create a method for widely separated computers to transfer data efficiently even in the event of a nuclear attack. People need information in a very short period and in a most convenient format because of their busy schedule of manufacturing and related activities right from the project stage to marketing of final products. Hence it is pertinent to know the different types of Electronic Information Resources, their usage and the benefit of the same to the engineering sectors. Internet resources play a predominant role in almost all sectors be it an industry, public or private, academic, and government organization. Engineering corporate sectors are not an exception to it.

Internet sources are so vast and the academic and the corporate world are still reeling on its impact. The digital information is pouring in so hastily. Books on any subjects are said to be out of date before they are published. The emergence of digital information has increased the speed of industrial growth. It is possible for any one to have an access over all the resources available in their respective areas in the whole globe within no time. The sudden emergence of electronically digitized information made the corporate sectors to find out techniques to have the information at their fingertips within no

time. The electronic information storage and retrieval completely revolutionized the total scenario. The transition to electronic information source enables the users to have access over a vast collection of information. It is easy for those who are more acquainted with the computer to have control over the important database in their respective areas.

From a handful of computers and users, today the internet has grown to thousands of regional networks that can connect millions of users. This global network is not owned by any single individual, company or country. Today management colleges are playing an important role in imparting business education. The Managers, who are the products of these colleges, require the latest and pinpointed information in their respective fields. Due to the high cost of management Information resources, developing countries cannot provide these resources to their users. But the Internet with its advantages, make the way for the developing countries to access information at a very low cost. It would also useful for suitable modifications or improvement of use of Internet for existing management IBS Business School Bangalore. A case study attempt has been made to assess use of Internet by students of Bangalore Management college.

2. IBS BUSINESS SCHOOL:

IBS offers high-quality programs in different areas of management to a wide cross-section of students, executives and professionals across India. It was established in the year 1995 and within the short period of time IBS has grown impressively. ICFAI has already achieved widespread recognition from industry, academic circles, and professional bodies. IBS has also been consistently ranked among the top B-Schools in the country, in annual the B-School surveys conducted by Indian management Magazine.

2.1 IBS N.J. Yaraswy Knowledge Resource Center:

The IBSB campus has well established libraries and information centers. They are well equipped with latest collection and information resources on business and management related subjects. Professionally qualified and experienced library professionals manage them.

3. OBJECTIVES OF THE STUDY

The present study has the following objectives:

- ❖ To Identify the availability of types of collection in college Libraries
- ❖ To identify the returned information to meet the user needs for study teaching & research.

- ❖ To grasp the user opinion about the adequacy of various kinds of information resources and its usefulness.
- ❖ To study the opinion of users about existing library collection services & facilities.
- ❖ To elicit opinion about the punctuality of the periodicals and online resources.
- ❖ To discover the limitations in the process of improvement of collection and efficiency of services in the libraries.
- ❖ Based on the above to suggest suitable recommendation to overcome the problems of the users and to improve the situation for the benefit of users.
- ❖ To study the use of the Internet by the students in management college of Bangalore.
- ❖ To identify the various Internet resources and services provided in the management colleges.
- ❖ To identify the different purposes for which students are using the Internet.
- ❖ To examine the impact of Internet on teaching, learning and research.
- ❖ To find out the problems faced by the respondents while using the Internet.

4. METHODOLOGY

The questionnaire method was employed to collect the data for the study. In selection of sample of population, the random sampling method has been used. The present study is the survey of randomly selected from ten Management colleges of Bangalore City (Karnataka). It is found that within the Bangalore District there are more than 90 Management colleges. The scholar selected the ten Management colleges for the study.

Further 110 students were selected from these colleges. Accordingly, 100 questionnaires to students were distributed among the students of the Management College of IBS Business School selected. Out of 100 questionnaires 41 (50.62%) from the Male and 40 (49.38%) Female students were returned back duly filled, in which constitute from 81 (100%) response of students respectively.

5. REVIEW OF LITERATURE

A review of the literature reveals that the students are the most frequent users of Internet. They use Internet usually for higher learning, entertainment and for research purposes. Internet usage skills were acquired by majority of students by self study and what they learnt through their friends.

Safdar et al. (2010) revealed that the students were new Internet users but used it regularly. Most had access to the Internet at home. They used this technology

mostly for communication and educational purposes. Jones et al (2009) studied how college students in the US used the Internet and reported that students are heavy users of the Internet. Lohar & Kumbar (2008) conducted a survey among 110 undergraduate and post graduate students in different disciplines at Jawaharlal Nehru National College of Engineering Library, Shimoga (Karnataka) to find out the use of Internet resources and services. Finally, it is concluded that the main intention using Internet resources and services has been the academic interest of the student community. Afiso (2007), discusses the Internet as a supplementary sources of information for tertiary institutions in Ghana, with particular reference to students of the faculty of agriculture of the university of Ghana, Legon, where the technology is relatively new and expensive and not easily accessible to the majority of students.

Harmon, Joseph C (2007) points out that It is not uncommon for college students to be instructed to use scholarly library resources and to avoid using the Internet. This article argues that students should be allowed to use open-Web resources and that the classroom is the best place to teach students how to evaluate the quality of information available on an Internet they will use long after they have left the institution. *Dirk H.R. Spennemann (2007)* traced that the usage of the Internet by students, academics and university administrators as part of their normal working day. It investigates the access to computer facilities and the mode of study have any influence, or and the other factors need to be considered when providing services.

Ming-Hsien Yang, Chien-Hsiang Liao, Shang-Chia Liu (2007) explore the feasibility of applying an internet-based information system (IBIS) to facilitate business alliance activities, especially for small and median enterprises whose business performance is highly dependent on their strategic alliance partnerships. *Grace A Ajuwon (2006)* opines that the Internet is the world's largest network of information, communication and services. And found that it is widely used in medicine and it has significant impact on research, training and patient care, *Preeti Mahajan (2006)* studied the use of the Internet by the researchers at Punjab University, Chandigarh in all the three fields of knowledge in sciences, social sciences and humanities and determines its impact on their academic routine. *B.S. Birdar, G.R. Rajashekara and B.T. Sampath Kumar (2006)* focused on the factors influenced on the use of the Internet use, methods of learning, Internet skills and also to know demerits of Internet sources and services.

Dong (2003) investigated internet use by the Chinese faculty, researchers and students. More men than women user the internet. Respondents with higher degrees and lower age spent more time on the internet. They mostly used e-mail (84.8%) and browsed www (58.2%). They learned to use the internet mainly through self instruction (46.1%) and colleagues or friends (35.7%).

6. DATA ANALYSIS AND DISCUSSION

1. Sample distribution of Respondents

The table no.1 depicts that majority of students are participated in this survey i.e. 41 (50.62%) male and 40 (49.38%) female students. In comparison with the male students the female students are less at IBSB, so the participated strength i.e. 40 (49.38%) enough the draw the results.

The analysis is based on the primary data complied on the use of Internet by the students of the management colleges. The information collected thus is presented in following tables.

6.1. Selection of Respondents by Sex

Users	Students (N=81)
Male	41(50.62%)
Female	40(49.38%)
Total	81(100%)

Table-6.1: Response by Sex

It is found from the table-6.1 that majority of the students (52.62%) are male respondents and (49.38%) of students are female.

6.2. Use of Internet

Users	Yes	No
Students (81)	100%	-

Table 6.2: Use of Internet

It is clear from the table-6.2 that 100% students are using Internet for various purposes.

6.3. Factors Influenced on Internet Use

Respondents were asked to mark the factor, which actually influenced on them for use of internet and also asked to mention to which extent the particular factor was influenced. In order to make easy to respondents, it is given three major factors and three extent of influence as shown in table-6.3.

Students(N=81)			
Factors	To full extent	To some extent	To little extent
Easy availability of internet	36 (44.44%)	33 (40.74%)	7 (8.64%)
Thrust for information	39 (48.15%)	35 (43.21%)	2 (2.47%)
Mailing and Communication	24 (29.63%)	19 (23.46%)	10 (12.35%)

Table-6.3: Factors Influenced on Internet Use

Table-6.3 reveals that the majority of the of students (48.15%) were influenced by the their thrust for information. further it is clears that 29.63% students are using Internet to full extent for mailing and communication.

6.4. Amount of Time Spent on the Internet Use:

Students (N=81)			
Time	Below 1 hour	1 to 3 hour	Above 3 hour
Email	48 (59.26%)	31 (38.27%)	7 (8.64%)
Discussion Group/news Group	39 (48.19%)	18 (22.22%)	3 (3.70%)
Telnet/FTP	41 (50.62%)	6 (7.41%)	1 (1.23%)
WWW/ Gopher	35 (43.21%)	27 (23.33%)	5 (6.17%)

Table-6.4: Amount of Time Spent on the Internet Use

Table-6.4 indicates that 59.26% of students are spent less than one hour for email purpose. Where as 50.62% of students spent less than one hour for searching information i.e. www/Gopher. It is clear from that email is the most popular which tie the user to spend more time.

6.5. Purpose of Internet Use:

Students (N=81)			
Purpose	To full extent	To some extent	To little extent
Study /Education	52 (64.20%)	22 (27.16%)	4 (4.94%)
Email	40 (49.38%)	38 (46.91%)	14 (17.28%)
General information	35 (41.98%)	36 (44.44%)	8 (9.88%)
Web resources	34 (41.98%)	36 (44.44%)	3 (3.70%)
E-journals	24 (29.63%)	26 (32.10%)	11 (13.58%)
Research purpose	36 (44.44%)	23 (28.40%)	8 (9.88%)
Finding agency	22 (27.16%)	28 (34.57%)	12 (14.81%)
Trends in subject	25 (30.86%)	31 (38.27%)	15 (18.52%)

Entertainment	30 (37.03%)	38 (46.91%)	12 (14.88%)
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Table-6.5: Purpose of use Internet

Table-6.5 explains that the around 64.20% students using the Internet to full extent for the purpose of study and education. Further it is found that 49.38% of students use Internet to full extent for mailing purpose. But only 49.91% of students used Internet to some extent for entertainment purpose.

6.6. Methods of Learning Internet Skills:

Students(N=81)			
Methods	To full extent	To some extent	To little Extent
University/ institute	25 (30.86%)	16 (19.75%)	20 (24.69%)
Trail and error	33 (40.74%)	28 (34.57%)	6 (7.41%)
Continuing education	18 (22.22%)	20 (24.69%)	10 (12.35%)
Friends and colleagues	29 (35.80%)	27 (33.33%)	7 (8.64%)
Reading books	19 (23.45%)	16 (19.75%)	20 (24.69%)

Table-6.6: Methods of learning Internet skills

It is found from in table-5.8 that the more number of students (40.74%) follow trail and error method to full extent and 35.80% of them were took guidance from their friends.

6.7. Place of Internet Use

Students(N=81)			
Place of Internet use	To full extent	To some extent	To little extent
Library	35 (43.21%)	15 (18.52%)	19 (23.45%)
Office/dept college	17 (20.99%)	15 (18.52%)	21 (25.92%)
Home	35 (43.21%)	15 (18.52%)	11 (13.58%)
Commercial centre	29 (35.80%)	19 (23.45%)	11 (13.58%)

Table 6.7: Place of Internet Use

The table-6.7 identifies that majority of students (43.21%) are used Internet in the library to full extent. remaining 43.21% of students use Internet in their home to full extent.

6.8 Frequency of Use of Internet

Frequency	Students (N=81)
Daily	50(61.72%)
Twice in a week	23(28.40%)
Weekly	13(16.05%)
Bimonthly	1(1.23%)
Monthly	3(3.70%)
Occasionally	7(8.64%)

Table 6.8: Frequency of use of Internet

Table-6.8 expresses that majority of students (61.72%) used Internet every day. Remaining 28.40% of students used Internet twice in week. Only few students (8.64%) used Internet occasionally. It indicates that more number of students used Internet more frequently for their academic work.

6.9 Demerits of Internet Sources and Services

Demerits	Students(N=81)		
	To full extent	To some exte	To little extent
Not authentic	16 (19.75%)	47 (58.02%)	8 (9.88%)
Not real publication	5 (6.17%)	25 (30.86%)	22 (27.16%)
Not prestigious	13 (16.05%)	17 (20.99%)	25 (30.86%)
Lack of organized	15 (18.52%)	25 (30.86%)	15 (18.52%)
Lack of Information	14 (17.28%)	24 (29.62%)	13 (16.04%)
Too much Information.	16 (19.75%)	24 (29.62%)	13 (16.04%)
Not clear how to browse	15 (18.52%)	36 (44.44%)	9 (11.11%)

Table 6.9 Demerits of Internet Sources and Services

It is clear from the table 6.9 that the majority of students expressed that the Internet sources and services have no authentic to some extent and not prestigious. (19.75%) while 30.86% of them opined as not prestigious to little extent.

6.10 Satisfaction with Internet Sources and Services

Response	Students (N=81)
Satisfied	64(79.01%)
Not Satisfied	24(29.62%)

Table 6.10: Satisfaction with Internet Sources and Services

More number of students (79.01%) opined that they are satisfied with Internet sources and Services.

7. FINDINGS & SUGGETIONS

It is observed from the overall analysis of the data, and given below as findings. Further it is given some useful suggestions which will help the user to use the Internet as well as to provide facilities to use Internet by the colleges.

7.1. Findings

Following are the major findings that derived from the study:

- It is found that the study that the 100% of PGPM students of management colleges in Bangalore are having habit of Internet use.
- The information thrust is the main factor influenced & majority of students spent below one hour time for internet use
- The majority of students are using Internet for education and study purpose and all of them are spent less than one hour for email access.
- The majority of students are followed trial and error method for Internet use, only little extent of respondents are having skill of internet use through training from university or institute.
- The 43.21% of students are browsing Internet in the concerned college and 43.21% of students are using Internet at their house.
- The 64.20% of students use the Internet mainly for educational purposes and comparatively it is less for entertainment purpose for which only 14.88% of students are use the Internet.
- All Internet users prefer e-mail facility. The World Wide Web comes next in order of preference.
- More than 50% of the respondents are satisfied with the facilities provided by the Management College.
- Majority of students (61.72%) are used Internet every day. Only few students (8.64%) used Internet occasionally.
- Majority of students (79.01%) opined that their expert in Internet sources and services. Only few students (29.62%) are expressed that their poor Internet sources and services.
- The most common problem faced by students (58.02%) is Internet sources and services is not authentic

7.2. Suggestions:

Based on the findings of the study, the following suggestions are recommended to improve the use of the Internet among the academic community i.e. teachers and students of management colleges under study:

- More efficient expert technical staff should be appointed and they should educate the users of the Internet.
- Electronic version of the journals should be added to the library.

- Locking of Websites providing only entertainment is avoids the unnecessarily sit on computers.
- All the management colleges should have their own website, so that users can easily get the academic news and college's websites should be regularly updated.
- The time of Internet service should be increased; if possible the service should be provided round the clock, to encourage the maximum utilization of service.
- More computers with latest specifications and multimedia kit should be installed, which will help to use Internet telephony, video-conferencing, chatting and other useful services of the Internet.
- Printers should be installed in the Internet sections of the colleges, which will help to get print out of their study material and other important documents at nominal rates.

Thus, it is found that the heterogeneous nature of habit of Internet use. It is needed to provide more useful ICT facilities to suite the requirements of the users of the library

8. CONCLUSION

The Internet facility has enabled the students to enhance their academic excellence by providing them the latest information and access to worldwide information. The present study has highlighted the existing situation of the Internet services provided by the management colleges of IBS Business School Bangalore. The situation is not, however, very satisfactory from the library point of view. The management colleges of N.J.Yasaswy Knowledge Resource Center have Internet facility, but they did not extend to the users. For this purpose, there is need for effective user education, to develop awareness and knowledge of the users. More efforts by librarians are needed to educate users to effectively use the Internet and its techniques and applications.

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