A Study on Views and Opinion of University Libraries in Southern Tamil Nadu

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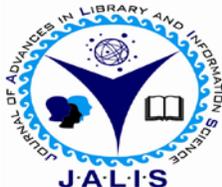E mail: bala_phd2010@yahoo.com

Abstract

This paper discuss about the views and opinions about the University libraries in Southern Tamil Nadu. The data gathered from faculty members, research scholars, and students from the government Universities in Southern Tamil Nadu are analyzed. The stratified random sample was used, 120 questionnaires were distributed to each university, resulting in a total distribution of 600 questionnaires. Out of 600 responses, 565 were responded and the respondent's rate is 94.18%.It found that   The Male respondents have given first priority to 'Get information from other libraries/other sources'. 'Location of the library is inconvenient to access' and 'Library collection is inadequate' are the second and third preference respectively given for them by the respondents.
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Keywords

Views and Opinion; Purpose; University Libraries; Southern Tamil Nadu

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1. Introduction

Today's academic libraries have the ability to store data and materials in electronic formats. A vast range of materials, including indexes, full-text articles, whole journals, and Internet/Web resources, are now accessible electronically through libraries. Generally speaking, libraries were moving toward an electronic setting. In order to deliver quick, integrated, interactive, and complete services to their users and current information, libraries were therefore forced to adapt how their operate and what they provide.

2. University Libraries

"It is commonly understood that libraries play a crucial role in ensuring that everyone has access to knowledge. Libraries nowadays must act as both a local entry point to national and international knowledge centres of information and a knowledge centre of knowledge in its own right. Existing libraries must update their collections, services, and facilities to meet this objective. They also need to take a more proactive approach and work with other organisations, agencies, and NGOs to create a community-based information system. The library is the core of the university's work, both directly and indirectly in terms of its educational function, according to the Radhakrishnan Commission on University Education in India (1948). In contrast to scientific research, which requires both libraries and laboratories, humanistic research can be conducted entirely in libraries. As a result, the library has evolved into the centre of the university system. Any library's collection of information resources is a crucial endeavour.

Users of university libraries can use virtual reference services via email, chat, and other forms of contact. FAQs offer general advice on how to utilise resources and services. In order to save academic staff members' time, university libraries have implemented automated circulation, reservations and recommendations for the purchase of information sources, and access to the OPAC. A well-designed library website acts as a portal for the library's resources and encourages users to use its resources and services. To draw visitors' attention and provide easy access, the library has put the main significant information sources on its website.

3. Review of Literature

The collected literature review which helps to gain insight into the past and present investigation. A thorough grasp of models, methods, findings, and recommendations is provided by a review of the literature. Mei, Aas& Eide (2020) experienced of academic library as a learning space. With a qualitative and explorative approach, it was discovered that the services cape has great influence on student users when the physical environment triggers certain responses and behaviours. As the model goes beyond the physical facilities alone, further understanding of various user responses triggered by the interplay between the built and social environment is gained. Such knowledge contributes to improve library facilities and for libraries to remain important as effective and relevant learning space. Choi & Joo (2018) identified challenges and motivators to social media adoption for marketing purposes in public libraries and to investigate how these libraries perceive the importance of social media marketing. This study determined a range of challenges and motivators to implementing social media for marketing in public libraries. The results also showed that public libraries perceive social media as an important tool for their library marketing and intend to increase their use.

Ihejirika Goulding & Calvert (2021) reported on research into undergraduate students' engagement with university library social media. The results indicate that most students are unaware of university library SM posts. Those who are aware prefer content related to events and happenings on campus as well as news about library service developments. Results of the multiple regressions reveal that students attach importance to the content of SM posts suggesting that the university library may still be able to reach them through social media for more meaningful interactions. Jeremia & Mwantimwa (2022) examined the competencies, perceived impact and challenges of marketing hybrid library collections and services in Tanzania. The study employed a mixed research design that benefited from both qualitative and quantitative elements. The study reveals diverse challenges deterring the effective marketing library services and resources. To increase the utilisation and remain relevant in the provision of library services, the mindsets of library staff ought to be changed by joining hands in enhancing future services, marketing these services, and enhancing professional growth. Xin, C., & Yingxi, L. (2022) explored the factors influencing intentions to use

library social media marketing accounts from users' perspectives to help libraries use social media to provide targeted information services to users to meet their information needs. This study integrates the theory of planned behaviour and technology acceptance model, discusses the factors influencing intentions to use library social media marketing accounts from the users' perspectives and proposes strategies and methods for the optimization of library social media marketing.

4. Scope for the Study

The objective of the current study is to compare university libraries in Southern Tamil Nadu. The resources, services, library operations, library activities, and internet-based library services at institute libraries are all tracked down in this study. This study examines the extent of infrastructures like hardware and software and collection development's accessibility and availability. E-Resources, web-based resources, and various library services with their breadth of offerings are all accessible. Additionally, it discusses understanding of web-based tools and resources as well as how users perceive libraries' services and electronic resources, covering a range of topics such as the value of electronic resources, the reason for utilising them, and any potential legal difficulties. It's time to examine the different concerns, opinions, and suggestions that the user community has regarding the resources and services. For the development of their academic stream and professional views, the respondents rely on a variety of resources and library services.

5. Objectives of the Study

The following objectives are framed for the purpose of the present study.
1. To identify the gender wise respondents of the Universities Libraries in Southern Tamil Nadu.
2. To know the frequency and the purpose of using the libraries among respondents.
3. To assess the opinion and views about library of universities in Southern Tamil Nadu.

6. Methodology

Regarding the Universities Library in Southern Tamil Nadu, the researcher has gathered pertinent information from the respondents. 565 people answered to the 600 questionnaires that were distributed. 94.18% of respondents responded.The

analysis was made based on the Universities in Southern Tamil Nadu which consists of Mother Teresa Women's University, Dindigul District, Manonmaniam Sundaranar University, Tirunelveli District, Madurai Kamaraj University, Maduarai District, Alagappa University, Sivagangai District and The Gandhigram Rural Institute, Dindigul District.

7. Data Analysis and Interpretation

The data gathered from faculty members, research scholars, and students from the government Universities in Southern Tamil Nadu are analyzed. The stratified random sample was used, 120 questionnaires were distributed to each university, resulting in a total distribution of 600 questionnaires. Out of 600 responses, 565 were responded and the respondents rate is 94.18%. To test the hypotheses the researcher used simple percentage, Mean, Standard Deviation, Chi-Square test and Correlation are applied. The diagrammatic and graphical representations of the data are also presented for visualizing the data.

7.1.Distribution of Questionnaires among the Respondents

The Distribution of Questionnaires among the respondents from the Universities in Southern Tamil Nadu has been analyzed based on the opinions and it is shown in the table.1
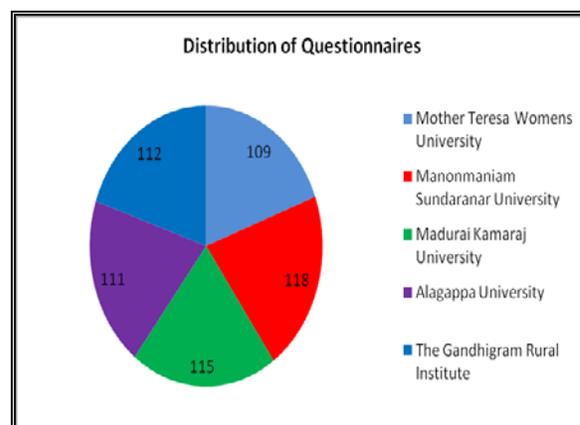

Figure 1: Distribution of Questionnaires among the Respondents

The distribution of questionnaires to respondents from Tamil Nadu's Universities is seen in Table 1. Using a stratified random sample, 120 questionnaires were distributed to each university, resulting in a total distribution of 600 questionnaires to respondents at universities in Southern Tamil Nadu. Out of 600 responses, 565 were duly submitted by the respondents. 94.18% of respondents responded.

7.2. Gender Wise respondents

The gender detail of the respondents has been analyses based on the opinion and responses which is shown in the table 2.

Table 1: Distribution of Questionnaires among the Respondents

Sl. No	Name of University	Questionnaires Distributed	%	Questionnaires Received	%
1	Mother Teresa Womens University	120	20	109	18.17
2	Manonmaniam Sundaranar University	120	20	118	19.67
3	Madurai Kamaraj University	120	20	115	19.17
4	Alagappa University	120	20	111	18.50
5	The Gandhigram Rural Institute	120	20	112	18.67
	600	**600**	**100**	**565**	**94.18**

Table 2: Demographic Details of the Respondents

Sl. No	Demographic Details		No. of Respondents	Percent
1	University	Mother Teresa Womens University	109	19.29
2		Manonmaniam Sundaranar University	118	20.88
3		Madurai Kamaraj University	115	20.35
4		Alagappa University	111	19.65
5		The Gandhigram Rural Institute	112	19.82
1	Gender	Male	264	46.73
2		Female	301	53.27
		Total	565	100.00

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Table 2 shows the demographic details of the respondents and analyses with university wise in Southern Tamil Nadu. In Southern Tamil Nadu consists of Five government Universities such as Mother Teresa Womens University, Manonmaniam Sundaranar University, Madurai Kamaraj University, Alagappa University and The Gandhigram Rural Institute. Out of 600 questionaires, 565 were received after dully filled by the respondents. Among the 565, 109(29%) from Mother Teresa Womens University, 118(20.88%) from Manonmaniam Sundaranar University, 115(20.35%) from Madurai Kamaraj University, 111(19.65%) Alagappa University and 112(19.82) from The Gandhigram Rural Institute wwere received the Reponses It is noted that highest

responses received from Manonmaniam Sundaranar University.

Further, it analyses Gender wise respondents from Universities in Southern Tamil Nadu. Among the 565, 264(46.73%) Male respondents and 301(53.27%) of them Female respondents were replied. It clearly shows that the Female respondents were more than Male respondents.

7.3. How often do you use the library?

The Frequency of use the Library among the respondents has been analyses based on the opinion and responses which is shown in the table 3.

Table 3: How often do you use the library

Sl. No.	University	How often do you use the library?					Total
		Daily	Whenever necessary arises	During free time	Occasionally	Never	
1	Mother Teresa Womens University	23(4.07)	54(9.56)	17(3.01)	8(1.42)	7(1.24)	109(19.29)
2	Manonmaniam Sundaranar University	11(1.95)	58(10.27)	25(4.42)	22(3.89)	2(0.35)	118(20.88)
3	Madurai Kamaraj University	15(2.65)	56(9.91)	23(4.07)	19(3.36)	2(0.35)	115(20.35)
4	Alagappa University	11(1.95)	64(11.33)	27(4.78)	7(1.24)	2(0.35)	111(19.65)
5	The Gandhigram Rural Institute	18(3.19)	55(9.73)	33(5.84)	5(0.88)	1(0.18)	112(19.82)
	Total	78(13.81)	287(50.8)	125(22.12)	61(10.8)	14(2.48)	565

(Figures in the parentheses denote percentage)

The frequency of visit to the library was analyzed with their category of the respondents in table 3. Totally 78(13.81 %) of the respondents were visiting the library in daily which includes 23(4.07%) from Mother Teresa Womens University, 11(1.95%) of them Manonmaninm Sundaranar University, 15(2.65%) from Madurai Kamaraj University, 11(1.95%) from Alagappa University and 18(13.81%) from The Gandhigram Rural Institute. The highest of number of respondents i.e 287(50.8%) visits the library 'Whenever necessary arises' which consists of 54(9.56%) from Mother Teresa Womens University, 58(10.27%) of them Manonmaninm Sundaranar University, 56(9.91%) from Madurai Kamaraj University, 64(11.33%) from Alagappa University and 55(9.73%) from The Gandhigram Rural Institute. And 14(2.48%) of them replied they 'Never' visited the library, which includes 7(1.24%) from Mother Teresa Womens University, 2(0.35%) of them Manonmaninm Sundaranar University, 2(0.35%)

from Madurai Kamaraj University, 2(0.35%) from Alagappa University and 1(0.18%) from The Gandhigram Rural Institute. It is identified from the table the highest number of respondents were visiting library 'Whenever necessary arises'.

7.4. How often do you use the library?

The Frequency of visit to the Library among the respondents has been analyses based on the opinion and responses which is shown in the table 4.

Table 4: How often do you use the library?

Sl. No	Frequency	Gender		Total
		Male	Female	
1	Daily	43(7.61)	35(6.19)	78(13.81)
2	Twice a week	126(22.3)	161(28.5)	287(50.8)
3	Weekly	51(9.03)	74(13.1)	125(22.12)
4	Fortnightly	35(6.19)	26(4.6)	61(10.8)

| 5 | Monthly | 9(1.59) | 5(0.88) | 14(2.48) |
| | **Total** | 264 (46.73) | 301 (53.27) | 565 (100) |

(Figures in the parentheses denote percentage)

It is revealed from the table 4 shows that the frequency of visit to the Library with their category of the Gender. The frequency of visit to the Library was categories as follows: 'Daily', 'Twice a week', 'Weekly', 'Fortnightly' and 'Monthly'. Among the Male respondent 264(46.73%), 43(7.61%) of them using 'Daily' 126(22.3) of them 'Twice a Week', 51(9.03) of 'Weekly', 35(6.19%) of them 'Fortnightly' and 9(1.59%) of the using the library 'Monthly' once. In the case of 264(46.73%) Female respondent, 35(6.19%) of them using 'Daily' 161(28.5%) of them 'Twice a Week', 74(13.1%) of 'Weekly', 26(4.6%) of them 'Fortnightly' and 5(0.88%) of the using the library 'Monthly' once. It is noted Female respondents are more using the library in 'Twice a Week' the Male respondents.

7.5 Purpose of using library

The purpose of using the Library by the respondents has been analyses based on the opinion and responses which is shown in the table 5. The ranking purposes the researcher was used the ranking number 1 to 7.

Table 5: Purpose of using library

Sl. No	Purpose	1	2	3	4	5	6	7	Total
1	To gain current awareness and to keep up-to-date	71 (12.57)	103 (18.23)	105 (18.58)	130 (23.01)	80 (14.16)	66 (11.68)	10 (1.77)	565 (100)
2	To find specific information in your field of interest	110 (19.47)	123 (21.77)	98 (17.35)	97 (17.17)	68 (12.04)	45 (7.96)	24 (4.25)	565 (100)
3	To read newspaper	115 (20.35)	79 (13.98)	70 (12.39)	93 (16.46)	118 (20.88)	68 (12.04)	22 (3.89)	565 (100)
4	For academic Study/Research	165 (29.2)	103 (18.23)	74 (13.1)	51 (9.03)	78 (13.81)	81 (14.34)	13 (2.3)	565 (100)
5	Study for competitive examinations	44 (7.79)	56 (9.91)	89 (15.75)	90 (15.93)	125 (22.12)	127 (22.48)	34 (6.02)	565 (100)
6	To access electronic resources	43 (7.61)	75 (13.27)	107 (18.94)	81 (14.34)	82 (14.51)	146 (25.84)	31 (5.49)	565 (100)
7	Using internet	16 (2.83)	25 (4.42)	21 (3.72)	22 (3.89)	17 (3.01)	32(5.66)	432 (76.46)	565 (100)

(Figures in the parentheses denote percentage)

The table 5 depicts the purpose of using the Library by the respondents has been analyses based on the opinion and variables were used. Among the 565 respondent, 71(12.57%) of them ranked as the first 'To gain current awareness and to keep up-to-date' and followed by 103(18.23%) raked as Second, 105(18.58) ranked as Third, 130(23.01%) ranked as Fourth, 80(14.16%) ranked as Fifth, 66(11.68%) ranked as Sixth and 10(1.77) ranked as the last.For "To find specific information in your field of interest" purpose, 110(19.47%) of them ranked as the first and followed by 123(21.77%) raked as Second, 98(17.35%) ranked as Third, 97(17.17%) ranked as Fourth, 68(12.04%) ranked as Fifth, 45(7.96%) ranked as Sixth and 24(4.25) ranked as the last. It is noted from the table, among the purposes, the respondent preferred and ranked as the First "For academic Study/Research' which includes 165(29.2%) of them ranked as the first, 103(18.23%) raked as Second, 74(13.1%) ranked as Third, 51(9.03%) ranked as Fourth, 78(13.81%) ranked as Fifth, 81(14.34%) ranked as Sixth and 13(2.3%) ranked as the last.

7.6. Views and Opinion about the libraries

The study has been analysed the views and opinion about the libraries by the respondents in universities in Southern Tamil Nadu. The five-point scales of Strongly Disagree, Disagree, No Opinion, Agree, and Strongly Agree were used for the study. The Mean, Standard Deviation and their Rank for the purpose of visit to the Library have been calculated and the same are shown in table 6.

Table 6: Views and Opinion about the libraries

S. No.	Description	SD	D	No opinion	Agree	SA	M	Std. Dev	R
1	Location of the library is inconvenient to access	184(32.57)	202(35.75)	38(6.73)	91(16.11)	50(8.85)	2.33	1.315	3
2	Working hours of the library is inconvenient	183(32.39)	222(39.29)	71(12.57)	65(11.5)	24(4.25)	2.16	1.126	5
3	Library environment is not congenial for serious study	174(30.8)	229(40.53)	88(15.58)	53(9.38)	21(3.72)	2.15	1.074	6
4	Library collection is inadequate	136(24.07)	228(40.35)	86(15.22)	90(15.93)	25(4.42)	2.36	1.140	2
5	Library does not provide current/specialized information	143(25.31)	244(43.19)	81(14.34)	67(11.86)	30(5.31)	2.29	1.126	4
6	Library staff are not helpful	187(33.1)	245(43.36)	76(13.45)	39(6.9)	18(3.19)	2.04	1.014	7
7	Get information from other libraries/other sources	83(14.69)	126(22.3)	214(37.88)	99(17.52)	43(7.61)	2.81	1.121	1

(Figures in the parentheses denote percentage)

The table 6 analysed the Views and Opinion about the libraries by the respondents in universities in Southern Tamil Nadu and variables were used. The respondent have given first priority is 'Get information from other libraries/other sources', "Library collection is inadequate; and 'Location of the library is inconvenient to access' are the second and third preference respectively given for them by the respondents. The least preference was given 'Library staffs are not helpful. The mean value of all the variables ranges between 2.04 and 2.81. It can be inferred that all the variables lie between 'Agree' and 'No Opinion'. The deviation of opinion ranges between 1.014 and 1.121.

7.7. Views and Opinion about the libraries Vs Gender

The study has been further extended to category of the Gender wise respondents for the Views and Opinion about the libraries in universities Southern Tamil Nadu. The Mean, Standard Deviation and their Rank for the purpose have been calculated and shown in table 7.

Table 7: Views and Opinion about the libraries Vs Gender

Sl. No	Purpose	Male			Female			Chi-Square
		M	SD	R	M	SD	R	
1	Location of the library is inconvenient to access	2.36	1.332	2	2.30	1.301	3	9.081
2	Working hours of the library is inconvenient	2.24	1.187	6	2.09	1.067	5	5.263
3	Library environment is not congenial for serious study	2.26	1.131	5	2.05	1.014	6	20.493
4	Library collection is inadequate	2.34	1.113	3	2.38	1.165	2	3.310
5	Library does not provide current/specialized information	2.33	1.127	4	2.25	1.126	4	6.323
6	Library staff are not helpful	2.12	1.079	7	1.96	.950	7	18.819
7	Get information from other libraries/other sources	2.99	1.091	1	2.65	1.126	1	14.795

(M-Mean, SD-Standard Deviation, R-Rank, Degrees of Freedom: 4, Table Value: 9.488)

The table 7 states the Views and Opinion about the libraries by the Gender wise respondents in universities in Southern Tamil Nadu. The Male respondents have given first priority to 'Get information from other libraries/other sources'. 'Location of the library is inconvenient to access' and 'Library collection is inadequate' are the second and third preference respectively given for them by the respondents. The least preference was given for the 'Library staff are not helpful'. The mean value of all the variables ranges between 2.12 and 2.99. It can be inferred that all the variables lie between 'Agree' and 'No Opinion'. The deviation of opinion ranges between 1.091 and 1.332.

In the case of Female respondents, they have given first priority to 'Get information from other libraries/other sources'. 'Location of the library is inconvenient to access' and 'Library collection is

inadequate' are the second and third preference respectively given for them by the respondents. The least preference was given for the 'Library staff are not helpful'. The mean value of all the variables ranges between 1.96 and 2.65. It can be inferred that all the variables lie between 'Agree' and 'No Opinion'. The deviation of opinion ranges between 0.950 and 1.301. Further, the 'Chi square' has been administered to identify the significance and the calculated value has been shown in Table 7. The table value is 9.488 at 5% level of significance, the calculated value for most of the values were lower than the table value which indicated the variables as not significant in their views and opinion about the libraries except three variables.

8. Conclusion

Currently, libraries in universities play a crucial role in the academic and research fields. The teaching and research community now has much easier access to information resources and services thanks to libraries' use of information and communication technology. In the developing knowledge-driven society, responses must have literacy in information and communication technologies. The fact that the majority of users are willing to pay for something indicates that they value the calibre of information products and services over the majority of already available, free items. All university libraries currently offer some information services and products with significant marketing potential. The first step in promotion is to address the issues and capitalise on the advantages.

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