

**AWARENESS AND USAGE PATTERN OF SEARCH ENGINES BY THE
PG STUDENTS OF DEPARTMENT OF LIBRARY AND INFORMATION
SCIENCE KARNATAK UNIVERSITY DHARWAD: A STUDY**

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ABSTRACT

This paper identifies how many users are aware about using search engines for their study. 56 PG students of Department of Library and Information Science of Karnatak University, Dharwad were selected. The main objectives of this study are to know the usage of Search Engines by the students of Department of LIS while accessing and using the Search engine. The data collected with the help of survey method and analysed using simple technique.

KEYWORDS: Search Engines, Usage Pattern, Internet

INTRODUCTION

Searching is an inherent instinct of human behaviour. Every search activity is accompanied by a goal. We all have such experiences, for example, you may be looking for a restaurant to have lunch or searching for the best deal to buy a new mobile phone. A good search process can facilitate the attainment of such goals. A related scenario of our topic is searching for books in a library. Librarians have a long history of organising books so that the user can easily identify his/her book of interest using a library catalogue, facilitated by a library card system. The library card can be regarded as metadata describing the title, the author and the category the book belongs to. This is a traditional model of searching for information.

Since the World Wide Web was invented at the end of the last century, information has experienced exponential growth. Twenty years after the inception of the Web, information seeking on the Web has become one of the most important parts in our daily lives. In contrast to traditional information search in a library, the Web is not a physical “entity” that exists in a specific “place”.

OBJECTIVES

- To understand the nature, significance and scope of the Search Engines as effective tools for information retrieval.
- To know and record the P.G. students most preferred Search Engines.
- To assess the awareness and use habits of Internet resources by the PG students by using search /Meta search engines.
- To identify the solutions for the problems faced by the P.G. students of Library and Information Science in

searching information through internet.

SCOPE OF THE STUDY

Huge amount of education resources are distributed on the internet. Search engines are essential tool for finding information on the World Wide Web. The effective use of search engines for information retrieval (IR) is a crucial challenge for any internet user. Therefore, the present work on search engine may cite different opportunities in several subject or field of knowledge.

The scope this study is limited to study the awareness and usage pattern of search engines by the PG students of Library and Information Science, Karnatak University Dharwad only. There are 43 departments at Karnatak University Dharwad. Among them Library and Information science department is very oldest. Therefore, this study is limited to the 56 students (2015-16 Batches) who are studying Master of Library and Information Science.

METHODOLOGY

In this article survey method has been used. The study is conducted for the P.G students of Department of Library and Information Science Karnatak University Dharwad.

For the purpose of gathering, analysing and interpreting the facts a structured questionnaire has been designed and distributed to all the 56 students and the response rate is 56 (100%). After getting back the filled in questionnaire the data which is acquired from the questionnaires is interpreted organised and analysed in order to get the findings, which is regarded as the backbone of the research and based on those data few remedial majors have been suggested

DATA ANALYSIS AND INTERPRETATION

Data analysis is considered to be the most important step of any research. Data analysis refers to a scientific study of the data gathered through various means. After collection of data the next step is to analyse and interpret the gathered data logically with the help of statistical tools and techniques. This analyse helps the researcher to come out with efficient and effective conclusion or recommendations or solutions to problems if any.

In this part an attempt has been made to interpret and analyse the data collected from regular M.L.I.Sc second and fourth semester students who are studying during 2015-16 session at Department of Library & Information science Karnatak University Dharwad with primary objective of finding out the nature, scope & use of the Search Engines and the significance of Search Engines as a effective tool for information retrieval by P.G. students.

A well structured questionnaire is distributed among the all P.G. students of Department of Library and Information Science Karnatak University, Dharwad. A questionnaire consists of 25 questions, among them first three questions were regarding the personal information of the respondents regarding their name, age, gender and the remaining 22 questions were designed to understand the awareness and usage pattern of Search Engines by the students.

The total population of this study is 56 and the sample size is also 56. I.e. all the 56 students were available. Hence a total of 56 questionnaires were distributed among the P.G. students of Library and Information Science Karnatak University, Dharwad and all the 56 questionnaires were received back and the response rate is 100%.

Age Wise Distribution of Respondents

Table 1

Sl. No.	Age Block	No. of Respondents	Percentage
1	21-25	49	87.5%
2	26-30	4	7.1%
3	31-35	3	5.4%
	Total	56	100%

This table shows that more than half of the respondents i.e. 49(87.5%) are from the age group of 21-25 years. Followed by 4 (7.1%) of the respondents are of 26-30 years. And 3 are from the age group of 31-35 years. The analysis of the above data reveals that most of the respondents are young i.e. from the age group of 21-25 years.

Gender Wise Distribution of the Respondents

Table 2

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	29	51.8%
2	Female	27	48.2%
	Total	56	100%

It is inferred that most of the respondents are male. Here, 29(51.8%) are male respondents while female respondents are 27 (48.2%). That means nearly 3/4th of the gathered responses are the opinions of the male respondents.

Use of Internet

Table 3

Sl. No.	Use of Internet	No. of Respondents	Percentage
1	Yes	56	100%
2	No	0	0%
	Total	56	100%

It shows that all the i.e. 56 (100%) respondents use internet. From this, it can be understood that internet is widely being used by all the P.G. students of Library and Information Science Karnatak University, Dharwad. And it is the most common and very efficient source of information.

Frequency of Internet Use

Table 4

Sl. No.	Frequency of Use	No. of Respondents	Percentage
1	Daily	41	73.30%
2	Twice a week	8	14.28%
3	Weekly	4	7.12%
4	Fortnightly	0	0%
5	Monthly	0	0%
6	Occasionally	3	5.3%
	Total	56	100%

It can be inferred that all most all the students use Internet daily i.e. 41(73.31%). If not daily, they will use very often i.e. twice a week or weekly or monthly. For the sake of gathering information they opt for internet. This means that

use of internet has become routine in the lives of the students

Time Spent Using Internet Browsing

Table 5

Sl. No.	Time Spent	No. of Respondents	Percentage
1	0-1 hours a day	22	39.28%
2	1-2 hours a day	25	44.64%
3	2-3 hours a day	4	7.14%
4	3-4 hours a day	4	7.14%
5	4-5 hours a day	1	1.8%
Total		56	100%

After analysing this table it shows that most of the respondents i.e. 25(44.64%) use Internet 1-2 hours a day that means less than 15 hours a week. And 22 (39.28%) respondents use internet 0-1 hours a day that means less than 7 hours a week.

Place of Internet Access

Table 6

Sl. No.	Place	No. of Respondents	Percentage
1	Smart phones	45	80.35%
2	Cyber cafe	10	17.85%
3	Department lab	18	32.14%
4	Home	8	14.28%
5	Library	6	10.71%

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

Among the respondents 45(80.35%) of the respondents use the Internet in the Smart phones, 18(32.14%) of the respondents use the Internet in the department lab, 10(17.85%) of the respondents use Internet in cyber café, 8(14.28%) of them use in home, 6(10.71%) of them use in Library.

This reveals that more than half of respondents i.e. nearly 80% of the respondents use Internet in the smart phones. Nearly 32% students use internet in the department lab. Only few that means 10% of them use in library.

Purpose of Using Internet

Table 7

Sl. No.	Purpose of Using Internet	No. of Respondents	Percentage
1	E-mail	31	55.35%
2	Entertainment	19	33.92%
3	General Information	30	53.57%
4	Bus/Train reservation	3	5.35%
5	Social networking sites	28	50%
6	Communication	21	37.5%
7	For study purposes	37	66.07%

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

Even though the respondents use Internet for various purposes, they pay varied importance depending on their taste and preferences. Nearly 65% of the students use Internet for study purposes. And 55% of the students use Internet for e-commerce. Rest of the students use internet for hobby and entertainment purposes like communication and

entertainment, almost half of them use it for seeking and gathering information and few use it for e-commerce. From this it can be concluded that use of internet is being made mainly for their study purposes for seeking knowledge, E-commerce and communicating.

Awareness of Search Engines

Table 8

Sl. No.	Search Engines	No. of Respondents	Percentage
1	Yes	56	100%
2	No	0	0%
	Total	56	100%

Out of 56 respondents, all the 56 respondents revealed that they are aware of Search Engines. By analysing this fact, it can be inferred that all the students are aware about the Search Engines to update their knowledge which can add value to their studies as well as to career.

Most Preferred Search Engines

Table 9

Sl. No.	Most Preferred Search Engines	No. of Respondents	Percentage
1	Google	51	91.07%
2	Yahoo	20	35.71%
3	Alta vista	2	3.57%
4	Lycos	1	1.78%
5	Ask	1	1.78%
6	Web crawler	1	1.78%
7	Bing	4	7.14%
8	Dog pile	0	0%

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

This table shows that most of the 91% respondents rely on Google which is the most popular Search Engine. 20% of the respondents use Yahoo. Apart from these two Search Engines other Search Engines have not seemed to be attractive to the respondents.

Purpose of Using Search Engines

Table 10

Sl. No.	Purpose of Using Search Engines	No. of Respondents	Percentage
1	Academic purpose	46	82.14%
2	Internet shopping purposes	20	35.71%
3	Social networking purposes	30	53.57%
4	News	27	48.21%
5	General information	38	67.85%
6	Access e-resources	20	35.71%
7	Download games and multimedia documents	15	26.78%

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

Even though the respondents use Internet for various purposes, they pay varied importance depending on their taste and preferences. Nearly 82% of them use it for academic purposes; almost half of them use it for seeking gathering knowledge and information of them uses it for general information for seeking knowledge. Few use it for News, Internet

shopping purposes, access e-resources, downloading games.

Accuracy or Trust Worthy of Information Available Through Search Engines

Table 11

Sl. No.	Accuracy or Trust Worthy of Information	No. of Respondents	Percentage
1	All or all most all	8	14.28%
2	Most	28	50%
3	Some	15	26.78%
4	Very little	4	7.14%
5	None at all	1	1.78%
	Total	56	100%

Out of 56 respondents, half of the respondents i.e. 28(50%) revealed that they felt the availability of most of the information on search engines is trustworthy and accurate. And 15(26.78%) respondents say that some of the information is trust worthy and accurate. Very few respondents agreed that all or all most all information is accurate.

Awareness and Use of Search Strategies

Table 12

Sl. No.	Search Strategies	No. of Respondents	Percentage
1	Basic search	40	71.42%
2	Advanced search	29	51.78%
3	Truncation search	8	14.28%
4	Concept search	4	7.14%
5	Phrase search	2	3.57%
6	Boolean search	10	17.85%
7	Field search	3	5.35%

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

This Table reveals that most of the respondents i.e. 40(71.42%) are aware of basic search and given the highest priority in using the basic search strategies by the students, followed by 29(51.78%) students are aware of advanced search which provides pinpointed information to the user, followed by 10(17.85%) students are aware of and use Boolean search strategies and rest of the students i.e. 8(14.28%) are aware of truncation search and followed by 4(7.14%), 3(5.35%) and 2(3.57%) respondents are aware of concept search, Field search and Phrase search respectively.

Problems While Using Search Engines

Table 13

Sl. No.	Problems	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1	Slow access speed	16(28.57%)	36(64.28%)	2(3.57%)	2(3.57%)	0%
2	Difficulty in finding relevant information	6(10.71%)	31(55.35%)	9(16.07%)	6(10.71%)	2(3.57%)
3	Overload of information	10(17.85%)	24(42.85%)	15(26.78%)	2(3.57%)	2(3.57%)
4	Lack of skills in location information	5(8.92%)	30(53.57%)	12(21.42%)	6(10.71%)	(0%)
5	Privacy problem	10(17.85%)	23(41.07%)	11(19.64%)	7(12.5%)	2(3.57%)
6	Lack of IT knowledge	7(12.5%)	25(44.64%)	8(14.28%)	10(17.85%)	1 (1.78%)

***since it is a multiple choice question, hence percentage cannot be rounded after 100**

An attempt has been made to identify the problems of students face while using the Search Engines. According to

the respondents i.e. 36 (64.28%) and 31(55.35) respectively the major problems are slow access speed, and difficulty in finding relevant and exact information what they looking for. 24(42.85%) of the respondents agreed that they face lack of skills in finding location of information. 23(41.07%) and 25(44.645%) respondents agreed that they face privacy problem and lack of IT knowledge.

Rates of Abilities to Make Use of Search Engines

Table 14

Sl. No.	Rate	No. of Respondents	Percentage
1	Excellent	5	8.93%
2	Good	43	76.79%
3	Average	8	14.28%
4	Poor	0	0%
5	Not sure	0	0%
	Total	56	100%

From this table it can be inferred that 43 (76.79%) respondents agree that they are good at make use of search engines, followed by 8(14.28%) respondents are felt that they are average and only 5 (8.93%) respondents agree that they are excellent to make use of search engines. The analysis of the data reveals that more than half of the respondents are good at make use of search engines in better and useful way.

Opinion about the Influence of Search Engine

Table 15

Sl. No.	Opinion	Strongly Agree	Agree	Disagree	Strongly Disagree	Un Decided	Total
1	Search Engines improved my search	15(26.78%)	37(66.07%)	1(1.78%)	0	0	53(94.64%)
2	Search engines developed scientific competence	11(19.64%)	37(66.07%)	5 (8.92%)	1(1.78%)	0	54(96.42%)
3	Search engines are essential for study/research	28(50%)	25(44.645%)	1(1.78%)	0	0	54(96.42%)

*since it is a multiple choice question, hence percentage cannot be rounded after 100

It shows that 37(66.07%) respondents agreed to the statement that Search Engines improved their search quality, 15(26.78%) strongly agree, 1(1.78%) Disagree to the statement. Meanwhile 37(66.07%) of the respondents opinion that Search engines developed scientific competence, 11(19.64%) strongly agree, 5(8.92%) disagree and 1(1.78%) strongly disagree to the statement. Finally 28(50%) of the respondents strongly agree to the opinion that Search engines are essential for study/research, 25(44.645%) agree and 1(1.78%) strongly disagree to the statement.

FINDINGS OF THE STUDY

After analyzing the data gathered from the respondents following findings are determined.

- Today's information seekers use Internet widely. We hardly find people who don't use Internet. Especially in the field of academic, study has become one of the main sources of information. The analysis shows that each and every student (56) takes the use of Internet for their academic purpose.

- It is found from the analysis that it can be inferred that all most all the students use Internet daily i.e. 41(73.31%). If not daily, they will use very often i.e. twice a week or weekly or monthly. For the sake of gathering information they opt for internet. This means that use of internet has become routine in the lives of the students.
- It is found that most of the students i.e. 25(44.64%) use Internet 1-2 hours a day that means less than 15 hours a week. And (39.28%) respondents use internet 0-1 hours a day that means less than 7 hours a week. By analysing this it can be inferred that normally the time spent by the students using the Internet lies between 5 to 15 hours.
- It is clear from the study that that more than half of respondents i.e. nearly 80% of the respondents use Internet in the smart phones. Nearly 32% students use internet in the department lab. Only few that means 10% of them use in library.
- It is found that the P.G. students of Department of Library and Information Science use Internet for various purposes. But Nearly 65% of the students use Internet for study purposes. Hence it can be declared that use of internet is being made mainly for their study purposes for seeking knowledge, gathering information, E-commerce and communicating.
- It is clear from the study that Out of 56 respondents, all the 56 respondents revealed that they are aware of Search Engines. By analysing this fact, it can be inferred that all the students are aware about the Search Engines to update their knowledge which can add value to their studies as well as to career.
- It is found that the 51(91%) respondents prefer Google which is the most popular Search Engine. The next place acquired by Yahoo! 20(35.71%). The Alta vista stands at 3rd position 2(3.57%). These are the leading Search Engines preferred by the students.
- Even though the respondents use Internet for various purposes, they pay varied importance depending on their taste and preferences. It is clear that nearly 46(82%) of them use it for academic purposes; almost half of them use it for seeking gathering knowledge and information of them use it for general information for seeking knowledge. Rest of the students use it for News, Internet shopping purposes, access e-resources, downloading games.
- It is clear from the study that 28(50%) students revealed that they felt the availability of most of the information on search engines is trustworthy and accurate. And 15(26.78%) respondents say that some of the information is trust worthy and accurate.
- It is evident from the study that According to the respondents i.e. 36 (64.28%) and 31(55.35) respectively the major problems are slow access speed, and difficulty in finding relevant and exact information what they looking for.
- From this study it can be inferred that 43 (76.79%) respondents agree that they are good at make use of search engines, followed by 8(14.28%) respondents are felt that they are average and only 5 (8.93%) respondents agree that they are excellent to make use of search engines. The analysis of the data reveals that more than half of the respondents are good at make use of search engines in better and useful way.
- The study reveals that 37(66.07%) respondents are of opinion that Search Engines improved their search quality, Meanwhile 37(66.07%) of the respondents opinion that Search engines developed scientific competence, Finally

28(50%) of the respondents strongly agree to the opinion that Search engines are essential for study/research, It no doubt that search engines are the important source of information.

CONCLUSIONS

The impact of modern technology on the society is tremendous. It is particularly so in the case of computer and communication technologies, such an impact is evident in almost all fields of activity. They are partially changing the pace of human activity in each and every sphere of work. This is obviously for the reason that the modern technology enables us to do things in a much more efficient, better and faster way than manual method.

Computer literacy plays a very important role as in this changing environment computer handling is necessary to understand and cope up with the new technologies. It provides a rich, complex setting medium for qualitative research. Teaching internet information literacy within the context of continuous change requires from trainers continual updating of skills and knowledge about the world of information available on the Internet.

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