

INTERNET USAGE AND INFORMATION SEEKING BEHAVIOUR OF MEDICAL COLLEGE USERS IN MAHARASHTRA

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ABSTRACT

The paper focuses on the impact of the Internet on the Medical Library, services, and products. This paper is concerned with the “Internet Usage and Information Seeking Behaviour of Medical College Users in Maharashtra” This analysis is based on the data collected through questionnaires from User’s of the Medical College Special Reference to Maharashtra. This research deals with the analysis and interpretation of collected data by employing appropriate statistical tools and techniques wherever necessary.

Keyword: Internet usage, Information seeking Behaviour, Medical college users in Maharashtra, Medical Library

INTRODUCTION

Today most Medical Libraries are facing a serious loss of their former information monopoly. More and more users are benefiting from an easily accessible database. They perform sophisticated searches on their own. The process of disintermediation has speeded up as the Internet has provided convenient access to an increasing number of information sources. (1/2)

Medical Library users are also becoming increasingly aware of information on the Internet. This development is new as only about of the Medical Professionals who were active Internet Users. (3)

To serve the information needs of their clients appropriately, any library must understand how they use the Internet, what advantages and disadvantages they

experience, and most of all, what they expect from the library regarding the Internet. There are only very few studies that examine the Internet use of Medical Professionals (4-7).

One of the most important achievements in the information and communication sector is the introduction of advanced communication network i.e., the Internet, the Technology connecting a computer with millions of computers in the network. The Internet today has become one of the most important modes of communication and its services are being exploited by people in every walk of life such as business, education, defence, medicine, etc. In the field of Medicine, the Internet has become one of the most popular and talked about the subject. The Library profession is one that has been most intensely affected by the challenges of the Internet and the World Wide Web (WWW).

INTERNET

The Term Internet has been coined from a concept inter-networking that denotes the interaction between the networking of computers. It is an umbrella under which different networks, small and big, freely exchange information across the globe. Internet thus can broadly be defined as a worldwide network of computers communicating via an agreed-upon protocol (rules for the exchange of information). It provides access to the most diversified source of information hosted by individuals and various organizations worldwide on a vast network of servers. (8)

The Internet gives on to the world web, the interconnections to thousands of servers created by a variety of organizations, commercial establishments, industrial units, academic establishments, various individuals. The web pages loaded on various servers provide a variety of information in the form of text, graphics, animation, multimedia, etc. Either free of cost or for a modest fee.

The main characteristic of the Internet and the WWW are:

- ❖ Users across the world can connect or access information irrespective of time and space factors.
- ❖ Point to point communication, rather than one too many broadcast communication.
- ❖ It provides access to a large number of databases.
- ❖ The facility of hyper linking from one server to another by clicking on a Highlighted word which enable the user to directly switch to another data source, on the other side of the world.
- ❖ Instant and interactive community creation on a global base.

The internet, therefore, is a vast electronic library made up of millions of pages of information stored in hundreds of thousands of linked computers at the globe. The Web has brought to the desktop, not only metadata sources like bibliographic databases and table of contents but also the full text of journals, preprints, technical reports, patents, courseware, etc.

SIGNIFICANCE OF INTERNET TO LIBRARIES

The Internet has become a part of the library environment today. It has added great value to the library and information services.

According to Gryez, "with the expansion of internet a new class of electronic document has emerged, it was at once promising and attractive for its obvious advantage of speed and transmissibility and profoundly elusive and confounding to the library community because of its intangibility and malleability. the Internet has become global and ubiquitous. It reaches in hundreds of countries of all continents and is featured daily in the business sections of all major newspapers. (9)

METHODOLOGY:

The targeted population for this study is Users of Medical College Library in Maharashtra. A questionnaire was prepared to consist of open-ended and closed-ended questions, for getting data from respondents. The random sampling technique within the Medical Library has been chosen for the collection of data. The data is analyzed based on a simple statistical method.

RESULTS:

According to collected data, the total number of our sample is 500 Users related to Medical College Library Users in Maharashtra.

PART I- GENERAL INFORMATION

SECTION-I

TABLE .1.1: GENDER-WISE DISTRIBUTION OF USERS

S.NO	GENDER	NO. OF USERS	PERCENTAGE
1.	Male	289	57.8
2.	Female	211	42.2
	Total	500	100

Table 1.1 Displays the Gender-wise Distribution of Users. Among them, 289 Users (57.8 %) are male whereas 211 Users (42.2%) are female. Therefore the number of male users is more than the number of female Users in the Medical Library in Maharashtra. Use of Internet and E-resources. From the existing ratio of male and female Users.

PART-II EXPLICATE THE AVAILABILITY OF E-LEARNING INFORMATION (ONLINE-INFORMATION) BY USERS

This section intended to explain about the availability and accessibility of online information by the Users. The following Tables depict the association in availing and accessing online information for all aspects. The factors such as the accessibility of online information, location of Internet center, skills of using the

Internet, nature of the subject status of users, and material status of users are analyzed properly. The following Tables also explained the factors influencing internet usage in percentage. Further, accessibility is explained by the duration of Internet usage and frequency of usage.

SECTION-II

Table 2.1: USE OF INTERNET

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Yes	500	100%

Table 2.1 shows the use of the Internet among Users. It is cleared that 500 Users (100%) use the Internet services of the Medical College Library in Maharashtra.

TABLE 2.2 LOCATION OF ACCESS OF INTERNET

S.NO	LOCATION	NO. OF USERS	PERCENTAGE
1.	College Library	500	100
2.	Computer Center	-	-
3.	Home	-	-
4.	Internet Cafe	-	-
	Total	500	100

Table 2.2 explains the accessing of the Internet within the College campus. Among the 500 Users (100%) access the Internet from the College Library.

TABLE 2.3: CATEGORY OF INTERNET SKILL

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Beginner	287	57.4
2.	Intermediate	168	33.6
3.	Expert	45	9
	Total	500	100

Table 2.3 Express the category of Internet Skill, In this Study, 287 Users (57.4%) report that their category of the level of use of Internet skill is Beginner. This is followed by 168 Users (33.6%) who report that their category

of the level of use of Internet skill is Intermediate whereas 45 Users (9%) report that their category of the level of use of Internet skill is Expert. Therefore the majority of the Users Belonging to the category of use of Internet skills is Intermediate.

TABLE 2.4: METHODS OF LEARNING INTERNET SKILL

S.NO	METHODS	NO. OF USERS	PERCENTAGE
1.	Guidance from friends	189	37.8
2.	Trial and Error Method	245	49
3.	Formal Training	66	13.2
4.	Attending Courses	-	-
5.	Others	-	-
	Total	500	100

Table 2.4 shows the methods of learning skills. In this study, 189 Users (37.8%) learn Internet Guidance from their friends, 245 Users (49%) Learn from Trial and Error method, 66 Users (13.2%) Learn from Formal Training. Therefore at first most of the Users learn Internet skill from guidance from friends and secondly, they learn Internet skills from trial and error method.

TABLE 2.5: DURATION OF USE INTERNET

S.NO	DURATION	NO. OF USERS	PERCENTAGE
1.	Every day	500	100
2.	Two to three times a Day	-	-
3.	Once in a Week	-	-
4.	Two to three times a month	-	-
5.	Once in a Month	-	-
6.	Occasionally	-	-
	Total	500	100

Table 2.5 regards the Duration of using the Internet. In this study, 500 Users (100%) use the Internet every day, Therefore the majority of the users of the Medical College Library in Maharashtra use the Internet every day.

TABLE 2.6: TIME SPENT ON INTERNET PER DAY DURING THE USE

S.NO	HOUR	NO. OF USERS	PERCENTAGE
1.	½ Hour	-	-
2.	One Hour	98	19.6
3.	Two Hour	140	28
4.	Three Hour	110	22
5.	More than Three Hours	152	30.4
	Total	500	100

It is observed from Table 2.6 shows that Users do not use the Internet for half an hour every day. This is followed by 98 Users (19.6%) who use the Internet an hour per day whereas 140 Users (28 %) use the Internet two hours per day. In this study, 110 Users (22%) use the Internet three hours per day whereas 152 Users (30.4%) use the Internet more than three hours per day. Therefore, it is inferred that the majority of the Users use the Internet More than Three Hours per day (30.4%).

PART- III DISCUSS THE UTILIZATION OF E-LEARNING INFORMATION (ONLINE-INFORMATION) PERSONALITY OF EXTRACTING AND STORING INFORMATION

This section explains the utilization of online information, their nature of extracting the information, and the nature of storing the information. The following information explains the purpose of the use of the Internet, the use of Browser, search engine, storing devices, use of E-mail provider, frequency of checking E-mail and Problem facing while using the Internet, etc.

SECTION III

TABLE 3.1 PURPOSE OF USING INTERNET

S.NO	PURPOSE	NO. OF USERS	PERCENTAGE
1.	Ongoing Research work	358	71.6
2.	Subject Specific Information	298	59.6
3.	Employment Information	-	-
4.	Preparation of Teaching/Lecture notes	125	25
5.	Writing a Research Paper	136	27.2
6.	For Publication	-	-
7.	Entertainment Information	-	-
8.	E-Mail	64	12.8
9.	For Career Development	-	-
10.	E-Journals	-	-
11.	Others	68	13.6

Table 3.1 shows the Purpose of using the Internet. In the study, 358(71.6%) Users use the Internet for ongoing research work. This is followed by, 298(59.6%) Users who use the Internet for getting Subject-specific Information. 125(25%) Users use the Internet for Preparation of Teaching/Lecture Notes. 136(27.2%) Users use the Internet for Writing Research Paper. 64(12.8%) Users use the Internet for sending and receiving E-mail. Besides the purpose cited above, there are some other purposes 68(13.6%) Users. Therefore, it is inferred that the majority of users use the Internet for Ongoing Research work.

TABLE 3.2 NAME OF BROWSER TO THE USE OF INTERNET

S.NO	BROWSER	NO. OF USERS	PERCENTAGE
1.	Internet Explorer	-	-
2.	Opera	-	-
3.	Google Chrome	500	100
4.	Mozilla Firefox	-	-
5.	Netscape	-	-

	Navigator		
6.	Others	-	-
	Total	500	100

It is observed from Table 3.2, 500 Users (100%) use Google Chrome for accessing information from the Internet. Therefore the majority of the Users use Google Chrome for accessing information from the Internet.

TABLE 3.3 USES OF SEARCH ENGINES

S.NO	SEARCH ENGINES	NO. OF USERS	PERCENTAGE
1.	Google	500	100
2.	Yahoo	-	-
3.	MSN	-	-
4.	Altavista	-	-
5.	Others	-	-
	Total	500	100

Table 3.3 reveals the use of the Search engine. 500 Users (100%) use Google search engine for searching for information from the Internet. Therefore the majority of the Users use Google in search of information from the Internet.

TABLE 3.4 DEVICES PREFERRED TO STORE THE INFORMATION FROM INTERNET

S.NO	DEVICES	NO. OF USERS	PERCENTAGE
1.	Hard Disc	135	27
2.	CD-ROM	-	-
3.	Pen Drive	335	67
4.	Print out	25	5
5.	Others	5	1
	Total	500	100

Table 3.4 describes the devices preferred to store the information from the Internet. 135 Users (27%) use hard disc to store Information from the Internet. 335 Users (67%) Pen drive whereas 25 Users (5%) Printout way for storing information from the Internet. 5 Users (1%) use Other Devices. Besides the

ways of storing Information from the Internet cited above. Therefore the majority of the users use Pen drive for storing information from the Internet.

TABLE 3.5 TYPE OF FORMAT PREFERRED TO DOWNLOAD INFORMATION

S.NO	FORMAT	NO. OF USERS	PERCENTAGE
1.	PDF	500	100
2.	Word Format	-	-
3.	HTML	-	-
4.	Others	-	-
	Total	500	100

Table 3.5 shows the types of format preferred to download information. In this study, among the Users, 500 (100%) use PDF for download information from the Internet. Therefore the majority of the Users prefer using PDF format to download information from the Internet.

TABLE 3.6 USE OF E-MAIL FOR COMMUNICATION

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Yes	500	100
2.	No	-	-
	Total		

Table 3.6 shows that 500 Users (100%) use E-mail for communication. It is easy to send the communication to anywhere in proper time

TABLE 3.7 USE OF E-MAIL PROVIDER

S.NO	E-MAIL PROVIDER	NO. OF USERS	PERCENTAGE
1.	Yahoo	-	-
2.	Hotmail	-	-
3.	G-mail	500	100
4.	Rediffimal	-	-
5.	VSNL	-	-

6.	OTHERS	-	-
	Total	500	100

Table 3.7 the use of Email Provider. 500 (100%) use G-mail Hence majority of the Users use G-mail for sending E-mail.

TABLE 3.8 FREQUENCY OF CHECKING E-MAIL

S.NO	FREQUENCY	NO. OF USERS	PERCENTAGE
1.	Daily	269	53.8
2.	Twice a week	136	27.2
3.	Once in a week	67	13.4
4.	Fortnightly	-	-
5.	Once in a month	28	5.6
6.	Rarely	-	-
	Total	500	100

Table 3.8 shows the frequency of checking E-mail. 269 Users (53.8%) check the E-mail Daily. This is followed by 136 Users (27.2%) who check E-mail two times in a week whereas 67 Users (13.4%) check E-mail once in a week. whereas 28 Users (5.6 %) check E-mail once in a month.

TABLE 3.9 PROBLEMS TO BE FACED WHILE USING INTERNET

S.NO	PROBLEMS	NO. OF USERS	PERCENTAGE
1.	Slow access speed	426	85.2
2.	Difficulty in finding relevant information	98	19.6
3.	Overload of Information on the Internet	-	-
4.	Takes a long time to view/download pages	48	9.6
5.	Privacy Problem	-	-
6.	Lack of IT Knowledge	-	-

Table 3.9 shows the Problems to be faced while using the Internet. In this study 426 Users (85.2%) report that slow access speed is the prime problem while using the Internet. 98 Users (19.6%) report difficulty in finding relevant

information. 48 Users (9.6%) report that it takes a long time to view/download Web pages. Therefore the majority of the Users report that slow access speed is the prime problem while using the Internet.

TABLE 3.10 WAYS TO ACCESS TO GET THE REQUIRED INFORMATION FROM THE INTERNET

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	From the web address directly	-	-
2.	Use Search Engines	500	100
3.	Use Subscribed Databases	-	-
4.	Through Portal	-	-
5.	From the web address directly and Use search Engines	-	-
	Total	500	100

Table 3.10 expresses the various ways of access to get the required information from the Internet. Whereas 500 Users (100%) use the search engine. Therefore the majority of the Users use a search engine for browsing the required information from the Internet.

TABLE 3.11 USE OF INTERNET FOR GETTING INFORMATION ON A TOPIC

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Rarely	-	-
2.	Often	258	51.6
3.	Always	242	48.4
4.	No Opinion	-	-
	Total	500	100

Table 3.11 shows the use of the Internet for getting information on a topic. In this study, 258 Users (51.6%) are reported to use the Internet Often for getting

information on a topic. This is followed by 242 Users (48.4%) who use the Internet Always Therefore around 242 Users always use the Internet mainly for getting information on a topic.

TABLE 3.12 TO ACCESS ONLINE NEWS

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Daily	126	25.2
2.	Weekly	109	21.8
3.	Bimonthly	55	11
4.	Monthly	103	20.6
5.	Never	107	21.4
	Total	500	100

Table 3.12 elicits that 126 Users (25.2%) access online news daily. This is followed by 109 Users (21.8%) who access online news weekly. 55 Users (11%) access Bi-monthly. 103 Users (20.6%) access online news monthly whereas 107 Users (21.4%) never access the online news.

TABLE3.13 TO ACCESS ONLINE REFERENCE MATERIALS

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Daily	126	25.2
2.	Weekly	109	21.8
3.	Bimonthly	55	11
4.	Monthly	103	20.6
5.	Never	107	21.4
	Total	500	100

Table 3.13 depicts that 126 Users (25.2%) access the online reference materials daily. This is followed by 109 Users (21.8%) who access weekly. 55 Users (11%) who access the reference materials bimonthly. 103 Users (20.6%) access monthly. 107 Users (21.4%) never access the reference materials. Therefore the majority of the Users access the online reference materials daily.

TABLE 3.14 TO ACCESS ONLINE RESEARCH REPORTS AND PROJECTS

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Daily	126	25.2
2.	Weekly	109	21.8
3.	Bimonthly	55	11

4.	Monthly	103	20.6
5.	Never	107	21.4
	Total	500	100

Table 3.14 shows that 126 Users (25.2%) access online research reports and projects daily. This is followed by 109 Users (21.8%) access weekly. 55 Users (11%) who access bi-monthly. 103 Users (20.6%) access monthly whereas 107 Users (21.4%) never access the online research reports and products. Therefore the number of most of the users who access the online research reports and products daily is more than other options.

TABLE 3.15 TO ACCESS ONLINE CHAT GROUPS

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Daily	126	25.2
2.	Weekly	109	21.8
3.	Bimonthly	55	11
4.	Monthly	103	20.6
5.	Never	107	21.4
	Total	500	100

Table 3.15 shows that 126 Users (25.2%) access the online chat groups daily. 109 Users (21.8%) access weekly. 55 Users (11%) access bimonthly. 103 Users (20.6%) access monthly. 107 Users (21.4%) never access online chat groups. Therefore most of the Users access the online chat groups daily.

TABLE 3.16 TO ACCESS ONLINE JOB LISTINGS

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Daily	126	25.2
2.	Weekly	109	21.8
3.	Bimonthly	55	11
4.	Monthly	103	20.6
5.	Never	107	21.4
	Total	500	100

Table 3.16 explains that 126 Users (25.2%) access the online job listings daily. This is followed by 109 Users (21.8%) who access weekly. 55 Users (11%) access bimonthly. 103 Users (20.6%) access monthly. 107 Users (21.4%) never

access online job listings. Therefore most of the Users access online job listings daily.

PART- IV THE AWARENESS OF THE USERS REGARDING ACCESSIBLE E-LEARNING (ONLINE INFORMATION)

This section expresses the opinion and perception about the online information and internet usage by the Users at Medical College Library in Maharashtra.

This following Table explain

- i. The impact of Internet use in academic and in particular the subject efficiency

SECTION-IV

TABLE 4.1 INFLUENCE ON ACADEMIC EFFICIENCY THE IMPACT OF USE OF INTERNET

S.NO	OPTION	NO. OF USERS	PERCENTAGE
1.	Use of Conventional Documents Decreased	120	24
2.	Dependency on the Internet increased	135	27
3.	Expedites the Research Process	146	29.2
4.	Improve Professional competence	99	19.8
	Total	500	100

Table 4.1 shows the impact of using Internet influence on Academic efficiency. In this study 120 Users (24%) report that the use of Conventional documents decreased whereas 135 Users (27%) report that users on the Internet increased.

146 Users (29.2%) report that the Internet expedites the research process whereas 99 Users (19.8%) report that the Internet improves professional competence. Therefore most of the users report that expedites the Research Process.

FINDINGS

- ❖ Therefore the number of male users is more than the number of female Users in Medical Library in Maharashtra
- ❖ Therefore the majority of the Users belonging to the category of use of Internet skill is Intermediate.
- ❖ Therefore at first most of the Users learn Internet skill from guidance from friends and secondly, they learn Internet skill from trial and error method
- ❖ Therefore the majority of the users of the Medical College Library in Maharashtra use the Internet every day.
- ❖ Therefore, it is inferred **that the majority of the Users use the Internet More than Three Hours per day. Therefore the majority of the Users access the online reference materials Daily**
- ❖ Therefore **the number of most of the users who access the online research reports and products daily is more than other options Users are well aware of information sources and e-resources.**
- ❖ Therefore the majority of the users of the Medical College Library in Maharashtra use the Internet every day.
- ❖ Therefore the **majority of the Users use Google Chrome** for accessing information from the Internet.

- ❖ Therefore the **majority of the Users use Google in search of information from the Internet.**
- ❖ **Therefore the majority of the Users prefer using PDF format to download information from the Internet.**
- ❖ Therefore the **majority of the Users report that slow access speed is the prime problem while using the Internet.**
- ❖ Therefore the **majority of the Users use a search engine for browsing the required information from the Internet**

SUGGESTIONS

The Librarian and the users as glowing is relaxing with the technological advancements converted to the advantage of their collection of information sources and services.

- ❖ An Internet connection and high-quality speed are required to install and deliver effective and efficient information services to users.
- ❖ It is suggested that internet awareness programs completely for faculty members, research scholars both Users and postgraduate students must be conducted.
- ❖ It is suggested that Users and Postgraduate students should be provided with more training for the use of the Internet effectively.

CONCLUSION

In the period of technological progression in all fields in the world. Information Technology plays a significant role in the development of Education. With the exterior of Information Technology, the concept of information providing centers such as Libraries, Internet centers, computer centers, etc has been transformed a lot in its functioning and changed the user's expectations. Information seeking behavior has been shifting differently among the users by the authority of various factors. Users have become more information aware than ever before demanding timely access to the information. These increasing

potential as users have challenged various information providing institutions to develop their quality of services. The very important aspire of the Information providing institutions in extending online services is to provide public access to the Internet to complete its missions to protect and encourage worldwide access to a broad range of E-services. Those in the Library profession play a very important role in information handling, which comprises of information retrieval, information consolidation, and information repackaging. Hence the authorities of the academic institutions must pay outstanding respect to the development of library professionals and services particularly digital services in the present circumstance. Many studies have proved that academic development leads to in general economic development of the nation and hence outstanding attention has to be paid for the online information services and their utilization. The more the utilization of online information services

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