

CHAPTER 1

INTRODUCTION

1.1 Introduction

Information in the context of the library means recorded knowledge which is preserved for use. The medium in which it is preserved is very important for libraries. The medium of recording has undergone many changes with the changing civilization.

Earlier human beings used to record information on clay tablets, papyrus rolls, palm leaves, bamboo etc. with the invention of paper in 104 A.D. by China, the recording procedure became simple. Further with the invention of printing by John Gutenberg in 1439 A.D, the recording of information became more simple and fast. (Kumar2003, 3-4)¹.

After the World War II, numbers of documents started getting published in each and every field of knowledge. So, it was the relatively easy job for libraries to organize the documents. Information is available in the form of research papers, conference, workshops, books, journals etc. then libraries found the difficulty to organize information and preserve it for use.

The second half of the 20th century dominated the information world with electronic revolution. The main aims of libraries were shifted from storage to access. Electronic storage Media were stated to be used for recording information. This media includes magnetic and optical storage. The trends of electronic information storage started with magnetic and optical storage, where magnetic tapes were used to store information. The invention CD-ROM was land-mark in electronic storage media. This can be accessed by only computer devices. With the invention of telecommunication and its amalgamation with computer technology, the data transfer, communication etc. became very easy and quick (Deshpande 2004, 31-35)².

‘Society is in the process shifting away from formal communication style, which for centuries have been based almost on printed paper, to a communication system which will be largely paper-less. i.e. Electronic.’(Dowin 1984, 13).³

Print information V/S Electronic Information Resources.

Before the invention of electronic information resources, among the available means for disseminating information, print information resources were the most used

one. But with the electronic information resources entering the information world, competition entered the information market also. This competition is between print information resources and electronic information resources. Both of these resources have their own brighter side as well as the darker side.

Print information resources are still alive in the information market because of the reading habit of the people and the lack of telecommunication facilities. People still prefer print resources as they are easy to use. Print information resources can be read any-where the person feel comfortable. On the other hand, the darker side of print resources is the rising cost of paper and only one person can use the printed material at a time. The raw material for paper is wood, which is increasingly becoming scarce an environmental conspicuous society.

The Brighter side of electronic resources is that it saves space and more than one person can use the same material at a time. With the help of telecommunication technology, the information in electronic form can be transferred from one place to another very quickly and easily sitting in front of the computer. For the libraries, electronic information resources help in saving space, also assist in library co-operation, networking, resource sharing etc. The darker side is that the electronic information resources if used more, leads to health trouble, which is not a problem with print resources. There are also problems like difficulty in accessibility, the cost of accessing these resources is high and many readers are not having the knowledge of using the electronic information resources. In days to come the electronic information resources will definitely affect the use of print information resources.

1.2 Statement of the Problem

- 1 Nowadays libraries and many institutions are providing information through print form and also in e-form due to its various significant characteristics. Therefore it will be helpful if studies are conducting to find out more about the various trends and other facts of resources.
- 2 This study will also help in creating the awareness among the users about the information available in print and electronic form and also help to know the problem faced by the different users while retrieving or using print and e-resources.

1.3 Objectives of the Study

The objectives of the present study on “Teachers Preference for Print Media V/s Electronic Resource Media: A study of Engineering College in Gujarat” was to find out:-

- 1 To find out the Teachers’ preference for print media and electronic media.
- 2 To find out the differences between the Male and female Teachers’ preference for the Print media and Electronic media.
- 3 To find out the importance of information content in print media and electronic media.
- 4 To find out the problem faced by the Teachers’ while accessing and using the Print Media and Electronic Media.

1.4 Need of the Study

This studies help to know about the access of use and value of print resources and electronic resources into the library by the faculty members in their institute library. So, the researcher can aware that which type of resources were accessed by the users after the studies. So, it is better to understand the links between financial expenditure where spent on which resources.

1.5 Scope of the Study

The present study has been investigating limiting within Teaching staff members (Professor, Associate Professor and Assistant Professor are constitute the target population for this study of Engineering College of Gujarat. The study reveals the extents of the use of Print / Electronic resources by faculty members and how they use these Print / Electronic resources in Engineering Institute.

The researcher has taken the sample of 62 (Sixty Two) engineering colleges of Gujarat. It has been listed in the below table.

1.5.1 List of Institute

No.	Name Of The Institute	Frequency	Percent
1	A. D. Patel Institute Of Technology	19	3.6
2	Adani Institute Of Infrastructure Engineering	3	0.6
3	Aditya Silver Oak Institute Of Technology	6	1.1
4	Ahmedabad Institute Of Technology	3	0.6

No.	Name Of The Institute	Frequency	Percent
5	Apollo Institute of Engineering & Technology	3	0.6
6	Apollo Institute Of Engineering	1	0.2
7	Veerayatan Institute of Engineering	3	0.6
8	Babaria Institute Of Technology	23	4.4
9	Bhagwan Mahavir College Of Engineering & Technology	4	0.8
10	Birla Vishvakarma Mahavidalaya GIA	32	5.6
11	Birla Vishvakaram Mahavidayala SF	4	0.8
12	C. K. Pithawalla College of Engineering and Technology	12	2.3
13	Chandubhai S Patel Institute of Technology	23	4.4
14	Charotar University Changa	13	2.5
15	Chhotubhai Gopalbhai Patel Institute of Technology,	24	4.6
16	Darshan Institute of Engineering & Technology	3	0.6
17	DR. Subhash P Chavda Ahir Kelvani Mandal Group	3	0.6
18	Engineering College Tuwa	1	0.2
19	G. H. Patel College of Engineering & Technology	25	4.7
20	GIDC Engineering College.	5	0.9
21	Government Engineering College Valsad	6	1.1
22	Government Engineering College Bharuch	2	0.4
23	Government Engineering College Bhavanagar	8	1.5
24	Government Engineering College Dahod	5	0.9
25	Government Engineering College Godhara	1	0.2
26	Government Engineering College Palanpur	2	0.4
27	Government Engineering College Patan	1	0.2
28	Government Engineering College Rajkot	16	3
29	Government Engineering College Gandhinagar	7	1.3
30	Government Engineering College Surat	1	0.2
31	Government Engineering College Modasa	4	0.8
32	Grow More Foundation Institution Himatnagar	1	0.2
33	Gujarat Institute of Technical Studies	1	0.2
34	Gujarat Power Engineering and Research Institute	7	1.3

No.	Name Of The Institute	Frequency	Percent
35	Lalbhai Dalpatbhai College of Engineering	4	0.8
36	Madhuben and Bhanubhai Patel Comm. And Technology	4	0.8
37	Marwadi Education Engineering & Technology	18	3.4
38	Pandit Deendayal Petroleum University, Gandhinagar	13	2.5
39	RK University	12	2.3
40	S N Patel Institute of Technology	7	1.3
41	Sabar Institute of Technology for Girls	1	0.2
42	SAL College of Engineering	6	1.1
43	Sal Engineering & Technical Institute	9	1.7
44	SAL Institute of Technology & Engineering Research	7	1.3
45	Sardar Vallabhbhai Patel Institute of Technology	24	4.6
46	Sarvajanik College of Engineering & Technology	26	4.9
47	Shankersinh Vaghela Bapu Institute of Technology	3	0.6
48	Shantilal Shah Engineering College	14	2.7
49	Shree Swaminarayan Institute of Technology	2	0.4
50	Shri Labhbhai Trivedi Institute of Engineering & Technology	10	1.9
51	SHRI S'AD Vidya Mandal Institute of Technology	4	0.8
52	SHRI Swami Atmanand Saraswati Institute of Technology	16	3
53	Shroff S R ROTARY Institute of Chemical Technology	20	3.8
54	Sigma Engineering College Matar	3	0.6
55	Sigma Institute of Engineering	6	1.1
56	SMT. S. R. Patel Engineering college	1	0.2
57	The Maharaja Sayajirao University of Baroda.	10	1.9
58	Universal College of Engineering & Technology	1	0.2
59	Valia Institute of Technology	3	0.6
60	VENUS International College of Technology	5	0.9
61	Vishwakarma Government Engineering College	22	4.2
62	Vyavasayi Vidya Pratishthans Sanch College	4	0.8

The researcher has taken of 28 (Twenty Eight) Branches / Departments of Engineering College of Gujarat. It has been listed in the table no 1.5.2.

1.5.2 List of Department

No	Departments of Colleges	Number of Responses	Percentage
1	Aeronautical Engineering	1	0.2
2	Applied Science And Humanities	11	2.1
3	Architecture Engineering	1	0.2
4	Automobile Engineering	3	0.6
5	Biomedical Engineering	2	0.4
6	Biotechnology	1	0.2
7	Chemical Engineering	25	4.7
8	Civil & Infrastructure Engineering	3	0.6
9	Civil Engineering	104	19.7
10	Computer Engineering	56	10.6
11	Computer Science & Engineering	3	0.6
12	Electrical & Electronics Engineering	3	0.6
13	Electrical Engineering	58	11.0
14	Electronics & Communication Engineering	60	11.4
15	Electronics Engineering	6	1.1
16	Environmental Engineering	1	0.2
17	General	16	3.0
18	Industrial Engineering	2	0.4
19	Information Technology	31	5.8
20	Instrumentation & Control Engineering	13	2.5
21	Marine Engineering	1	0.2
22	Maths	15	2.8
23	Mechanical Engineering	103	19.5
24	Mechatronics	2	0.4
25	Metallurgical Engineering	1	0.2
26	Physics	2	0.4
27	Production Engineering	2	0.4
28	Textile Technology	1	0.2
Total		527	100.0

1.6 Hypothesis

- There is significant difference between the Purpose of Visit for reference of Library Resources across to Age, Gender, Status and Education.
- There is significant difference between the easily accessibility of Library Resource across to Age, Gender, Status and Education.
- There is significant difference between the easily suitability of Library Resource across to Age, Gender, Status and Education
- There is significant difference between the easily accessible of Library Resource across to Age, Gender, Status and Education.
- There is significant difference between the viability opinions of Library Resource across to Age, Gender, Status and Education.
- There is significant difference between the feasibility of Library Resource across to Age, Gender, Status and Education.
- There is significant difference between the average mean score of purpose of visit library with across to Age, Gender, Status and Education.
- There is significant difference between the average mean score of purpose of library resources accessibility with across to Age, Gender, Status and Education.
- There is significant difference between the average mean score of purpose of library resources suitability across to Age, Gender, Status and Education.
- There is significant difference between the average mean score of easily accessible of library resources across to Age, Gender, Status and Education.

1.7 Limitation

The major limitation of the study is that it is limited only to the engineering faculty member of Gujarat. Due to lack of time, it was not possible to cover Students of Engineering colleges and another state of faculty members.

1.8 Definition of the Key Word

1.8.1 Print Media: - The influence of paper, Printing and publishing on education and research, other activities and on the libraries is enormous. This study is an important and integral component of print media.

The advent of paper was invented in China in 105 AD by Ts' ai Lun, who served in the court of Emperor He Di Ts'ai lun. Later the Chinese found the art of good paper-making fibres by pounding rags, hemp rope and old fishing nets into a pulp and the first paper mill in America were established in Philadelphia in 1690.

The paper is traditionally used for handwritten and printed media. Paper as a medium for information storage is used in wide range of other documents like charts, wall charts, poster, flipcharts, hand-outs, atlases and folder, apart from conventional documents like the books.

The example of print media are newspaper, magazines, learned periodicals, books, indexing and abstracting periodicals, directories, conference proceeding etc.

The characteristics of the book and other similar documents are discussed as below:

1. They are extensive bodies of information, integrated into wholes or of discrete data.
2. They are fixed additions or correction of the data is complex need re-doing.
3. Books are convenient, easily portable, require no apparatus or connection to read or consult.
4. Books can be aesthetically pleasing.
5. One can read it at leisure and convenience compared to reading from the screen.

Advantages of Print Media

- 1 Print materials like book, magazines, and journals are portable. So, we can be carried along and can be used anytime and anywhere.
- 2 Easy to use the print material allows to the reader at own place and style.
- 3 The cost of print media is less compared to the other media.
- 4 As compared to electronic devices and software, printed materials is easy and cost effective to edit and revise.

Disadvantages of Print Media.

1. Reading ability of literacy and the knowledge of the language of printed material is an important factor.
2. Readers are also required to possess the adequate cognitive skill to comprehend the printed message.
3. Reading materials consumes more time than viewing the same things through images.
4. Reading a printed lesson is given the theoretical knowledge but it can hardly develop the practical skills.
5. Printed materials cannot suitable to the need of the diverse learners.

1.8.2 Electronic Resource Media

Definition

According to ODLIS (Online Dictionary of Library and Information Science) Electronic Resources can be defined as

Material consisting of data and/or computer program(s) encoded for reading and manipulation by a computer by the use of the peripheral device connected to the computer or remotely via a network such as an internet. The category includes software applications, electronic text, bibliographic databases, etc.

Importance of Electronic Resources Media

The basic importance of acquiring and using electronic resources are listed below.

1. Electronic resources prove economical in the long run as it saves the cost of shelving, binding and minting charges.
2. Electronic resources are easy to handle in terms of searching, browsing, indexing and downloading.
3. Electronic resources support users by providing fast retrieval.
4. Multiple access to electronic resources are possible.
5. Sharing the information is possible very easily with the help of electronic resources.
6. Use of electronic resources is a status symbols for any library.
7. Academicians and researchers are well conversant with the use of electronic resources, so, the information in electronic resources will be beneficial to them.
8. Electronic resources help in lowering the pressure of information explosion.
9. Information in the multimedia form will only be available in the electronic resources.
10. As more and more publisher are inclined towards electronic publishing, it is better for a library to go for electronic resources (Pathak 2004 ,22-28)

Advantage of Electronic Resource media

1. It is improved the status and image of the library and also makes it service more efficient and effective.
2. It can be easily transferred, so sharing information will be easiest and save the time.
3. It provides the link to full text of documents like pdf, video and audio files.

4. Multiple access is available. So, more readers can satisfy its demand at the same time.
5. Remote access is possible. So, no need to visit library.
6. It can be satisfied users need by providing information very fast than print documents because of searching, finding, copying and sharing the documents.

Disadvantage of Electronic Resource Media

1. Sometimes reading becomes difficult from the screen.
2. Special equipment is needed to access the E-Resources.
3. E-Resources are only the read only devices. We cannot update the data into the file.
4. It requires high investment in the initial stage because of hardware and software requirement.
5. It is very difficult to carry while print media carry as any time any place easily.

1.9 Conceptual Framework of the Study

This study is confined to the use of print v/s. Electronic resource media only. Only Sixty Two Engineering college of Gujarat have been selected. The main techniques of the survey method, which were incorporated to collect the data from the users, was the questionnaire. Whenever research demand personal interaction between the researcher and the respondent through e-mail or telephonic talk. In this study the technique data collection was well structured questionnaire. The questionnaire is defined as a written e-document listing a series of questions pertaining to the problem under study to which investigator required the answer'. This is a good technique of getting the answers to a series of questions without devoting much time to the respondents. The questionnaire can be given through e-mail to the respondent. The reason behind choosing the online questionnaire technique was that the target population was well educated and able to fill up the online questionnaire on their own time and own device. While other techniques would have consumed more time. This study was restricted to the faculties of the engineering college of Gujarat.

1.10 Structure of the Research Study

The research work is presented in the following chapter.

Chapter I Introduction

This chapter deals with the introduction of the topic including the history, importance, definition, characteristics, need, statement of the problem and objectives of print media and electronic media.

Chapter II Review of Literature

This chapter deals with the Review of Literature is collected on the research topic covering Print media, Electronic Resource media, and print media v/s. Electronic resource media have been discussed here.

Chapter III Research Methodology

This chapter describes several research technique method obtain by the researcher for this research and discusses about data analysis techniques and instruments.

Chapter IV Print Media and Electronic Media and Profile of Colleges

This chapter divided into the two sections.

Section 1 Introduction of Print Media and Electronic Media

Section 2 Profile of Engineering Colleges

Chapter V Analysis and Interpretation of Data

This chapter deals with the organization, evaluation, analysis and interpretation of the collected data and represented with tables and figure whenever necessary. The data collected from the 62 (Sixty Two) engineering colleges of Gujarat.

Chapter VI Finding Suggestion and Conclusions

This chapter describes the summary of the findings observed in the study, the recommendation is made with various views. Conclusions of the study and suggestion for future studies are also presented. In the end, the Bibliographical references are enlisted, along with the appendix.

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