

Learning Behaviour of the Library Users Using the Different Sources and Devices: With Special Reference to Amrita Vishwa Vidyapeetham, Coimbatore, Tamil Nadu, India

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Abstract - The present study is in identifying the learning behavior of the students of Amritha Viswavidyapeedam, Coimbatore. The students exhibit different levels of behavior, styles, and attitude. The study concentrates on various factors that regulate and influence their academic performance as well. For the purpose of data collection, questionnaires were distributed among 250 students of the University. The findings reveal the individual learning styles and preferences to personalize the learning environment. The study reveals - A deep learner, always prefer print media and can transform the facts with good output, on the other hand, A Shallow Reader prefers electronic media only. The study emphasizes the core values of behavior for academic and personal excellence.

Keywords: Learning behavior, Reading preferences, Higher Education, Electronic devices, Amrita Vishwa Vidyapeetham

I. INTRODUCTION

The learning behaviour of users is varied in the different stream. Nowadays students has different preferences in their learning for using academic resources. With the advancement of ICT technology, various formats and devices are available. Learning behavior is observed by an individual that, they find it to be beneficial to them in some way. There's a motivating factor behind it. The learned behavior is a conditioned response to impetuses through learning. In view of our students, we want to know what the learning behavior of students is. What actually they needed. They are directly studying form electronic devices or taking the printout of the study materials for reading. What are all devices they are using and browser preference and storage of documents using drive and page preference etc., this will help Librarian to assist the users in a better way.

II. ABOUT THE INSTITUTION

Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is accredited 'A' Grade by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across five campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with the headquarters at Ettimadai, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously

collaborates with top US universities including Ivy League universities and top European universities for regular student exchange programs and has emerged as one of the fastest growing institutions of higher learning in India. Its offered 207 Programs Offered, 5 Amrita Campuses, 15 Constituent Schools A Grade By NAAC, MHRD 9th Rank(India): NIRF 2017 150⁺ International Partners. The institution is managed by the Mata Amritanandamayi Math.

III. OBJECTIVES OF THE CURRENT STUDY

The study has been muted to address the following goals-

1. To study the learning behaviors of students of the Amrita
2. To know the reason for use of electronic learning materials.
3. To list out of devices used for e-Reading.
4. To explore the devices used by them for storage of documents.
5. To identify their preference for browsers.
6. To deduce the reason for the use of the electronics medium.
7. To study the format and page preferences.

IV. COLLECTION OF DATA

By using the well-prepared questionnaire and the data is collected by using Google forms, is an online open source tool. The questionnaire was sent through emails of 200 students, 175 students responded. Out of 175 respondents, 93 (53%) of them were male and 82(47%) were female.

V. DATA ANALYSIS

TABLE I GENDER WISE DISTRIBUTION

Gender	Print		Electronic		P&E	
	N	%	N	%	N	%
Male	46	49	5	5	42	45
Female	42	51	3	4	37	45
Total	88	50	8	5	79	45

N = Number of respondents, P&E = Print and electronics

The table no.1 list Gender of participants. Out of 175 students 93 were male and 82 were female students. 46 male students are preferred in print, 5 male students preferred in Electronics, and 42 male students preferred print and electronics. 42 female students preferred print, 3female student preferred electronics and 37 female students were preferred print and electronics.

It is revealed from table no. 2, 37 of the engineering students preferred in print and 51 of Social science students preferred in print. 3 of the engineering students preferred in electronics and 5 from social science students preferred electronics. 37 of the engineering students preferred print

and electronics, 42 of the social science students preferred print and electronics

TABLE II FACULTY WISE USER'S READING PREFERENCE

Course	Print		Electronics		P&E	
	N	%	N	%	N	%
Engineering	37	48	3	4	37	48
Social science	51	52	5	5	42	52
Total	88		8		79	

N = Number of respondents, P&E = Print and electronics
 Engineering : Computer Science, Electrical, Electronics, Mechanical branches
 Social science : MBA, MSW, Master of Communication branches

TABLE III PRINTOUT OF ELECTRONIC LEARNING MATERIALS

Preferences	Strongly agree		Neither agree or disagree		Disagree		Strongly disagree		No response	
	N	%	N	%	N	%	N	%	N	%
Prefer to print out my course reading rather than read them electronically	101	58	41	23	22	13	4	2	7	4
Prefer to make digital copies of my printed course materials	60	34	59	34	39	22	7	4	10	6
Remember information best when I read printed pages	108	62	45	26	12	7	3	2	7	4
More likely to review my course readings when in print	107	61	42	24	14	8	3	2	9	5

N = Number of respondents, P&E = Print and electronics

Prefer to print out my course reading rather than read them electronically: 58% responds strongly agree, 23% neither agree or disagree, 13% disagree, 2% strongly disagree, 4% not acknowledged.

Prefer to make digital copies of my printed course materials: 34% strongly agree, 34% neither agree or disagree, 22% disagree, 4% strongly disagree, and 6% not responding.

Remember information best when I read printed pages: 62% strongly agree, 26% neither agree or disagree, 7% disagree, 2% strongly disagree, 4% not responding.

More likely to review my course readings when in print: 61% strongly agree, 24% neither agree or disagree, 8% disagree, 2% strongly disagree, 5% not responded.

Above table shows that majority of the students likes to take the printout of their course materials rather than read electronically. 62% of the students strongly agree in remember information best when reading in printed pages. 61% strongly agree to review course reading in print format.

TABLE IV DEVICES USING FOR E-READING

Devices using for e-Reading	Laptop		Mobile		Desktop		IPad/Tablet		e-Reader		Others
	N	%	N	%	N	%	N	%	N	%	N
	117	67	47	27	3	2	5	3	2	1	1

N = Number of respondents, P&E = Print and electronics

It is depicted from table no.6 that 67 % of students are preferred to use Laptop, 27 % of students are preferred mobile, 2 % using the desktop, 3 % of students are preferred iPad/ tablet. 1% of students have preferred the e-reader. It is revealed that most of the students using Laptops.

TABLE V DEVICES USED FOR STORAGE OF DOCUMENTS

Devices used for storage	External		Internal		Google drive		No response		Total	
	N	%	N	%	N	%	N	%	N	%
	74	42.29	62	35.4	35	20	4	2.29	175	100

N = Number of respondents, P&E = Print and electronics

Table No. V, showing 42 % external devices using for storage (pen drive, CD, Hard disk .), 35 % preferred for internal storage- (local storage), 20 % preferred Google drive for storage. Most of the students preferring external storage devices.

TABLE VI INTERNET BROWSER PREFERENCES

Browser preferences	Mozilla Firefox		Google Chrome		Internet Explorer		Safari		Opera		Others		No response	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
	28	16	136	78	0	0	5	3	3	1	2	1	1	1

N = Number of respondents, P&E = Print and electronics

Table No. VI shows the majority of students preferred Google chrome (78%), 16 % Mozilla Firefox, 3% Safari, 1% others, and 1% no response.

TABLE VII REASON FOR THE RESPONDENTS USE OF ELECTRONICS

Reason for the use of electronics	Cost factor		Easy search		Visual impact		Environmental factor		No response	
	N	%	N	%	N	%	N	%	N	%
	42	24	111	63	10	6	9	5	3	2

N = Number of respondents, P&E = Print and electronics

From the Table No.VII, it can be noted that 63 % easy to search, 24 % cost factor, 6 % visual impact, 5 % students are said due to the environmental factor. It was found that majority of the students preferred electronics for easy search.

TABLE VIII IMPACT OF LENGTH OR PAGE PREFERENCE

	Strongly agree		Neither agree nor disagree		Disagree		Strongly disagree		No response		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
	Prefer to read in print when pages are more	113	64.57	35	20	15	8.57	5	2.86	7	4	175
Prefer to read in Electronics when pages are less	90	51.43	61	34.9	15	8.57	4	2.29	5	2.9	175	100

N = Number of respondents, P&E = Print and electronics

Prefer to read in print when pages are more: 65% of respondents strongly agree, 20% neither agree or disagree, 9% disagree, 3% strongly disagree, and 4% not responding.

Prefer to read in electronics when pages are less: 52% respondents strongly agree, 35% neither agree nor disagree, 9% disagree, 3% strongly agree, and 3% not responding. It is clear from the above table that majority of respondents strongly agree to read print resources when pages are more and prefer to read in electronically when pages are less

VII. CONCLUSION

The study has brought to limelight the attitude of students and in using the devices when they study the reading materials. With more and more of libraries now investing in digitalizing their libraries and more of electronic reading materials gaining popularity, it's very crucial for librarians to identify the attitude of the learners of the specific locality before rushing into stacking their shelves with more of e-materials. The article shows that when students were asked about their preferences to be marked in reading their electronic study materials, namely laptops, computers, mobile phones etc. They came out with a clear prediction that as far as study materials are concerned they prefer using the print medium than electronic medium. With regard to reading preferences of page length, when more pages students prefer print and less they prefer electronics.

Majority of the students preferred Google Chrome for browsing and none of the students opted Internet Explorer. While analyzing the reason for using of electronic resources, Cost factor, Easy search, Visual impact, Environmental factors most for students responded for easy search is the main factor.

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