

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)).

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	IMPROVING THE EFFECTIVENESS OF e-GOVERNANCE PROJECT IN PUBLIC DISTRIBUTION SYSTEM (PDS) OF GUJARAT <i>PARIKSHIT TIWARI &amp; RAVI GOR</i>	1
2.	A SURVEY ON TRUSTBASED SECURE AODV IN MANET: A LITERATURE REVIEW <i>V.VALLINAYAGI</i>	5
3.	A STUDY ON THE PERCEPTION AND AWARENESS OF THE PEOPLE ABOUT THE DIGITAL INDIA INITIATIVE OF THE GOVERNMENT OF INDIA <i>DR. ASHA NAGENDRA, ANUKRITI PANDEY &amp; VISHAKHA BABBAR</i>	8
4.	IMPACT OF ICT & OPENNESS ON STUDENTS' PERFORMANCE IN QUANTITATIVE SUBJECTS <i>SHILPA MUJUMDAR, DR. H. S. ACHARYA, DR. TEJASWINI APTE &amp; VENKATESH IYENGAR</i>	11
5.	RISK ANALYSIS OF EXCESS AND OBSOLETE INVENTORY IN A COMPUTER COMPANY: A CASE STUDY <i>KUSHAL NAGENDRA &amp; DR. ASHA NAGENDRA</i>	17
6.	A STUDY ON PURCHASE BEHAVIOR OF CONSUMERS TOWARDS E-RETAILING <i>DR. G. PRAKASH RAJ, DR. A. PAPPU RAJAN &amp; DR. J. MICHAEL SAMMANASU</i>	20
7.	TRAINING FOR SKILL UP-GRADATION IN SELECTED IT ORGANIZATIONS: A SAMPLE SURVEY <i>S. S. K. SASTRY AKELLA &amp; DR. K. VENKETESWARA RAO</i>	24
8.	INFORMATION TECHNOLOGY AND INDIAN ECONOMY: A DISCUSSION <i>DR. BANDANA PATHAK</i>	30
9.	DIGITAL ACCESS SKILL IN THE WEB AMONG LIBRARY USERS OF PATRICIAN COLLEGE STUDENTS: A STUDY <i>G. MEENAMBIKA, S. MAIDHILI &amp; DR. N. THILAGAVATHY</i>	35
10.	AN APPLICATIONS OF DATA WAREHOUSING <i>PADMANJALI.A.HAGARGI</i>	39
11.	A REVIEW OF E-BANKING SERVICES IN INDIAN BANKING INDUSTRY <i>DR. AVNEET KAUR</i>	44
12.	ASSESSMENT OF TEMPERAMENT, EMOTIONAL STABILITY AND SELF-CONFIDENCE AMONG DEAF AND HARD OF HEARING ADOLESCENT STUDENTS IN VELLORE DISTRICT <i>K. ELAMATHI</i>	48
13.	CONVERGENCE OF IFRS <i>SHAILAJA D.KELSHIKAR &amp; DR. MANOJ D SHAH</i>	54
14.	FARMERS' ATTITUDE AND SOCIO ECONOMIC STATUS TOWARDS DRIP IRRIGATION SYSTEM IN COIMBATORE DISTRICT <i>DR. P. MAHESWARI</i>	58
15.	WATERMARKING USING ARNOLD TRANSFORMATION AND PRIVATE KEY <i>HARJOT KAUR &amp; GURINDER SINGH</i>	61
16.	BARRIERS OF USING AND PRACTICING ELECTRONIC SHOPPING (AN EXPLORATORY STUDY OF VIEWS OF A SAMPLE OF CONSUMERS IN IRAQI KURDISTAN REGION ERBIL CITY) <i>ZANA MAJED SADQ, JAMIL ABDULKARIM ABDULLAH &amp; SAID MOHAMMAD KARIM</i>	66
17.	RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT PROCESS AND CREATIVITY AMONG FACULTY MEMBERS: A CASE STUDY OF SAMBALPUR UNIVERSITY <i>SWAGATIKA NANDA</i>	71
18.	RATIO ANALYSIS BETWEEN PRISM AND RAMCO CEMENT <i>INNA YADAV</i>	74
19.	DIGITAL MARKETING AND ITS EFFECTS ON CONSUMER DECISION MAKING PROCESS <i>MONIKA BANGARI</i>	81
20.	A STUDY ON EMPLOYEES' MOTIVATION IN A SHIPPING COMPANY <i>P. ANBANANDAN</i>	84
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>87</b>

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## FORMER CO-ORDINATOR

**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## ADVISORS

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

***FORMER TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR**

Designation

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered** and **fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php), however, mentioning JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. ***The author (s) should mention only the actually utilised references in the preparation of manuscript*** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**DIGITAL ACCESS SKILL IN THE WEB AMONG LIBRARY USERS OF PATRICIAN COLLEGE STUDENTS: A STUDY****G. MEENAMBIKA****RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE;****LIBRARIAN****PATRICIAN COLLEGE OF ARTS & SCIENCE****CHENNAI****S. MAIDHILI****RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE;****LIBRARIAN****MEENAKSHI COLLEGE FOR WOMEN****CHENNAI****DR. N. THILAGAVATHY****LIBRARIAN****DR. M. G. R. JANAKI COLLEGE OF ARTS & SCIENCE****CHENNAI****ABSTRACT**

*This study focuses mainly on students' access pattern in online. This study is limited with students doing projects and research works using web e-resources. Using "The information seeking behavior on the web model" created by Choo, Dettor & Turnbull (1998) information seeking skill level in online environment is measured. The primary goal of this study is to create awareness about library subscribed resources. This is a follow up study of "Patrician College Library user study 2014-15" which concluded that most of the students first information search starts from Google and suggested to provide more computers with internet access facility. This article focuses on student's requirement of e-resources and to improve the digital services in library.*

**KEYWORDS**

digital access skill, digital environment, information seeking pattern, user study, digital library user study.

**1. INTRODUCTION**

Patrician College of Arts and Science located in the centre of city Adyar was established in 2001 Christian minority co-educational self-financing institution affiliated to the University of Madras, catering to the educational needs of students. The study is the follow up study of previous minor research entitled "Information seeking behavior of students of patrician college of Arts and Science College Library". In previous study it is found that most of the students' first search of information starts in internet. To find students digital information literacy level and their satisfaction in internet search and to create awareness about lack of authenticity of information available and encourage to use digital resources subscribed by patrician college.

**2. OBJECTIVES OF STUDY**

- ❖ To study the internet users Digital access skill among students of Patrician College.
- ❖ To study web users, search behavior
- ❖ To study users' perceptions on e-resources
- ❖ To find internet users mindset and their preferences
- ❖ To know the use and usage of source of information and format available in internet and
- ❖ To create awareness about digital services provided by library.
- ❖ To measure PCAS students' satisfaction level in searching internet e-resources.
- ❖ To create awareness about authenticated information available under library subscribed e-resources.
- ❖ To make them to utilize subscribed e-resources under NLIST Programme.

**3. SCOPE OF STUDY**

- The study is limited to Patrician College of Arts and Science College library users.
- Period of study is between June and December, 2015
- Study is limited to students referring project related search in internet

**4. METHODOLOGY**

Using "The information seeking behavior on the web model" created by Choo, Dettor and Turnbull (1998) Internet usage and online behavior is collected through direct interviewing direct observation method. Survey method is used for data collection. 100 questionnaires were distributed among the students and only 85 filled in questionnaires were obtained from them.

Simple percentage method is used for data analysis. Direct Observation of student's access pattern, direct interview and transaction log is observed to get clear view of student's information access pattern in online. Collected data is analyzed using Simple percentage method.

**CHOO'S INFORMATION SEEKING BEHAVIOR ON THE WEB MODEL<sup>1</sup>**

Choo, Dettor and Turnbull New behavior model for information seeking identifies four modes of information seeking on the web.

1. Undirected viewing
2. Conditioned viewing
3. Informal Search
4. Formal Search

**4.1. UNDIRECTED VIEWING**

Searching directly in internet browser without any clear idea about what to find and what to do and navigating all source of links available in the web. Ellis's moves, starting and chaining dominate this mode.



**4.2. CONDITIONAL VIEWING**

In this mode the seeker views information on a selected topic. The moves anticipated are browsing, differentiating and monitoring.

**4.3. INFORMAL SEARCH**

The active search of information and understanding of the topic can be broadened and deepened. Moves anticipated are differentiating, extracting and monitoring.

**4.4. FORMAL SEARCH**

In this mode searching is planned, structured and deliberate. The searcher is prepared to invest time and effort on the searching. The search is called format because it follows a method. The moves anticipated are extracting and monitoring

**'Behavior model of information seeking on the web'**

	Starting	Chaining	Browsing	Differentiating	Monitoring	Extracting
Undirected view	x	x				
Conditioned view			x	x	x	
Informal Search				x	x	x
Formal Search					x	x

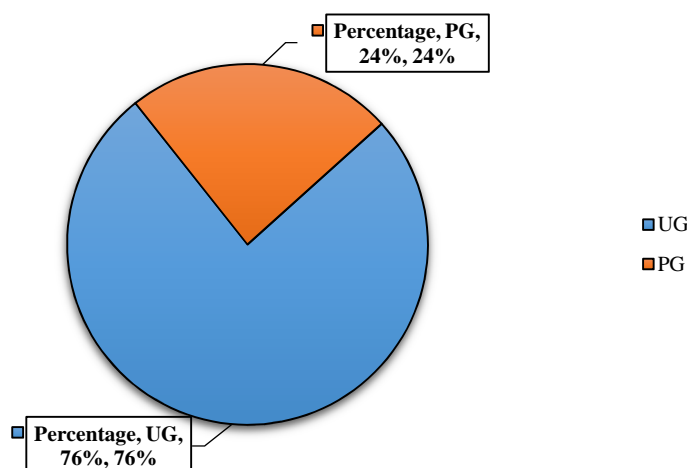
**5. DATA ANALYSIS**

This study is the follow up of previous study that most of the student's information search starts with internet. In order to know their ability to search information, find relevant information, navigating information, differentiating information, monitoring information and extracting information. Through this module it is easy to find their behavior skill level.

**TABLE 1: DEGREE WISE RESPONDENTS**

Degree	Observant	Percentage
UG	70	76%
PG	22	24%
Total	92	100%

Table 1 depicts the data of users of library among 92 Observant UG students are more (76%) followed by PG students 24%

**FIG. 1: DEGREE WISE DISTRIBUTION OF RESPONDENTS****5.1 INFORMATION SEEKING MODES AND MOVES ANALYSIS**

Students search moves for their project is observed and interviewed directly in e-cabin of library are analyzed through four modes of information seeking

**5.1.1. STARTING AND CHAINING**

Title search, Company related information related searches are in this moves starting, Chaining.

**5.1.2. BROWSING, DIFFERENTIATING, MONITORING**

After some idea about title of the project and company next level of moves are browsing, differentiating and monitoring.

**5.1.3. DIFFERENTIATING, MONITORING, EXTRACTING**

Extracting finalized company for internship by differentiating, Monitoring, Extracting for further comparison with other companies.

**5.1.4. MONITORING, EXTRACTING**

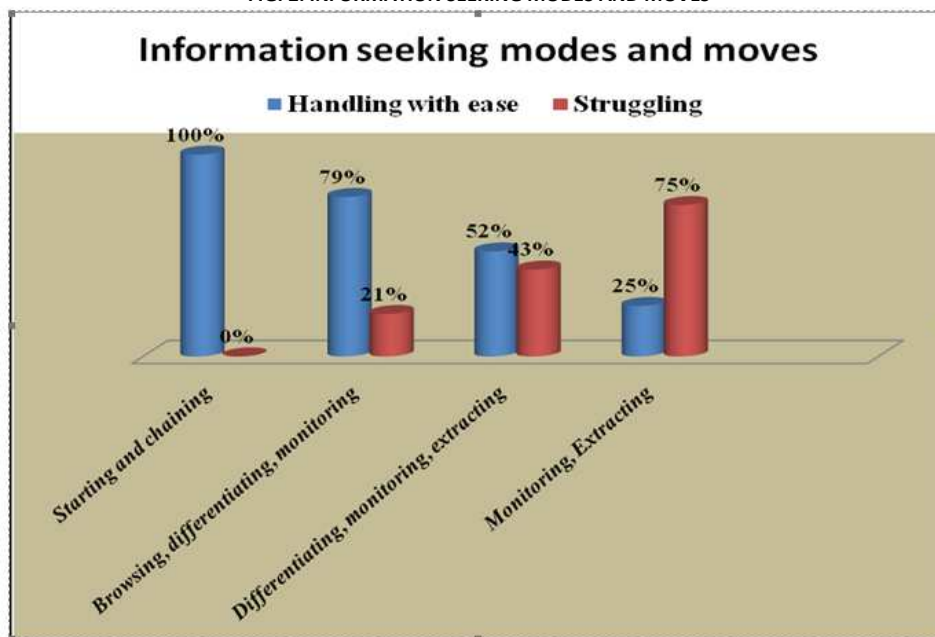
Experienced research scholars are in this moves, keeping on track of updates and keeping alert of interested information for their research work.

**TABLE 2: INFORMATION SEEKING MODES AND MOVES**

Information seeking modes and moves	Direct Observation & Interview of students			
	Handling with ease	Percentage	Struggling	Percentage
Starting and chaining	92	100%	0	0%
Browsing, differentiating, monitoring	73	79%	18	21%
Differentiating, monitoring, extracting	48	52%	40	43%
Monitoring, Extracting	23	25%	69	75%

Above table shows that respondents as they are digital natives (100%) of students are familiar of internet usage and not struggling in first mode of starting and chaining. In second mode whereas (79 %) of respondents are handling with ease while (18%) are struggling in browsing, differentiating and monitoring. In third mode of differentiating, monitoring, extracting handling with ease minimized with (48%) and (42%) of respondents are struggling in this stage. In the last monitoring, extracting mode most of respondents (75%) are struggling and only very few (25%) are capable of handling information properly.

FIG. 2: INFORMATION SEEKING MODES AND MOVES



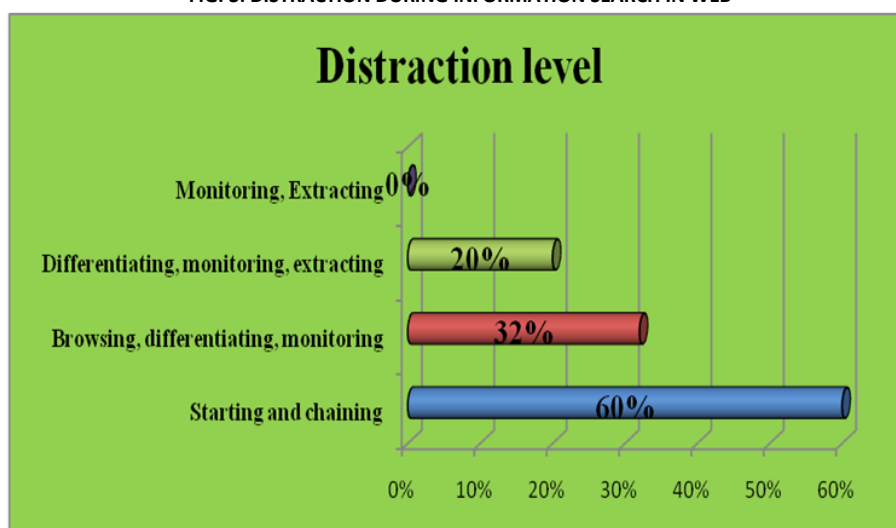
## 5.2 DISTRACTION DURING INFORMATION SEARCH IN WEB

TABLE 3: DISTRACTION DURING INFORMATION SEARCH IN WEB

Information seeking mode and moves	Direct Observation & Interview of students	
	Distracted	Percentage
Starting and chaining	55	60%
Browsing, differentiating, monitoring	29	32%
Differentiating, monitoring, extracting	18	20%
Monitoring, Extracting	0	0%

The above table depicts distraction level among respondents is more 60% in first mode itself, second mode 32% of respondents gets distracted from their search of information due to irrelevant navigation links. In the third mode only few 20% are distracted from their search whereas respondents are not all gets distracted when they are in final stage of information search monitoring, extracting and they are in more confident in this final mode.

FIG. 3: DISTRACTION DURING INFORMATION SEARCH IN WEB



## 6. MAJOR FINDINGS

- Among 92 respondents 100% are handling easily in Digital environment but distraction level is high in First Stage 'Starting, Chaining' of searching 60%
- Out of 92 respondents 73 are handling with ease only 18 of them are struggling in Second Stage 'Browsing, Differentiating, Monitoring' in navigating links and out of 92 respondents 29 are distracted to other sites from their information search.
- Nearly 52% of students are handling easily in filtering their information search with relevant information available in web and 48% are struggling in handling authentic information, Distraction level is minimized in Third Stage 'Differentiating, Monitoring, Extracting' mode of search.
- Very few 25% of respondents are skilled in searching and making alert facility in different forum and updating their research activities, but maximum respondents 75% are struggling in Extracting information and lack of skill in updating but distraction among respondents is nil in Forth Stage 'Monitoring, Extracting'.

## 7. SUGGESTIONS

- Digital natives are familiar in internet usage but they lack in filtering their required information. Lack of awareness on authenticated e-resources, using mostly first page of Google search as preferred information without taking more effort, for them authenticated websites are recommended.
- Printed Projects are not allowed to borrow, hence E- project submission to library is suggested.

➤ Orientation for students on authenticated databases is in need to avoid distraction during their research.

## 8. CONCLUSION

According to American Library Association Presidential Committee on Information Literacy's January 10, 1989 report, "Information Literate people are those who have learned how to learn. They know the way to learn because they have learnt how knowledge is organized, how to find information and how to use information in such a way that others can learn from them. They are people ready for lifelong learning, because they can always find the information needed for any task or decision at hand" (ACRL, 2015b) <sup>2</sup>

Students busy with Google search are given opportunities to use internet in library after their class hours and observed their information literacy in using internet e-resources. Students information search and satisfaction is higher in UG level as they need only search in general. In PG level students, the case is different needed more information for their research work. Students are not aware of E-resources subscribed in Library. Digital Information literacy programme is suggested for the effective usage of library subscribed e-resources for both faculty and students.

## REFERENCES

1. <http://www.slideshare.net/2548233/information-seeking-behaviour-models>
2. Abraham, Laila, T (2015), Need for developing information skills in E-learning environment, Paradigm shift in Libraries A Festschrift to Rev. Fr. Jose Viruppel pp.52-58 (accessed on 21/01/2016) available at <http://eprints.rclis.org>

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

