Status of Internet and Social Media Usage Pattern among the Media Professionals of North East India

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Abstract: Media professionals are using library extensively for the professional as well as academic assignments. They are heavily dependent on the resources available in media house libraries, public libraries and academic libraries including university and institutional libraries. As we know that many e-resources are available to the university libraries of India under different consortia and many resources are available on Internet as open source resources. For making optimum utilisation of resources, the library users particularly media professionals must get adequate training for using e-resources and accessing to the library resources available to the media houses and university libraries and public libraries. In view of knowing the extent of ICT and Internet literacy, library usage pattern of media professionals, this study has been carried out and many important findings are emerged which have opened new areas of further research in the area of Internet and library usage pattern of media professionals of India in general and North East India in particular.

For the present study method was adopted using Questionnaire and Interview schedule as tools of data collection. The questionnaire was designed on the basis of previous study conducted by Sinha, Singha and Sinha (2011) and Sinha (2012) with some modification. The questionnaire was distributed to 200 media professionals and 156 respondents have returned the filled up questionnaire back to the authors. The survey was done during December 2012 to February 2013 and samples were drawn from the media professionals working in media houses of North East India and students, faculty & research scholars of Assam University, Silchar, Gauhati University, Guwahati and North Eastern Hill University, Shillong.

On the basis of responses received, data was tabulated and analysed using SPSS and Ms-Excel. The important survey findings in respect of demographic profiles of media professionals working in universities and media houses highlighting their library visit pattern, e-resources use pattern and their expectations from university, college and public libraries to utilize available resources for their academic and professional’s endeavors have been enumerated. The media professionals have also highlighted some problems in accessing to information and put forwarded some suggestion for the overall improvements of the library services and usage of Internet facilities in the libraries.

Keywords: Internet Literacy, Library Usage Pattern Media Professionals, North East States-India

I. INTRODUCTION

In the 21st century, the present day media professionals are making their presence in every walk of life ranging from business, academics, library professionals, legal profession, medico, science & technology, literature, social sciences, humanities and the mass media is not an exception. If we look at the print as well as electronic media, we can see the role of media professionals in managing the present electronic as well as print media. Now-a-days the ICT has been playing an important role in transforming the media from print to electronic media and its impact is well visible in our society. Electronic medium is a powerful tool of communication having enormous applications in the society which influences the public opinion and for making appropriate changes in the style and pattern of thinking of common people. Media in all of its forms - print or broadcast all strive to promote a certain perspective to the masses.

1.1 Emergence of Internet

The Internet is one of the most important and complex innovations of mankind. It is a powerful means of communication, dissemination and retrieval of information. It is a network of network connecting thousands of smaller computer networks together so that other networks may share information present in one network. It is one of the powerful / effective tools or technologies ever produced for getting information on fingertips from any part of the world even sitting at one’s own location. Internet has been described as a system for allowing computers to communicate with each other. It is used by millions of people throughout the world for communication, business, research, recreation and browse information for higher studies. There are various national, international / global networks systems, more than 40,000, readily accessible through the Internet. As network bandwidths increases it will become common to have video and animation over networks, thereby challenging the
conventional analog media such as cable TV and videotapes. Now the facility of Internet has been increasingly used for educational course delivery (Sinha, 2004). The Internet facility in India has grown tremendously over the years. The efficiency and capabilities in providing right information to right person at right time has grown rapidly with the use of Internet. The recent phenomenon and the emergence of information society, knowledge driven economy and the cost effectiveness of technological gadgets has made Internet an unavoidable necessity for every institutions of higher learning and research (Sharma, Singh and Mishra, 2008). The Internet tools and services have been used by the teachers’ scholars and students for variety of purposes for day to day academic and research activities.

In recent years, Internet has emerged as the most important and powerful means for information retrieval and dissemination. In today’s world, for information transfer, Internet plays a very significant role in the effective utilization of its resources, thus understanding of their structure and formats is essential. There is an exponential growth in the number and variety of formal/ informal resources available on the Internet which helps researchers collecting the right information at right time easily. During the last decade, open access movement is gaining momentum and importance which makes many open access scholarly and peer reviewed journals available on Internet free of cost and the researchers may download full text research papers for their research work. The researcher may also publish their research findings in Open Access Journals which may have wide visibility for access across the world.

1.2 Emergence of E-Resources

E-resources are those resources which include documents in electronic or e-format that can be accessed via Internet in digital library environment. E-resources are that electronic product that delivers a collection of data, be it text, image collection, other multimedia products like numerical, graphical mode for commercially available for library and information centre’s. These may be delivered on CD-ROM / DVD, over the Internet and so on.

In modern library the electronic resources are becoming more and more important. The printed resources are now being digitized, which has given rise in increases of the availability of books and journals in the electronic format. The electronic books are helpful because of their easy portability and its feature of incorporating more than one book in a single hand held device. The published materials are also available on open access platform. This helps the poorer also to get the information required free of cost and bridge the digital divide. They need not worry for licensing and usage of the information. The government has taken various steps to introduce E-resource facility in academic institutions for the benefit of Research Scholars. Because information resources especially journals are becoming very expensive due to their availability in electronic format. On the other hand libraries are facing financial crunch which has given rise to the birth of library cooperation / resource sharing. Due to rapid escalation in the cost of printed as well as electronic resources it is even difficult for the best universities and research organizations in the world to afford expenses for all resources they require for their library users. Due to emergence of many local, regional, national and International resource sharing knowledge network initiatives throughout the world, the universities and institutions of higher learning institutions have started optimally utilizing the resources amongst themselves via resource sharing over the network available under various consortia like INDEST, UGC-INFONET and N-LIST Programme of MHRD/ UGC (INFLIBNET) in India to have 24X7 access to the 5500+ e-journals, e-books and databases by the faculty and researchers working in the areas of higher studies and research.

1.3 Background of the Study

In order to ascertain how the media professionals seek information by using library resources including e-resources and how they are attached with newspaper houses, TV channels etc. The present study was carried out during December 2012 to February 2013.

1.4 Objective of the Study

The main objectives of the study are:

- To study the status of Internet Usage Pattern of media professionals in North East India;
- To find out the status of usage of Social Media among the Media Professionals of North East India;
- To find out the preferences of using Internet Services and tools;
- To evaluate the purpose and frequency of using Internet;
- To find out the preference of search engines for information searching;
- To identify the various mass media channels / web sites through which information is accessed or used by them;
- To find out the preference and usage of Social Networking Sites by the Media Professionals;
- To examine the various problems faced by media professionals for accessing to Internet and Social Media ; and
- To suggest some remedy which may help the media professionals to use the Internet Services to use Social Media for their academic and professional assignments effectively.

1.5 Scope of the Study

The present study has been undertaken with a view to know the status of status of the ICT and Internet Literacy among the women media professionals towards the usage library resources including e-resources. The area selected for the study is North Eastern States; the present work was carried out during December 2012 to February 2013.

1.6 Limitation of the Study
The present study has been delimited to North Eastern States of India.

The study has been further delimited to the media professionals of North East India only.

The data pertaining to the study were collected through the questionnaires, interview-schedule and personal observation.

The reliability of the facts depends on the honesty of the respondents.

The nature of the library users were not taken into consideration which might have affected the facts.

II. REVIEW OF LITERATURE

For the present study the primary as well as the secondary source of literatures has been consulted. Some journal articles and theses have also been consulted. Previously many studies have been carried out in recent years on use of Internet in university library (Mishra and Satyanarayana, 2001) Internet for Libraries. (Kamlavijayan, 2001); Internet and its use in SICE (Kumbar and Shirun, 2003); Internet usage by students and faculty members of Kuvempu University (Birader, Rajashekhar, and Sampat Kumar, 2004); Use of Internet by teachers and students in Shaheed Bhagat Singh College of Engineering and Technology (Rajiv Kumar and Amritpal Kaur 2004); Internet use by the researchers in Punjab University, Chandigarh (Mahajan 2005); Internet use by the Research Scholars in University of Delhi (Madhusudan, 2007); Use of Internet in Engineering College of the Districts of Karnataka State (Kumbhar and Vasunatha, 2007); Sharma, Singh and Mishra, 2008 has also studied the usage pattern of Internet by the teachers and research scholars of Kurushetra University; Use of Internet by the Students of Bidhan Chandra Krishi Viswavidyalaya (West Bengal) (Das and Basu, 2009); and Use of Internet among the Research Scholars of the Faculty of Science, University of Allahabad (Devender Kumar and Shukla, 2009).

Sinha (2009) has also carried out a survey on specialized group of samples who belongs to scientific disciplines (Participants of Workshop on Basic Science Research) in terms of ICT and Internet awareness and observed the similar trends of finding towards awareness of ICT and Internet and utilization of E-Resources available under UGC-INFONET Programme. Rao (2010) in his study of Internet Use in Academic Library discusses the advantages of the Internet and its impact upon academic libraries. The practical application of email, Internet and other electronic media has been also described in brief and need of more application of ICT / computers in libraries has been emphasized. Rahman and Ali (2010) conducted a study on the access and utilisation of the Internet based library services available to the faculty members of Z.H. College of Engineering and Technology, Aligarh Muslim University. A number of studies have been conducted on Information Resources on the Internet for Higher Education and Research (Parekh, Harsha, 1999); Use of E-Resources by IT Professionals (Gireesh and Rajashekara, 2009); Use of Information Resources by the Researchers in the University Libraries in Karnataka (Gowda and Shivalingaiah, 2009); Use and Impact of Digital Resources (Mendhe, Taksande, and Taksande 2009); Use and Usage Statistics of Electronic Resources at Central Library, Tezpur University (Mishra and Gohain, 2010).

From the review of literature on the use of Internet, awareness of ICT and Internet, Usage of off-line and on-line e-resources (CD-ROM Databases and E-Journals), it has been found that most of the study have been carried out in Northern India (Rajiv Kumar and Amritpal Kaur 2004; Singh, Bhupesh Kumar and Kulvir Kaur, 2006; Mahajan, 2005; Madhusudan, 2007; Sharma , Singh and Mishra, 2008; Rahman and Ali, 2010; and Southern India (Birader, Rajashekhar, and Sampat Kumar, 2004; Khumbar and Vasuntha Raju (2007) Rao, 2010 and Singson and Leeladharan 2010).

Except few studies conducted by Sinha, 2004 on Internet Use pattern of the academic community and local population of Barak Valley and another study on Information Communication Technology (ICT) and Internet Awareness Amongst the College and University Teachers (Sinha 2008); participants of Workshop on Basic Science Research (Sinha 2009), Sinha (2010) and Borthakur, Das and Gohain (2010), ICT and Internet Literacy for accessing to E-Resources available under UGC-INFONET Digital Library Consortium in North Eastern Region of India (Sinha, Singh and Sinha 2011; Sinha 2012), no study has been carried out on the status of Internet Literacy and Library Usage Pattern amongst the media professionals of North-East India. So this is a new experience for the author to study the information seeking patterns, library usage pattern and Internet Literacy Skills of media professionals of North East India in general and Barak Valley in particular.

III. METHODOLOGY ADOPTED

3.1 Source of Data

The present study is based on the survey method of research using mainly questionnaire as a data collection tool and carried out interview of the respondents in some cases. Required data for the present study were collected from the mass communication students and media professional studying or working in university which include the respondents from the Assam University, Silchar; Gauhati University, Guwahati and North Eastern Hill University, Shillong. The study is mainly based on the primary data collected from these universities through a well designed questionnaire. Besides, the secondary data was collected from sources like text books, reference books, national and international journals and various e-resources. The questionnaire was distributed personally by the authors and some were sent through mail. Online responses have also been received from the respondents.

3.2 Tools for the Collection of Data

The tools of data collection translate the research objectives into specific questions/items, the responses to
which will provide the data required to achieve the research objectives. The following tools were used for collection of data pertaining to the present study:

3.21 **Questionnaire:** A questionnaire comprising of 18 well structured questions were set up for response. It was assured that the information given by them would be used for the research purpose only and would be kept confidential.

3.22 **Personal Interview:** The interviewer used to have a face to face dialogue and to collect more reliable data, personal interviews were arranged with the media professionals giving prior intimation to the respondents. The interviews were conducted according to an interview schedule.

3.23 **Description of the Questionnaire used:** The designed questionnaire consists of four main parts. First part consists of “Personal details”, second part consists of “Library Visit and Library usage pattern” and third part consists of “Internet use pattern” and forth part consists of “Problems and suggestions”.

### IV. DATA ANALYSIS, INTERPRETATION AND IMPORTANT FINDINGS

#### A. Personal Background of the Respondents / Demographic Characteristics of the Respondents

4.1 **Distribution of Questionnaire to Respondent and Responses Received**

Altogether 200 questionnaire were distributed among the media professionals of selected three universities of North East India, out of which, 156 (78.0 %) respondents have responded (Table- 1). Thus the response rate is 78%.

<table>
<thead>
<tr>
<th>No of Questionnaire of Respondent</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaire Distributed</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Questionnaire Received</td>
<td>156</td>
<td>78</td>
</tr>
<tr>
<td>Questionnaire Not Received</td>
<td>44</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Table 1:** Distribution of Questionnaire and Responses Received (N=200)

4.2 **Sex-Wise Distribution of Respondents**

Table -2 shows sex –wise distribution of respondents which indicates that number of female respondents (96= 61.6 %) is more than that of male media professionals ( 60=38.4 %), although equal number of questionnaire were distributed amongst the male and female media professionals.

![Figure 1: Age-Wise Distribution of Respondents](image)

**Table -2: Gender-Wise Distribution of Library Users**

(N=165)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Respondent</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>60</td>
<td>38.4</td>
</tr>
<tr>
<td>Female</td>
<td>96</td>
<td>61.6</td>
</tr>
<tr>
<td>Total</td>
<td>156</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The survey findings reveals that more number of women media professionals have responded to the questionnaire and shows their active participation in the survey.

4.3 **Age-Wise Distribution of Respondents**

The age of the respondents is divided into four groups and the data received from respondents are shown in Figure -1 which indicates that out of 165 respondents, maximum number of respondents (48= 50.8%) of belong to the age group of “36-50 years” which is followed by 42 (25.4%) respondents who are at the age group between “16-25 years” and 24 (14.8%) of respondents are at the age of “26-35” whereas only 6 (3.7%) of respondents are “51 years and Above”. The survey finding reveals that majority of the respondents are from middle age and below 50 years which is followed by the younger age group.

4.4 **Income /Family Income Group-Wise Distribution of Respondents**

In this sample, income of the respondents is taken under consideration, but if the respondents fall under student or scholar, then his/her family income has been taken as rupees per annum.

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Figure -2: Income –Wise Distribution of Respondents.

Income Group/Family Income Group Wise Distribution of Respondents shows that the most of the respondents 96 (58.2%) fall under the “20,001-40,000” income group which is followed by 48 (29%) respondents for “Less than 20,000” income group. Very few respondents belong to above 40,000/-income group which reveals that very few senior media professionals have responded to the questionnaire distributed for survey.

B. Library Visit and Library Usage Pattern of Media Professionals

4.5 Frequency of Library Visit by Media Professionals Library Users

The survey results as shown in Figure-3 reveals the frequency of library visits of the respondents which shows that the most of the respondents 66 (40%) visits library on weekly basis which is followed by 48 (29.1%) respondents who visit library on daily basis whereas 30 (18.2%) respondents visit on bi-weekly basis. Only few respondents used to visit library on fortnightly and bi-weekly basis. The survey finding reveals the regular library visit patterns of the media professionals for completing their assignments of media houses and academic purposes.

Figure -3: Frequency of Library Visits of Respondents

4.6 Purpose of Library Visit of Respondents

The questions were asked to library users about the purpose of their library visits. The responses received from the respondents have been shown in Table -3. For each question users were asked to rank the responses from 1 to 5 ranks as per their perception.

The study shows that the majority of the respondent (89= 57.3%) visit the library to keep themselves up-to-date on the subject of interest, and is placed at 1st rank which is followed by learning to prepare for competition 68 (43.6%) and placed at the 2nd rank order, Visit of Library for Academic Assignment (51= 33%) is placed at the 3rd rank order.

Table -3: Purpose of Library Visit by Respondents (N= 156 each)

<table>
<thead>
<tr>
<th>Details</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>To keep Up-to-date on the subject of interest</td>
<td>1 (57.3%)</td>
</tr>
<tr>
<td>For learning to prepare for competition</td>
<td>2 (43.6%)</td>
</tr>
<tr>
<td>For Academic Assignments</td>
<td>3 (33%)</td>
</tr>
<tr>
<td>For Career Development and Growth</td>
<td>4 (24.7%)</td>
</tr>
<tr>
<td>For reading books, newspapers, etc.</td>
<td>5 (19.9%)</td>
</tr>
</tbody>
</table>
4.7 Search Strategies for Searching/ Seeking Desired Information

Library users adopt various strategies to search desired information for his academic/ research assignments. For each question users were asked to rank the response from 1 to 7 ranks as per their perception which is shown in Table 4.

Table -4: Strategies of Searching/ Seeking Desired Information (N= 156 Each)

<table>
<thead>
<tr>
<th>Strategies for Searching / Seeking Desired Information</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Search</td>
<td>1 (45.9%)</td>
</tr>
<tr>
<td>Access online resources</td>
<td>2 (41.6%)</td>
</tr>
<tr>
<td>Consult Teacher</td>
<td>3 (37.8%)</td>
</tr>
<tr>
<td>Takes help from library staff</td>
<td>4 (30.5%)</td>
</tr>
<tr>
<td>Discuss with Colleagues</td>
<td>5 (27.8%)</td>
</tr>
<tr>
<td>Use of Manual Library Catalogue</td>
<td>6 (26.1%)</td>
</tr>
<tr>
<td>OPAC Search</td>
<td>7 (24.3%)</td>
</tr>
</tbody>
</table>

The study shows that the majority of the respondent 72 (45.9%) search information on Internet and placed at 1st rank which is followed by access online resources (65= 41.6%) and placed at the 2nd rank whereas to Consult Teacher (59= 37.8%) is placed at the 3rd rank. Some media professionals takes help of library staff (30.5 %) for locating information discuss with colleagues (26.1 %) and use OPAC (24.3 %) for locating books of their interests.

4.8 Difficulties Faced by Users in Accessing to Library Information/Resources

In order to understand as to why they face difficulty in accessing the information, probable factors were listed as the difficulties.

Table -5: Types of Problems faced to Access Library Resources (N=156 Each)

<table>
<thead>
<tr>
<th>Types of Problems faced by Library Users to Access Library Resources</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Availability of Adequate Reading Materials</td>
<td>1 (54.7%)</td>
</tr>
<tr>
<td>Lack of Awareness of e-resource</td>
<td>2 (47.1%)</td>
</tr>
<tr>
<td>Inability to Search Catalogue</td>
<td>3 (39%)</td>
</tr>
<tr>
<td>Lack of Time to Visit Library</td>
<td>4 (34.5%)</td>
</tr>
<tr>
<td>Non-cooperation from Library Staff</td>
<td>5 (21.6%)</td>
</tr>
</tbody>
</table>

The survey findings as shown in Table-5 reveals that the majority of the respondent 85 (54.7%) face difficulty for non-availability of adequate reading materials, which is placed at 1st rank and followed by slow speed on Internet 73 (47.1%) and placed at the 2nd rank order, lack of awareness of e-resource 61 (39%) is placed at the 3rd rank order. Whereas some media professionals don’t find time to visit library (34.5%) and few have reported that they are not receiving proper cooperation from the library staff (21.6%) for locating the documents and giving adequate response for library services.

4.91 Suggestion for Better Use of Library Services by the Users

To improve to library services or to overcome difficulties, questions are asked to library users. For each questions users are asked also to rank the response from 1 to 5 ranks as per their perception. Some of the suggestions have been listed in Table- 6, which shows that the majority of the respondent 112 (72%) suggest to develop adequate library collection and Collection Development Policy needs to be changed (placed at 1st rank ) which is followed by the suggestion for organizing regular training programme for using e-resources/ Internet (85= 54.5%) and it is placed at the 2nd rank , need for more numbers of terminal to each department (80=51.2%) is placed at the 3rd rank, regular power supply (65= 42%) is placed at the 4th rank whereas provision for CAS and SDI service (63 = 40.8%) is placed at the 5th rank. Thus, the suggestion reflect that to improved library services, library has to develop up-to-date adequate collection of reading materials and also revise the collection development policy as per present information needs of the library users in changing environments. The respondents also suggested to organise regular training programme for making library users aware to access relievable e-resources available under UGC-INFONET Digital Library Consortia and also many Open Source Journals and online databases available over Internet.

Table -6: Suggestions Offered by the Respondents for Better Use of Library Services (N=156 each)

<table>
<thead>
<tr>
<th>Suggestions offered for Better Use of Library Services</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Develop Adequate Collection and Collection Development Policy Needs to be Changed</td>
<td>1 (72%)</td>
</tr>
<tr>
<td>Increase in e-resources for Mass Com./ Journalism</td>
<td>2 (54.5%)</td>
</tr>
<tr>
<td>To Organise Regular E-resources/ Internet training program</td>
<td>3 (51.2%)</td>
</tr>
<tr>
<td>Need for Regular Uninterrupted Power Supply</td>
<td>4 (42%)</td>
</tr>
<tr>
<td>To make Provision for CAS and SDI Services</td>
<td>5 (40.8%)</td>
</tr>
</tbody>
</table>

4.92 Preference of Using Print / Electronic Mass Media for Updating the Respondents
To know the preference of using mass media, questions are asked to the respondents. For each question users are asked also to rank the response from 1 to 5 ranks as per their perception. From Table -7, shows that the majority of the respondent 113 (72.8%) suggests that they prefer to use mobile communication, which is placed at 1st rank and followed by Internet use 102 (64.8%) and placed at the 2nd rank and TV media 90 (58%) is placed at the 3rd rank whereas printed media like newspaper (55.0%) is placed at 4th rank and radio listening (41.5%) is placed at 5th rank which reveals that the preference of media professionals are now shifting towards electronic media and printed media is getting lower attention. But mass people still has accessibility of printed media and traditional media like radio specially in rural areas where the penetration of electronic media is not adequate.

Table -7: Preference of Using Mass Media Channel (N=156 each)

<table>
<thead>
<tr>
<th>Preference of Using Mass Media Channels</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>1 (72.8%)</td>
</tr>
<tr>
<td>Internet</td>
<td>2 (65.8%)</td>
</tr>
<tr>
<td>TV</td>
<td>3 (58.0%)</td>
</tr>
<tr>
<td>Newspaper</td>
<td>4 (55%)</td>
</tr>
<tr>
<td>Radio</td>
<td>5 (41.5%)</td>
</tr>
</tbody>
</table>

4.93 Newspapers @ Print version Vs e-version

To know the effect to electronic version over print version of newspaper, question was asked to the respondents and the response received is shown in Figure - 4, which reveals that the majority of respondent (69%) feel that readership of Print Media has been affected by e-version of Newspapers.

5.0 Awareness of Internet Literacy and Internet Usage Pattern of Media Professionals

5.1 Internet Awareness of Respondents

Figure -5: Internet Awareness of Respondents

It has been established that Internet serves as an important tool in the world for searching information. To know awareness on Internet respondents have been asked to answer for questions related to Internet usage. The Figure -6 shows that majority of respondents 150 (96%) are aware of Internet whereas only 6 (4%) respondents are not aware of Internet facility.

5.2 Frequency of Internet Usage

To know the frequency of Internet visit questions are asked to the respondents and the received response are shown in Figure -6. Which reveals that the most of the respondents 132 (84.6%) access Internet on daily, whereas only 8 (5.1%) respondents access Internet on weekly basis.

C. Internet Literacy and Internet Usage

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5.3 Preference of Place for Accessing Internet

To know the preference of place for accessing Internet, questions are asked to the respondent which is shown in Figure -7. From result it is found that the majority of the respondent 62 (40%) suggests that they prefer to use Internet at home, which is followed by university department 59 (38%) and Internet cafe 25 (16%).

![Figure -7: Preference of Place for accessing Internet](image_url)

5.4 Preference of Time for Accessing to Internet

To know the preference of time for accessing to Internet, questions are asked to the respondent which is shown in Figure - 8. From result it is found that the majority of the respondent 63 (42%) preference night time for accessing to Internet, which is followed by evening 42 (27%) and afternoon 30 (19%).

![Figure - 8: Preference of Time for Accessing to Internet](image_url)

5.5 Preference of Using Internet Browser

To know the preference of using Internet Browser, questions are asked to the respondent which is shown in Figure 7.10. From result it is found that the majority of the respondent 89 (57%) preference Google Chrome for accessing to Internet, which is followed by Mozilla Firefox 33 (21%) and Internet explorer 30 (18%) (Figure 9).

![Figure - 9: Preference of Using Internet Browser](image_url)

5.6 Uses of Social Networking Sites

To know the how many respondents use of social networking sites, questions are asked which is shown in Table - 8. From result it is found that the majority of the respondent 149 (95.5%) use of social networking sites and only 7 (4.5%) does not use of social networking sites.

<table>
<thead>
<tr>
<th>Details</th>
<th>No. of Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>149 (95.5%)</td>
</tr>
<tr>
<td>No</td>
<td>7 (4.5%)</td>
</tr>
</tbody>
</table>

5.7 Preference of Social Networking Site

To know the preference of using social networking sites, questions are asked to the respondent which is shown in Table-9. From result it is found that the majority of the respondent 121 (78%) preference Face book for using social networking sites, which is followed by Linked-In 87 (56%) and Orkut 28 (18%).

<table>
<thead>
<tr>
<th>Details</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1 (78%)</td>
</tr>
</tbody>
</table>
5.8 Searching of Desired Information on Internet by Media Professionals

Internet is one of the most important sources of accessing information. To know how information is search by respondent, question was asked which is shown in Table - 10 which reveals that the majority of the respondent (63.1%) search information through search engine, which is placed at 1st rank which is followed by access information by popularity (36.1%) and placed at the 2nd rank order, discussion with colleagues (17.4%) is placed at the 3rd rank order.

<table>
<thead>
<tr>
<th>Details</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Using Search Engine</td>
<td>1 (63.1%)</td>
</tr>
<tr>
<td>By Popularity</td>
<td>2 (36.1%)</td>
</tr>
<tr>
<td>Discussion with Colleagues</td>
<td>3 (17.4%)</td>
</tr>
<tr>
<td>Take Help from Library Staff</td>
<td>4 (15.1%)</td>
</tr>
<tr>
<td>Evaluating the Website</td>
<td>5 (5.9%)</td>
</tr>
</tbody>
</table>

5.91 Difficulties Faced by the Media Professionals to Access Internet

In order to understand as to why they face difficulty in accessing the information, probable factors were listed as the difficulties which are shown in Table-11 which indicates that the majority of the respondent (67.1%) face difficulty for overload of information, which is placed at 1st rank and followed by inability to search the exact information (57.2%) and placed at the 2nd rank order, slow speed on Internet connectivity (36.8%) is placed at the 3rd rank. While lack of awareness of using Internet (35.5%) and lack of authentic / relevant information (28.9%) ranked at 4th and 5th position.

VI SUGGESTIONS & RECOMMENDATIONS

- To develop adequate library collection keeping in view the information needs of the library users especially media professionals;
- To create awareness among the library users regarding the types of sources, their importance and usefulness for getting the information;
- Use of non-book material/CD-ROMs for bibliographical searches should be encouraged and improved. The users should be oriented towards the new technologies, facilities which have been introduced in the university libraries;
- More computers/ terminals with latest configurations should be made available in the library to access Internet in general and e-resources particular;
- To utilize the facilities of e-journals access provided under UGC-INFONET Digital Library Consortium of INFLIBNET centre, the campus wide local area network should be strengthen and made available in the different locations of the university such as central library, departmental library, , computer centre, hostel and staff quarter.
- To maintain their interest towards optimum usage of e-resources amongst the media professionals, the library should ensure uninterrupted power supply;
- University authority should provide more funds to acquire adequate electronic resources/ e-journals especially for Mass Communication / Journalism / media professionals.
- University Library should organise User Awareness Programme and Computer/ Internet Awareness Programme for the media professionals in particular and other library users in general for optimum utilisation of on-line resources.

VII CONCLUSION

Media professionals are using library extensively for the professional as well as academic assignments. They are heavily dependent on the resources available in media house libraries, public libraries and academic libraries including university and institutional libraries. As we know that many e-resources are available to the university libraries of India under different consortia and many resources are available on Internet as open source resources. For making optimum utilisation of resources, the library users particularly media professionals must get adequate training for using e-resources and accessing to the library resources available to the media houses and university libraries and public libraries. In view of knowing the extent of ICT and Internet Literacy, library usage
pattern of media professionals, this study has been carried out and the findings are very much interesting.

The present study is based on the survey of library users specially media professionals who have been using the library facilities for their academic and other professional assignments. The survey findings are interesting and reveal the awareness and level of Internet literacy, library usage pattern and Internet usage pattern of the media professionals of North East India.

The paper also highlights the important survey findings in respect of demographic profiles of media professionals working in universities and media houses highlighting their library visit pattern, e-resources use pattern and their expectations from university, college and public libraries to utilize available resources for their academic and professional’s endeavors. The media professionals have also highlighted some problems in accessing to information and put forward some suggestion for the overall improvements of the library services and usage of Internet facilities in the libraries.

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