

# User Perception and Opinion towards the Audio and Visual Services in Agricultural Science University Libraries in India with Special reference to South India: An Evaluative Study

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## Abstract

*The study discusses about the Audio Visual Services provided by the agricultural science university libraries in South India. User opinion is collected and presented in different tables and the study found that 48% of PG Students, 56% of Research Scholars and 49% of Faculty Members are of the opinion that the audio visuals materials are available in their respective libraries. Further 43% of PG students, 50% of Research Scholars and 44% of Faculty Members said that they are availing the AV services in their respective libraries. 39% of PG Students, 41% of Research Scholars and 41% of Faculty Members are expressed that they have used the micro film readers; finally 26% of PG Students, 40% of Research Scholars and 37% of Faculty Members are satisfied over all the audio visual services. This shows that majority of the users are not satisfied as per as audiovisual services are concern.*

**Key words:** Audio visual services, Agricultural University, Microfilms

## Introduction

Agriculture university libraries play an important role in providing the right direction to the agriculture, scientific and technological development of a nation. The agriculture university is to develop the personality of the human being as a whole. Every library exists, to serve the needs of its own community of users. It follows the overall evaluation of library thought to base mainly on how well it serves these needs. The organized information and dissemination function to suit the needs of the users necessitate a study of library and information service needs of users.

With the strides in the area of Science and Technology, any information centre has to initiate and sustain a variety of library and information services to provide the right type of information to the users. To achieve this, it is necessary to have a continuous feed back from the users. One of the ways by which, this can be

achieved is by observing and analyzing the requests received for further information on any of the items already included in the library and information services. By this it is possible to know which are the areas of interest and orient the contents of the library and information services according to those requirements. This will form a quick and continuous way of evaluating the various library and information services. This type of evaluation will also help to facilitate the information centre to collect and keep the right type of information, which is sought most by the users.

University libraries were more reluctant than most of other libraries to diversify their collections to incorporate the newer media formats. Microforms, it is true, are well established academic libraries, but their close relationship with the printed page was self-evident and gave them an area of respectability, whilst the use of some type of non-book materials as teaching aids was traditionally strong in some departments (Agriculture). In contrast, the newer formats, especially videotapes, films and CD-ROM, tended to be associated with entertainment and consequently were regarded somewhat dubiously by

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academics and librarians alike, questioning their usefulness in a university context.

### Objectives of the Study

Modern agricultural university libraries are characterized by those objectives that stress the importance of rendering the maximum library and information services to agricultural research, teaching, learning and extension. A major objective of the present study is to know the user perception and opinion and evaluate the 'Audio and Visual Services in Agricultural University Libraries in India: With Special Reference to South India'.

### Hypothesis

Any scientific investigation starts with the statement of a problem followed by a tentative generalization in the form of a proposition i.e. hypothesis. Keeping in view the objectives of the study attempts have been made to test the following hypothesis

There is a significant relationship among the opinion of the Post Graduate Students, Research Scholars and Faculty Members towards overall satisfaction of audio-visual services.

### Methodology

There have been many methods and techniques are available for data collection. Among them questionnaire survey is found to be very useful techniques for collecting data relating to the users and their information needs. So the survey method is adapted for the present study, which can be applied for collecting data

### Analysis and Interpretation of Data: Users Point View

Here an attempt has been made to analyze and interpret the data collected on users opinion of "Audio and Visual Services of Agriculture

University Libraries in India: with Special Reference to South India." After collecting data, suitable tables have been formulated for each aspect with the aid of computer and the percentages of their performance are analyzed. In some important aspects cross comparisons are also made. Further, to trace out the variations between Post Graduate Students, Research Scholars and Faculty Members, Chi-Square Test has been conducted and the calculated values are displayed. The analysis of the evaluative study reveals that some of the findings are really startling. Results of the evaluative study are analyzed and displayed here under:

### Users General Information in Agricultural University Libraries in South India

Population of this study consists of three categories of users i.e. Post Graduate Students, Research Scholars and Faculty Members (at different level). Since the population size of south Indian agricultural universities is very large, random sampling technique has been applied. Post Graduate Students sample size being larger has been limited to 25% of their total population, whereas for the Research Scholars and Faculty Members the sample size is 20% of the Research Scholars and Faculty Members strength. The sample size is inclusive of all south Indian agricultural universities. The details of population size and sample selected i.e., questionnaires administered along with the response has been provided in the following Table-1

### Population, Sample Size in Agricultural University Libraries in South India

Population, Sample Size of the Distributed Questionnaires

Name of the University	Total Population	Questionnaires Distributed	Questionnaires Distributed (%)	Total Respondents	Total Respondents (%)
UASB	895	200	22.34	163	81.50
ANGRAUH	802	200	24.93	146	73.00
TNAUC	1164	200	17.18	154	77.00
KAUT	836	200	23.92	147	73.50
UASD	699	200	28.61	155	77.50
Total	4396	1000	20.25	765	76.50

Table-1

Note: UASB = University of Agricultural Sciences Bangalore.  
 ANGRAUH = Acharya N.G. Ranga Agricultural University Hyderabad.  
 TNAUC = Tamil Nadu Agricultural University Coimbatore.  
 KAUT = Kerala Agricultural University Thrissur  
 UASD = University of Agricultural Sciences Dharwad.

Table-1 shows clearly the entire population and the sample size of the respondents under the study. It is observed from the study that there were totally 4396 users, out of which 1000 users have been chosen as sample and distributed the questionnaires to them. Out of 1000 respondents 765 were returned the filled in questionnaire and which amount to 76.50%. In case of university librarians, the response is 100% since the researcher has paid a visit to each university and has personally distributed the questionnaires and collected the duly completed questionnaires.

The details of the various responses on users parameters are presented in table numbers 1 to 5 The highest percentage of response has come

from University of Agricultural Sciences Library, Bangalore 81.50 (163), next is University of Agricultural Sciences Library, Dharwad with 77.50 (155), followed by Tamil Nadu Agricultural University Library, Coimbatore 77.00 (154), Kerala Agricultural University Library, Thrissur 73.50 (147) and the least response is form Acharya N.G. Ranga Agricultural University Library, Hyderabad 73.00 (146).

#### Gender Wise Questionnaires Distribution in Agricultural University Libraries in South India

##### Gender wise Distribution of Respondents

Name of the University	Questionnaires Distributed	Male Respondents	Female Respondents	Total Respondents
UASB	200	120 (15.68)	43 (5.62)	163 (21.30)
ANGRAUH	200	109 (14.24)	37 (4.83)	146 (19.08)
TNAUC	200	115 (15.03)	39 (5.09)	154 (20.13)
KAUT	200	110 (14.37)	37 (4.83)	147 (19.21)
UASD	200	116 (15.16)	39 (5.09)	155 (20.26)
Total	1000	570 (74.50)	195 (25.49)	765 (100.00)

Table-2: (Figures in Parenthesis indicate percentage)

The data on the gender details of the respondents are presented in the Table-2. The completed data in the table indicate that out of 765 respondents 570 (74.50%) are male and remaining 195 (28.49%) are females. This table

shows that male is dominant over female categories.

#### Age Wise of Distribution of Library Users in Agricultural University Libraries in South India

Users Age	UASB	ANGRAUH	TNAUC	KAUT	UASD	Total
21-30	109 (66.87)	91 (62.33)	108 (70.13)	108 (73.47)	112 (72.26)	528 (69.02)
31-40	21 (12.88)	21 (14.38)	26 (16.88)	22 (14.97)	16 (10.32)	106 (13.86)
41-50	27 (16.56)	29 (19.86)	16 (10.39)	14 (9.52)	23 (14.84)	109 (14.25)
51-Above	6 (3.68)	5 (3.42)	4 (2.60)	3 (2.04)	4 (2.58)	22 (2.88)
Total	163 (100.00)	146 (100.00)	154 (100.00)	147 (100.00)	155 (100.00)	765 (100.00)

**Table-3 (Age wise Distribution of Respondents)**

The library users are categorized into four types depends on their age, and so collected information was tabulated and presented in Table-3. It is observed from the table that most of the users 528 (69.02%) are between the age group of 21-30, naturally this group belongs to Post Graduate Students and Research Scholars. Further it is analyzed that 106 (13.86%) were under the age group of 31-40, followed by 109

(14.25) are in 41-50 age group and 22 (2.88%) are following in 51-above age group. This clearly shows that majority of the users are students.

#### **Audio/Visual Service in Agricultural University Libraries in South India**

##### **Opinion about Use of Audio/Visual Service Post Graduate Students**

Audio/Visual Service	Option	UASB	ANGRAUH	TNAUC	KAUT	UASD	Total
		N=94	N=84	N=89	N=85	N=92	N=444
A/V aids Available in the Library	Yes	31 (32.98)	41 (48.81)	48 (53.93)	38 (44.71)	53 (57.61)	211 (47.52)
	No	63 (67.02)	43 (51.19)	41 (46.07)	47 (55.29)	39 (42.39)	233 (52.48)
Availed this A/V Service	Yes	31 (32.98)	36 (42.86)	45 (50.56)	35 (41.18)	45 (48.91)	192 (43.24)
	No	63 (67.02)	48 (57.14)	44 (49.44)	50 (58.82)	47 (51.09)	252 (56.76)
Read any microfilm reader in the library	Yes	32 (34.04)	29 (34.52)	44 (49.44)	31 (36.47)	37 (40.22)	173 (38.96)
	No	62 (65.96)	55 (65.48)	45 (50.56)	54 (63.53)	55 (59.78)	271 (61.04)
Microfilm reader /printer service of any other Library	Yes	69 (73.40)	23 (27.38)	40 (44.94)	29 (34.12)	29 (31.52)	190 (42.79)
	No	25 (26.60)	61 (72.62)	49 (55.06)	56 (65.88)	63 (68.48)	254 (57.21)

**Table-4 (Opinion about Use of Audio/Visual Service by Post Graduate Students)**

Note: Here N indicates number of respondents responds to this question

Opinion about the use of audio/visual services by Post Graduate Students of the agricultural university libraries under the study is depicted in Table-4. It is clearly observed from the table

that majority of the Post Graduate Students 233 (52.48%) have reported that there were no such audio/visual aids available in their libraries. And 211 (47.52%) Post Graduate Students have expressed that the audio/visual aids are available in the library.

Further we asked the respondents whether they availed audio/visual services for this. Most of the Post Graduate Students 252 (56.76%) has reported that they never availed audio/visual services from the university libraries, and 192 (41.29%) have expressed that they availed the audio/visual services. 271 (61.64%) Post Graduate Students have reported that they never read any information available in

microfilm with the help of microfilm reader, and 173 (38.96%) Post Graduate Students expressed that they read the information from microfilm reader. Further we asked whether they availed microfilm reader/Printer services of any other library. For this, most of the Post Graduate Students 254 (57.21%) has reported that they have not availed such services from any other libraries but 190 (42.79%) Post Graduate Students expressed that they availed microfilm reader/printer services from the other libraries.

### Opinion about Use of Audio/Visual Service by Research Scholars

Audio/Visual Service	Option	UAS B	ANGR AUH	TNAU C	KAUT	UASD	Total
		N=34	N=30	N=33	N=32	N=32	N=161
A/V aids Available in the Library	Yes	19 (55.88)	19 (63.33)	10 (30.30)	26 (81.25)	16 (50.00)	90 (55.90)
	No	15 (44.12)	11 (36.67)	23 (69.70)	6 (18.75)	16 (50.00)	71 (44.10)
Availed this A/V Service	Yes	15 (44.12)	16 (53.33)	10 (30.30)	25 (78.13)	15 (46.88)	81 (50.31)
	No	19 (55.88)	14 (46.67)	23 (69.70)	7 (21.88)	17 (53.13)	80 (49.69)
Read any microfilm reader in the library	Yes	9 (26.47)	15 (50.00)	9 (27.27)	19 (59.38)	14 (43.75)	66 (40.99)
	No	25 (73.53)	15 (50.00)	24 (72.73)	13 (40.63)	18 (56.25)	95 (59.01)
Microfilm reader /printer service of any other Library	Yes	7 (20.59)	11 (36.67)	7 (21.21)	15 (46.88)	13 (40.63)	53 (32.92)
	No	27 (79.41)	19 (63.33)	26 (78.79)	17 (53.13)	19 (59.38)	108 (67.08)

Table-5 (Opinion about Use of Audio/Visual Service by Research Scholars)

Note: Here N indicates number of respondents responds to this question

Opinion about the Audio/Visual services by the research scholars is presented in Table-5. It is observed from the table that most of the Research Scholars 90 (55.90%) under the study has reported that there were audio/visual aids in the library, but 71 (44.10%) Research Scholars expressed that there were no such audio/visual aids in their libraries. Further about 50 % of research scholars have reported that audio/visual service is available in the library and remaining 50 % expressed that there were no such service available.

Again most of the Research Scholars 95 (59.01%) have reported that they never used and read any microfilms with the help of microfilm reader and 66 (40.09%) Research Scholars have expressed that they used and read information available in the microfilm with the help of microfilm reader. Further we asked a question whether they availed microfilm/ reader/printer services of any other library. For, this most of the Research Scholars 108 (67.08%) have reported that they never availed such services from any other library, but on the other hand 53 (32.92%) respondents reported that they make use of microfilm reader/printer services of other libraries.

### Opinion about Use of Audio/Visual Service by Faculty Members

Audio/Visual Service	Option	UASB	ANGRAU H	TNAUC	KAUT	UASD	Total
		N=35	N=32	N=32	N=30	N=31	N=160
A/V aids Available in the Library	Yes	20 (57.14)	9 (28.13)	9 (28.13)	17 (56.67)	23 (74.19)	78 (48.75)
	No	15 (42.86)	23 (71.88)	23 (71.88)	13 (43.33)	8 (25.81)	82 (51.25)
Avalied this A/V Service	Yes	19 (54.29)	7 (21.88)	9 (28.13)	14 (46.67)	22 (70.97)	71 (44.38)
	No	16 (45.71)	25 (78.13)	23 (71.88)	16 (53.33)	9 (29.03)	89 (55.63)
Read any microfilm reader in the library	Yes	17 (48.57)	6 (18.75)	9 (28.13)	13 (43.33)	20 (64.52)	65 (40.63)
	No	18 (51.43)	26 (81.25)	23 (71.88)	17 (56.67)	11 (35.48)	95 (59.38)
Microfilm reader /printer service of any other Library	Yes	15 (42.86)	7 (21.88)	8 (25.00)	9 (30.00)	19 (61.29)	58 (36.25)
	No	20 (57.14)	25 (78.13)	24 (75.00)	21 (70.00)	12 (38.71)	102 (63.75)

Table-6 (Opinion about Use of Audio/Visual Service by Faculty Members)

Note: Here N indicates number of respondents responds to this question

Opinion about the use of audio/visual services by faculty members of the agricultural university libraries under the study is depicted in Table-6. It is clearly observed from the table that, nearly 50 % of Faculty Members have reported that the audio visual aids are available in the library and remaining 50 % said that the audio visual aids are not available in the library. Again 89 (55.63%) Faculty Members have expressed that they never availed audio-visual services from the library and 71 (44.38%) Faculty Members reported that they availed the audio-visual

services from the library.

We put forward a question whether they read any microfilms with the help pf microfilm reader. The answer is again that most of the Faculty Members 95 (59.38%) reported that they never read any microfilm, and 65 (40.63%) have expressed that they read the microfilms with help of microfilm reader. Majority of the Faculty Members 102 (63.75%) have reported that they did not use audio visual services from any other libraries, and 58 (36.25%) Faculty Members have expressed that they availed the audiovisual services from other libraries.

Overall Satisfaction	Users Category	UASB	ANGRAUH	TNAUC	KAUT	UASD	Total
Strongly Satisfied	PGS	9 (9.57)	2 (2.38)	8 (8.99)	3 (3.53)	5 (5.43)	27 (6.08)
	RS	4 (11.76)	1 (3.33)	5 (15.15)	1 (3.13)	1 (3.13)	12 (7.45)
	FM	1 (2.86)	1 (3.13)	3 (9.38)	11 (36.67)	6 (19.35)	22 (13.75)
Satisfied	PGS	21 (22.34)	4 (4.76)	27 (30.34)	5 (5.88)	30 (32.61)	87 (19.59)
	RS	9 (26.47)	11 (36.67)	6 (18.18)	17 (53.13)	9 (28.13)	52 (32.30)
	FM	14 (40.00)	2 (6.25)	7 (21.88)	1 (3.33)	13 (41.94)	37 (23.13)
Partially Satisfied	PGS	7 (7.45)	24 (28.57)	18 (20.22)	24 (28.24)	5 (5.43)	78 (17.57)
	RS	3 (8.82)	2 (6.67)	2 (6.06)	3 (9.38)	3 (9.38)	13 (8.07)
	FM	3 (8.57)	4 (12.50)	1 (3.13)	3 (10.00)	4 (12.90)	15 (9.38)
Not Satisfied	PGS	9 (9.57)	52 (61.90)	33 (37.08)	13 (15.29)	9 (9.78)	116 (26.13)
	RS	16 (47.06)	3 (10.00)	4 (12.12)	10 (31.25)	7 (21.88)	40 (24.84)
	FM	4 (11.43)	6 (18.75)	3 (9.38)	14 (46.67)	7 (22.58)	34 (21.25)
Not at all Satisfied	PGS	48 (51.06)	2 (2.38)	3 (3.37)	40 (47.06)	43 (46.74)	136 (30.6)
	RS	2 (5.88)	13 (43.33)	16 (48.48)	1 (3.13)	12 (37.50)	44 (27.33)
	FM	13 (37.14)	19 (59.38)	18 (56.25)	1 (3.33)	1 (3.23)	52 (32.50)
Chi-Square Value		61.37			0.5% Level		

Table 7 (Overall Satisfaction of Audio/Visual Service)

Opinion about the over all satisfaction of audio-visual services by the user of agricultural university libraries under the study is presented in Table-7. The table clearly shows that most of the users are not satisfied with the audio-visual services. A very few percentage of users have expressed their satisfaction with the audio-visual services, this clearly shows that majority of the university libraries do not avail audio visual aids and they were on properly educated how to use of audio visual aids.

### Testing of Hypothesis

There is a significant relationship among the

opinion of the Post Graduate Students, Research Scholars and Faculty Members towards overall satisfaction of audio-visual services.

In addition to the above discussion statistical test has been conducted using Chi-Square technique. The calculated Chi-Square value is presented in Table-8. The Chi-Square value is significant at 0.5% level of significance. The calculate Chi-Square value and the analysis of the data reveals that there is significant relationship between the different users and their overall satisfaction of Audio/Visual Services. Hence the above Hypothesis is accepted

## Findings of the Study

The following are the major findings of the study:

48% of PG Students, 56% of Research Scholars and 49% of Faculty Members are of the opinion that the audio visuals materials are available in their respective libraries.

Further 43% of PG students, 50% of Research Scholars and 44% of Faculty Members said that they are availing the AV services in their respective libraries.

39% of PG Students, 41% of Research Scholars and 41% of Faculty Members are expressed that they have used the micro film readers;

Finally 26% of PG Students, 40% of Research Scholars and 37% of Faculty Members are satisfied over all the audio visual services.

6. Conclusion: Audio Visual materials are playing a dominant role in the present day society so also in the libraries too. It is the prime duty of the concern authorities to select and access the relevant A-V materials for the benefits of the user community. But while looking into the data provided by the users of the agricultural science universities are reflects the present situation in the libraries. It is far from the

satisfaction. Hence it is suggested that the concern authorities may take necessary steps to select and access the relevant A-V materials for the benefits of their respective users.

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