ASSESSING INFORMATION NEEDS AND USER SATISFACTION OF PRIVATE UNIVERSITY LIBRARIES IN DHAKA CITY

ABSTRACT

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Session: 2008-2009

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UNIVERSITY OF DHAKA, DHAKA-1000, BANGLADESH

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Thesis Submitted in Partial Fulfilment of the Requirement of the Degree of Master of Philosophy in the Department of Information Science and Library Management of Dhaka University, Dhaka, Bangladesh.
2014

Dedicated to

My Parent

CERTIFICATE

This is to certify that the thesis entitled **"Assessing Information Needs and User Satisfaction of Private University Libraries in Dhaka City"** submitted by **Md. Shahidul Islam** for the degree of Master of Philosophy is a bonafide record of research done by him under my supervision and guidance. To the best of my knowledge this thesis contains no material which has been accepted for the award of any other degree, diploma or fellowship in any university, and not previously published by any other person or corporate body in any journal or publication. In my opinion the work contained in this thesis is sufficient for consideration for the award of Master of Philosophy in Information Science and Library Management.

Dhaka   **Prof. Dr. M. Nasiruddin Munshi**
February 5, 2014   Supervisor

DECLARATION

I thereby declare that this thesis entitled **"Assessing Information Needs and User Satisfaction of Private University Libraries in Dhaka City"** submitted to the University of Dhaka for the award of the degree of Masters of Philosophy in Information Science and Library Management is of my own work which is the result of investigation. The entire research work was carried out by me under the supervision and guidance of **Dr. M. Nasiruddin Munshi**, Professor, Department of Information Science and Library Management, University of Dhaka.

I further declare that this thesis has not been previously submitted in partial or in full by me for any Degree or Diploma to any University or Institution.

Dhaka
February 5, 2014 **Md. Shahidul Islam**

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Above all, I like to thank and praise the Almighty Allah who has given me the opportunity, spirit and moral strength to complete this study.

Dhaka, Bangladesh   **(Md. Shahidul Islam)**
February 5, 2014

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LIST OF ABBREVIATIONS

AIUB	American International University-Bangladesh
AUB	Asian University of Bangladesh
AUST	Ahsanullah University of Science and Technology
BIU	Bangladesh Islami University
BRACU	BRAC University
BUFT	BGMEA University of Fashion and Technology
CU	City University
DIU	Darul Ihsan University
EU	Eastern University
EWU	East West University
IUB	Independent University of Bangladesh
MIU	Manarat International University
NSU	North South University
NUB	Northern University Bangladesh
PAU	Primeasia University
PU	Presidency University
SEU	Southeast University
SMUCT	Shanto-Mariam University of Creative Technology
UU	Uttara University
UGC	University Grants Commission of Bangladesh
VUB	Victoria University of Bangladesh

Abstract

Key word: Information needs, Users' satisfaction, Private University Library, Dhaka, Bangladesh.

Information is a vital resource of every sphere of human life. The role of information in education sector is very important and also essential in the modern age. Information is necessary for information seekers, e.g. researchers, faculty members, students and others. Library provides information and other resources to its users in the private university. Information needs and satisfaction of the users are fully depended on the performance of the library. Users' satisfaction of the private university library depends on the library services, library systems, library facilities and infrastructural development. User satisfaction lies in the quality services provided by the library, responsiveness and competence of the library staff and available physical facilities of the library. The goal of the library depends on the satisfaction level of the users. This study has been attempted to assess information needs and satisfaction level of the private university library users in Dhaka city.

For conducting this study two sets of questionnaires were designed. One set of questionnaire was prepared for the survey of the library resources and another set of questionnaire was for the library users.

This study has been conducted for identifying present status of resources and services of private university libraries; to measure information needs and level of users' satisfaction and also identify the problems faced by the users.

The users of private university libraries in Dhaka city use the library for their required information and services regarding general books and reference books, research purpose, searching periodicals articles, using IT facilities and audio visual materials, teaching, recreation, current information, conference/seminar proceedings, periodicals, CAS & SDI services, reference and referral services, bibliographic services, indexing & abstracting services, reprographic services. In this situation the users are not fully satisfied regarding reference and text books materials, provided IT facilities, subscription rate of foreign journals, using computer in the daily operational activities, library systems and partially satisfied regarding provided services.

To fulfil information needs and to bring up satisfaction of the users, this study has proposed two model plans. One model plan has proposed for information needs and the other model plan is proposed for users' satisfaction. After conducting this study it is expected that if the authority of private university libraries follow the proposed model plan the libraries shall be success to identify information needs and fully satisfaction of their respective users.

Appointment of an experienced librarian at opening of the library, to ensure adequate professional staff, to be available sufficient text and reference books according to needs and demands of the users, to subscribed national and international journal, to be ensure adequate training program for library personnel, to establish an effective library networking program for resources sharing, library orientation program for users and widely use of information technology are mainly suggested in this study for improving the satisfaction level of the users of private university libraries.

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Chapter one
Introduction and Methodology

1.1 Preamble

Private university has been playing an important role to spread higher education in Bangladesh. Private university is a new dimention in our country. Private universities are those higher educational institutions established privately by a group of people or an organization with the government permission with an aim to provide the opportunities of higher education under Private University Act, 1992 duly Amended in 1998 and in 2010 that was passed on 9th August in 1992. According to the Act 'Private University' means- any private university established under this Act; and following the provisions of this act and in fulfillment of the conditions provided by the government, any institution managed under the affiliation of any foreign university which is operating courses of Honours or Masters Degree, Diploma or Certificate Courses or any institution which is offering Degree, Diploma or Certificates(Section-2, Sub- section-(g), Private University Act, 1992, Amended 1998).

Private university library is a type of academic library which helps the reader community to achieve their educational and research oriented purposes. Gunasekeraf (2010) described academic the library as the heart of the learning community, providing a place for students and faculty to conduct their research and advance their knowledge. In the education system, an academic library is the centre of academic life. A university library or any other library is attached to an institution of higher education exists supporting the goals of its parent organization. Since university libraries are an integral part of the higher education system, they should provide supporting services for the formal educational programs as well as for facilities for research and for generation of new knowledge. It is important for any information professional working in an academic or any other library to know the real needs of the user community. Also added that the university library is committed to provide excellent resources and services, it has to develop an on-going dialogue with its user community. On the other hand, academic libraries have to improve the quality of their services to survive in this volatile competitive environment .Therefore it is crucial to evaluate the library service from customer's point of view. At the same time

in order to set up user –centered service the library needs to know the users and user needs. Adeniran (2011) also mentioned that academic libraries are libraries attached to academic institutions of learning to serve teaching and research needs of students and staff. These libraries serve two complementary purposes: to support the university curriculum, and to support research of the university faculty and students. In process, the library plays a key role in the nation building process.

Private university libraries have been providing information to its users and readers to meet their information needs, demands and wants. The concept of information needs has been used in several models within library and information science, specially in the field of information needs, seeking and useing, to describe triggering factors for information seeking processes. However, it has been acknowledged that information needs are difficult to study empirically and that most user studies focus on information seeking activities, rather than on actual information needs (Lundh, 2010). Information plays an important role in teaching, research and development. Moreover, information is growing in ever increasing volume and rate, in every sphere of human activity. During the recent decades, information needs have increased in volume and variety so also the information is necessary to be reprocessed and repackaged for different types of users so as to go with their needs (Choudhury, 2013) and also described that information is an indispensible resource for all human activities. Information has an important role in decision making, planning and every developmental activity. Bruce (2005) highlighted that information play a significant role in our daily professional and personal lives and we are constantly challenged to take charge of the information that we need for work, fun and everyday decisions and tasks. In response to this challenge, individuals create a personalized subset of the information world that they can use when they are faced with information needs.

According to Hoshvosky and Marsey (1968) information is a process which occurs within human mind, when a problem and data for its solutions are brought into productive union. The term information need being an elusive term is difficult to define, isolate and measure. Wilson and Field (1998) mentioned that information need is a subjective relative concept existing only in the mind of experiencing individual. Krekalas (2008) defined information needs as the recognition of the existence of uncertainty. Issa et al (2011) mentioned that information is a common

term, often used by people of different professions. Despite being common and important in all human activities, it is a term that is difficult to define because it has several dimensions; meaning different things to different people. To some, it is news while others refer to it as facts or a processed data. Thus, there is no exact definition of information. What is however apparent is that there is a connection between data, information and knowledge. Also added that information is a resource that is naturally needed in all human endeavors; very crucial to the development of a nation, without which there would be no society. Thus, it is now commonly observed that the material prosperity of a nation is linked almost directly to its information wealth. Information availability and its free flow through an effective dissemination network represent a necessary pre-condition for the emergence of a crop of well-informed citizenry. Miranda and Tarapanoff (2008) defined information need as a state or process started when one perceives that there is a gap between the information and knowledge available to solve a problem and the actual solution of the problem. Information competencies are defined as the capabilities developed to reach the solution of a problem by searching for new information or knowledge that could fill the perceived gap. Rafiq and Ameen (2009) stated that information-seeking behavior remains an important research area. Libraries and other information providers strive to understand users' information needs and how they try to fulfill these needs. This understanding helps design and offer appropriate user-centered information systems/services.

Users' satisfaction is a measure of how products and services provide by libraries meet the expectations of a users and readers. It varies from person to person and service to service. Users are likely to be satisfied when their perception on services provided exceeds their expectations. Service quality in the library is defined on the basis of students overall evaluation on the services they received which is part of their educational experience. This covers a variety of educational activities both inside and outside the classroom such as classroom based activities, faculty member/student interactions, educational facilities, and contacts with the staff of the institution.

Users are the lifeblood of the library, whether private or public. The satisfaction concept has also been prolonged recently to the context of higher

education and is focused on among the community of students. The concept of service quality is defined in a number of different ways. Service quality may be perceived as a means of reducing the gap between customer expectations and the service actually provided. User's satisfaction is an important measure of service quality in libraries.

Kalpana and Komathy (2012) stated that key to the success of any academic program is the quality of its library system. The main function of a University Library is to provide information on learning, teaching and research. Information is regarded as the lifeblood of Universities where learning is also at its heart. Academic libraries are currently facing their greatest challenge due to the global digital revolution. Users can access the libraries' resources without stepping into the library building. They can also very easily access other libraries' resources such as online catalogs and unrestricted databases. The internet has opened the resources of libraries to students and faculty worldwide. Academic Library users have varying needs and expectations. It is the responsibility of the library staff to know the needs and expectations. User satisfaction generally evaluates the sources and services of the library as a whole. It helps to clarify the librarians' concept of the service as well as the assumption about the user needs. One of the elements of quality service is when users' personal needs and expectations are incorporated into the development of programs and services of libraries (Millson-Martula and Menon, 1995).

In the context of dynamic changes of the present day library and the changing demand of its users, assessing information needs and user satisfaction of a library is a very essential and necessary research work and it is more necessary for the effectiveness of the library and to fulfill the organizational goal to bring users satisfaction. This study has tried to assess users' information needs and satisfaction level. We has been tried to study different types of users and other aspects of the library to achieve this purpose. Library staff, library collections, library services, library structure and user satisfaction of the library have treated as main variables in this research.

1.2 Statement of the Problems

In the 1990s the government realized the need for setting up private universities as it was clear that the public universities in Bangladesh would not be able to meet the increasing demand for higher education. In the early nineties a group

of educationists took an initiative to establish private universities which was appreciated by the government. As a result, the National Parliament passed the Private University Act-1992. It was a milestone in the history of higher education in Bangladesh. The first government approved private university was established in 1992. In 1998 and 2010 the private university Act was amended to remove some inadequacies and prevent misuse of privileges granted by the Act.

At present, there are 74 private universities in Bangladesh out of which 52 universities are located in Dhaka city. Private education sector is growing rapidly in Bangladesh over the past few years. To ensure quality education for sustainable growth, better satisfactions of the users are needed for the private universities.

Andaleeb and Simmonds (2010) stated that expectation among library users is that of competent services. In the context of academic libraries, as in other libraries, users want the staff to be knowledgeable and to be able to assist them in locating needed materials and information quickly and efficiently. When users perceive that the library stuff are competent, they will feel assured that problems will be easily resolved, leading to greater satisfaction with the services. User's satisfaction gives an indication of how successful the library is for its products or services. Because it is said that user is the king. All activities of the libraries are directed towards user satisfaction which leads to user oriented that is a key factor for achieving the goal of library. Also added a library's resources are critical to user satisfaction. However, no library can satisfy all its users all the time. Some libraries have very limited resources and clearly are unable to satisfy their users, whereas others are large in size, have substantial holdings, and can provide a variety of services. Obviously, those libraries that are able to provide users with whatever they want will achieve higher levels of user satisfaction. Thus, the availability of resources can have a significant influence on user satisfaction.

Jayasundara, Ngulube and Minishi-Majanja (2010) mentioned that the library administrators are left wondering what they can do to satisfy the customers and provide a good quality service as perceived by their valued customers. In order to allocate limited library resources effectively and provide a better service to their users or customers, it would be essential for library administrators to identify customers'

priorities among various service quality determinants and to improve these determinants towards greater customer satisfaction.

Private Universities are providing Higher Education, after 1990, there is a dramatic growth in the country's higher education. Instead of rapid expansion, the quality of education is declining and the users are deprived of quality library services. Private universities are profit oriented and some allegations are there against them. According to newspapers report, there are no full library, no adequate books and others reading materials. It is commonly saying that most of the universities are failed to provide quality library services to its users and readers. There are no adequate library resources, spaces and facilities for the users, no professional and experienced librarian or library personnel.

The University Grand Commission of Bangladesh, a regulatory organ to supervise and regulate all the private universities of Bangladesh felt this situation and advice to the university authority to enrich their library collection. The government of Bangladesh is also feeling the necessity to increase the library resources. On the other hand there are no hard and fast government rules and regulation about library collection i.e. how many volumes and how many types of books are required for a particular university library to satisfy the need of information of the users. After above analysis, decided that it is necessary to take an attempt to assess the information needs and user satisfaction level of Private University Libraries in Dhaka City.

1.3 Objectives of the Study

The main objective of this study is to assess the information needs of user's satisfaction of selected private university libraries of Dhaka city.

The specific objectives are as follows:
1. To identify the present status of resources and services of the selected private university libraries of Dhaka city.

2. To identify the information needs of library users.

3. To assess the level of users' satisfaction in the selected Private University libraries in Dhaka City.

4. To identify the problems faced by the users to use the library resources and services.

5. To provide a set of recommendations to minimize the existing situation of the information needs and users satisfaction in the surveyed libraries.

1.4 Research Design and Methodology

1.4.1 Research Strategy

This research tries to assess information needs and user's satisfaction of the private university libraries in Dhaka city. The criteria of user satisfaction ware identified from the previous research studies, and by providing questionnaire to the respondents to express their attitudes and feelings regarding satisfaction.

The present study fully follows a survey method. According to Raj (2002) survey is one of the important methods of investigation of social problems. It helps both in identifying as well as solving problems of a group or community as well as of the area covered under survey. He also described that dictionary meaning of survey is overlooking and as social survey implies identifying social problems. Survey research a popular social research method, is the administration of questionnaires to a sample of respondents selected from some population (Babbie, 1985). Kothari (1986) described that survey are concerned with describing, recording, analyzing and interpreting conditions that either exist or existed.

The entire survey was conducted from November 2011 to June, 2013. The tools and techniques of survey method are used to collect data from the sample users for the following reasons;

i. The population of this research are very much wide,

ii. Survey method bring out the accurate information

iii. The collected information is dependable and reliable and has great amount of certainty,

iv. The chances of objectivity and bias are reduced to the minimum,

v. This method also time consuming and economically viable.

The study was limited to twenty private universities of Dhaka city. For the purpose of the study those universities were selected that are consisted minimum

fifteen thousand of books according to University Grand Commission Annual Report 2008. The selected universities are; Primeasia University (PAU), Victoria University, North South University (NSU), Eastern University (EU), Southeast University (SEU), Presidency University, American International University Bangladesh (AIUB), Manarat International University (MIU), Darul Ihsan University (DIU), Northern University of Bangladesh (NUB), Asian University of Bangladesh (AUB), Shanto Marium University of Creative Technology, BGMEA University, Bangladesh Islami University (BIU), City University (CU), Independent University of Bangladesh (IUB), East West University (EWU), BRAC University, Ahsanullah University of Science and Technology (AUST), Uttara University (UU).

1.4.2 Population and Sampling

The population of this study includes faculty members (part time and full time), students (graduate and post Graduate), researchers, administrative staffs and library personnel of all private university in the Dhaka city. At present, there are 74 private universities in Bangladesh (University Grants Commission Website, visited date November 11, 2013). The sample was drawn from twenty private university libraries in Dhaka city.

One hundred eighty three (183) sample library users from different categories such as faculty members (part time and full time), students (graduate and post graduate), researchers, library professionals and administrative staff have been selected for interview through a semi-structured questionnaire. Questionnaires were delivered personally to respondents as they entered the library. The purpose of the study was briefly but adequately, explained at that time and respondents fill up the questionnaire and return.

1.4.3 Methods of Data Collection

To collect primary data two sets of semi- structured questionnaire have been designed based on the review of literature keeping in view of the objectives of the study. One set of questionnaire (Appendix I) was prepared for the survey of the library resources which was filled up by the librarian or his/her representative. This set of questionnaire includes nine broad categories of variables related to identify library resources. Another set of questionnaire (Appendix II) was prepared for the library users to assess their satisfaction towards the library resources and services.

This set of questionnaire also includes forty three broad categories of variables which were related to understand satisfaction level of the users.

Secondary data were collected from available books, publications, research studies, journal articles, websites and articles on users' need and satisfaction of different professions specially university libraries.

1.4.4 Method of Data Analysis

For analysis of data, SPSS and Microsoft Excel software have been used. To entry data and coding option has been used after the receiving of all completed questionnaires. Both parametric and non-parametric statistical tools were used to prepare a meaningful conclusion from the collected data. Two sets of SPSS files were created. The first set contained the responses from the librarian or his/her representative of the twenty university libraries and the second set was of responses given by the library users. Percentage values of the survey materials are introduced to analyze and discuss.

1.6 Organization of the Study

The whole research activities are arranged in seven chapters.

Chapter one: Introduction and Methodology: This chapter included introductory information about assessing information needs and user satisfaction and described about research methodology which is followed in this research. This chapter also mentioned about research strategy, population and sampling, data collection and analysis methods which are used in this research.

Chapter two: Literature Review: This chapter includes an overview of related literature which was done previously in the different time and different location in the world.

Chapter three: Private University Library Systems in Bangladesh: An overview: This chapter describe about the origin and gradual development of private university libraries in Bangladsh. This chapter also discuss about the system and services of the university libraries.

Chapter four: Information Needs and Users' Satisfaction: Theoretical Perspective: This chapter includes theoretical aspect of information needs and users' satisfaction of academic and university libraries in home and abroad.

Chapter five: Data Analysis, Discussions and Findings: This chapter focuses data analysis, discussions, presentations and major findings of this study.

Chapter Six: Model Plan for Information Needs and User's Satisfaction: To fulfill information needs and to bring up satisfaction of the users, this chapter has proposed two model plans. One model plan has proposed for information needs and the other model plan is proposed for users' satisfaction

Chapter seven: Conclusion and Recommendations: Finally chapter seven includes a set of recommendations so that the users of the private university libraries may be satisfy.

This dissertation also includes limitation of this research activities and mention direction for future research. Reference and appendix are finally added in the last part of this thesis. The steps of this research from beginning to end are presented with a systemic diagram in the below.

Figure-1.1: Design of the Study Plan

Introduction
↓
Literature Review
↓
Prepare Questionnaire, Sampling and Data Collection
↓
Private University Library Systems in Bangladesh: An overview
↓
Information Needs and Users' Satisfaction: Theoretical Perspective
↓
Data Analysis, Discussions and Findings
↓
Model Plan for Information Needs and Users' Satisfaction
↓
Conclusion and Recommendations
↓
Limitations of the study & Direction for future research

Chapter Two
Literature Review

2.1 Introduction

The idea of information needs and user satisfaction are not very recent. Adequate knowledge is necessary to identify the users' needs and satisfaction lavel for evaluating the resources, services and activities of the libraries. Banda (1993) noted that if the library is not to provide any meaningful information service, the user habits should be taken into consideration. Assessing information needs and user satisfaction is a very interesting, scientific and up-to-date concept in the world. A lot of studies has been conducted to assess information needs and users' satisfaction in UK, USA, Nigeria, Pakistan, India, China, Japan, Thailand, and Bangladesh also all over the world in different contexts. Here is mentioned an overview of the work which are very much related to information needs and users' satisfaction and also analyzed both conceptual and imperical aspects of users' information needs in various environment. The literatures are categorized chronologically into the following three sections for better understanding the previous research.

1. First category for First Ten Years (2003- 2012)
2. Second category for Second Ten Years (1993- 2002)
3. Third category for Third Ten Years (1983- 1992)

2.2 First category for First Ten Years (2003- 2012)

Hossain (2012) mentioned in his Ph D dissertation titled '*Measuring Service Quality and Satisfaction on user-focused Marketing in Academic Libraries of Bangladesh*' that developing an understanding of how users of academic libraries in Bangladesh perceived with their library service performance as a whole, and how their expectations influence on library service quality and satisfaction, to what extent the university libraries of Bangladesh meet their user's needs and expectations, why dissatisfaction may frequently happen, and to understand the measure of priority to improve service performance is the limelight and finally suggested employees' self and corporate accountability in their job to gain satisfaction of the users and employees and also build up sustainable triangle relationship among users, employees and library authorities.

Tunde (2012) prepared a research report on '*Information Seeking and Use by Medical Practitioners at University of Ilorin Teaching Hospital*' and described that application of information for discharge of medical duties will not only assist users but beneficiaries of medical services. This gesture is not only serving medical practitioners but the entire community of patients too. Possible solutions were offered to the problems of information seeking and use behaviours by the medical practitioners include provision of adequate funds, provision of qualified librarians and information specialists. This study has been conducted with a view to improving the better services by medical practitioners.

Song, Dong and Agogino (2012) proposed in their research paper titled '*Modeling Information Needs in Engineering Databases Using Tacit*' that the combination of reading time and the semantics of documents accessed by users reflect their tacit knowledge. By combining the computational text analysis tool of Latent Semantic Analysis with analyses of on-line user transaction logs, we introduce the technique of Latent Interest Analysis (LIA) to model information needs based on tacit knowledge. Information needs are modeled by a vector equation consisting of a linear combination of the user's queries and prior documents downloaded, scaled by the reading time of each document to measure the degree of relevance. A validation study of the Latent Interest Analysis model revealed a higher correlation between predicted and actual information needs for our model in comparison to models lacking scaling by reading time and a representation of the semantics of prior accessed documents. The technique was incorporated into a digital library to recommend engineering education materials to users.

Islam (2011) mentioned in his research paper titled '*Assessing the impact of Internet in Library and Information Services: A Study of Higher Academic Institutions in Bangladesh*' that the services of different units of the selected university libraries are not sufficient to meet the needs of the respondent's information requirement. Many respondents of the selected university libraries are satisfied of using Internet in different levels and some have cited problems of their libraries. The researcher also described that the university authority should make more efforts to provide access to them directly and not leave them to other Internet access points and also suggested that the university library should be well funded by the government and proper authority so that it can provide Internet access for students.

Hossain (2011) prepared and submitted a thesis on '*Library Automation Program in some Selected Public and Private University Libraries in Bangladesh: A Study*' and mentioned that library automation is extremely necessary to achieve or implement digital library or e-library concept. Automated libraries can not function at their full strength if necessary tools and accessories are not incorporated for appropriate application. Now university library authorities are realizing that library automation is very necessary to provide effective and efficient services to the users. They are finding various ways to finance their library automation project. The researcher also described that computerization of the library process is the way of ensuring better services that the library will be able to perform its task efficiently and improve its services to the faculty members and respective users. How ever the progres of respective university library automation is not satisfactory compared to most of countries in the region but automation of the university libraries are encouraging.

Saleh and Lasisi (2011) observed on their research paper titled '*Information Needs and Information Seeking Behavior of Rural Women in Borno State, Nigeria*' that women constitute the highest percentage of rural dwellers in Nigeria, variously distributed with the Northern part of the country accounting for the majority. They are a hard working and resourceful group which if properly harnessed can provide the impetus required by government to achieve its Intergrated Rural Development Programme and suggested that to develop the information consciousness of the rural women by the provision of efficient, effective and reliable formal information delivery mechanisms.

Nuri (2010) described in his research dissertation titled '*Present Status of Automation in some Selected Private University Libraries in Bangladesh*' that University libraries in Bangladesh are realizing that there is no alternative process to introduce library automatin. In order to meet the challenges of 21st century modern information technologies must be familiarable within all private university libraries without any delay.

Wilkins and Leckie (2010) wrote a research paper on '*University Professional and Managerial Staff: Information Needs and Seeking*' that the work-related information needed and sought by professional and managerial staff of a large university. Professional staff is able to satisfy many of their daily and short-term

work-related information needs through personal contacts, the Internet, and departmental sources and minimum use of the library. However, because their jobs are multifaceted and complex, these staff members frequently are engaged in longer-term activities (such as project development, report writing) requiring more intensive library use, which often is perceived to be frustrating and time-consuming and the implications of these findings for academic libraries are discussed.

Rafiq and Ameen (2010) focused on their research paper titled *'Information Seeking Behavior and User Satisfaction of University Instructors: A Case Study'* that information-seeking behavior remains an important research area. Libraries and other information providers strive to understand users' information needs and how they try to fulfill these needs. Finally recommended to development of a user-friendly website with enhanced accessibility must be made along with the strategy to promote the use of OPAC. As the respondents equally prefer electronic formats, library needs to promote awareness and use of electronic information resources by a comprehensive information literacy program and marketing strategy. The library needs to increase general and reference collections and acquire journal back issues to fill the research needs of the users. The study revealed that respondents prefer to communicate with friends and colleagues in person or through the Internet. It will be significant to introduce some kind of social networking such as Wikis, email discussion groups, blogs, etc. The library may initiate establishing an institutional digital repository of indigenous information sources (theses, projects, and technical reports) and link with the website. This will ultimately increase the use of information and research resources.

Skyrius and Bujauskas (2010) presented primary interest about the area of complex information needs in the research paper titled *'A Study on Complex Information Needs in Business Activities'*. A study of awareness of complex information needs and their features has been undertaken to gain insight into the user side of user-IT relation in meeting complex information needs in business. The research has used a survey of Lithuanian business middle-to-senior managers to elicit their responses on the issues of features of complex information needs and environment monitoring. The respondents confirmed the heterogeneous nature of complex information needs and pointed out the most important groups of information monitored on a permanent basis, the top three being competition and market

information, accounting and financial information, and customer information. The analysis of monitored information in the terms of information monitored together has disclosed some patterns that might be useful in providing an integrated view of activity environment and assisting in possible emergence of complex information needs.

Dash and Padhi (2010) mentioned in the article titled *'Quality Assessment of Libraries'* that the concept of quality is not a new phenomenon for library and information science professionals as it is entrenched in library philosophy and practice. Service quality is viewed as a comparison of what the customer expected prior to the use of services and the perceived level of services received. Qualities of service and user satisfaction are two significant facets of effective service management. Although the concept of quality is not new, measuring service quality as a management technique has gained importance over the last few decades in service industries and libraries are no exception. The perception of library quality differs in the stakeholder groups and users who evaluate library quality according to their experience with the services they use.

Kassim (2009) reported on *'Evaluating users' satisfaction on academic library performance'* that a part of a quantitative study that aims to evaluate the library's performance by measuring the users' satisfaction with library services, infrastructure/place/space and collection/information provided by an academic library. In this study a self-developed questionnaire was used to gauge the respondents' opinions on their satisfaction. The instrument was distributed to a sample of 650 final year students from three faculties of the university. A parametric test using the one-way analysis of variance (ANOVA) was used to compare the mean satisfaction scores among the respondents from the three faculties. The results of the study revealed that on the average, the respondents were only quite satisfied with the library services, infrastructure/place/space, collection/information of the library as a whole. The respondents were relatively most satisfied with infrastructure/place/space, followed by collection/information, and library services to users in that order. The result also showed significant differences on the satisfaction on services, infrastructure/place/space, and libraries' collection/information among the respondents of the three faculties.

Afroz (2009) prepared a thesis on *'System and Services of Some Selected Private University Libraries in Dhaka city of Bangladesh'* and described that as a developing nation we have many problems in every field, one of them in library. The history of libraries of Bangladesh is not very old and the libraries are not giving the appropriate services to its users. The libraries are in many problems regarding service facilities, lending facilities, acqusition etc. Financial inadequacy, lack of professional personnel, separate acquisition room, lack of up-to-date information and communication technology, low spaces, no interlibrary cooperation, lack of valuable and international standared journal, lack of orientation programs, lack of fully automation are the mail promlems to develop the library systems and services. Finally we expressed that the system and services of private university libraries are not satisfactory.

Majid and Kassim (2009) stated on the article titled *'Information seeking behaviour of International Islamic University Malaysia law faculty members'* that satisfying users' needs in the academic libraries has been the primary objective of libraries and librarians. Every year, new students come to the university with different needs and expectations. Furthermore, new technologies, databases, and more innovative systems for accessing information, have made the library more complicated and challenging for librarians and users alike. The abundance of resources available and the difficulty in being able to evaluate these resources also create problems for users. The inability to easily identify the specific use of a library's services because of the new technologies, and the difficulty to access information sources can all contribute to user dissatisfaction among academic library users. This research also observed that the law faculty of the International Islamic University Malaysia (IIUM) and found that they ranked books as the most important information source for teaching and research followed by law reports and statutes. The study also tried to investigate the information-seeking behavior of library users based on their subject interest, occupation, information environment, and geographical location.

Islam (2009) submitted a thesis on *'Automation Scenario in University Libraries: A study of some leading private university libraries in the capital city of Bangladesh'* and mentioned that the idea of expansion of technology is very slow in most of the university libraries in Bangladesh. It is observed that most of the private university libraries have not created any mentionable opportunity to automate their

libraries where as some leading private university libraries have created a new opportunities in using latest technologies.

Kadir et al (2009) investigated on the research article titled *'A User-based Measure in Evaluating Academic Digital Library'* that high demand in acquiring online academic materials, digitization of education and research materials is just not enough. The needs of accessing and retrieving information through the network environments has made digital library to be the right answer and choice for many. Academic digital library appears to find its niche in the world of academic society resulting dramatic changes in learning and researching environment. Academic digital library should be evaluated so that institutions can understand how useful their academic digital libraries are to their domain of users. Literature shows that usability evaluation is in fact one of the most applied user-based approaches in evaluating digital library. It may lead and can result in improvements to system's interface. This paper also reviews the literature on evaluating digital library via usability evaluation, its models and dimensions. Despite of different methods in usability evaluation study, the selection of method depends largely on the aim of the evaluation, also on aspects like the nature of the system, the targeted users and also the contents. The literature revealed that evaluating based on the aspect between user and system's interface, and between users and system's performance may not embrace the entire objective of usability evaluation. Another user-based measure is by taking into consideration on the aspect on how the digital library can suit with users' work or academic environments.

Kumar (2009) focused on his research paper titled *'Information Needs of Faculty Members and Research Scholars of Chaudhary Charan Singh University: A Case Study'* that librarians face a great problem who were interviewed want to develop their collections, improve their services, and stand out in this competitive age. Due to the rapid growth of information, varied application of information technology, and financial constraints, it has become a big challenge for library professionals, especially in academic libraries. Improving quality does not just mean the adoption new and expensive technologies. It is also possible to work continuously on improving service as budgets permit. Users attach maximum importance to the relevancy of the needed material for research and teaching, more than to any other aspect of the library.

Mahajan (2009) pointed out on the paper titled *'Information-Seeking Behavior: A Study of Panjab University, India'* that the core of the library profession remains the same, but methods and tools for information delivery continue to grow and change dramatically. Libraries must understand information-seeking behavior of users to re-engineer their services and provide information efficiently. The results of this study reveal users who are more or less satisfied with library collections and services, but who want training in the use of online information. Although document delivery service is being provided on demand, the researchers pointed out that it would be worth while if the library could provide them with indexing, abstracting, and interlibrary loan service as well.

Xiao and Dasgupta (2009) mentioned on their research article titled *'Measurement of User Satasfaction with web-based Information Systems: An Empirical Study'* that advances in new information technology and the drastic growth of the Internet over the past decade have considerably changed the end-user computing environment. Therefore, it is appropriate to review the measures of user satisfaction with information systems technology, especially in a web-based environment, which accounts for a major component of the end-user computing environment. The objective of this research was to develop and validate an instrument for measuring user satisfaction in a web-based environment.

Rahman (2008) wrote a thesis on *'Use of Information Technology in libraries: A Study of Some Selected Private University libraries in Bangladesh'* and described that with the help of new information technology the academic libraries can satisfy the user demand. But the shortage of sufficient technological facilities the university libraries of our country are not playing the required role in developing socio-economic or the education-research development. The libraries of the educational institutionsare facing not only shortage of the infrastructural facilities, but also different drawbacks like lack of technologically skilled professional, lack of adequate fund support, administrative initiatives, software packages, behavioral manners etc. At the end of the thesis the researcher also described a set of recommendations or action plans to obercome the barrier hindered in the private university library development in Bangladesh and hoped that the recommentations will help the private university administration and concerned authorities to formulate and increase plan and policies regarding users satisfaction.

Khongtim and Marbaniang (2008) highlighted on their thesis titled *'Information Needs and Search Strategies of the Co-Ed College Students in Shillong: A Case Study'* that the information needs and search strategies of the co-ed college students in Shillong cover the different sources of information used by them and it also tries to bring out the problems they face during the search attempt for information. In this study they also tried to find out whether the students are using the library as one of the main sources of information or not, if not then what are the barriers that discourage them from doing so.

Jamali and Nicholas (2008) examined to their research article titled *'Information-seeking behaviour of physicists and astronomer'* that two aspects of information seeking behaviour of physicists and astronomers including methods applied for keeping up-to-date and methods used for finding articles. The relationship between academic status and research field of users with their information seeking behaviour was investigated.

Tahir, Mahmood and Shafique (2008) tried in their article titled *'Information Needs and Seeking Behavior of Arts and Humanities Teachers'* to fill up a gap in understanding the information needs and information-seeking behavior of humanities faculty. Humanities scholars' information needs are diverse and they rely heavily on books and older material, so the lack of availability of required material in libraries is a major problem in information seeking. Information professionals can analyze the findings of the study and design, develop, and introduce new library and information services for humanists. Library and information science professionals, especially in Pakistan, should conduct further studies on user information needs to provide more suitable resources and services to different user groups.

Lal Bose and Mannan (2008) conducted 25 libraries and 100 users of different categories to measure the satisfaction level of users on library networking and resource sharing activities among the major libraries in Bangladesh and mentioned in their research article titled *'Resource Sharing and Information Networking of Libraries in Bangladesh: A Study of User Satisfaction'*. The key variables for this study include: the existing status of infrastructures and facilities, collections, mode of subscription of journals, user's visit to the libraries, availability of services and use of databases. User's suggestions to improve the library services have also been included.

Rajendiran et al (2008) described to their paper, *'Identification of Users' Information Needs: An Analysis of Inter-library Loan Requests for Journals Selection'* that the Raja Ramanna Centre for Advanced Technology (RRCAT) library users' information needs by using data of inter-library loan (ILL) requests. Inter-library loan requests received for the year 2005 and 2006 were analysed. There were 688 documents requested during this period. The parameters studied were: frequently requested journals and currency of users' information seeking by analysing publication year of all requested documents. The study found that journals were the most frequently requested and 31.8 per cent of requested documents had been published. About 50 percent of the requested documents were published since 1995.

Thakuria (2007) mentioned on the paper titled *'Concept of Quality in Library Services: An Overview'* that the library services have changed very fast in the last twenty years. Now a day, electronic resources, networks and the World Wide Web represent a large portion of the library services. The librarians must manage staff, information in several supports, and technical activities to produce quality services. Quality services means resources and services, which satisfy users' expectations and perceptions. It is very clear that librarians must use management tools to run the library services. These tools such as TQM, SERVQUAL, and LibQUAL help them to assess services, to make decisions, to improve services and to achieve a better quality. The networked environment offers libraries' challenges and opportunities in a number of areas including management, services, and collection development.

Noman (2006) wrote a thesis on *'Information Systems and Services of BRAC University Library and North South University Library: A Comparative Analysis'* and reported that efficiency and effectiveness of the library will largely banks on the academic and professional's competence of the staff and on the facilities provided for their work and development for lacking of qualified staff, inadequate space and equipment, technological facilities, problems of social degnity of the library professionals, lack of financial support. Insufficient library collection, lack of related ICT professionals or facilities, limited training opportunities for the personnel in the libraries.

Chakroborty (2006) submitted a dissertation titled *'Information Technology and its impact on some Selected Private and Public University Libraries of Dhaka City'* and described that the libraries have their own databases as the primary method

of using information technologies. But these use of computers are confined to office maintenance, personal correspondent, bibliographic database creation and maintenance, the private universities are more advanced than the public universities, where the matter of creating newer information technologies and there application are concerned. Some libraries have exposed Internet facilities freely to the users. It is also described that though the number of the students in these university is increasing every year the infrastructural and technological facilities are not increasing considerably. So the libraries are failing to play the expected role in achieving their respective targets.

Mostofa (2006) mentioned on his dissertation titled *'Library Software Packages and its Application in some Selected Private University Libraries in Dhaka City'* that the problems of providing timely information is not due to lack of information, but the way in which it is handled to enable the user to fulfill his needs. The traditional way of information handling methods have become almost ineffective in providing the specific information of an individual's interest. To overcome this problem, the libraries, Information and Documentation Centers ought to change their attitude towards information handling. The users' community is also expected to change their methodology. Attitude and approach to information searching. IT- based information handling with comfortable library software is a viable solution in this direction.

Seneviratne (2005) discussed about the library resources and satisfaction of the users on his research paper titled *'Measuring user satisfaction: a case study at the PGlM Branch Library at Peradeniya'*. He also mentioned the results of a user satisfaction survey as a guide to improve the collection and services of a library. This study evaluated the satisfaction of users over currently available resources; service quality and assess future information needs of the users of Post Graduate Institute of Medicine (PGlM) Branch Library at Peradeniya. The questionnaire was distributed among a random sample of 120 users and 74 responded. Most respondents were some what or very satisfied with overall library services and staff performance; moderately satisfied with the print collection; and least satisfied with space and ventilation; lack of study areas and the noisy environment. The helpfulness of the staff was rated the best. Based on the findings, several steps were taken to modify or change collection development, services and customer care. The more grieving problems that are still to

be answered by the authorities were forwarded for their attention. Survey led to more intimate analyzing of the strengths and weaknesses of the library and it was illustrated that such studies are needed in regular intervals for improvement.

Bruce (2005) described his research activities on research paper titled *'Personal, anticipated information need'* that information plays a significant role in our daily professional and personal lives and they are constantly challenged to take charge of the information that we need for work, fun and everyday decisions and tasks. In the digital era, research on information-seeking behavior has taken on even more importance worldwide. He also added that most of the literature on information-seeking behavior comes from developed countries, while conditions in developing countries vary significantly.

Roberts and Hayes (2008) realized on their research paper titled *'Iinformation Needs and the Role of Text Mining in Drug Development'* that high-quality information is essential for minimizing costs and remaining competitive. Using 1131 research requests that came to the ibrary between 2001 and 2007, and showed that drugs, diseases, and genes/proteins are the most frequently searched subjects, and journal articles, patents, and students, faculty, and non-university professionals now use a variety of sources for articles, including electronic journals, print journals, Websites of professional organizations, author's Web sites, e-mail from colleagues, and e-print servers.

Donovan and Tosaka (2003) found out on the article titled *'Report on the Information Needs Assessment of the Japanese Collections at The Ohio State University'* that the Ohio State University Japanese Collections, part of the Language and Area Studies Department within the Main Library Research and Reference Services, is managed by the staff of one professional librarian and a group of student assistants. The librarian provides instructional and reference support for nearly 30 faculty members, selects and acquires both Japanese and English-language materials on Japan, and helps to process those materials for public access. One of the primary public services has been the librarian's participation in team teaching of Japanese 800: Japanese Bibliography and Research Methods, a graduate course offered annually in the Department of East Asian Languages and Literatures. The librarian has also consulted regularly with individual faculty members about their research and teaching needs since they first arrived on campus, and has informed the faculty on new research sources and databases through e-mail messages and library liaison and committee systems.

Ocheibi and Buba (2003) described the results of an investigation of the information needs and information gathering behaviour on their research paper titled *'Information Needs and Information Gathering Behaviour of Medical Doctors in Maidugui, Nigeria'*. In this research total of 158 Medical doctors (128) males and 30 (females) were used. The over-all response rate was around 70.2 percent. Medical doctors need specific medical information to enhance their knowledge on a day-to-day basis, particularly with the information explosion such as e-mail and internet facilities. Medical doctors prefer the use of publishers catalogues as the most important source for new developments in their relevant fields. Many do not have access to local data bases that are supposed to have remarkable impact on their information gathering behaviour.

Mundt (2003) described his research paper titled *'Benchmarking user satisfaction in academic libraries– a case study'* that customer satisfaction and service quality have so far been evaluated mostly from a local perspective although the quality element has been firmly established in academic library management for at least a decade. Critics of inter-institutional comparisons often object that different preconditions are not considered adequately. Examples from a joint user satisfaction survey conducted by 15 German university libraries in 2001 suggest that comparative data are a suitable means to identify cases of best practice and can effectively initialize processes of customer-focussed improvement. Furthermore, if compared with corresponding statistical data or performance measures, satisfaction ratings can reveal possible structural strengths and deficits relative to other libraries. On the other hand, follow-up telephone interviews with participating libraries showed that the survey results substantially challenged the institutions' internal communication and public relations organisation, and underlined that even in a well-developed culture of assessment the need for professional mediation and coordination of comparative analyses may not be underestimated.

Nimsomboon and Nagata (2003) prepared a report titled *'Assessment of Library Service Quality at Thammasat University Library System'* and examined the overall service quality of Thammasat University Library System from users' perspectives, as well as identifies the dimensions that determine the customers' evaluation of service quality. The concept of the Zone of Tolerance was applied to investigate which are the essential attributes that library managers should allocate the

resource for good service quality. The problems users had encountered when involved in library service are also investigated in this study. A survey of undergraduate students, graduate students, facutly members and researchers was used. The modification of SERVQUAL questionnaires were distributed for data gathering. Several insights gained from this study shown that all users' desired expectations are not met. The result of the Zone of Tolerance reveals that each user group was treated differently. The three dimensions of service quality; Affect of service – Organizational, Collection & Access, and Affect of service- Personal were extracted by factor analysis method. The problems users encountered when involved in library service are counted manually and categorized into free categories. The most problematic is about insufficient and non update collection. Some useful recommendations are presented to improve service quality of Thammasat University library system.

Kwon and Gregory (2003) prescribed some recommendations on the article titled *'The Effects of Librarians' Behavioral Performance on User Satisfaction in Chat Reference Services'* in enhancing user satisfaction with chat reference service. This study also attempted to explain why certain behaviors in the revised guidelines were not related to satisfaction, as discussed in the findings. Combined, the results of the study offer many implications for reference service practitioners, for the researchers investigating various phenomena in virtual reference services. Consistent with the findings of the studies conducted in the physical reference setting, the results of this study also indicate that follow-up behaviors should continue to be emphasized in staff training in the chat reference environment as a way to enhance both staff performance and user satisfaction. This study also identifies places for future adjustments of the revised guidelines.

2.3 Second Category for Second Ten Years (1993- 2002)

Shokeen and Kushik (2002) investigated about information seeking behaviour of social scientists on the paper titled *'Information-seeking behaviour of social scientists of Haryana universities'*. The study showed that most of the social scientists visit the library daily. The preferred search tools were indexing and abstracting periodicals and citations in articles. Current journals and books were preferred sources of information.

Dillon and Hahn (2002) showed their research article on *'Are Researchers Ready for the Electronic-Only Journal Collection?: Results of a Survey at the University of Maryland'* that faculty and other subject experts make a distinction between core journal titles and non-core journals. At the University of Maryland, 70% of the faculties want core journals in both print and electronic form, but the same number wanted non-core journals only in electronic form.

Sathe, Grady and Giuse (2002) examined on their research article titled *'Print Versus Electronic Journals: A Preliminary Investigation into the Effect of Journal Format on Research Processes'* that both browsing and searching remain important information-seeking strategies; electronic journals (in particular, full-text databases) are causing a decrease in browsing titles, while searching by topic has increased.

Hiller (2001) mentioned on his research paper titled *'Assessing User Needs, Satisfaction, and Library Performance at the University of Washington Libraries'* that the university libraries of Washington conducted faculty and student library surveys since 1992. Surveys are sent to all faculties and a random sample of graduate and undergraduate students. Results have revealed significant variation within and between user groups concerning library satisfaction, use, priorities, and importance. There were 2,749 responses to the most recent survey in 1998, including more than 1,500 completed surveys returned from faculty. These large-scale surveys, while extraordinarily valuable, have proven costly and time-consuming to design, administer, and analyze. The ARL LibQUAL+ pilot offered an opportunity to employ a different methodology and design that focused on quality of service and library support through a Web-based survey. This article also discussed issues and results associated with these different approaches.

Wilkinsion (2001) focused on his paper titled *'Information Sources used by lawyers in problem solving: an empirical exploration'* that legal research as the central task performed by lawyers in their information seeking activities. Also offer a model for information seeking behavior of lawyers based upon a fuller picture of the behavior of lawyers.

Watson (2001) described on the paper titled *'How do student's perceptions of their library usage influence their educational outcomes?'* that the library's environment can affect students' perceptions of the manner in which they believe they can use the library, and therefore modification of the environment, in some cases, should lead to an increased usage of library resources by students.

Chi et al (2000) guided the users for their information needs on their paper titled *'Using Information Scent to Model User Information Needs and Actions on the Web'*. Library users need tools to explore the complex interactions among user needs, user actions, and the structures and contents of the Web. In this paper they also described two computational methods for understanding the relationship between user needs and user actions. First, for a particular pattern of surfing, This study seek to infer the associated information need. Second given an information need, and some pages as starting points, also attempt to predict the expected surfing patterns. The algorithms use a concept called 'information scent', which is the subjective sense of value and cost of accessing a page based on perceptual cues. These papers also presented an empirical evaluation of these two algorithms, and show their effectiveness.

Voorbgil (1999) examined the use and perceived importance of the internet between students and academics in the Netherlands on his research paper titled *'Searching scientific information on the internet: A Dutch academic user survey'*. In the research precess the researcher distributed a detailed questionnaire among 1000 members of the academic community and three focus group interviews were held with faculty. The World Wide Web is being used by the members primarily to seek general, factual, ephemeral, or very specific information. According to Voorbgil thought the internet may have conquered a place and it has not pushed aside traditional printed and other information resources.

Ammini (1999) carried out a survey on information need of the students of ship technology using the questionnaire method titled *'Information needs of the Students of Ship Technology: A survey'*. The aim of this study was mainly the development of higher education with special emphasis on the post graduate studies and research in chosen disciplines under technology, industry and commerce. The results of the study are inconvenience of the library hours, user's preference text books and dependence on library catalogues as a means for locating the information. Moreover, users consulted indexing and abstracting as well as review periodicals. At the same time periodicals collections were inadequate. The most important finding was that most of the users found problems in reading journals in German language.

Prasad and Tripathi (1998) found out in their research paper titled *'Information Seeking behavior of physical scientists and social scientists'* that the use of formal and informal channels of information, tools and techniques used for current awareness, publication output, use of materials available in languages other than English, types of information used and frequency of visits to the library. The study concluded that there are slight differences in the information seeking behavior and seeking strategies of the physical scientists in meeting their information needs. The study also further reported that there were no differences in their approach to information seeking process, information needs and sources used for satisfying their information requirements.

Bruce (1998) carried out a study in the paper titled *'User Satisfaction with Information Seeking on the internet'*. Which deals with who uses the internet to seek information and how much they are satisfied with this channel that is internet. He conducted this study in the Australian academies. 200 e-mail addressed were invited to take part in this research. These email address are randomly selected from a list consolidated from the e-mail directories of five universities in the state of New South Wales, And the results show that a majority use the internet for information seeking at least once per month, and a large proportion use the internet in this way everyday. Thus the study found that Australian academic generally have a high expectation of success when they engage in information seeking on the internet, and are satisfied with the process regardless of how frequently they use the network or whether or they have received formal training.

Metawa and Almossawi (1998) showed on their article titled *'Banking behavior of Islamic bank customers: perspectives and implications'* that customer satisfaction is the feeling or attitude of consumers to the product/ service when it has been used in the context of services. Devadason and Lingman (1997) discussed on the paper titled *'A methodology for the identification of information needs of users'* about the understanding of information needs and information-seeking behavior of various professional groups is essential as it helps in the planning, implementation, and operation of information system, and services in work settings.

Zhang (1998) stressed on his paper titled *'Analyzing faculty and staff's information needs and use of electronic technologies: A liberal arts college's experience'* that understanding of user information needs and information seeking behavior is fundamental to the provision of successful information services.

Lui and Redfern (1997) found out on the paper titled *'Information seeking behavior of multicultural students: A case study at San Jose state university'* that the results of the students with English as their primary language usually were more successful in using the library than those from whom English is not their primary language. Moreover, students who used the library more frequently were more successful in locating needed information. However, the most interested finding was that students who ask reference questions more frequently were likely to be more successful in locating information.

John (1997) analyzed the information needs, use pattern and users' behavior of social sciences researches by adopting the survey method based on questionnaire on the paper titled *'Information needs use pattern and use behavior of social science researchers'*. The study revealed that books and periodicals are ranked first as well as second position as important sources of information. Some social science periodicals such as Economic and Political Weekly, seminar etc. were preferred by researchers in more than two disciplines. Only 10% of social scientists utilized users were fully satisfied with the collection in their library especially the non-book materials and abstracting and reviewing periodicals. The social scientists generally considered book catalogues and announcement bulletins as their first choice for gathering current information.

Leckie et al (1996) identified factors which affect information seeking behaviour on their paper titled *'Modeling the information seeking of professionals: A general model derived from research on engineers, health care professionals, and lawyers'* that personal reasons for seeking information, the kinds of information being sought, and the ways and sources with which needed information is being sought. Information- seeking behaviour is expressed in various forms, from reading printed material to research and experimentation. Information users make active and intentional attempts to seek up-to-date information from the library resources, including electronic sources.

Al-Shanabri and Meadows (1995) described on a research paper titled *'Problems of communication and information-handling among scientists and engineers in Saudi Universities'* that 36 percent of the academicians in Saudi universities were spending four hours per week on reading, whereas, almost three-quarters of the respondents were spending the same amount of time on communicating with their colleagues. The study concluded that scholars in developing countries prefer informal channels for acquiring the needed information because of inadequate and irrelevant library collections, lack of information infrastructures, ineffective library services, lack of money to use fee-based information services, inadequately trained and less co-operative library staff.

White and Abels (1995) on their paper titled *'Measuring service quality in special libraries: Lessons learned from marketing'* and Hernon and Altman (1996) on their article titled *'Service quality in academic libraries'* described that university libraries today are faced with challenges on several elements such as mega book stores, online information providers, e-learning and multimedia products, document delivery services, and other competitive sources of information that seem to be threatening the role of academic libraries. As a result, university libraries may have to adopt a more strategic direction in which the creation and delivery of service satisfactions for their users play an important role. Hence, there is a need for university libraries to understand the user needs and satisfy their information and research needs, therefore support in an ongoing learning activities. Each year new students enter the learning environment with different needs, expectations and information gathering skills and it is necessary to achieve user satisfaction regarding library services.

Millson-Martula and Menon (1995) mentioned on the research paper titled *'Customer expectations: Concepts and reality for academic library services'* that one element of high quality service is the incorporation of users' personal needs and expectations into the development of programs and service. The concept of user satisfaction in the library literature like wise has evolved to include a broader focus on the users' perspective of the library.

Kuhlthau (1993) identified the information seeking tasks on the paper titled *'A principle of uncertainty for information seeking'* are initiation, an awareness of an information need; selection, the identification or selection of an approach or subject to

explore; exploration, the investigation of information to gain understanding; formulation, where the person gains a perspective or point of view on the problem; collection, the gathering of the relevant information; and presentation, to fulfil the information need and conclude the search. Through these stages of information seeking, the individual is subject to feelings of uncertainty, optimism, confusion, frustration, doubt, clarity, sense of direction, confidence, and satisfaction or disappointment. Actions move from exploration to the documentation stage; thoughts move from being vague in the earlier stages to being focussed as interest increases. Often research on information seeking practices is characterised by an individual's.

2.4 Third category for Third Ten Years (1983- 1992)

Pinelli (1991) mentioned on the article titled *'The information-seeking habits and practices of engineers'* that distinguishes scientists and engineers by their information needs and then proceeds to describe the information needs of engineers is more depth and includes more information about the practices of engineers than their behaviour, where the information seeking practices of scientists and engineers are compared. Two groups of people have been studied synonymously. It has now been determined that the differences in their behaviour are quite distinct. For instance, engineers make more use of unpublished technical material than their academic counterparts. These shows that even with similar or related communities, there may be considerable differences in information seeking behaviour. In the paper the researcher also described information seeking and retrieval activities. However, it has to be noted that, although categorising provides good generalisations of information seeking behaviour there are often conflicts.

Sethi (1990) conducted a research paper on titled *'Information seeking behaviour of social scientists: An Indian conspectus'* with 256 social science faculty members in Indian universities. The study found that respondents preferred journals, books, government documents and reference services to fulfill their information needs as opposed to indexing and abstracting sources, book reviews, conference proceedings, dissertations and theses, newspaper clippings and other nonbook sources that are in lesser use.

Gronroos (1990) proposed in his research paper titled *'Service Marketing and Management'* that service quality can be divided into two dimensions, namely technical quality and functional quality. Technical quality represents the outcome of the service, and functional quality relates to the service process. This research focused on aspects of functional quality. The functional quality has a clear direct impact on technical quality and both have an impact on customer satisfaction and library productivity.

Sangam (1989) analysed the information use pattern of researchers in the field of psychology by adopting a citation analysis method on the research paper titled *'Information use pattern of researchers in the field of psychology: A citation study'.* Twelve doctoral theses that had been accepted during 1964-1982 by the Karnataka University in the field of psychology were taken for the study. The important finding of this study show that books were the major sources of information, about 82.81% of books were used by the researchers in psychology followed by journal articles where 14.16% only were used and the finding also shows that 93.80% of the documents cited were from their own field thus, indicating the fact that researchers in psychology depended on the information generated in their own field and their dependence on other subjects was very less. Moreover, 66.78% of documents cited were of Indian origin and the use of foreign language materials was very less. Journals of abnormal and social psychology ranked first in their citation (12.11%) followed by journal of personality and social psychology (9.95%).

Doll and Torkzadeh (1988) developed an instrument to measure user satisfaction with information systems on the paper titled *'The measurement of end user computing satisfaction: Theoretical and methodological issues'.* This research tested the validity and reliability of the End-user Computing Satisfaction (EUCS) instrument on users of Internet portals. It also found a revised instrument with some changes to the End- user Computing Satisfaction. Kuhlthau (1991) developed a theoretical approach to information seeking practices on the paper titled *'Inside the search process: information seeking from the user's perspective'.* It discusses the behaviour involved in information seeking and builds a model based on past research and a survey conducted.

Ras (1987) carried out a survey about information seeking behavior on titled *'Information seeking behavior of users: A case study of scientists at National Institute of Nutrition, Hydrabad'* by using a questionnaire method and revealed that

information was sought out with regard to current information sources- documentary and non-documentary. The study concluded that non-scientists' information seeking behavior was mostly non-documentary and non-formal in character.

Guest (1987) conducted a research titled *'The use of bibliographic tools by humanities faculty at the State University of New York at Albany'* and noted that 85 percent of the respondents relied on their personal collection as a major source for information for teaching and research. The researcher also found out that librarians were rated lowest as a source for getting information. Information-seeking behaviour of faculty members was studied to evaluate information-seeking pattern of faculty members in the library. Most of the respondents visited the library several times a week to meet their information needs.

Subrahmanyan (1983) conducted a study on titled *'Information seeking behavior of doctoral candidates in social sciences in Sri Venkateswara University, Tirupati, India'* using interview method for data collection. The research scholars were interviewed individually at their convenience and their responses were recorded and analyzed. The results of this study show that researchers made prolonged interaction with documentary sources and also made retrospective and current search. Theses were considered most useful type of information source in literature search. Moreover, abstracting and indexing journals were not used by the researchers except in psychology. The university library is the main source for locating the documents required. Besides this, inter library loan facility was utilized to a good extent.

2.5 Summary and Conclusion

After the review of the related literature it is found that various researchers described different variables for assessing users' information need and satisfaction level. Devadason (2008) mentioned on a research paper titled *'A Methodology for the Identification of Information needs of Users, Potential Users and Non- Users'* that Information needs depend on i.e. Work activity, Discipline/Subject/Mission, Availability of facilities, Hierarchical position of individuals, Motivation factors for information needs, Need to take a decision, need to seek new ideas, Need to validate the correct ones, need to make professional contributions, Need to establish prioruty discovery etc. He also added that Information needs affected by the following factors i.e. the range of information sources available, the use to which the information will be put, The background, motivation, professional orientation and other individual characteristics of the user, the social, political, economic, legal and regulatory systems surrounding the user and the consequences of information use.

Some research has studied assessment of users' information needs and satisfaction. White (1975) stated on paper titled *'The communication behavior of academic economists in research phases'* that if academic librarians are to realistically serve academic researchers, they must recognize the changing needs and variations in information gathering and provide services that would be most useful. Shahzad (2007) conducted his research to find out the information seeking behavior of faculty members at Government College University, Lahore on the paper titled *'Information-seeking behavior of Government College University teachers: A survey'* and Anjum (1978) studied the information needs of humanities teachers at the University of the Punjab on the titled *'Information needs of humanities teachers of the University of the Punjab'* and *'Information Needs and Information-Seeking Behaviour of Faculty Members at the Islamia University of Bahawalpur'* was also studied by Bhatti in 2008.

Knowledge of information needs and information-seeking behavior of users is vital for developing library collections, upgrading facilities, and improving services to effectively meet the information needs of users. Ehikhamenor (1990) carried out a research titled *'The use of formal information sources in physical science research in Nigerian universities'* and Jam (1991/1992) also prepared a research report titled *'The information needs of academic staff in non-university technologically-based tertiary institutions in Benue State'*, both researchers established that the information needs of faculty are job-related, specifically to teaching, research, and publication. This has been repeatedly emphasized in recent surveys.

Information needs and user satisfaction are interrelated and depends to each other. Users' satisfaction is the users' expectations and perceptions and fully depend what kinds of information are needed and availability of this information resources in the library. Satisfactions also depend on the service quality expected prior to the use of services and the perceived level of services received. In the perespective Kassim (2009) mentioned the criteria to measure the users' satisfaction with a. library services, b. infrastructure/place/space and c. collection/information provided by the library.

Kumar (2009) showed that librarians face a great problem that were interviewed want to develop their collections, improve their services, and stand out in this competitive age. Due to the rapid growth of information, varied application of information technology, and financial constraints, it has become a big challenge for library professionals, especially in the private university libraries of Bangladesh. To fulfill the users' satisfaction, the librarian would be take various techniques regarding library develop such as reading materials collection, infrastructure development, upgrade the systems, trained library personnel and many others variables.

Chapter Three

Private University Library Systems in Bangladesh

3.1 Introduction

The universities in Bangladesh are mainly categorised into public and private universities. The public universities are autonomous and funded by the government, whereas, private universities are funded by non-government organisations and private bodies. At present, there are 34 public and 76 private universities in Bangladesh (University Grants Commission Website, last visited on November 11, 2013).

Private Universities are those higher educational institutions which are established privately by a group of people or organizations with the permission of the Government aimed to spreading the opportunities of higher education among larger number of students under Private University Act, 1992 (Amended 1998) that was passed on 9th August in 1992. According to the Act 'Private University' means; any private university established under this Act; and following the provisions of this act and in fulfillment of the conditions provided by the government, any institution managed under the affiliation of any foreign university which is operating courses of Honours or Masters Degree, Diploma or Certificate Courses or any institution which is offering Degree, Diploma or Certificates(Section-2, Sub- section-(g), Private University Act, 1992, Amended 1998 and 2010).

A good number of public universities are providing higher education, but it is not sufficient to cope with the need and demand of the society and the public universities in Bangladesh would not be able to meet the increasing demand for higher education. A remarkable number of students have been depriving from the opportunities to complete their higher education from public universities. As a result a significant number of students are also going abroad to achieve higher education. To consider above mentioned situations, Bangladesh government took a decission of introducing private university. The provision of private university Act had been introduced through Private University Act 1992 duly amended in1998 and 2010. With the passage of time the population of Bangladesh has been growing faster. Consequently the students at university have also been growing enormously and the inadequate number of public universities can not keep pace with increasing amount of

students for higher education. To bridge up this gap the Government of the People's Republic of Bangladesh passed the "Private University Act" in 1992; where a person or a group of persons, Foundation, Trust etc were allowed to set up and run a private university. Accordingly the private universities have been established as a non profitable organization. Usually a private university provids limited scope to students compared to public universities.

With the expansion of education facilities in secondary and higher secondary level the demand for higher education has increased dramatically in the recent years. The public higher institutions were not successfully meeting this pressure. To meet the demand and reduce the increasing cost at the higher level, government opened the opportunity for private sector participation in higher education. As a result, the number of students in the private universities is increasing day by day. The private universities in Bangladesh recorded a phenomenal growth after the enactment of the Private University Act in 1992. Both public and private sector's institutions are providing higher education. Higher education in Bangladesh is provided by different type of agencies. There are certain patterns in the ownership of private universities. First, most agencies are non-profit entities. In most cases, a group of like-minded philanthropic and relatively resourceful people ware organized to establish a university. Their intention is to satisfy the existing excess demand for some types of university courses/degrees in the country. Leadership in founding this breed of universities has originated mainly from the visionary elites, e.g. highly placed (former) civil servants, industrialists, businessmen and professionals. Some universities highlighted religious-oriented course. These types of institutions teach Islamic ideology-based courses in addition to market- oriented courses. Some universities are established by country's leading NGO. Renowned NGO, Association of Social Advancement (ASA) established ASA University, another leading NGO Bangladesh Rural Advancement Committee (BRAC) established BRAC University and Gonoshastho established Gono Bishyabidyaloy. Out of these types of founders, Chittagong City Corporation (CCC) established a University in Chittagong named Premier University.

The University Grants Commission (UGC) of Bangladesh is the statutory apex body in the field of higher education in Bangladesh. The primary objectives of the UGC are to supervise, maintain, promote and coordinate university education. It is

also responsible for maintaining standard and quality in all the public and private universities in Bangladesh. The UGC assesses the needs of the public universities in terms of funding and advice Government in various issues related to higher education in Bangladesh. UGC of Bangladesh was established under the President's Order (P.O.) No. 10 of 1973 which was deemed to have come into force with effect from 16 December 1972. Though, University Grand Commission (UGC) is the only formal regulatory body of the country's higher education.

A university library is a part of a university organization which aims at the advancement of the functions of its parent body (Israel. 2011). Kumar (2006) asserts that a university is supposed to perform the following functions: 1. Teaching, 2. Research, 3. Publications, 4. Conservation of knowledge and ideas, 5. Extension services. The library supports the reading and research needs of its users for that particular institution. It is the library's responsibility to provide better services to its clients to make sure that information sources, services and resources are well utilized for users' benefits. Hence user education program is very crucial for library user's achievements (Suleiman, 2012).

There are four kinds of libraries: (a) National linrary, (b) Public library, (c) Special library and (d) Academic library. Academic library also devided into three types: (a) University library, (b) Collage library and (c) School/ Madrasha library. Academic libraries are attached to tertiary institutions such as universities, polytechnic institutions, colleges of education, colleges of agriculture, colleges of technology and also research institutes (Akporhonor, 2005). Singh and Kaur (2009) stressed that preservation and access to knowledge and information is the main mandate of academic libraries along side supporting the mission of their parent institutions which is teaching and research. Haliso (2010) observed that academic libraries are institutions that are established to take care of the information need of students, lecturers, researchers and other community of scholars. Their mission is providing quality information service and knowledge products (print and electronic) to resident community of scholars. In 2008, there were 1.64,624 students studying in public universities (excluding National University and Open University) and 1,82,641 students were studying in Private Universities (UGC Report 2008).

University library is an integrated part of any university. Its aim is to serve the actual need of its students, teachers and others officials by providing their desired information such as books and non-book materials. The libraries are also dedicated to promote higher education and research.

3.2 Different Sections of the library

It is a known fact that the responsibilities of library are collecting, organizing, interpreting and disseminating information. The private university library is divided mainly in the following sections.

a. Library Management and Administration

Library management and administration is of the parts of library section and usually performed by the librarian or his/ her nominated officer. Preparing library budget, training and supervising the staff, planning library development, creating library rules and regulations, supervising acqusition policies, maintaining library committee, preparing library report, maintaining personal records are the main activities of library management and administration.

b. Circulation Section

Circulation section is a very important sectioion in the library. All the library resources are borrowed by the users with this section. Records of borrowed materials are preserved properly. Thus lending and borrowing of books in library is known as circulation. Library members, library collections, efficiency of library staff, location of the library building and opening hours of the library are very important to encourage the circulation section.

c. Procurement Section

The procurement section of the university library procures new materials to add to the exixting collections to meet the requirement of the users and readers. It also fulfills the university's research purpose.

d. Reading Room Section

Reading room is a section where the readers and users keep their mind for reading the borrowed materials from the library. Sufficient chair and table are arranged in this section. The reader returns the books to the shelves after uses.

e. Acquisition Section

Receiving requests from Heads of the Departments for new books, duplicate checking, ordering, accessioning of books and processing bills for payment are the main functions of this section. Suggestions and recommendations for the purchase of new books can be submitted to this section. All the books received from

vendors/publishers and the donated books are physically processed and accessioned in this section. The section also has the responsibility of scrutinising and passing bill for books received.

f. Classification Section

Dewey Decimal Classification (DDC) scheme is used for classifying books according to the subject. Each book is assigned a Call Number which consists of a class number and Book Number. Class Number is assigned to a book according to its subject matter. Book Number individualises a book among others having the same Class Number. The Call Number is written on the spine label of the book. Library of Congress Classification also used for this purpose.

g. Catalogue Section

The bibliographic details like edition, year of publication, subject, keywords, etc. are prepared by this section. The details entered in this section are indexed on various fields like Author, Title, Subjects, Classification Number, Keywords, etc.,

h. Periodicals Section

Both Bangladeshi and Foreign journals currently subscribed, and journals received as gift are displayed in shelves in this section. News-papers and popular magazines are also available for reading. A journal, on completion of its volume will be processed for binding. After the binding is over, the volume will be accessioned.

i. Information Technology Section

Automated and Digital Library Services are provided from this section. All sections of the Library have been connected through LAN. Computer Data Base of the holdings of the Library has already been created using the Library Management Software. Maintaining Hardware and Software, Providing Internet Service, E-resources Access Services, Remote Login Service, Document Delivery Service, maintaining library databases, generating Bar-coded, Barcode Labels for books, Spine Labels for books, Creating Membership Details are some of the activities of the I.T. section.

j. Reference Section

This section has a good reference collection consisting of various encyclopaedias, dictionaries, year books, almanacs, atlases, biographies, etc. of the national and international coverage and other reference books.

k. Stack Section

This is the most important section of the Library. Its function is the display and maintenance of books which are issued on loan. Books are arranged on shelves according to call Number.

l. U.N. Depository Section/ Language Section

Publications of the United Nations are received by the University Library and arranged in this section according to the subject. The documents are available for reference only. It also preserves the books of different language of the world.

m. Theses/Dissertation Section

Ph.D. Theses, M. Phil. and MSS Dissertations of the University and others are received and maintained by this section. The bibliographic details of the Theses and Dissertations are available on OPAC. The required Theses/Dissertations could be searched through OPAC and referred.

n. Reprographice Section

A photocopying machine are introduced in the library to reproduce quickly and conveniently perfect copies of parts of books, periodical articles, and documents and records for the library users and readers.

o. Binding Section

Library materials would be damaged which are frequently used. Besides that, some careless readers, bookworms and insects and some other factors like excessive heat, humidity, dust and light are also dormant enemies of books. They damage and harm them. For this purpose, repair of damaged books and periodicals and their binding is associated with the library. A binding section should be introduced in the library for uniform binding of the materials, cheaper from the commercial binder, minor repairing of books can be done quikly also better and quick services are available.

p. Audio- visual Section

Audio-visual section is an important and modern service oriented section in the private university libraries. This section includes CD, VCD, cassettes, electronic books & reference materials etc.

3.3 Library Resources

Library resources especially reading meterials are the main and essential component in the library. The effectiveness of the library and the level of satisfaction of the users are fully depand on the library resources. The following library resources are found in the private university libraries.

a. Books, b. Reference Sources; such as dictionaries, encyclopedias, directories, bibliographical reference sources, handbooks and manuals, almanacs, yearbooks, maps and atlases, c. Government Document, d. Media resources, e. newspapers, f. Journals, g. Magazines, h. Dissertation and theses, i. students final year projects, j. Manuscripts and Rare books, and k. Audio- Visual Materials.

3.4 Private University Library Systems

System is structures which are follow by the respected user or responded. A common library system of the private university libraries in Bangladesh are described in the bellow.

a. Hours of Services

The library hours of the maximum universities are 9:00 am to 9:00 pm from Sunday to Thursday. Friday, Saturday, other public holiday and other dates announced by the University authorities are closed. The libraries are also open on holidays for special academic programs.

b. Users of the library

User is a focal point of all libraries and the primary objectives of libraries are to satisfy its users. Students, faculties, researchres, officers, research assistants and faculty assistants are the users of the private university libraries.

c. Library Personnel

The persons who are worked in the library are known as library personnel. There are two types of library persinnel in the library, such as i. Professional personnel: the people who are achieved any professional degree on information science and library management (ISLM) is called professional personnel and ii. Non- professional personnel: the persons who are not achieved any professional degree.

d. Academic and Professional Qualifications of the library Personnel

The personnel who are engaged in the private university libraries maximum are academic qualified and professionally experienced.

e. Status of the library personnel

The Librarian of the private university library holds the rank of full preofessor as an academic staff. The other officrs of the library that is Deputy Librarian, Assistant Librarian, and Junior Assistant Librarian are also hold the rank of Associate professor, Assistant professor and Lecturer respectively. It is also true that maximum private university do not follow the structure in the initial stages of the university.

f. Library Committee

The library committee is a body to form for purpose of maintenance and development of the library and decision making at policy level. In the private university library, librarian is the executive responsibility for the day to day management of the library, where as over policy is controlled by the university through the library committee. Librarian acts as member-secretary in the library commiittee.

g. Classification System Used

Classification is the major work in the library and the place of the books in the library determine according to its classification number or call number. Although there are many classification schemes in the world, major private university libraries in Bangladesh are using Dewey Decimal Classification (DDC) which is developed by Melvil Dewey. Library of Congrass Classification (LC) is also followed a few of university libraries.

h. Cataloguing Code Adopted

Library catalogue is the mirror of the library. Library catalogue is a list of bibliographical information of the library materials which follow a systematic rule. Most of the private university libraries are following AACR-2 to prepare a catalogue card.

i. Source of Finance

Finance is a vital component for a well establish university library. Tuition fees of the students of the university are the main source of finance of the private university libraries. Besides grants allocated from the university budget; grants from the UGC, endowments and gifts and miscellaneous are also sources of finance.

j. Purchase Method

Maximum private universities of Bangladesh are followed the appropriate government rules and regulations for purchashing all library resources from home and abroad.

k. Training

A few of private university libraries offers training program for those who are interested to know how to use the library and others information technology in higher education and research, and how to search information from digital libraries. These training programs are mainly designed for the students and faculties so that they can easily get their desired information easily.

l. Library Rules and Regulations

Library committee of the university prepares a set of rules and regulation to control the library properly. Library hours, readers facilities, lending facilities of the library resources, common rules to use the library, overdue policy, membership procedures are included in the library rules and regulations.

3.5 Private University Library Services

Library services present a picture and play an important role to its user's community. Private university libraries are provided the following services and facilities to the users.

a. Reference Services

A few of private university libraries have been proving references to its users as a wide range and maximum universities are providing as a limited range. The university libraries are provided reference services as a central reference department in a general library building, reference department with divisional libraryand providing personalized services to readers.

b. Reading room services

Reading rooms with a good environment, fine architecture, sound proof, controlled temperature, well ventilation, proper lighting are provided by maximum university libraries. The reading materials of the reading rooms are arranged in open access. As a result the users can read their books and others reading materials without any hesitation and difficulties.

c. Circulation Services

Circulation services are very important service for the library. Lending and borrowing services, users' guidance, reference services, referral services, in-house telephonic response and any query regarding library services are maintained by circulation section.

d. Current Awareness Service (CAS)

Current awareness servicess provided recent information and recent developments of the particilar users' interest to the respective users. This service is very important for the advanced level users.

e. Selective Dissemination of Information (SDI) Services

Selective disseminatin of information is a very popular service in the university libraries. This is a system of determining the fields of interest of clients, sometimes called interest profiles, then notifying clients of new data that would match their profiles.

f. Bibliographical Services

To enhance the utilization of library resources private university library compiles bibliographies on specific subject such as marketing, business law, pharmacy, management, finance, English etc.

g. Photocopy Services

Photocopy or reprographic services are very important for the users and the private university libraries are providing this service with pay for each copy.

h. Indexing and Abstracting Services

Maximum private university libraries do not provide traditional indexing and abstracting services. A few of libraries purchase the prepared index and abstract for the users on their required subject.

i. Information Services (News Paper Clipping Service)

An information services or on-demand information retrieval services are available a good numbers of private university libraries. For this purpose the library maintains the news papper clipping activities. The libraries also provide indexing and current contents services which includes the copy of the content pages of the periodicals received in the last couple of weeks.

j. Internet and E-mail Services

Maximum private university libraries provide internet and e-mail services to its users as a modern library.

k. Library Online Database

A good number of private nuiversity library have been providing online database services to its users. It subscribes to leading online journal such as IEEE (The institute of Electrical and Electronics Engineers), ACM (Association for Computing Machinery), HINARI (Health Inter Network Access to Research Initiative), AGORA (Access to Global Online Research in Agriculture), OUP (Oxford University Press), High wire Press journals etc for its users.

l. In-House Computerized Catalogue

In-house computerized catalogue are introduced a good number of private university libraries. The users of this library are able to search library catalogue with his/her computer from any place of this campus through internet.

m. Internet Searching

The Internet is a massive resource of information to which anyone can connect and fron which anyone can receive data. To provide faster and up-to-date data maximum private university have been providing internet services to its users.

n. Union Catalogue

A few private university libraries have been linked with a web based union catalogue through the Sustainable Development Network Programme (SDNP) - a project of UNDP.

o. Book Display Programme

Book display programme is one of the most important services of private university library. A good number of private university library has been introducing book display programme for its users and readers.

p. Training

A private university library offers a certificate course tiled 'Certificate Course in Digital & Online Librarianship' for those who are interested to know how to use the internet resources in higher education and research, and how to design and maintain website, and set up online digital libraries.

q. Audio-visual services

Audio-visual materials are very essential and modern equipment for a libraty. A separete section for audio-visual materials are available in the maximum private university libraries of Dhaka city. Collection of materials, processing, preserving and disseminate are the major activities of this section.

r. Users' Orientation

The main purpose of the users' oriemtation program of a library is to familier the library resources to the users and readers. However, it also presents how to use the library properly, accurately and effectively, lending procedures, membership proces etc in the program.

3.6 Automation Activities of the Private University Libraries

Automation is the technique, a process or a system, which operate automatically. According to the Encyclopaedia of Library and Information Science (1990) automation is the technology concerned with a design and development of the process and systems that minimizes the necessity of human intervention in their operation.

There are a few of private university library in Bangladesh that are fully automated and most of the libraries are in the initial stages of the automation activities. Self developed and customized software are used for automation purposes. KOHA is the open sources software which is popularly used in the private university libraries to create automation, CDS/ISIS software developed by UNESCO, GLAS (Graphical Library Automation System), Alice for Windows are also used. Dspace and Green Stone Digital library software are widely used to create digital library. Acquisition, classification, cataloguing, circulation, serial control, access right to staff members, access right to library users, preparing library report, information retrieval, online public access catalogue, searching library database, current awareness service (CAS), selective dissemination of information services (SDI), indexing and abstracting services, resources sharing and library networking activities have been completed successfully with the automation. Well-trained and skilled manpower, strong network, sufficient budget, the complexity of university administration are the main problems for library automation in our country. With automation the following activities have been done section wise.

a. Automated Acquisition Section

Acqusition section is responsible for the acquisition of all book and non-book reading materials by purchase, gift and exchange. It also maintains exchange relation with libraries and other learnt organization of home and abroad. Ordering, duplicate checking, cancellation of orders, receipt processing, payment, fund accounting, vendor maintain and accounting, currency control, compilation of report etc have been complied automatically in the private university libraries.

b. Automated Circulation Section

Registration of the library members, charging and discharging of documents, updating the records, preparation of remainders, information retrieval, generate barcode of the library resources, calculation of fine, report prepation, inter library loan etc activities have been done in the automated circulation section of a library.

c. Automated Processing Section

Accessioning, classifying, serial control and cataloguing of library materials are completed in this section. The automated processing sections of a library are managed and controlled entire activities involved in a processing section.

Books are classified according to standared classification schedule with the help of web publication. Accession register are maintained by electronically with a database. Catalogues is prepared and submit on the internet with the help of computer and online catalogue are available. The automated processing section of a library also establishes an automated serials contron system.

d. Automated Reference Section

The reference section of a library contains contemporary reference materials as well as journals, periodicals, newspapers, and magazine etc. In the automated reference section keep the all the record of this section electronically with in a file.

e. Cyber and AVM Section

Internet services, CD writing, downloading and printing services, copying of important document etc services have been provided from this section and all the services are provided automatically.

f. Automated Serial Control

Input essential data, prepare order list of new serials, mode of payment, receipt and updating the records, receipt to vendors and publishers, preparing the list of present collections, additions, missing, cancelled serials chronologically, renewal and cancellation of present subscriptions, sending reminders and follow-up of missing issues, binding control, accession register of bound serials, prepare budget atc activities are done in a automated section of a library.

g. Automated Documentation Section

The automated documentation section of a library have been completed the following activities, such as indexing and abstracting of micro and macro documents, thesaurus construction, compilation of union catalogue, bibliographic control, current awareness services, literature search, selective dissemination of information, news paper clipping etc.

h. Automated Information Retrieval

Collecting information and retrieval is an important activity for a library. The following activities are done with automated information retrieval system, such as database creation and maintenance, interactive searching, saving of in house as well as external databases, search and print of specified requirement etc.

i. Communication networks

Library Cooperation (cooperative acquisition, cataloguing and coordinated information services, resources sharing), Access to Database (information services, back-up service document delivery), CD-ROM Servces (information searching, text delivery), Online Search (access to database, downloading, E-mail (electronic mailbox, bulletin boards) etc activities are completed in a automated communication system.

3.7 Online Resources Section/Digital Library Services of Private University Libraries

A good number of private university libraries are subscribed world wide online databases to meet the incressing demand of their users. The following databases are very important and necessary.

a. HINARI: Heatth InterNetwork Access to Research Initiatives (HINARI) provides a vast library of the latest and best information on public health with more

than 3200 scientific publications. The web collection is available through the efforts of World Health Organization (WHO) together with the 6 biggest biomedical publishers: Blackwell, Elsevier Science, the Harcourt Worldwide STM Group, Wolters Kluwer International Health and Science, Springer Verlag and John Wiley.

b. AGORA: AGORA provides a collection of 849 journals to institutions in 69 countries, set by the Food and Agriculture Organization (FAO) of the United Nations (UN) together with major publishers in the fields of food, agriculture, environmental science and related social sciences.

c. JSTOR: The private university libraries also provide the JSTOR digital library services for its users. The JSTOR archive holds the complete digitized back runs of core scholarly journals, starting with the very first issues and new titles and disciplines are being added regularly. Full-text articles may be printed or downloaded in Adobe files for use.

d. DOAJ: Full text, quality controlled scientific and scholarly journals are included in the Directory of Open Access Journals (DOAJ). More than 700 journals are searchable at articles level. Articles may be searched by title, author and subject or through journal tables of contents and the users are capable to read, download and distribute from the directory.

e. ACM: Association of Computing Machinery (ACM) is a one kind of digital library included journals which all are in print version and soft copy, magazines, newsletters for downloading, uploading and printing. Everyone can access in this library but the students of Computer Science and Engineering department are getting more benefit from this services.

f. IEEE: International Engineering of Electrical and Electronics (IEEE) is a digital library including journals, magazines, newsletters for downloading, uploading and for printing. The subscriber users can search by author, title or keywords.

g. OUP (Oxford University Press) and High Wire Press: The online database of Oxford University Press (OUP) are also used by the Bangladeshi private university library users frequently.

3.8 Consortium

A good number of private university libraries have been subscribed to the 'Banagladesh INASP-PERii Consortium (BIPC)'. Using this consortium the users are able to access full- text articles, abstracts and bibliographical information of online journals of different publishers on different disciplines. Bangladesh Academy of Science (BAS) is the focal point of this consortium.

3.9 Database Management Systems and Use of Digital Resources

Traditional library system in our country is laborious and time consuming. So to reduce these problems and to save the valuable time of the library reader and user's database management and uses of electronic resources have been introduced in the private university libraries.   Most of the users of the Library are using the On-line Public Access Catalogue to find the holdings of the University Library. The following databases are available on online public access catalogue (OPAC) book databse, serial database, theses database, report database etc.

3.10 Marketing Polices of the Private University Libraries

Librarians and information specialists have debated the ides of marketing for the information sector. There is a new meaning of marketing in library and information centers. Jesti and Parameswari (2002) express that libraries and information centers have begun to realize that marketing of information products and services is an integral part of administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users.

Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and the goal is client satisfaction (Madhusudhan, 2008). Rowley (2001) stated that marketing is the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. Kotler (1999) defined that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives.

By the term marketing, we study concepts like building customer relationships, branding and corporate identity, marketing communications, price and pricing policy, collecting marketing data and marketing strategy and planning. There is a new meaning of marketing in library and information sector. There is still considerable misunderstanding in most of the library and information sector as to what constitutes effective marketing. To some, it is still primarily equated with selling and the pursuit of sales, rather than customer satisfaction (Gupta, 2003).

Private university libraries have been taken many initiatives for marketing its products and services such as announcements and discussions in meeting, newsletter, brochures, poster in the library, hand-outs, newspapers, sending personal letter, telephone contract, one to one when the users in the library, one to one discussions in or outside the library, email etc.

The modern library is now generally called an information market and the library user is a consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent customer service enhancing its image as information provider in the information era. The library and information services should be user (customer) oriented in order to satisfy their information needs effectively. Marketing of library and information services includes customer (users) priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services, etc. The ultimate aim of marketing here is to provide the right information to the right user at the right time (Das and Karn, 2008).

Conclusion

The history of Private University libraries in Bangladesh are not very old and as compared to the condition of system and services of these libraries are partialy structured. Some university libraries are very organized and provide up-to-date information to its users using modern information technology and equipment. A majority of private university libraries in Bangladesh do not have large separate buildings, but they are housed in separate floor. Most private university libraries try to provide enough services through their libraries.

Chapter Four

Information Needs and Users' Satisfaction: Theoretical Perspective

4.1 Introduction

We are living in the information society or information age where information is one of the important factors of life. Information plays a significant role in our daily professional and personal lives, and we are constantly facing challenge to take charge of the information that we need for work, fun and everyday decisions and tasks (Bruce, 2005).

Library plays a pivotal role in providing valuable services to academic community by selecting and organizing information resources that support research, education and extension activities of the organization. Information is regarded as a critical resource, ranking just after air, water, food, and shelter (Kemp, 1976). People need information for making decisions. They may acquire information through the research process, which is the process of finding ideas, facts, and new in a row by systematic study. The new facts and ideas will be based on existing ones, which are found in the existing literature. Information is acquired, processed, and disseminated through the university library (Nwosu, 2000).

Aina (2002), Salman (2002), and Popoola (2003) observed that information is the accumulated or cumulative knowledge obtained from different subjects in all forms and from all channels that can assist in rational decision-making. Information can also be used to solve problems arising from daily routines among professionals and make them more creative and innovative. Tahir, Mahmood and Shafique (2008) stated that the present era is called the 'Information era'. Information has become the most important element for progress in society. To thrive in this modern era, one needs a variety of information, no matter how well versed one is in a field or profession also added that Information plays a significant role in our professional and personal lives. People need information to work properly in their fields.

Zhang (1998) stresses that a thorough understanding of user information needs and information-seeking behavior are fundamental to the provision of successful information services. Wilson (1994) points out that the scope of information-seeking behavior research is vast and many new concepts and methods are being developed

with the help of this research. It is clear that the study of human information-seeking behavior is now a well-defined area of research. According to Devadason and Lingman (1997), the understanding of information needs and information-seeking behavior of various professional groups is essential as it helps in the planning, implementation, and operation of information system, and services in work settings. Kemp (1976) said that indeed, information has been described as the fifth need of man ranking after air, water, food and shelter.

Khongtim, Jiarlimon (2006) described that every one needs information about everything even in his day to day life also. People needs information, right from the organizational level to the personal level, from the highly educated and experience person to school children, from a very famous to an ordinary person, for taking the right decision in every step of life. Modern society incessantly produces and uses information. Information diffuses through society in many ways. In this information age there is so much of information being generated that we are confronted with information explosion, information pollution and exponential growth of information. Due to this information explosion or information pollution the people are confuse about the information need, information access and information sources and also added

4.2 Information and Information Needs

The word information becomes famous since 1950's. The dictionary meaning of the term information is knowledge, intelligence, fact, data, message, signal and stimulus. Information is important for industrial development globally. Progress, development, and growth of manufacturing companies largely depend on effective use of information. According to Wikipedia, Information is any kind of event that affects the state of a dynamical system. In its most restricted technical sense, it is an ordered sequence of symbols. As a concept, however, information has many meanings. Moreover, the concept of information is closely related to notions of constraint, communication, control, data, form, instruction, knowledge, meaning, mental stimulus, pattern, perception, and representation. Debons (1988) defined information as the cognitive state of awareness (As being informed) of given representation and physical form (data). This physical representation facilitates the process of knowing.

Chen and Hernon (1982) defined that information is all knowledge, ideas, fact, data and imaginative works of mind which are communicated normally and informally in any format. Ford (1980) defined information as the structure of any text which is capable of changing the image structure of recipient. Information is the data which processed on the other word we can say that data is the raw material of information and after processing it, it become information. King and Palmour (1981) assert that most achievements in medicine, science, technology, education, and industry may be attributed in part to the intensive use of information. Information is used effectively only when the information resources are pertinent to the needs of employees. Information is generated at various levels of the organization or industry.

According to ALA Encyclopedia of Library and Information Services, information is a property of data resulting from or produced by process that produced the data. The process may be simply data transmission, it may be data selection, it may be data organization, it may be data analysis (ALA, 1986). UNISIST (Unesco, 1979) described that information is the symbolic elements used for communicating scientific and technical knowledge irrespective of their nature (numerical, textual etc.) material carriers, from of presentation etc. The concept of information needs was coined by an American information scientist Robert S. Taylor in his article "The Process of Asking Questions" published in American Documentation (Now is Journal of the American Society of Information Science and Technology). According to Wikepedia, Information need is an individual or group's desire to locate and obtain information to satisfy a conscious or unconscious need. The 'information' and 'need' in 'information need' are inseparable interconnection. Needs and interests call forth information. The objectives of studying information needs are: The explanation of observed phenomena of information use or expressed need, The prediction of instances of information uses and The control and thereby improvement of the utilization of information manipulation of essentials conditions.

According to Taylor, information need has four levels i.e

1. The conscious and unconscious need for information not existing in the remembered experience of the investigator. In terms of the query range, this level might be called the ideal question— the question which would bring from the ideal system exactly what the inquirer, if he could state his need. It is the actual, but unexpressed, need for information

2. The conscious mental description of an ill-defined area of in decision. In this level, the inquirer might talk to someone else in the field to get an answer.

3. A researcher forms a rational statement of his question. This statement is a rational and unambiguous description of the inquirer's doubts.

4. The question as presented to the information system.

Line (1974) defined that information need is what an individual ought to have for his work, his research, his edification, his creation etc. Krikelas (1983) defined information need as an awareness or recognition of not knowing or existence of uncertainty. Devadason and Lingman (1997) described that the understanding of information needs and information-seeking behavior of various professional groups is essential as it helps in the planning, implementation, and operation of information system, and services in work settings. Devadason (2008) mentioned that Information needs depend on i.e. work activity, Discipline/ Subject/ Mission, Availability of facilities, Hierarchical position of individuals, Motivation factors for information needs, Need to take a decision, need to seek new ideas, Need to validate the correct ones, need to make professional contributions, Need to establish prioruty discovery etc. He also added that Information needs affected by the following factors i.e. the range of information sources available, the use to which the information will be put, The background, motivation, professional orientation and other individual characteristics of the user, the social, political, economic, legal and regulatory systems surrounding the user and the consequences of information use.

Tahir, Mahmood, and Shafique (2008) acknowledge that the knowledge of information needs and information-seeking behaviour of users is vital for developing library collections, upgrading facilities, and improving services to effectively meet the information needs of users. Krikelas (1983) viewed information as any stimulus that reduces uncertainty, He defines "information seeking behaviour" as any activity of an individual that is undertaken to identify a message that satisfies a perceived need. Need is defined in this context as a recognition of the existence of this uncertainty in the personal, or work-related life of an individual.

4.3 Kind of Information Needs

Vaughan (1987) classifies information needs of users into two categories: (1) the need to locate specific documents for which the bibliographical references are known – referred to as a need for a known item; and (2) the need to locate documents relating to a particular theme – known as a thematic need. Ellis characterizes six different types of information activities: starting, chaining, browsing, differentiating, monitoring and extracting. He emphasizes the information-seeking activities, rather than the nature of the problems or criteria used for determining when to stop the information search process

4.4 Information Seeking Process and Model

The role of information expert entails not only information gathering but also guiding users to it. Akinade and Adedipe (1994) indicate that information seeking can be observed, recorded, and measured. Library and information science research has identified several models for information-seeking and searching behavior. The names of the models are mentioned in the bellow:

1. Wilson Model
2. Krikelas Model
3. Kuhlthau Model
4. Voigt Model

4.5 Users' Satisfaction

Kassim, Norliya Ahmad (2009) stated Satisfying users' needs in the academic libraries has been the primary objective of libraries and librarians. Every year, new students come to university with different needs and expectations. Furthermore, new technologies, databases, and more innovative systems for accessing information, have made the library more complicated and challenging for librarians and users alike. The abundance of resources available and the difficulty in being able to evaluate these resources also create problems for users. The inability to easily identify the specific use of a library's services because of the new technologies, and the difficulty to access information sources can all contribute to user dissatisfaction among academic library users.

Users' satisfactions being the most centre and important for assessing the effectiveness of any library is best summarised by Alemna (1999) in these words

"User is the centre of all measures of evaluations. Be it a cost effective evaluation or cost benefit evaluation, evaluation of effectiveness or performance-all end up finding ways of better serving the library user and this is the satisfaction of the demands he places upon the library." There are two view points regarding the evaluation of user satisfaction. One is indirect method or objective where user satisfaction is studied without taking users opinions as valid indicators other is subjective or user oriented approach that refers to the measures based on users opinions or attitudes related to the quality of a library (Strecher, 1975). "How the library performance (specific or overall) contributes to user satisfaction." User satisfaction has not only been used to measure one specific library performance, but has also been used to evaluate integrated library system performance.

A library is the place where books and papers are collected and gathered; (2) those books and papers are for public utilization (Huang, 1995). Huang added with this point that though libraries are non-profitable organizations, they should be more concerned on how to bring satisfactory services when offering information and data to readers. Hence, "user satisfaction" is what librarians always devote efforts to pursue. User satisfaction comes from service quality, which is based on whether readers are satisfied or not. Therefore, to improve service quality is to provide services that meet readers' expectations and satisfy their needs. When readers are not satisfied, it is inferred that there is something wrong with the library.

Applegate (1997) defines user satisfaction as "a personal, emotional reaction to a library service or product". Bitner and Hubbert (1994) suggest that user satisfaction consists of service encounter satisfaction, "the consumer's dis/satisfaction with a discrete service encounter," and overall service satisfaction, "the consumer's overall dis/satisfaction with the organization based on all encounters and experiences with that particular organization". Gronroos (1990) proposes that service quality can be divided into two dimensions, namely technical quality and functional quality. Technical quality represents the outcome of the service, and functional quality relates to the service process. This study focuses on aspects of functional quality. The functional quality has a clear direct impact on technical quality and both have an impact on customer satisfaction and library productivity. The library's environment can affect students' perceptions of the manner in which they believe they can use the library, and therefore modification of the environment, in some cases, should lead to an increased usage of library resources by students (Watson, 2001).

In the library field, researchers usually approach user satisfaction in two ways. The first way is a traditional way in which researchers emphasize the investigation of user material needs and fulfillment - what users requested and received from libraries. Because the physical objects (e.g., books and journals) are the main focus of these studies, library literature usually interprets the fulfillment of user needs by assessing whether users have obtained the materials they were seeking (Mezbah-ul-Islam, Muhammad, 2003).

User satisfaction as a concept, Tessier et al. (1977) stated that satisfaction was ultimately a state experienced inside the user head and therefore was a response that may be both intellectual and emotional. Sparck Jones (1981) stressed the importance of user satisfaction and considered it as the basic concept of information retrieval system evaluation that could not be ignored in any experiment. User satisfaction has the following advantages, as identified by Su (1992 that i. It takes explicit account of users and their subjective evaluation of various aspects of the IR interaction; ii. it focuses on multi-dimensional evaluation of the interactive processes and iii. it also recognizes user and request characteristics as among possible influencing factors in user evaluation. Baroudi (1987) grouped user satisfaction into three categories and combinations of 22 factors: 1. System related factors (reliability, accuracy, precision, relevancy and completeness of output), 2. Interface related factors (technical competence and attitudes of the information service staff, etc) and 3. User-related factors (user feelings, understandings, participation and assessment, etc). Bailey and Pearson (1983) identified 39 factors in an earlier study. Ives and Olson (1983) adopted 3 broad factors in user satisfaction but all these studies are either in a work group or in organizational settings.

Casey (1993) evaluated overall user satisfaction by asking: "which services deserve more, the same, or less funding;" "staff helpfulness or friendliness;" "selection of library materials;" "the users' attitudes toward new technology and potential future service." Stamatoplos (1998) evaluated academic library user satisfaction using four aspects of library performance: information accessibility, library staff competence and helpfulness, computer usefulness and ease of use, and skill level for using libraries. Martensen and Gronholdt (2003) developed a user satisfaction model that equates use satisfaction with six determinants: electronic resources, printed publications, other services, technical facilities, library

environment, and the human side of user service. The three main components of the library are staff, books and user. It is already established that all three components which Ranganathan named as trinity of library are essential variables for library effectiveness.

User satisfaction has received considerable attention of researchers since the 1980s as an important surrogate measure of information systems success. Lee (1999) conducted a case study on the Library of Council for Economic Planning and Development of the Executive Yuan, investigating users' usage on the library service and their satisfaction. Circulation operations, collections utilization, environment and physical facilities, attitude of the staff, serving manners, and education and consultancy are considered as 6 major dimensions for evaluating user satisfaction. The results serve as a reference for the library to improve its service quality and service performance. Dimentions: Physical facilities, equipments provided by the library and the looks of the library staff, Responsiveness: Library staff's willingness to help users or pro- vide prompt services. Reliability: To provide reliable and accurate services, Assurance: Staff's knowledge and courtesy that make users assured and confident, Empathy: Staff's empathy to provide concerns or individual attentions.

This study paved the way to do a SWOT (Strengths/ Weaknesses/ Opportunitiesl Threats) analysis of the work carried out at this library in order to modify, correct or completely change activities to suit the user needs.

According to both theories (DeLone & McLean, 1992, 2003), the later theory with some minor additions, there are six categories of measures of information systems success, one of which is user satisfaction. The six categories are as follows:

1. System quality: measures of the information processing system itself.

2. Information quality: measures of the information system output.

3. System use and usage: measures of recipient response to the information system.

4. User satisfaction: measures of recipient response to the information system.

5. Individual impact: measures of the effect of information on the behavior of the recipient.

6. Organizational impact: measures of the effect of information on organizational performance.

Simmonds and Andaleeb (2001) noted that by providing quality services and satisfaction to users, academic and research libraries can distinguish their services through friendly, helpful and knowledgeable advice and the best technological resources available. Because academic libraries users have varying needs and expectations, it is the responsibility of the library staff to know these needs and expectations; and strive to meet them. Simmonds and Andaleeb (2001) stated that the effectiveness of libraries has often been measured by the volume of library materials available to clients, the amount of use of services and resources, and the apparent or quantified satisfaction of clients. Abagai (1993) noted that the use of library by users and indeed their satisfaction with library services depend on the availability of suitable learning materials, accommodation and competent staff in the library.

4.6 User satisfaction measurement

Any measurement of user satisfaction employs some utilization of a user survey. However, the theoretical framework and conceptual approach to evaluation within which the survey will be applied is rarely addressed (Cullen, 2001). The IFLA guide – Measuring Quality: International Guidelines for Performance Measurement in Academic Libraries (Poll & Boekhoerst, 1995) suggested that satisfaction surveys focus on:

1. General user satisfaction which evaluates the service of the library as a whole

2. User satisfaction with individual services or components of those services

This guideline is consistent with the previously discussed micro/macro level satisfaction model proposed by Cullen (2001). Also, it was observed in the design of SERVQUAL instrument. The refined SERVQUAL is capable of gathering information at both micro and macro levels about library users' overall perceptions of specific services (Hernon & Altman, 1998).

4.7 Characteristics of effectiveness:

The characteristics of effectiveness that emerged from this study can be divided into eight categories: (1) team structure, (2) accountability (3) communication (4) teaming (becoming a team) (5) relationship to the larger organization (6) leadership behavior (7) support systems and (8) coaching. Hackman's framework

includes team structure, support systems, and coaching. Two other conditions (a real team and a compelling direction) are subsumed under new categories. Accountability, communication, teaming, relationship to the larger organization, and leadership behavior are missing from Hackman's set of conditions.

4.8 Barriers to effectiveness

Barriers to effectiveness can be divided into nine categories, largely opposite to the effectiveness categories noted above: (1) lack of team structure (2) lack of accountability (3) lack of communication (4) lack of teaming (5) effect of the larger organization (6) ineffective leadership (7) lack of support systems (8) lack of coaching and (9) staffing issues.

4.9 Conclusion

Uria, Pranjit Kumar (2007) described that the libraries have transformed drastically from storehouses for books and journals to the powerhouses of knowledge and information since the middle of the 20th century. The information and communication technology is responsible for this revolution. The very existences of libraries are dependable on users' satisfaction. Users are getting satisfied when the library is able to rise to his or her expectation or meet the actual needs. A quality service is said to be one, which satisfy the users' expectation resulting a good experience. Throughout the history, libraries were mainly concerned with collection development and processing. The library professionals gave less concern to quality in product and services never checked whether the users were satisfied or not. Gradually the social and economic changes have prompted the libraries to develop services. The staff has a vital role in the satisfaction of users. The library being a service organization, its prime objective is to provide the right documents, information and services to its users. Only the users' satisfaction survey will facilitate the assessment of their satisfaction with products and services offered. There are various methods, tools and techniques to measure, control and improve the quality of library services. Quality measurement and evaluation assumes great importance in modern libraries, as it brings immense benefits to the library as well as user community. Different methods such as collection of data for measuring the performance and quality of libraries; The SERVQUAL method, a multiple item scale to measure service quality; The LibQUAL, a tool developed on SERVQUAL for measuring the quality of library products and services.

Chapter Five

Data Analysis, Discussions and Findings

Introduction

      This chapter has been prepared on the basis of the surveyed questionnaires from the sample users of the sample libraries those questionnaires are included in this study. This chapter also discussed and presented major findings from the surveyed questionnaires and included in two sections. Section one describes the present situation and condition of the library resources, and Section two also mentions the users' opinion regarding their needs and satisfaction.

Section One: Discuss the Present Situation and Condition of the Library Resources

I. Institutional Information

Membership Category:

The status of membership is shown in the table No 5.1. Maximum libraries have membership in all categories. This situation is almost satisfactory and also indicates that most of the faculties and students are using the library.

Table 5.1: Membership Categories in the Libraries

Membership Category	Teacher		Researcher		P.G Students		U.G Students		Others	
Name of the library	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
Ahsanullah University of Science and Technology	100	3.4	0	0	1000	5.1	3000	3.3	50	3.1
American International University	25	0.8	0	0	300	1.5	2000	2.2	0	0
Asian University Bangladesh	416	13.9	0	0	809	4.1	11038	12.2	165	10.3
Bangladesh Islami University	178	6	0	0	1000	5.1	6000	6.6	0	0
BGMEA University	135	4.5	0	0	1000	5.1	5000	5.5	0	0
BRAC University	80	2.7	0	0	1000	5.1	2000	2.2	50	3.1
City University	250	8.3	50	48.1	0	0	10,000	11.1	1000	62.3
Darul Ihsan University	50	1.5	0	0	500	2.6	2500	2.8	0	0
East West University	70	2.3	0	0	700	3.6	2500	2.8	50	3.1
Eastern University	40	1.3	0	0	2000	10.2	3000	3.3	0	0
Independent University of Bangladesh (IUB)	260	8.6	0	0	1200	6.1	8000	8.8	0	0
Manarat International University	100	3.5	0	0	4000	20.4	3000	3.3	10	0.6
North South University	100	3.5	0	0	250	1.3	1500	1.7	20	1.3
Northern University Bangladesh	125	4.2	5	4.8	530	2.7	3700	4.1	0	0
Presidency University	86	2.9	0	0	100	0.5	3056	3.4	0	0
Primeasia University	200	6.7	4	3.8	500	2.6	4500	4.9	0	0
Shanto- mariam University	140	4.7	45	43.3	2000	10.2	4000	4.5	60	3.7
Southeast University	250	8.4	0	0	500	2.6	5000	5.5	200	12.5
Uttara University	273	9.1	0	0	715	3.6	5750	6.4	0	0
Victoria University	110	3.7	0	0	1500	7.6	4850	5.4	0	0
Total	**2988**	**100**	**104**	**100**	**19604**	**100**	**90,394**	**100**	**1605**	**100**

Status of Library Staff

With respect to the status of library staff in different categories in table 5.2 shows that major portions of the employees in the most libraries are professional. In this survey the research found out that professional library staff members are 112, semi professional staff members are 21, non- professional library staff are 102 and other categories are 14. This study further observes that sample libraries are directed by the professional library staff members and this figure is satisfactory.

Table 5.2: Status of Library Staff

Name of the library	Strength of Staff Category					
	Professional		Semi-professional		Non-professional	
	No	(%)	No	(%)	No	(%)
Ahsanullah University of Science and Technology	3	2.7	0	0	4	3.9
American International University	3	2.7	0	0	8	7.9
Asian University Bangladesh	3	2.8	0	0	5	4.9
Bangladesh Islami University	4	3.8	1	4.8	6	5.9
BGMEA University	1	0.9	0	0	0	0
BRAC University	10	8.9	0	0	4	3.9
City University	4	3.6	1	4.8	5	4.9
Darul Ihsan University	2	1.8	0	0	2	1.9
East West University	12	10.7	3	14.3	5	4.9
Eastern University	5	4.5	1	4.8	7	6.9
Independent University of Bangladesh (IUB)	8	7.1	0	0	7	6.9
Manarat International University	3	2.7	2	9.5	2	1.9
North South University	10	8.9	2	9.5	6	5.9
Northern University Bangladesh	15	13.4	7	33.3	20	19.8
Presidency University	2	1.8	0	0	2	1.9
Primeasia University	12	10.2	0	0	2	1.9
Shanto- mariam University	3	2.7	2	9.5	2	1.9
Southeast University	3	2.7	2	9.5	2	1.9
Uttara University	7	6.3	0	0	11	10.9
Victoria University	2	1.8	0	0	2	1.9
Total	**112**	**100**	**21**	**100**	**102**	**100**

Staff Qualifications and Training

The qualifications of library staff are very good in this field. Maximum library professionals are MA/ MSS in Information Science and Library Management. There are also PhD and M. Phil qualifications. It is a good sign for the private universities of Bangladesh.

Table 5.3: Library Staff Qualifications.

Description	N	Percent (%)
BA (Hons), MA in ISLM	2	10.0
BA and MA	1	5.0
BSS (Hons), MSS in ISLM	8	40.0
MA in ISLM (Evening)	1	5.0
MA in LIS	7	35.0
PhD in ISLM	1	5.0
Total	**20**	**100.0**

Training Programs for Library Staff

The table 5.4 shows that 60% of the sample libraries are conducted training programs for their staff and the rest of 40% are not conducting.

Table 5.4: Training Programs for Library Staff

Description	N	Percent (%)
Yes	12	60.0
No	8	40.0
Total	**20**	**100.0**

II. Library Collection

Staff' Opinion about the existing library collection

The attitudes about the existing collection among the surveyed libraries are not bad. In the figure 5.1 shows that 55% of the responded said that it is almost adequate.

Figure 5.1: Staffs' opinion about library collection
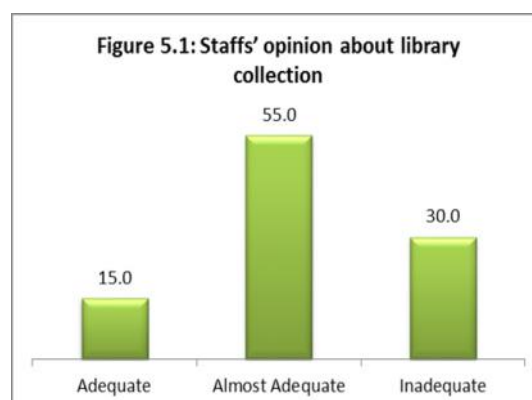
Library Collection:

In the table 5.5 shows that the collection of the sample libraries is increased by ever year. We surveyed total 20 libraries and in the figure only the 5 university's collection position and it is a very encouraging factor.

Table 5.5: Collection of leading five libraries during last five years

Financial Year	Total Collection Added				
	NSU	BRAC	EWU	IUB	AIUB
2010-2011	3710	2000	1500	697	7887
2009-2010	2229	3000	1500	485	2571
2008-2009	1049	2500	1500	397	2634
2007-2008	1269	9000	1500	408	908

Journals being subscribed by Private University libraries

In the table 5.6 shows that the position of journal subscription private university libraries are not good, subscribe national, International and regional journal. 36.2% sample libraries subscribe international journal and this is the maximum position.

Table 5.6: Subscription of the journal

Description	N	Percent(%)
Local	11	30.5
International	13	36.2
National	12	33.3
Total	**36**	**100**

Subject wise Collection of leading five Universities

In this study we tried to find out the positions of subject wise collection of the leading private university libraries. Maximum librarians avoid supplying this type of information for the lack of their record management. In the table this study tries to present the five universities i.e. Independent University of Bangladesh (IUB), North South University (NSU), East West University (EWU), BRAC University and American International University of Bangladesh (AIUB) and their collection are moderate.

Table 5.7: Subject wise collection of the leading universities

Subject	Name of the Library				
	NSU	BRAC	EWU	IUB	AIUB
Business Administration	-	-	-	8000	12487
Social Science	-	-	-	5000	3000
Science	-	-	-	6000	7821

III. Library Users

Frequency of library users

This study tries to investigate the number of library users. Different category users are using regularly. It has been found that a good number of graduate students use the library regularly but a limited number of faculties and post graduate students use the library regularly.

Table 5.8: Frequency of library users

Name of the University	Library users							
	Teachers		Researchers		Students		Others	
	N	(%)	N	(%)	N	(%)	N	(%)
Ahsanullah University of Science and Technology	17	2.3	3	1.1	1500	7.4	0	0
American International University	51	6.9	200	70.6	4000	19.8	2000	77.7
Asian University Bangladesh	25	3.4	0	0	300	1.5	0	0
Bangladesh Islami University	30	4.1	4	1.4	400	1.9	50	1.9
BGMEA University	20	2.7	0	0	200	1	10	0.4
BRAC University	60	8.1	0	0	800	3.9	25	1
City University	26	3.5	0	0	300	1.5	20	0.8
Darul Ihsan University	5	0.7	0	0	200	2	0	0
East West University	25	3.4	13	4.6	1100	5.6	28	1.1
Eastern University	10	1.4	0	0	200	1	0	0
Independent University of Bangladesh (IUB)	5	0.7	0	0	1000	4.9	0	0
Manarat International University	15	2.1	0	0	250	1.3	25	0.9
North South University	90	12.1	60	21.2	2000	9.9	350	13.6
Northern University Bangladesh	40	5.3	0	0	5000	24.8	0	0
Presidency University	10	1.4	0	0	100	0.4	0	0
Primeasia University	5	0.7	0	0	200	0.1	10	0.4
Shanto- mariam University	120	16.2	3	1.1	200	1	5	0.3
Southeast University	100	13.4	0	0	1800	8.8	50	1.9
Uttara University	80	10.7	0	0	500	2.5	0	0
Victoria University	7	0.9	0	0	150	0.7	0	0
Total	**741**	**100**	**283**	**100**	**20200**	**100**	**2573**	**100**

Users' Attitude toward Library

Figure 5.2 shows that 85% sample library users are positive about the library.

Figure 5.2: Users' attitude toward the library
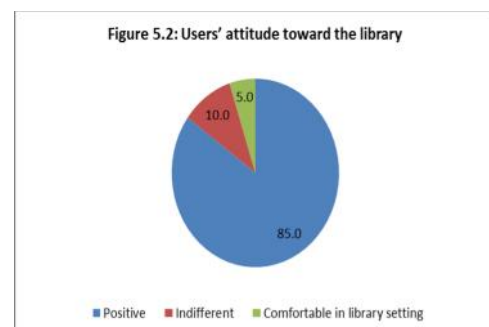
IV. Library/ Information Products and Services

Publication Available in the library

This study found that 19.4% of sample library collect audio- visual materials, 18.1% of sample library published newsletter, 16.7% and 15.3% of sample library prepare periodical holding list and current awareness bulletin respectively. Subject bibliography, Directory, Indexing and Abstracting and union list of serials are also prepared. This position is almost satisfactory for the private university libraries of Dhaka city.

Table 5.9: Publications of the library

Publication	N	Percent (%)
Current awareness bulletin	11	15.3
Subject bibliography	7	9.7
Directory	5	6.9
Newsletter	13	18.1
Indexing and Abstracting	8	11.1
Periodical holding list	12	16.7
Union list of serials	2	2.8
Audio-visual material	14	19.4
Total	**72**	**100**

Library's Information Services

This study also observed that 23.5% and 17.7% of the sample libraries are provided reference services and Current Awareness Services respectively. Computerized services are provided by the 16.5% of sample libraries. A limited numbers of library are also provided referral service, selective dissemination of information services (SDI), Inter- library loan services, Indexing and Abstracting services and reprographic services.

Table 5.10: Information services provided by the library

Information Services	N	Percent (%)
Reference service	20	23.5
Referral services	10	11.7
CAS	15	17.7
SDI services	8	9.4
Inter-library loan	2	2.4
Index and Abstract services	8	9.4
Reprographic services	8	9.4
Computerized services	14	16.5
Total	**85**	**100**

V. Acquisition

Library Resources Purchasing

In the table 5.11 shows that 62.5% of sample libraries purchased their library materials by inviting quotations. 25% and 12.5% of sample libraries are purchased their materials by from local stores and by appointing vendors.

Table 5.11: Purchasing mode of library materials

Method of Purchasing	N	Percent (%)
Invitation quotation	15	62.5
Appointing vendor	3	12.5
From local store	6	25.0
Total	**24**	**100**

VI. Processing

Using Classification Scheme

70.4% of sample users use the Dewey Decimal Classification (DDC) scheme it is the maximum level. 18.5% and 7.4% of sample users are using Library of Congress Classification (LC) and Universal Decimal Classification (UDC) scheme respectively. 3.70% libraries are also using the Colon Classification scheme.

Table 5.12: Use the Classification scheme

Classification Scheme	N	Percent (%)
Dewey Decimal Classification (DDC)	19	70.4
Universal Decimal Classification (UDC)	2	7.4
Library of Congress Classification (LC)	5	18.5
Colon Classification (LC)	1	3.7
Total	**27**	**100**

Cataloguing Code for Processing

This study found that 85% sample libraries are used A.A.C.R- 2 cataloging code and it is the maximum level. 10% and 5% of sample libraries are also used A.A.C.R- 1 and ALA cataloguing code respectively.

Table 5.13: Use the cataloguing code

Cataloguing code	N	Percent (%)
A.L.A	1	5.0
A.L.A.' 49	0	0.0
A.A.C.R. – 1	2	10.0
A.A.C.R. - 2	17	85.0
Total	**20**	**100**

Compiling Bibliographies

The study found that 50% of the sample libraries compile bibliographies and 50% of the libraries did not conduct that job. Overall situation is not satisfactory at all.

Table 5.14: Compiling bibliography

Description	N	Percent (%)
Yes	10	50.0
No	10	50.0
Total	**20**	**100.0**

Preparing Indexes and Abstracts

This investigation found that 55% sample libraries provide indexing and abstracting services and 45% of sample libraries do not provide these services and situation is almost satisfactory.

Table 5.15: Providing indexing and abstracting services

Description	N	Percent (%)
Yes	11	55.0
No	9	45.0
Total	**20**	**100.0**

VII. Information Technology and Services

Hardware Available

This table shows that most of the library provided hardware facilities such as computer, scanner and reprographic equipment, audio-visual materials and also used software for library automations. This study also observed that maximum libraries provided sufficient computer but scanner, reprographic equipment, audio- visual materials facilities are not sufficient and libraries are using open sources software Koha and Greenstone digital libraries for digitization of the library.

Table 5.16: Hardware availability status of the library

Name of the Library	Available Hardware			
	Computer	Scanner	Reprographic Equipment	AVM Equipment
Ahsanullah University of Science and Technology	4	2	2	0
American International University	20	1	1	150
Asian University Bangladesh	2	0	0	0
Bangladesh Islami University	2	0	0	0
BGMEA University	20	1	1	20
BRAC University	40	2	1	0
City University	4	0	0	0
Darul Ihsan University	10	0	0	0
East West University	17	3	2	0
Eastern University	12	2	2	2
Independent University of Bangladesh (IUB)	45	0	2	3
Manarat International University	10	0	2	2
North South University	59	4	2	5
Northern University Bangladesh	0	0	0	0
Presidency University	11	0	0	0
Primeasia University	10	1	1	200
Shanto- mariam University	3	1	2	0
Southeast University	7	0	0	0
Uttara University	6	0	1	0
Victoria University	4	0	1	0
Total	**286**	**17**	**20**	**382**

Library Operation System

The figure 5.3 shows that 25% of the sample libraries are functioning fully computerized. 30% and of the sample libraries are operated manually and computer is used partly in the 45% of the sample libraries. The overall situations to use the computer do not touch the expectation.

Figure 5.3: About the library operation systems
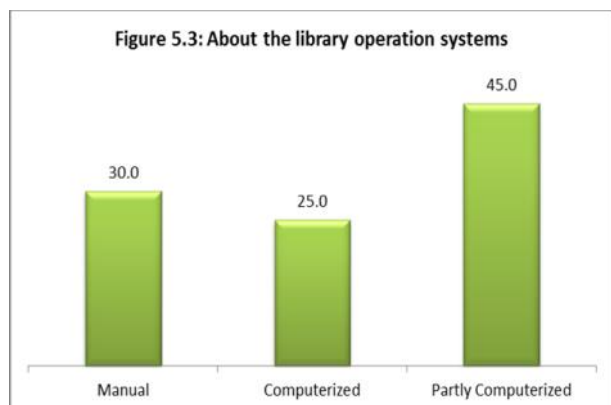
Users' Opinion on Existing Facilities of the Information Technology:

The table 5.17 shows that 25% of the sample library provided IT facilities adequately. 40% and 35% of the sample library users also felt that the provided facilities are almost adequate and inadequate respectively.

Table 5.17: Users' opinion about the IT facilities

Description	N	Percent (%)
Adequate	5	25.0
Almost Adequate	8	40.0
Inadequate	7	35.0
Total	**20**	**100.0**

Computer used in the library Services:

Computer is used in the library services. Maximum sample libraries used computer in the library for acquisition, cataloguing, controlling serials, circulation and current content. This study also observed that 25.9% of the sample libraries use the computer for acquisition and cataloguing related activities and it is the maximum level.

Table 5.18: Status about computer used in the library service

Description	N	Percent (%)
Acquisition	15	25.9
Cataloguing	15	25.9
Serials control	9	15.5
Circulation	11	18.9
Current content	8	13.8
Total	58	100

IT Services and Facilities provided by the library

In the study it was found out that 33.9% of sample users use IT facilities for internet search and 28.6% are used for email facilities. 17.9% and 19.6% of the library users used the internet as document scanning and for printing. Maximum users use the IT for internet search.

Table 5.19: Provided IT services

Description	N	Percent (%)
Internet search	19	33.9
Email facilities	16	28.6
Document scanning	10	17.9
Print facilities	11	19.6
Total	**56**	**100**

Database Used and Document loan Period

Maximum libraries use online various database with/ without payment. The duration of document loan period for students is one to two weeks and one to two months is for faculty members.

VIII. Inter library Loan Services

Nature of users' Information Seeking:

Table 5.20 found that 41.2% of the sample users are getting information from the library by direct approach and by telephone 29.4%. 14.7%and 8.8% of the sample users are getting information by writing letter and by sending persons respectively.

Table 5.20: Methods of getting Information of the Users

Description	N	Percent (%)
By direct approach	14	41.2
By writing letter	5	14.7
By telephone	10	29.4
By sending persons	3	8.8
By all means	2	5.9
Total	**34**	**100**

IX. Library Networking

Opinions on Importance of Networking:

Table 5.21 shows that 45.0% of sample users are realizing that library networking is most useful. 30.0% and 10.0% of the sample users also felt useful and moderately useful respectively and not response 15.0% .

Table 4.21: Opinion regarding networking

Description	N	Percent (%)
Most useful	9	45.0
Useful	6	30.0
Moderately useful	2	10.0
Not response	3	15.0
Total	**20**	**100**

X. Marketing of the library Product and Services

Plan for Marketing the library Product and Services

In the study it was found that 65% of the sample libraries have the library marketing plan and 35% of the sample libraries do not have plan in this regard.

Table 5.22: Marketing plan of the library

Description	Frequency	Percent (%)
Yes	13	65.0
No	7	35.0
Total	**20**	**100.0**

XI. Marketing Practices, Functions and activities

Using Media to publicize the library Products and Services:

Table 5.23 shows that 16.6% of the sample libraries focused library materials and services by announcements and discussions in meeting and it is the maximum usage mode. 15.2% and 13.6% of the sample libraries used poster in the library and by newsletter and brochures respectively.

Table 5.23: Used media to publicize the library Products and Services

Description	No	Percent (%)
By announcements and discussions in meetings	11	16.6
By newsletter, brochures	9	13.6
By poster in library	10	15.2
By hand-outs	5	7.6
By newspapers	2	3.1
By sending personal letters	7	10.6
By telephone contract	7	10.6
By one to one when the users are in library	9	13.6
By one to one discussions in or outside the library	6	9.1
Total	**66**	**100**

XII. Library Finance and Budgeting

Library Expenditure for least five Years:
Table 5.24 shows the library budget of the leading five universities of the previous four years and it is also observed that maximum university are increasing their budget for next financial year.

Table- 5.24: Library budget of the selected universities

Financial Year	Total Collection Added				
	EU	**AUST**	**NUB**	**UU**	**AIUB**
2010-2011	27 lac	15 lac	19.6 lac	5.5 lac	4.5 lac
2009-2010	30 lac	9 lac	18.7 lac	6 lac	3.75 lac
2008-2009	30 lac	22 lac	21.7 lac	7 lac	2.5 lac
2007-2008	60 lac	16 lac	22 lac	7.5 lac	2.5 lac

Sources of Finance of Libraries

Table 5.25 shows that tuition fees are source of finance for 76.9% of the sample libraries. Donation of parent body, foreign donation and government source are the sources of finance by 11.5%, 7.7% and 3.9% respectively.

Table 5.25: Sources of Finance for the library

Sources of Finance	No	Percent (%)
Foreign Donation	2	7.7
Government	1	3.9
Parent body	3	11.5
UGC	0	0
Students Tuition Fees	20	76.9
Total	**26**	**100**

Section Two: Users Opinion Regarding their Needs and Satisfaction

5.1 Introduction

Users are the main components of a library and users' satisfaction is the most important assessing tool to identify the effectiveness of the library so that the users can easily fulfill their required information. Users' satisfaction depends on the provided services, facilities, library systems and infrastructural facilities by the respective library to the users. Quality services to the users and user friendly environment ensure the users' satisfaction. It is very difficult, complex and ambiguous to assess the service quality of a particular library. Therefore, the user who use the library, many authors and expert tried to assess users' satisfaction regarding of their services and facilities.

This chapter has been prepared based on the surveyed questionnaires from the sample users of the sample libraries in order to assess the users' information needs and satisfaction. The result of the survey are discussed below:

5.2 Respondents' Profile

It is clear that majority of the respondents are graduate students (62.8%) and the second large of respondent (about 20.2%) are post graduate students. Professor category is fully absent. Associate Professor and Assistant Professor are present here by .5% and 1.1% respectively. Senior Lecturer/ Lecturers are present about 3.3%, administrative staff are also participate in the study and they are about 12%.

Table 5.26: Academic Status of the Users

Description	N	Percent (%)
Associate Professor	1	0.5
Assistant Professor	2	1.1
Senior Lecturer/ Lecturer	6	3.3
Graduate Student	115	62.8
Post Graduate Student	37	20.2
Administrative staff	22	12.0
Total	**183**	**100.0**

It is clear in the figure 5.4 that majority of the respondent users are in the age of 15 – 25 (54.6%) and 37.2% of users are in the age group of 25-35. Only 8.2% of users are above 35-45 age categories.
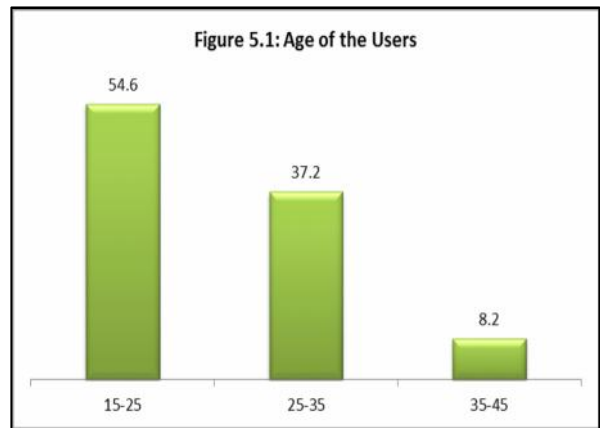
Figure 5.5 also shows that 78.1% of the sample users are male and 21.9% are female.
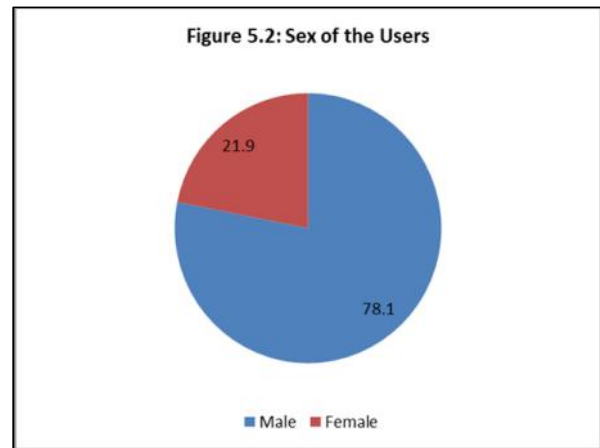
A good number of users 64.5% are have visited the library every day. About 18.6% and 8.7% of the library users have visited the library once a week and twice in a day basis respectively. The table 5.27 also shows that occasionally visit the library only 7.7% of the users and also 0.5% of the users have visit the library once a month.

Table 5.27: Frequently Visit the Library

Description	N	Percent (%)
Every day	118	64.5
Once a week	34	18.6
Twice in a day	16	8.7
Once a month	1	0.5
Occasionally	14	7.7
Total	**183**	**100.0**

Membership Status of the Respond Users

In this study 183 users have participated, the table 5.28 shows that about 98.4% of respondents are the formal member of the library and the rest of respondents about 1.6% are not member of the respective library. Maximum respondents are the formal member of the library.

Table 5.28: Respondents regarding their membership in the library

Description	N	Percent (%)
Yes	180	98.4
No	3	1.6
Total	**183**	**100.0**

Frequency of the duration of membership period

The table 5.29 shows that 43.7% respondents use library from more than one year and 31.7% respondents use the library during 2-5 years. This table also shows that 17.5% and 5.5% of sample users take their membership from the library during less than 6 months and 5-10 years respectively.

Table 5.29: Respondents regarding membership period.

Description	N	Percent (%)
Less than 6 months	32	17.5
More than one year	80	43.7
2-5 years	58	31.7
5-10 years	10	5.5
More than 10 years	3	1.6
Total	**183**	**100.0**

The table 5.30 shows that maximum 43.2% of the sample users have visited library 1-2 hours per day and 19.7% of the users are 3-4 hours per day. This table also upholds that a good number of sample users (37.2%) are not sure in this regard.

Table 5.30: Time Spend on Reading in the Library

Description	N	Percent (%)
1-2 hours per day	79	43.2
3-4 hours per day	36	19.7
Not sure	68	37.2
Total	**183**	**100.0**

Frequency to visiting the library

A teacher or a student should be available in the library at least 5 days a week and a few number of researchers, teachers and students in our country come to the library 5/6 days a week. This picture vividly reveals that the library users of private university are habituated in reading general books and research materials. A good number of users (64.5%) has visited the library 6 days a week. About 8.7% have visited the library 2 days and 18.6% visited the library 1 day and 0.5% users visit the library once a month basis.

Table 5.31: Percentage distribution to visit the library

Description	N	Percent (%)
Every day	118	64.5
Once a week	34	18.6
Twice in a day	16	8.7
Once a month	1	0.5
Occasionally	14	7.7
Total	**183**	**100.0**

Users Status of Awareness of Indexing and Abstracting Services

This study was conducted among 183 sample users. 62.8% of them are aware of indexing and abstracting and 37.2% sample users are not aware about this. This situation is not satisfactory.

Table 5.32: Regarding awareness of Indexing and Abstracting

Description	N	Percent (%)
Yes	115	62.8
No	68	37.2
Total	**183**	**100.0**

Users Status of Using Capability of Indexing and Abstracting Services

The table 5.33 found that 56.3% sample users are capable to use indexing and abstracting services and 43.7% of the users are not capable.

Table 5.33: Respondents regarding using capability of indexing and abstracting

Description	N	Percent (%)
Yes	103	56.3
No	80	43.7
Total	**183**	**100.0**

5.3 Information Needs and Seeking Behavior

The purpose of visits are show in Table 5.34 and about 35.8% users responded that they are for reading general books and about 13.5% of users responded that they come for and searching periodical articles. The table also shows that a slight majority 12.1% of users come to the library for search purpose. Only 12.4% of users come to the library for using information technology (IT) facilities. A very small number libraries have been providing IT facilities for users and they are not satisfied with their services. Moreover, all the sample users have suggested introducing IT facilities in library operations and make it available for users.

Table 5.34: Purpose to Visit the Library

Purpose of visit the library	N	Percent (%)
Reading general books	128	35.8
For research purpose	43	12.1
Searching periodical articles	48	13.5
Using IT facilities	44	12.4
Using audio-visual materials	19	5.3
Teaching	22	6.2
Recreation	28	7.9
Others (pl. specify)	24	6.8
Total	**356**	**100**

The table 5.35 shows that 31.1% of sample users use the library for textbooks facility and it is the maximum interest. 22.9% and 22.3% sample users are using the library for reference information materials and current information respectively. On the other hand 12.4%, 8.2% and 3.1% sample users visit the library for periodicals, conference proceeding and others purposes respectively.

Table 5.35: Information Frequently look in the library

Types of Information	Average Point	Percent (%)
Reference information/materials	81	22.9
Current information	78	22.3
Conference/seminar proceedings	29	8.2
Periodicals	44	12.4
Textbooks	110	31.1
Others (please specify)	11	3.1
Total	**353**	**100**

This study showed by the table 5.36 that 23.9% sample users use the library for reference services and 19.95% of sample users for using reprographic services. On the other hand CAS & SDI services, Bibliographic services and to periodicals services are using 11.8%, 11.5% and 11.6% sample users respectively.

Table 5.36: Need Information Services

Information Services	Average Piont	Percent (%)
CAS & SDI services	46	11.8
Reference & referral services	99	23.9
Bibliographic services	47	11.5
Indexing & abstracting services	41	9.9
Reprographic services	81	19.7
Using periodicals	48	11.6
Audio-visual services	52	11.6
Total	414	100

The table 5.37 shows that 57.9% of the sample users express their positive attitude to get the above mentioned information services in their respective library and 42.1% sample users said that all those services are not available.

Table 5.37: Available Information Services

Description	N	Percent (%)
Yes	106	57.9
No	77	42.1
Total	**183**	**100.0**

5.4 Library Services

In the figure 5.6 clear shows that 76% of the sample users said more books are needed as loan at a time and 24% users said that they need not more books. This situation is not satisfactory.

Figure 5.3: Number of books as loan
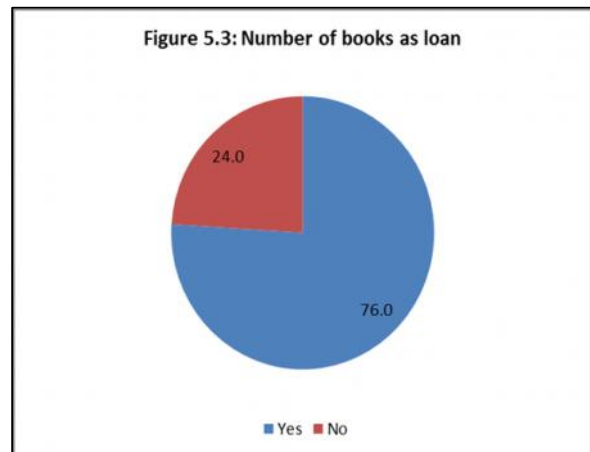
Status to Access free to all in the library

The table 4.38 shows that 76% of the sample users said they are free to access in the library and 24% sample users are restricted to access in the library. Overall the situation is satisfactory.

Table 5.38: Free Access in the Library

Description	N	Percent (%)
Yes	139	76.0
No	44	24.0
Total	**183**	**100.0**

Users' opinion about the helpfulness of the library staff

Table 5.39 express the situation of the library staff regarding helpfulness. The table shows that 88% of the sample users are satisfied and only 12% of the users are not satisfied. Overall this situation is fully satisfactory.

Table 5.39: Users' Opinion regarding Helpful of Library Staff

Description	N	Percent (%)
Yes	161	88.0
No	22	12.0
Total	**183**	**100.0**

Users' opinion regarding need more book that allowed on loan at a time

Table 5.40 clear shows that 76% of the sample users opinioned that more books are needed as loan at a time and 24% users said that they need not more books. This situation is not satisfactory.

Table: 5.40: Number of books as loan

Description	N	Percent (%)
Yes	139	76.0
No	44	24.0
Total	**183**	**100.0**

5.5 Library Facilities: Physical Infrastructure

The table 5.41 shows that 44.8% of the sample users are fair about the reading facilities of the library. 37.2% and 18% users are adequate satisfied and poorly satisfied respectively in this regards. Overall this situation is not satisfactory.

This table also shows that 51.9% sample users said there are adequate lighting facilities in the library. 40.4% and 7.7% of sample users said fair satisfy and poor satisfy respectively in this regard. Overall situations are not satisfied. Regarding ventilation facilities the table shows that 42.6% sample users are adequate. 41.5% and 15.8% of sample users said fair satisfied and poor satisfied respectively. Overall situations is not satisfactory.

Table 5.41: Reading, Lighting and Ventilation Facilities.

Description	Reading Facilities		Lighting Facilities		Air-condition & Ventilation	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Adequate	68	37.2	95	51.9	78	42.6
Fair	82	44.8	74	40.4	76	41.5
Poor	33	18.0	14	7.7	29	15.8
Total	**183**	**100.0**	**183**	**100.0**	**183**	**100.0**

5.6 Library Facilities: Technological Infrastructure

The table 5.42 shows that 80.3% sample users said automation of library is very essential and 19.7% users said automation are not much essential. So, the automation of library is very essential for our private university libraries. Overall positions are not satisfied. This table also shows that 72.7% sample users used microfilm, computer and internet in the library and 27.23% users do not use this facilities. This situation is fully satisfactory.

Table 5.42: Users' Opinion regarding Library Automation and use of IT

Description	Automation of the library		Used Microfilm, Computer, Email & Internet	
	N	Percent (%)	N	Percent (%)
Yes	147	80.3	133	72.7
No	36	19.7	50	27.3
Total	**183**	**100.0**	**183**	**100.0**

5.7 Library Facilities: Intellectual Infrastructure/ Library System

The table 5.43 shows that 34.7% of the library users are informed about the new arrival of the library through library staff. 28.6% and 12.6% of the users are informed through friends and professional staff respectfully.

Table 5.43: Technique of Users' Awareness

Techniques of users' Awareness	N	Percent (%)
Through friends	57	28.6
Through library staff	69	34.7
Through professionals	25	12.6
Through technical meeting	22	11.1
Others (pl. specify)	26	13
Total	**199**	**100**

The table 5.44 shows that 82.5% sample users' opinion about the classification system of their library is easy to understand and 17.5% users said that it is difficult to understand. Overall situation is satisfactory.

Table 5.44: Users' Opinion regarding Library Classification System

Description	N	Percent (%)
Easy to understand	151	82.5
Difficult to understand	32	17.5
Total	**183**	**100.0**

The table 5.45 shows that 64.5% sample users found that books which are already taken from the library and 20.8% sample users said they got those books often and 14.8% sample users expressed their opinion as regular.

Table 5.45: Users' Opinion regarding books that has already been taken out

Description	N	Percent (%)
Often	38	20.8
Sometimes	118	64.5
Regular	27	14.8
Total	**183**	**100.0**

In the table 5.46 shows that 76% sample users are satisfied about the rules and regulations of the library and 24% users are not satisfied in this regard.

Table 5.46: Users' Opinion regarding Library Rules and Regulation

Description	N	Percent (%)
Yes	139	76.0
No	44	24.0
Total	**183**	**100.0**

61.2% sample users said that the procedure of lending is systematic and 8.2% sample users said that it is unsystematic in the figure 5.4. 30.6% sample users also said that these systems are satisfactory. This process is not fully satisfactory.

Figure 5.4: Users' Opinion regarding Book lending
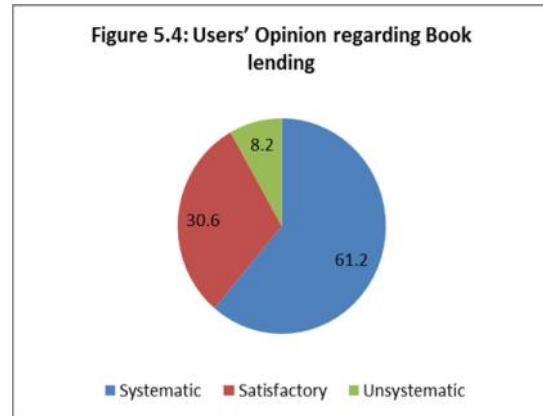
Users' Opinion of satisfaction regarding the behavior and activities of library staff

This table expressed that 89.6% sample users are satisfied regarding behavior and activities of the library staff and 10.4% sample users are not satisfied in the regard. Overall position is satisfactory in the private university library.

Table 5.47: Respondents regarding behavior and activities of library staff

Description	N	Percent (%)
Yes	164	89.6
No	19	10.4
Total	**183**	**100.0**

Users' Opinion about using the library catalogue

The table 5.48 shows that 71.6% sample users are using the library catalogue and 28.4% sample users are not. Overall situation is not fully satisfactory.

Table 5.48: Respondents regarding using the library catalogue

Description	N	Percent (%)
Yes	131	71.6
No	52	28.4
Total	**183**	**100.0**

Users' Opinion about the skilled and trained library staff

78.7% sample users said that the library staff are enough skilled and trained on the other hand 21.3% sample users said that they are not enough skilled. Overall situation is satisfactory in the private university library.

Table 5.49: Respondents about the skilled and trained of library staff

Description	N	Percent (%)
Yes	144	78.7
No	39	21.3
Total	**183**	**100.0**

Users' opinion about the rules and regulations of the library

76% sample users are satisfied about the rules and regulations of the library and 24% users are not satisfied in this regard. This situation will be increased for desired satisfaction.

Table 5.50: Respondents regarding rules and regulations of the library

Description	N	Percent (%)
Yes	139	76.0
No	44	24.0
Total	**183**	**100.0**

Users' opinion about the reading facilities of the library

The table 5.51 shows that 44.8% sample users are fair about the reading facilities of the library. 37.2% and 18% users are adequate satisfied and poor satisfied in this regards. Overall this situation is not satisfied.

Table 5.51: Respondents regarding reading facilities in the library

Description	N	Percent (%)
Adequate	68	37.2
Fair	82	44.8
Poor	33	18.0
Total	**183**	**100.0**

Users' opinion regarding to arrange any orientation program for library users

The table 5.52 shows that 48.6% sample users said that there are no arranged orientation programs in the library and 51.4% users said that orientations are arranged. Overall position is not satisfactory.

Table 5.52: Respondents regarding to arrange orientation program

Description	N	Percent (%)
Yes	94	51.4
No	89	48.6
Total	**183**	**100.0**

5.8 Library Collection

Table 5.53 shows that 83.1% sample users realize to procure more books on his subjects and 16.9% sample users feel that need not to collect more books. This situations is not satisfactory for the private university libraries.

Table 5.53: Users' Opinion regarding Book Procured

Description	N	Percent (%)
Yes	152	83.1
No	31	16.9
Total	**183**	**100.0**

The Table 5.54 shows that 37.7% sample users said that they are satisfied about the present collection of the library. 21.3% and 27.9% sample user are most adequately satisfied and adequately satisfied respectively. 13.1% sample users are poorly satisfied in this regard. Overall situation is not satisfactory in the private university library.

Table 5.54: Users' Opinion regarding Book Procured

Description	N	Percent (%)
Most Adequately	39	21.3
Adequately	51	27.9
Satisfactory	69	37.7
Poorly	24	13.1
Total	**183**	**100.0**

Users' Opinion regarding to acquire publication according to their interest

Table 5.55 shows that 71.6% sample users said that they expressed their opinion to acquire publications according to their interest and 28.4% sample users said that they are not capable to express their opinion in this regard. Overall situation is not satisfactory.

Table 5.55: Responded to acquire publication according to their interest

Description	N	Percent (%)
Yes	131	71.6
No	52	28.4
Total	**183**	**100.0**

If yes, then rate of response

The table shows that 46.4% sample users are satisfied regarding the performance to acquire publications by the library with their interest and 14.8% sample users are highly satisfy. Overall situation is not satisfactory.

Table 5.56: Regarding the performance to acquire publication with users' interest

Description	N	Percent (%)
Highly Satisfactory	27	14.8
Satisfactory	85	46.4
Poor	15	8.2
No Satisfactory	4	2.2
Total	131	71.6
No Services	52	28.4
Total	**183**	**100.0**

Users' Opinion regarding the use of library's collection in general

The table 5.57 shows that 38.3% sample users said the present library collections are used up to 75% and it is the maximum opinion. 16.9% users said the present collections are used over 90%. Total the situation is not satisfied, this situations seems that all the collections are not useful, and it is useless, so up-to-date collections will be collected.

Table 5.57: Respondents regarding the use of library's collection in general

Description	N	Percent (%)
Over 90% Used	31	16.9
Up to 90% Used	28	15.3
Up to 75% used	70	38.3
Up to 50% used	33	18.0
Up to 25% used	13	7.1
Less than 25% used	8	4.4
Total	**183**	**100.0**

Users' opinion about needed more books in his subject should be procured

Table 5.58 shows that 83.1% sample users realize to procure more books on his subjects and 16.9% sample users feel that need not to collect more books. This situation is not satisfactory for the private university libraries.

Table 5.58: Users' Opinion regarding Book Procured

Description	N	Percent (%)
Yes	152	83.1
No	31	16.9
Total	**183**	**100.0**

Users' opinion about recommendation to acquire publication of his specific interest

The table shows that 71.6% sample users said that they acquire publications of his specific interest and 28.4% sample users said that they do not acquire publications of his specific interest. This situation is not full satisfactory.

Table 5.59: Respondents regarding to acquire publication according to his interest

Description	N	Percent (%)
Yes	131	71.6
No	52	28.4
Total	**183**	**100.0**

The rate of response of positive attitudes to acquire publication according to his interest

Table 5.60 shows that 46.4% sample users are satisfied about the procurement of publications according to their interest. 14.8% and 8.2% sample users are highly satisfied and poorly satisfied in this regards. This situation is satisfactory.

Table 5.60: Publications according to users' interest

Description	N	Percent (%)
Highly Satisfactory	27	14.8
Satisfactory	85	46.4
Poor	15	8.2
No Satisfactory	4	2.2
Total	131	71.6
No	52	28.4
Total	**183**	**100.0**

5.9 Problems faced by the Users

Users were asked the major problems as they faced while using the libraries. Their main responses were tabled in 5.61. The first problems has been found on reading resources (17.5%), Second and third problems have been given by 14.4% and 12.8% sample for lack of proper information service and insufficient infrastructural facilities respectively. They are also mentioned for inconvenient working hours, Lack of proper organization of resources, Behavior of library staff, Lack of adequate cleanliness, Insufficient IT facilities as existing problems.

Table- 5.61: Users' opinion regarding problems of existing information services

Information Services	Average Point	Percentage (%)
Insufficient reading resources	79	17.5
Lack of proper information services	65	14.4
Insufficient infrastructural facilities	58	12.8
Inconvenient working hours	49	10.8
Lack of proper organization of resources	51	11.3
Behavior of library staff	38	8.3
Lack of adequate cleanliness	41	9.1
Insufficient IT facilities	54	11.9
Others (pl. specify)	18	3.9
Total	**453**	**100**

In the table 5.62 shows that 10.5% of the sample users faced the problems of adequate space. 10.1%, 9.6% and 9.6% of users faced the problems that shortage of professional staff, absence of information technology with low salary and status of the library staff respectively. 8.8% users also faced the problems lack of adequate learning resources. 7.6% of the sample users faced the negligence of the authority. 7.7% and 7.6% of the users are faced lack of interest of the library staff and shortage of adequate fund respectively. 7.1% users also faced the problem lack of knowledge of librarianship and the problem absence of information technology faced by the 9.6% users.

Table- 5.62: Problems faced by the users in the library

Descriptions	N	Percent (%)
Lack of interest of the library staff	40	7.7
Lack of adequate learning resources	46	8.8
Lack of adequate space with in the library	55	10.5
Lack of knowledge of librarianship	37	7.1
Shortage of professional staff	53	10.1
Ignorance of the authorities about library and its services	29	5.5
Negligence in using information	27	5.2
Absence of information technology in the library	50	9.6
Lack of knowledge in using information technology	41	7.8
Low salary and status of the library staff	50	9.6
Negligence of authority	40	7.6
Shortage of adequate funds	40	7.6
Any other (please specify)	15	2.9
Total	**523**	**100**

5.10 Satisfaction of the Users

The table 5.63 shows that 79.2% of sample users are satisfied regarding their information needs and 20.8% of sample users are not satisfied about their information needs. The situation is satisfactory for the library users.

Table 5.63: Users' Opinion regarding Information Needs Satisfaction

Description	N	Percent (%)
Yes	145	79.2
No	38	20.8
Total	**183**	**100.0**

The table 5.64 shows that 75.4% sample users are satisfied with the service provided by the library and 24.6% users are not satisfied in this regards. Overall situation is satisfactory.

Table 5.64: Users' Opinion regarding Services

Description	N	Percent (%)
Yes	138	75.4
No	45	24.6
Total	**183**	**100.0**

Users' Suggestions for Effective Library and Information Services

In term of users' opinions for making library services as efficient one, table 4.65 shows that about 29.9% sample users have suggested for collecting sufficient reading resources. Around 36.2% users have suggested for providing IT facilities and about 33.9% have suggested for providing sufficient infrastructural facilities. In fact, these are the common problems for a large number of private university libraries.

Table 5.65: Users' suggestions for an effective library and Information services

Users' Suggestion	N	Percent (%)
Collecting sufficient reading resources	120	29.9
Providing IT facilities with automation	145	36.2
Providing sufficient infrastructural facilities	136	33.9
Total	**401**	**100**

5.11 Conclusion

One hundred and eighty three sample users are included this study in which maximum users are graduate students (62.8%) and 22.2% are post graduate students. Professor, Associate Professor, Assistant Professor, Senior Lecturer/ Lecturer and Administrative staff also participated. Majority of users are in the age group of 15-25 that are 54.6% of the sample size. A good number of the users use the library everyday (64.5%) and 18.6% of the users use the library once a basis. 43.2% of them used the library 1-2 hours per day.

Major employees of the maximum libraries are professional and libraries are directed by the professional staff. The qualifications of staff are very good in this

field. Maximum library professionals are MA/ MSS in Information Science and Library Management. There are also PhD and M. Phil qualifications.

The attitudes about the existing collection among the surveyed libraries are not bad. 55% of the responded said that it is almost adequate. This study found that 19.4% of sample library collect audio- visual materials, 18.1% of sample library published newsletter, 16.7% and 15.3% of sample library prepare periodical holding list and current awareness bulletin respectively. Subject bibliography, Directory, Indexing and Abstracting and union list of serials are also prepared. This study also observed that 23.5% and 17.7% of the sample libraries are provided reference services and Current Awareness Services respectively. Computerized services are provided by the 16.5% of sample libraries. A limited numbers of library are also provided referral service, selective dissemination of information services (SDI), Inter- library loan services, Indexing and Abstracting services and reprographic services.

Maximum libraries (70.4%) use the Dewey Decimal Classification (DDC) scheme and 85% sample libraries are using A.A.C.R- 2 cataloging code. The study found that 50% of the sample libraries compile bibliographies and 50% of the libraries did not conduct that job.

25% of the sample libraries are functioning fully computerized. 30% and of the sample libraries are operated manually and computer is used partly in the 45% of the sample libraries. The overall situations to use the computer do not touch the expectation. This study also found that 25% of the sample libraries provided IT facilities adequately. 40% and 35% of the sample library users also felt that the provided facilities are almost adequate and inadequate respectively. 45.0% of sample users are realizing that library networking is most useful. 30.0% and 10.0% of the sample users also felt useful and moderately useful respectively and not response 15.0% .

Users use the library for their required information regarding reading general books, research purpose, searching periodical articles, using IT facilities, using audio-visual materials, teaching, recreation, reference information/materials, current information, conference/seminar proceedings, periodicals, textbooks, CAS & SDI services, reference & referral services, bibliographic services, indexing & abstracting

services, reprographic services. Most of the users (35.95%) use the library for reading general books and reference information are 22.95%.

79.2% of sample users are satisfied regarding their information needs and 20.8% of sample users are not satisfied about their information needs. This study also found that 75.4% sample users are satisfied with the service provided by the library and 24.6% users are not satisfied in this regards.

Users also faced some problems while using the libraries. The first problems has been found on reading resources (17.5%), Second and third problems have been given by 14.4% and 12.8% sample for lack of proper information service and insufficient infrastructural facilities respectively. They are also mentioned for inconvenient working hours, Lack of proper organization of resources, Behavior of library staff, Lack of adequate cleanliness, Insufficient IT facilities as existing problems. 10.5% of the sample users also faced the problems of adequate space. 10.1%, 9.6% and 9.6% of users mentioned the problems that shortage of professional staff, absence of information technology with low salary and status of the library staff respectively. 8.8% users also faced the problems lack of adequate learning resources. 7.6% of the sample users faced the negligence of the authority. 7.7% and 7.6% of the users are faced lack of interest of the library staff and shortage of adequate fund respectively. 7.1% users also faced the problem lack of knowledge of librarianship and the problem absence of information technology faced by the 9.6% users.

29.9% sample users have suggested for collecting sufficient reading resources to make up the gap between users' information needs and perception. Around 36.2% users have suggested for providing IT facilities and about 33.9% have suggested for providing sufficient infrastructural facilities.

Above analysis and discussion from the collected data and information the research observed that overall the users of private university libraries are inadequately satisfied regarding library resources and services to fulfill their information needs.

Chapter Six

Model Plan for Information Needs and Users' Satisfaction

6.1 Introduction

To fulfill the demands and needs of users are the main aim of the library. Private universities have been playing an important role in the higher education sector of Bangladesh. A good number of students and faculty members are involved with teaching and research activities, and they need immence information relating to respective areas. The information seekers depend on the university library for their required informational demand.

The university library has been trying to provide information according to their users' interests. The performance of the respective library depends on the satisfaction level of the users. To provide maximum satisfaction of the users regarding information needs the library should introduce an effective policy and ideal model. It is necessary to build a system that could meet information needs and expectations of their respective users.

6.2 Objectives and Functions of Model Plan

A model plan is very necessary to identify the information needs and level of satisfaction of the library users. Model plan acts as a scale or tool to measure information needs and to assess the satisfaction level of library users. A model plan is essential for following objectives, functions and activities:

1. To develop a comprehensive machanism to provide information rapidly
2. To establish an effective information system
3. To help the faculties and other users for teaching and research activities
4. To develop effective evolutional process of the users' satisfaction.
5. To meet the changing information needs demands.
6. For achieving job satisfaction of the library staff
7. To ensure maximum use of the library resources
8. To establish an effective library networking and resources sharing activities
9. To ensure better infrastructural facilities

10. To ensure proper library services for achieving educational goal and purpose

6.3 Model Plan for Information Needs and Users' Satisfaction

In view of the earlier discussion, and based on previous theoretical literature review a conceptual model of informaton needs and a model of users' satisfaction is proposed in Figure 6.1 and Figure 6.2 respectively.

There are three types of information needs i.e. primary needs, secondary needs and tertiary needs in the model of Information needs. Library resources and services are the primary need, library system is the secondary need and infrastructural developoment is the tertiary need.
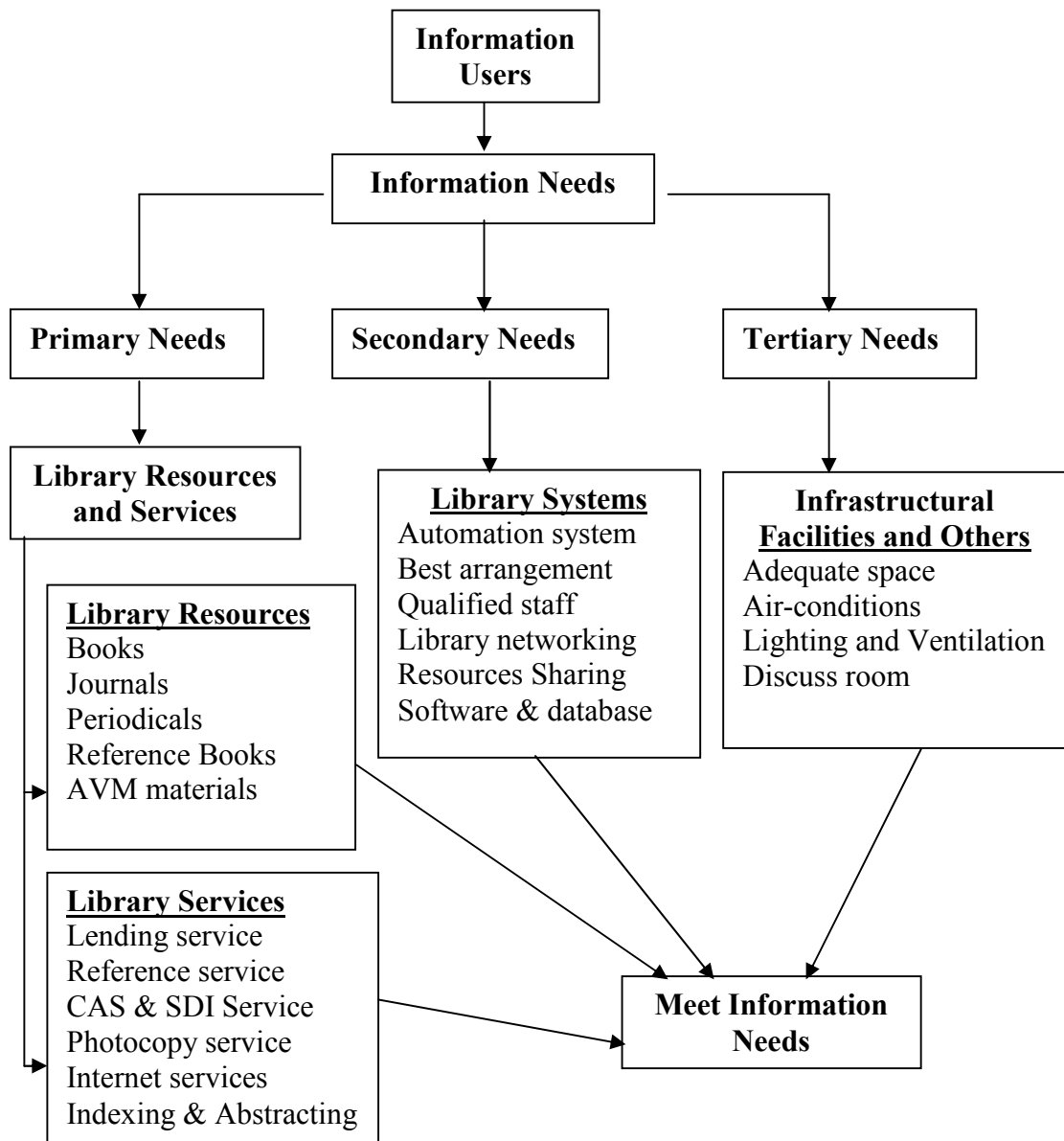
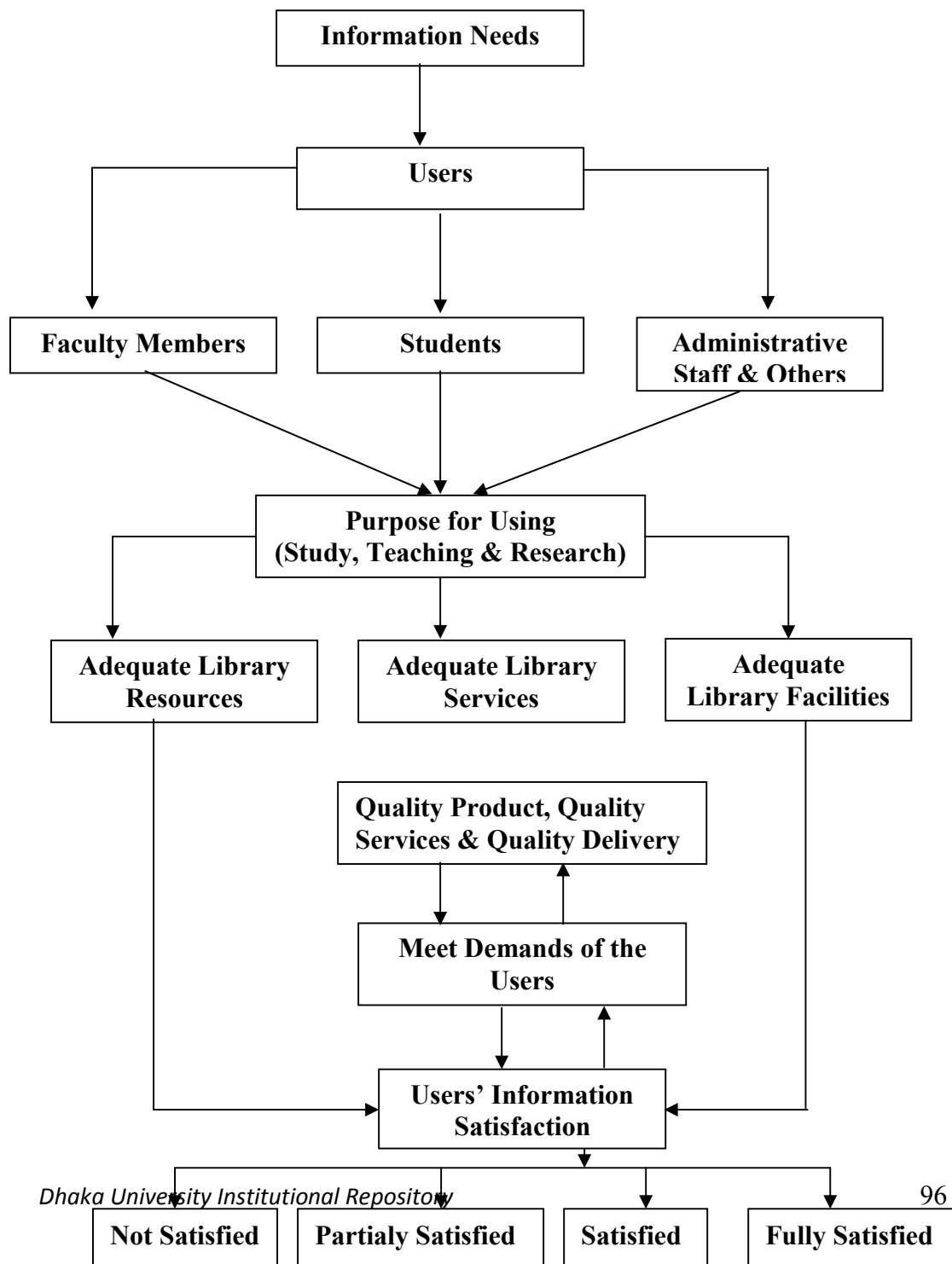**Figure 6.1: Proposed Model of Information Needs**

The key proposition of the model is that satisfaction/ dissatisfaction with the library is a function of a user-perceived gap between the user's expectations and actual outcomes of a library. Furthermore, users' expectations are formed on the basis of adequate library resources, services and facilities. Quality library resources, services and facilities can meet the satisfaction of the users.

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                    ┌─────────────────────┐
                    │ Information Needs    │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │       Users          │
                    └─────────────────────┘
```

Faculty Members	Students	Administrative Staff & Others

Purpose for Using (Study, Teaching & Research)

Adequate Library Resources	Adequate Library Services	Adequate Library Facilities

Quality Product, Quality Services & Quality Delivery

Meet Demands of the Users

Users' Information Satisfaction

Not Satisfied	Partialy Satisfied	Satisfied	Fully Satisfied

Figure 6.2: Proposed Users' Satisfaction Model

6.4 Conclusion

Users are the main focus of the library. The whole systems of the library are introduced for the users. The effectiveness and efficiency of the library totally depend on the satisfaction of users. Private university libraries of Bangladesh are trying to meet the information needs and satisfaction. In this situation an organized system is very necessary. Private university library authorities will be successful in this regard if they follow the above mentioned model.

Chapter Seven
Conclusion and Recommendations

7.1: Introduction

Academic libraries have been described as the 'heart' of learning community; providing a place for students and faculty to conduct research and extend knowledge. In education system, an academic library is the centre of academic life. A university library or any other library attached to an institution of higher education exists to support the goals of its parent organization. Since university libraries are an integral part of higher education system, they should provide support services for the formal educational programs as well as for facilities for research and for generation of new knowledge. It is important for any information professional working in an academic or any other library to know the real needs of the user community, (Gunasekera, 2010). The concept of information appears to have undergone gradual change from 1950's to the present information based society. During 1950's the concept of information meant the reduction of uncertainty. During 1960's and 1970's the so called 'information explosion' was the object of considerable attention. In 1980's the concept of information meant 'decision relevant data'. Belkins (1978) stated that scientific analysis of the concepts of information and the five basic elements of study predominant to information science provides a unique well defined consolidated platform for further research and challenges in the field. The five elements are:-

a. Information in human, cognitive communicative systems;

b. The idea of desired information;

c. The effectiveness of information (systems) and information transfer;

d. The relationship between information and generator;

e. The relationship between information and user.

We are living in the informative society or informative age where information is one of the important factors of life. Kemp (1976) said that indeed, information has been described as the fifth need of man ranking after air, water, food and shelter. Khongtim (2006) described that every one need information about everything even in his day to day life also. Chen and Hernon (1982) defined that information is all knowledge, ideas, fact, data and imaginative works of mind which are communicated normally and informally in any format. Information needs is what an individual ought

to have for his work, his research, his edification, his creation (Line, 1974). According to Crawford (1997) information needs depend on:

1. Work activity
2. Discipline
3. Availability of facilities
4. Hierarchical position of individuals
5. Motivation factors for information needs
6. Need to take a decision
7. Need to seek new ideas
8. Need to validate the correct ones
9. Need to make professional contributions
10. Need to establish priority for discovery etc.
11. Information needs are affected by a variety of factors
12. The range of information sources available
13. The uses to which the information will be put
14. The background, motivation, professional orientation and other individual characteristics of the client
15. The social, political, economic, legal and regulatory systems surrounding the client and
16. The consequences of information use

Users' satisfaction bridges gap between users' expectations and existing services. Users' satisfaction of the private university library depends on the library services, library systems, library facilities and infrastructural development. User' satisfaction lies in the quality services provided by the library, responsiveness and competence of the library staff and available physical facilities of the library. The goal of the library depends on the satisfaction level of the users. There is no simple definition to measure the satisfaction level of the users. Tessier et al. (1977) identified following four aspects of satisfaction:

1. Experience satisfaction of the users with the output of a search.

2. Users will be satisfied or dissatisfied with a particular service

3. Aspect of satisfaction that deals with particular services

4. Users interaction with the staff will also contribute to user satisfaction.

People needs information, right from the organizational level to the personal level, from the highly educated and experience person to school children, from a very famous to an ordinary person, for taking the right decision in every step of life. Modern society incessantly produces and uses information. Information diffuses through society in many ways. In this information age there is so much of information being generated that we are confronted with information explosion, information pollution and exponential growth of information. Due to this information explosion or information pollution the people are confuse about the information need, information access and information sources. With the impact of new technologies such as information technologies most people are interested in accessing the information through these sources because of faster accessibility. Library is a place where is the sources of varieties information. There are different users for information. Basically our study is based on private university library and its users. Related users have use the library as academic and research purpose. The users of private university library need information and faced a lot of problems to fulfill needs. Now, we will discuss major problems and observations those were identified on the analysis.

7.2 Major Finding of the Study

1. The collections of the sample libraries are not adequate for the library users. It has been founded that 55% library staff said the collections are almost adequate, 30% staff opinioned that the collections are inadequate and 15% staff expressed that the collections are adequate.

2. Subject wise collections of the sample libraries are almost satisfactory. It has been observed that most of the libraries purchased text books according to offerded courses. Course-wise reference and supplementary books do not purchase easily.

3. The subscription rate of the sample libraries is not satisfactory. 36.2% sample libraries subscribed to international journal, local and national journal are subscribed by 30.5% and 33.3% respectively.

4. Most of the sample libraries are not expert to prepare library service related publications. 18.1% sample libraries prepare Newsletter, on the other hand, the publication rate of current awareness bulletin. Subject bibliography, Directory, Indexting and abstracting, Periodical holding list, Union list of serials and Audio-Visual materials are very poor.

5. This study shows that 77.99% of sample users are satisied regarding their needed information and 22.01% of sample users are not satisfied to fulfill their needed information. The situation is satisfactory for the library users.

6. This study found that the sample users are not satisfied with the authority for not allocating sufficient budget for purchasing required resources. The authorities of the university do not allow sufficient budget, allow only very much need based budget.

7. This study found that only 23.5% sample libraries provide reference services to users. The rate to provide Referral services, Current arareness services (CAS), Selected Dissemination of Information services (SDI), Inter-library loan services, Reprographic services, computerized services are not adequate.

8. We observed that 60% sample users are getting information services and 40% sample users said that all those services are not available in their library. So, maximum users are dissatisfied about getting information services from the library.

9. Users were asked the major problems as they faced while using the libraries. The first problems has been found on reading resources, Second and third problem have also been given by 14.4% and 12.8% sample for lack of proper information service and insufficient infrastructural facilities respectively. They are also mentioned for inconvenient working hours, lack of proper organization of resources, behavior of library staff, lack of adequate cleanliness, insufficient IT facilities as existing problems.

10. In the study we found out that 10.52% of the sample users faced the problems of adequate space in the library. 10.1% and 9.6% of users faced the problems that shortage of professional staff in the library, absence of information technology with low salary and status of the library staff respectively. The users also faced the problems lack of adequate learning resources of the 8.8%, negligence of the authority, lack of interest of the library staff and shortage of adequate fund of the 7.7%, 7.1% of the users faced the problems lack of knowledge of librarianship. 5.2% of the users faced the problems of absence of information technology in the library.

11. In term of users' opinions for making library services as efficient 29.9% sample users have suggested for collecting sufficient reading resources. Around 36.2% users have suggested for providing IT facilities and about

33.9% have suggested for providing sufficient infrastructural facilities. In fact, these are the common problems for a large number of private university libraries.

12. This study has fonnd that 75.4% sample users are satisfied with the service provided by the library and 24.6% users are not satisfied in this regards. Overall situation is not fully satisfactory, these positions are almost satisfactory.

13. Lack of insufficient infrastructures and spaces are the major problems of the surveyed libraries. Sufficient spaces for the library are not allocated.

14. This study also found that spaces of the maximum surveyed libraries are not adequate. More users use the library in a crowed environment. Lighting, air conditions and ventilations facilities are satisfactory in this situations. Maximum libraries have been ensured modern decoration systems in the library premises.

15. Most of the libraries are not capable to provide any modern technical facilities for better information services for researchs.

16. The study found that insufficient support is one of the major problems of the libraries. A large number of surveyed libraries are not receiving any financial budget for purchasing recent journals or books.

17. The study also found that specific software and related hardware problems. Sufficient funds are not available to purchase suitable software to build the national bibliographic database and others.

18. There is also a problem of training programs of the library staff which could lead to development of skilled and experienced personnels to work in the library.

19. Library automation is a very useful system for the users. In the survey we found that the operation systems of 25% sample libraries are computerized only. 45% sample libraries operate partly computerizes and 30% libraries are fully operated manually. Also found that information technology related infrastructures are very poor. Only 25% library users said existing facilities of the information technology are adequate. On the other hand 40% and 35% users expressed their opinion as almost adequate and inadequate about the existing facilities resppectively.

20. It is found that library networking, resources sharing and inter-library loan services are fully absent from the sample private university libraries. These services are very useful for the users and they are fully dissatisfied in this regard.

7.3 Recommendations

The present study on accessing information needs and users satisfaction of private university libraries in Dhaka city resulted in a nummber of findings and observations which are outlined above. Based on the analysis and interpretations of data proposed some suggestions in order to enhance the effectiveness of library resources and services and to promote the use of information resources of private university libraries to bring out the highly satisfaction of the library users so that the academic activities and research of this university are done smoothly and effectively. Suggestions and recommendations are briefly discussed below.

1. The university authority should be emphasized on the importance of library. An experienced librarian should be ensured from the opening of the library. All individuals should avoid the negative attitudes in the development of libraries.

2. This study found that most of the surveyed libraries are functioning with inadequate manpower. The concerned authorities should take necessary initiatives to appoint adequate and logical staff to ensure quality services.

3. Most of the libraries are not fully equipped with adequate resources and the facilities of information technologies. Library Networking and Resources Sharing activities, reference and referral services and the cooperative acquisitions of information should be introduced as possible.

4. The collections of the private university libraries are not adequate. Sufficient text and reference books should be purchased regularly according to the needs and demands of the library users.

5. The journal subscriptions rate of private university libraries is very poor. The maximum surveyed libraries do not subscribe national and international academic journal. The academic libraries should be subscribed world- class journals of relevant disciplines that are necessary for pursuing the research activities properly and effectively.

6.   The library should provide training program for library personnel to motivate and making them skilled manpower. Library orientation programs should be arranged for the library users. As a result, the library users will be skilful to use the library resources properly and confidently.

7.   Should be allocated sufficient financial budgets for the library for purchasing recent books, journals, periodicals, technological equipment and to develop infrastructural facilities.

8.   An effective information communication technology should be developed by the academic libraries in Dhaka city to facilitate quick transmission of information resources at the cost effective manner.

9.   Information technologies should be introduced in the library. Digital library, library automation systems and Library repository will be also introduced immediately in the private university libraries to organize and be available the library resources everywhere and every time for all the users.

10.   Library based software's should be introduced in the library like CDs/ ISIS or any open source and customize software for creating bibliographical databases and to be ensure compatible hardware for effective operations.

7.3 Conclusion

The library is one of the most reliable sources of information dissemination because it tries to acquire as many materials as possible on every point of view. The Illinois State Library (1994) reported that libraries may offer special training programmes to create awareness on government development programmes. Cunningham and Bell (1995) stated in their research paper that the migration of information from paper to electronic media promises to change the whole nature of research. Through the advent of office computers and the transformation of media, the popularity and usage of digital libraries has increased. Researchers can be benefited from the search, retrieval, reading and storage facilities available to them from the comfort and convenience of their own chair.

This study was conducted on the private university in Dhaka city. University library is an academic type library and academic libraries are facing two major threats: a global digital environment and increasing competition. They must improve quality of their services in order to survive (Rowena, 2001). Users are the soul of the

library and to achieve the satisfaction of users are one and only purpose of the library. After conducting this rersearch we try to said that satisfactions of the users are depend on the collections of the library, services of the library, infrastructured of the library, experience and trainned personnel, environment of the library, towards attutudes of the apex body, proper arrangement of the library resources, sufficient budget allocation for the library, to use of Information technology and service quality.

This study had been taken an initiative to examine and assess the information needs and satisfaction level of the users of private university libraries in Dhaka city and found out the gap or vacancies in this regard. This study found that to satisfy the user more information on users' expectations are needed. To fill up the gap the research suggests some recommendations and presented an ideal model of information needs and users' satisfaction according to the findings of this study. We hope if the university libraries follow the recommendations the gap will be removed and improve the efficiency, effectiveness and quality of the libraries.

Limitations of the Study

The present study suffers certain limitation

Firstly : This study was conductted within some selected private University libraries in Dhaka city. The large selection of private university libraries may provide more usefull information for the purpose of the study.

Secondly : This study was confined to Dhaka city. It does not represent the situation in other part of the country.

Thirdly : The size of the sample both of users and libraries might have limited the scope of the study.

Fourthly : Method of selecting the sample users and libraries is also a limitation of the study because purposive sample is not a scientific method.

Fifthly : A limited questionnaires were used to assess information needs and users satisfactions.

Direction for Future Research

The research is to assess the information needs of the selected private university library users and to measure the level of satisfaction. But this research is not complete and actual figure in this context. Only a very few research have ben conducted so far I know, keeping in mind the result and limitations of this research study, the following areas are suggested for future research.

1. The same type of research may be taken up with the others library users which are different universities.

2. This study only base on Dhaka city. Same study will be conducted with whole country.

3. Information needs are assess with a limited questionnaires. Another study will be conducted with more questionnaires.

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Appendix I

To
The Librarian/Head of the library
………………………………………..
………………………………………..
………………………………………..

Subject: **Fill up a Questionnaire**

Dear Sir/Madam

It is my pleasure to inform you that I have undertaken a M. Phil research work in the Department of Information Science and Library Management (ISLM) at University of Dhaka (DU) entitled **"Assessing Information Needs and User Satisfaction of Private University Libraries in Dhaka city"** under the supervision of the **prominent scholar Prof Dr. M. Nasiruddin Munshi, Department of ISLM, University of Dhaka and President, Library Association of Bangladesh.** As a part of this research activity I am required to carry out a survey on the subject as a structured questionnaire which helps me to carry out my work.

I will be highly obliged if you could kindly spare a few minutes from your valuable time to fill up the enclosed questionnaire. You are requested to return the filled up questionnaire to my address. Without your valuable assistance, this study will remain inconclusive.

The information provided by you will be used only for this research work and confidentially.

Thanking you in anticipation.

Faithfully yours

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Questionnaire

A M. Phil Dissertation Research Questionnaire on:

"Assessing Information Needs and User Satisfaction of Private University Libraries in Dhaka city"

(Questionnaire for Library Survey)

[Please Mark {√} where necessary]

1. Institutional Information

1.1. Name of the Library : …………………………………………………………..

1.2. Year of establishment : …………………………………………………………..

1.3. Address : …………………………………………………………..

1.4. Type of library : …………………………………………………………..

1.5. Parent organization : …………………………………………………………..

1.6. Name of the interviewer : …………………………………………………………..

1.7. Position held : …………………………………………………………..

1.8. Academic qualification : …………………………………………………………..

1.9. Experience as librarian : …………………………………………………………..

1.10. Membership (total) : 1.10.1. Teachers ☐

        1.10.2. Researchers ☐

        1.10.3. P. G. Students ☐

        1.10.4. U.G. students ☐

        1.10.5. Others ☐

1.11. Total library staff:

  1.11.1. Professional ☐ 1.11.2. Semi-professional ☐

  1.11.3. Non-professional ☐ 1.11.4. Others (pl. specify) ☐

1.12. Status of library personnel:

S. No.	Designation	No. of Personnel	Qualification	Salary
1.	Librarian			
2.	Deputy librarian			
3.	Assistant librarian			
4.	Junior librarian			
5.	Others Professional			
6.	Non-professional			

1.13. Do you arrange any training program for your staff?

       1.13.1 Yes ☐   1.13.2. No ☐

2. Collection:

2.1. Please mention the number of collection against each of the following:

    2.1.1. Text books ☐   2.1.2. Reference books ☐

    2.1.3. Thesis ☐   2.1.4. Report & Proceedings ☐

    2.1.5. Manuscripts ☐   2.1.6. Periodicals ☐

    2.1.7. Audio-visual materials ☐   2.1.8. Microforms ☐

    2.1.9. Computer readable tools ☐   10. Others ☐

2.2. How do you rate your present collection?

    2.2.1. Adequate ☐   2.2.2. Almost adequate ☐

    2.2.3. Inadequate ☐   2.2.4. Poor ☐

2.3. Number of Journals that are subscribed:

    2.3.1. Local ☐   2.3.2. International ☐

    2.3.3. National ☐

2.4. Rate of collection during last five years:

S. No.	Financial Year	Total Collection
1.	2006-2007	
2.	2007-2008	
3.	2008-2009	
4.	2009-2010	
5.	2010-2011	

2.5. List the subject area where collections are strong (in order):

S. No.	Subject area	No. of collection
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

3. Library Users:

3.1 Total number of users using the library (daily):

3.1.1. Teachers :

3.1.2. Researchers :

3.1.3. Scientists :

3.1.4. Govt. officials :

3.1.5. Students :

3.1.6. Others :

3.2. What is the user's attitude toward library?

3.2.1 Positive ☐ 3.2.2. Negative ☐

3.2.3. Indifferent ☐ 3.2.4. Comfortable in library ☐

setting

3.2.5. Intimidated or embarrassed ☐

4. Publication and Services

4.1. Which of the following publications are available in your library?

4.1.1. Current awareness bulletin ☐ 4.1.2. Subject bibliography ☐

4.1.3. Directory ☐ 4.1.4. Newsletter ☐

4.1.5. Indexing and Abstracting ☐ 4.1.6. Periodical holding list ☐

4.1.7. Union list of serials ☐ 4.1.8. Audio-visual material ☐

4.1.9. Any others (please specify) ☐

4.2. What services are provided by your library?

4.2.1. Reference service ☐ 4.2.2. Referral services ☐

4.2.3. CAS ☐ 4.2.4. SDI services ☐

4.2.5. Inter-library loan ☐ 4.2.6. Index and Abstract services ☐

4.2.7. Reprographic services ☐ 4.2.8. Computerized services ☐

4.2.9. Any others (please specify) ☐

4.3. Mention the library operation system.

4.3.1. Manual ☐ 4.3.2. Computerized ☐ 4.3.3. Partly computerized ☐

5. Purchase and Processing of the library materials.

5.1. Mention the book purchase method

5.1.1. Invitation quotation ☐ 5.1.2. Appointing vendor ☐

5.1.3. From local store ☐ 5.1.4. Others (please specify) ☐

5.2. Please specify the subscription method of periodicals.

5.2.1. Island 5.2.2. Foreign ☐

5.2.1.1. Thought agents ☐ 5.2.2.1. Thought agents ☐

5.2.1.2. Direct from publishers ☐ 5.2.2.2. Direct from ☐

publishers

5.2.1.3. Others (please specify) 5.2.2.3. Others (please specify)

5.3. Use of classification scheme for processing library materials.

5.3.1. Dewey Decimal Classification (DDC)

5.3.2. Universal Decimal Classification (UDC)

5.3.3. Library of Congress Classification (LC)

5.3.4. Colon Classification (LC)

5.3.5. Others (please specify)

5.4. Mention the cataloguing code which are used for processing the library materials

5.4.1. A.L.A		5.4.2. A.L.A.' 49
5.4.3. A.A.C.R. - 1		5.4.4. A.A.C.R. - 2
5.4.5. Others (please specify)		

5.5. Are you compiling bibliography?

5.5.1. Yes   5.5.2. No

5.6. Are you preparing indexing and abstracting?

5.6.1. Yes   5.6.2. No

6. Use of Information Technology for Services in the Library.

6.1 Please write the details of the hardware, software and other equipment available in your library:

S. No.	Hardware	Total Number
6.1.1	Computer	
	Scanner	
	Reprographic equipment	
	Audio visual equipment	
	Any other	
6.1.2	Name of software used	
6.1.3	Others	

6.2. Please mention your opinion the above existing facilities:

6.2.1. Adequate   6.2.2. Almost adequate   6.2.3. Inadequate

6.3. Have you introduced computer in your library services?

6.3.1. Yes   6.3. 2. No

If yes mention the following

6.3.1.1. Acquisition   :

6.3.1.2. Cataloguing   :

6.3.1.3. Serials control   :

6.3.1.4. Circulation   :

6.3.1.5. Current content   :

7.3.1.6. Any other   :

6.4. Please write the name of database which is used in your library.

        6.4.1.

        6.4.2.

        6.4.3.

6.5. Please mention the services and facilities provided by your library.

    6.5.1. Internet search ☐   6.5.2. Email facilities ☐

    6.5.3. Document scanning ☐   6.5.4. Print facilities ☐

    6.5.5. Others (please specify) ☐

7. Interlibrary Loan Services and Library Network.

7.1. Average book loan period (in weeks): ☐

7.2. Mention the method or way for providing information to the users when they need.

    7.2.1. By direct approach ☐   7.2.2. By writing letter ☐

    7.2.3. By telephone ☐   7.2.4. By sending persons ☐

    7.2.5. By all means ☐

7.3. Are your users interested for the following resources available in other libraries?

    7.3.1 Periodicals ☐   7.3.2. Books ☐

    7.3.3. Non-book materials ☐   7.3.4. Reference tools ☐

    7.3.5. Others ☐

7.4. Participation of the library in the resources sharing network(s):

    7.4.1. Local ☐   7.4.2. National ☐

    7.4.3. Regional ☐   7.4.4. International ☐

    7.4.5. None ☐

7.5. Please give your opinion about the importance of networking of libraries in Bangladesh in the prevailing situation:

    7.5.1. Most useful ☐   7.5.2. Useful ☐

    7.5.3. Moderately useful ☐

8. Marketing the library product and services.

8.1. Have you any plan or activities for marketing the library product and services?

<div style="text-align:center">8.1.1 Yes [   ]   8.2. No. [   ]</div>

If yes, please mention the process of marketing

8.1.1. By announcements and discussions in meetings	[ ]
8.1.2. By newsletter, brochures	[ ]
8.1.3. By poster in library	[ ]
8.1.4. By hand-outs	[ ]
8.1.5. By newspapers	[ ]
8.1.6. By sending personal letters	[ ]
8.1.7. By telephone contract	[ ]
8.1.8. By one to one when the users are in library	[ ]
8.1.9. By one to one discussions in or outside the library	[ ]

9. Library Finance and Budget.

9.1. Please mention the detail of the library budget and expenditure for last five {5} years.

S. No.	Year	% of expenditure of budget	Books	Periodicals	Others	Total	Remarks
9.1.1	2006-2007						
9.1.2	2007-2008						
9.1.3	2008-2009						
9.1.4	2009-2010						
9.1.5	2010-2011						

9.2. Please mention the sources of finance for the library.

9.2.1. Foreign Donation	[ ]	9.2.2. Government	[ ]
9.2.3. Parent body	[ ]	9.2.4. UGC	[ ]
9.2.5. Others (Please specify)	[ ]		

Thanks you

Signature : ……………......……........
Date   : ……………………………..

Questionnaire

A M. Phil Dissertation Research Questionnaire on:

"Assessing Information Needs and User Satisfaction of Private University Libraries in Dhaka city"

(Questionnaire for User Survey)

[Please Mark {√} where necessary]

1. Name of the User   :

………………………………………………………………..

2. Status of the users:

    2.1. Faculty member   :

        2.1.1. Professor   :

        2.1.2. Associate Professor   :

        2.1.3. Assistant Professor   :

        2.1.4. Senior lecturer/Lecturer   :

    2.2. Students

        2.2.1. Graduate Students   :

        2.2.2. Post Graduate Students :

    2.3. Researcher

        2.3.1. M. Phil Researcher   :

        2.3.2. P. hD Researcher   :

        2.3.3. Others

    2.4. Administrative Staff   :

    2.5. Others (Please Specify)   :

3. Are you member of the Library?

        3.1 Yes   3.2 No

4. Since how long you have been using the University Library?

    4.1.   Less than 6 months

    4.2.   More than one year

    4.3.   2 – 5 years

    4.4.   5 – 10 years

    4.5.   More than 10 years

5. Academic Qualification   :

………………………………………………………………..

6. Name of the Department and

   University………………………………………………….

7. Position held   :   [   ]   [   ]   [   ]

………………………………………………………………….

8. Age (Year)   :

9. **Field of Specialization**   :

………………………………………………………………….

10. How frequently do you visit the library?

     10.1. Every day [ ]   10.2. Once a week [ ]   10.3. Twice in a day [ ]

     10.4 Once a month [ ]   10.5 Occasionally [ ]

11. How much time do you spent on reading in the library?

     11.1: 1 – 2 hours per day [ ]   11.2: 3-4 hours per day [ ]

     11.3. Not sure [ ]

12. If you are not regular User of the library, please indicate the reason.

     12.1 Unsuitability of library working hour [ ]

     12.2 Library does not open on holidays [ ]

     12.3 Organization (classification, cataloguing, shelf
           arrangement etc) is not satisfactory [ ]

     12.4 Any other (please specify) [ ]

13. Why do you visit the library?

     13.1. Reading general books [ ]   13.2. For research purpose [ ]

     13.3. Searching periodical articles [ ]   13.3. Using IT facilities [ ]

     13.5. Using audio-visual materials [ ]   13.6. Teaching [ ]

     13.7. Recreation [ ]   13.8. Others (pl. specify) [ ]

14. Which information do you frequently look for in this library?
     (Please indicate priority rank)

         14.1. Reference information/materials [ ]

         14.2. Current information [ ]

         14.3. Conference/ seminar proceedings [ ]

         14.4. Periodicals [ ]

         14.5. Textbooks [ ]
         14.6. Others (please specify)

15. Are you aware of indexing and abstracting services?

         15.1 Yes [ ]   15.2 No [ ]

16. Do you know how to use indexes and abstracts?

16.1 Yes [ ] 16.2 No [ ]

17. Please indicate your need of information services according to priority:

17.1. CAS & SDI services [ ] 17.2. Reference & referral services [ ]

17.3. Bibliographic services [ ] 17.4. Indexing & abstracting services [ ]

17.5. Reprographic services [ ] 17.6. Using periodicals [ ]

17.7. Audio-visual services [ ]

18. Do you find available all the information services you have mentioned?

18.1 Yes [ ] 18.2 No [ ]

19. Do you have free access to all of them in the library?

19.1 Yes [ ] 19.2 No [ ]

20. Are your information needs being met satisfactory?

20.1 Yes [ ] 20.2 No [ ]

21. Please rank your level of satisfaction/dissatisfaction of the following: (Please tick)

Sl. No.	Services	Fully Satisfy	Satisfied	Marginally Satisfied	Fully Dissatisfied	No Comment
21.1	Manuscripts					
21.2	Books (text)					
21.3	Periodicals					
21.4	Journals					
21.5	Reference book					
21.6	Photocopy service					
21.7	Computer service					
21.8	Audio-visual service					
21.9.	Document loan					
21.10	Required information					
21.11	Indexing service					
21.12	Abstracting service					
21.13	Current journal/books					
21.14	Reference services					
21.15	Interlibrary loan					
21.16	Micro film					
21.17	Others					

22. Do you ever find that a book you want has already been taken out?
22.1 Often ☐   22.2 Sometimes ☐   22.3 Regular ☐

23. In your opinion is the library classification:
23.1 Easy to understand ☐   23.2 Difficult to understand ☐

24. Procedure of book lending:
24.1 Systematic ☐   24.2 Satisfactory ☐
24.3 Unsystematic ☐

25. Have you ever felt that you need more books than allowed on loan at a time?
25.1 Yes ☐   25.2 No ☐

26. Do you think that more books in your subject should be procured?
26.1 Yes ☐   26.2 No ☐

27. Do you request/ recommend the library to acquire publication of your specific interest?
27.1 Yes ☐   27.2 No ☐

28. If yes, the response of the library has been:
28.1 Highly satisfactory ☐   28.2 Satisfactory ☐   28.3 poor ☐
28.4 No satisfactory ☐

29. Are you satisfied with the rules and regulations of the library?
29.1 Yes ☐   29.2 No ☐

30. Are you satisfied with the services provided by the library?
30.1 Yes ☐   30.2 No ☐

31. If do you not find the reading material do you ask the library staff for help?
31.1 Yes ☐   31.2 No ☐

32. Is library staff helpful to you?
32.1 Yes ☐   32.2 No ☐

33. What is your opinion about the reading facilities of the library?
33.1 Adequate ☐   33.2 fair ☐   33.3 Poor ☐

34. What is your opinion about the lighting facilities of the library?
34.1 Adequate ☐   34.2 fair ☐   34.3 Poor ☐

35. What is your opinion about the air-conditioning and ventilation facilities of the library?
35.1 Adequate ☐   35.2 fair ☐   35.3 Poor ☐

36. Does the library render any orientation programme?
36.1 Yes ☐   36.2 No ☐

37. Would you recommend that the library should be automated?
    37.1 Yes [   ]   37.2 No [   ]

38. Have you used <u>Microfilm, Computer, E-mail, Internet?</u>
    38.1 Yes [   ]   38.2 No [   ]
39. If yes, what is your experience?
    …………………………………………………………………………
    …………………………………………………………………………..

40. Are you satisfy with the behavior and activities of library staff?
    40.1 Yes [   ]   40.2 No [   ]

41. Do you use library catalogue for finding books?
    41.1 Yes [   ]   41.2 No [   ]

42. How far the library collections meet your information?
    42.1. Most adequately [   ]   42.2. Adequately [   ]

    42.3. Satisfactorily [   ]   42.4. Poorly [   ]

43. Do you think that the library staff are enough skilled/ trained to satisfy your information need and services?
    43.1 Yes [   ]   43.2 No [   ]

44. How do you know about new arrivals of the library?
            Sources: 44.1. Through friends   [   ]

                    44.2. Through library staff   [   ]

                    44.3. Through professionals   [   ]

                    441.4. Through technical meeting   [   ]

                    44.5. Others (pl. specify)   [   ]

45. Please identify major problems of the existing information services of the library (pl. rank according to importance)
            45.1. Insufficient reading resources   [   ]

            45.2. Lack of proper information services   [   ]

            45.3. Insufficient infrastructural facilities   [   ]

            45.4. Inconvenient working hours   [   ]

            45.5. Lack of proper organization of resources   [   ]

            45.6. Behavior of library staff   [   ]

            45.7. Lack of adequate cleanliness   [   ]
            45.8. Insufficient IT facilities   [   ]
            45.9. Others (pl. specify)

46. Do you ever recommend the library to acquire publication of your specific interest?
            46.1 Yes [   ]   46.2 No [   ]

47. If yes, the response of the library was:

47.1. Highly satisfactory ☐   47.2. Satisfactory ☐
47.3. Not Satisfactory ☐   47.4. Poor ☐
47.5. No comment ☐

48. Please indicate your opinion regarding the use of library's collection in general:

48.1 Over 90% is used ☐   48.2 Up to 90% in used ☐

48.3 Up to 75% in used ☐   48.4 Up to 50% in used ☐

48.5 Up to 25% in used ☐   48.6 Less than 25% in used ☐

49. Please identify constraints and problems faced in rendering Effective and efficient information services [Please tick in appropriate boxes].

49.1 Lack of interest of the library staff ☐

49.2 Lack of adequate learning resources ☐

49.3 Lack of adequate space with in the library ☐

49.4 Lack of knowledge of librarianship ☐

49.5 Shortage of professional staff ☐

49.6 Ignorance of the authorities about library and its services ☐

49.7 Negligence in using information ☐

49.8 Absence of information technology in the library ☐

49.9 Lack of knowledge in using information technology ☐

49.10 Low salary and status of the library staff ☐

49.11 Negligence of authority ☐

49.12 Shortage of adequate funds ☐

49.13 Any other (please specify) ☐

50. What is your opinion/ suggestion should be the ideal characteristics of an efficient library and information services? (Please specify point wise)

25.1.

25.2.

25.3.

25.4.

25.5.

25.6.

Thanks you

Signature   : ……………………………..
Date   : ……………………………..