

A SWOT ANALYSIS OF ONLINE JOURNAL DATABASES AT GOVIND BALLABH PANT UNIVERSITY OF AGRICULTURE AND TECHNOLOGY, PANTNAGAR

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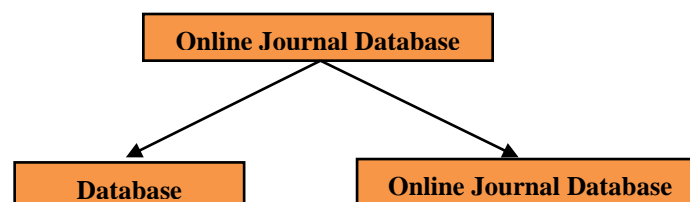
Abstract: The library and information department, one of the important centers of an educational institution, is considered as an educational sub-hub where students, teachers and other stakeholders of the educational institutions get required information. Library & information is one those of field of education which has faced many changes. Earlier the users of traditional libraries, used to spend excessive time to search even a small piece of information. Today, in the era of Information and Communication Technology (ICT), the face & fate of library & information science changed drastically due to the adaptations of various components of digital world such as computers, telecommunication, electronics, reprography and micrographic have been adopted in libraries and all these have brought new concepts to library systems. Online Journal Databases is also one of the components of digital world which has changes the entire functioning of library & information science. Present study “A SWOT Analysis of Online Database of Library of Pantnagar University Uttarakhand” is an empirical research which was conducted to analysis online database of library of Pantnagar University, Pantnagar Uttarakhand with the help of SWOT analysis. Therefore a sample of 300 (100 each of students, research scholar & faculty members) were selected from Pantnagar University to collect data. In present research both primary as well as secondary data was used. Primary data was collected with the help of a questionnaire while secondary data collected was collected from various second data sources such book, journal or etc.

Keywords: Online database, Library Journal, Pantnagar University, SWOT Analysis.

INTRODUCTION

The library and information department, one of the important centers of an educational institution, is considered as an educational sub-hub where students, teachers and other stakeholders of the educational institutions get required information. Library & information is one those of field of education which has faced many changes. Earlier the users of traditional libraries, used to spend excessive time to search even a small piece of information. The library professionals or library staff used to helps to the information seekers to get authentic information at right time & right place. Now in the era of digitalization the face of library & information science isn't as, as it was in inceptions. Today, in the era of Information and Communication Technology (ICT), the face & fate of library & information science changed drastically due to the adaptations of various components of digital world such as computers, telecommunication, electronics, reprography and micrographic have been adopted in libraries and all these have brought new concepts to library systems. Online Journal Databases is also one of the components of digital world which has changes the entire functioning of library & information science. Due to the digitalization of traditional library or due to the emergence of online database, today we use the term “कर लो दुनिया मुठी में” to describe the role of online journal database in library.

On line journal Database



Online database systems developed as a result of ICT applications in the process of information retrieval. The concept of online journal database can be understood by defining the concept of database & than online database. The term ‘database’ means a set of information or organized collections of data accessible electronically with the help of computer system.

In other words a 'database' refers to a set of related data which can be access with the help of information system. Similarly the term 'online database' can be defines as a platform which is accessible by a local network or internet. Online databases are hosted with the help of software available on websites. It may be chargeable (daily, monthly or yearly) or free of cost. The term online database can be defined as a web based filing systems designed to store large information & which can be use anytime anywhere with the help of information technology.

The term online database is the replacement of traditional storage techniques where the relevance data used to preserve manually. This conventional technique of data storage was a time taking & hectic process. Later as information technology transformed or as new inventions and development in the field of information & technology took place, it also changed conventional method of data storage. Now there was no need to keep large documents in a proper place or no need to go through to all documents even to search small piece of documents. Technological transformation brought a new concept in the field of library called as online journal which changed the entire face of library & information science in all around the world.

Gray (1976) defined online database as "a collection of bibliographic information stored in a computer or a central computer and retrospective search is made possible remotely from a distance computer through the use of software."

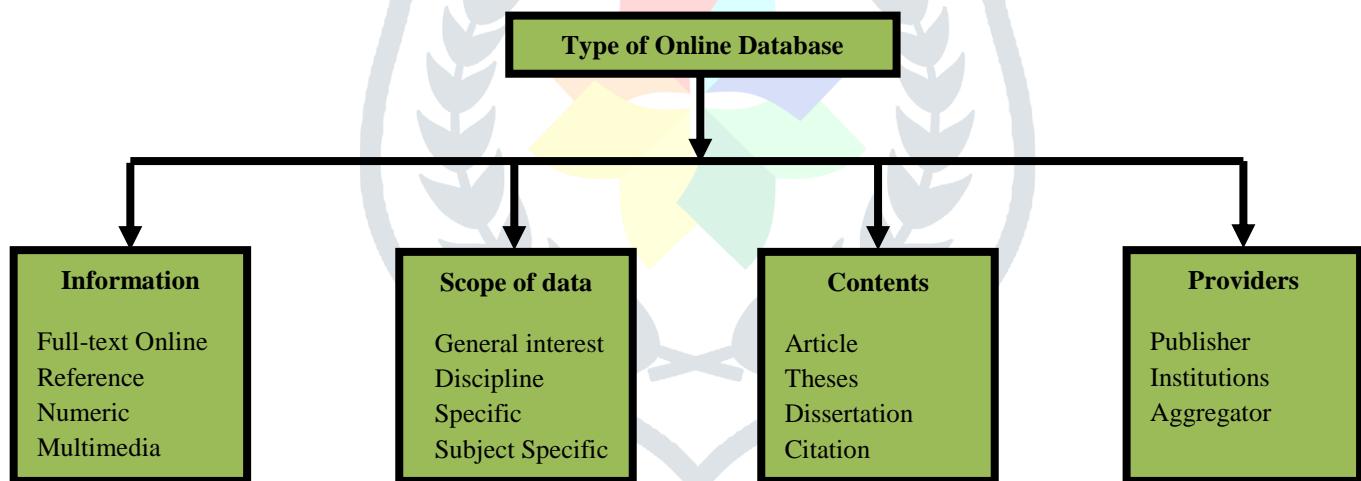
Soyizwapi (2005) stated that electronic databases can be accessed anywhere from remote location and users do not need to go to the library to get information. Online databases involve searching of remotely located information through interactive computer and communications networks irrespective of any physical or geographical location. Today's online databases typically work on time-sharing and real-time modes to enable users to access information simultaneously by communicating host computer directly.

According to Sinh and Nhung (2012), "online database is an important part of the information resources provided by universities in many countries. This is a valuable and up to date source of information, therefore it is indispensable to the learning, teaching and investigating for the university communities. They become accustom to the use of the online database to search the information and develop certain searching skills".

TYPE OF ONLINE DATABASE

According to Chowdhury (2010), online databases can be categorized in two major categories namely: reference databases and source databases. Reference databases direct seekers towards the source of information, while source databases include actual information itself. However online database can be classified into following categories:

- On the Basis of Information Incorporated
- On the Basis of Scope of Data
- On the Basis of Contents
- On the Basis of Providers



SWOT ANALYSIS

SWOT analysis, also called as SWOT matrix, is a technique which is used to identify strengths, weaknesses, opportunities, and threats related to a person, firm or an organization or etc. In SWOT, Strengths denotes the strength, weaknesses denotes disadvantages, opportunities denotes the pull factors which may lead to success of the organization in near future while threats related to those factors which can create a hurdle in the success of an organization.

REVIEW OF LITERATURE

- **Dhanavandan (2012)** conducted a study to describe the use of Digital Library Resources by the engineering professionals in the engineering colleges at Cuddalore District, and to investigate the current state-of-the-art information through the digital library resources. The study revealed that approx 33.7% of users observed lack of information as one of the major the problems to access of digital library resources.
- **Treptow Reinhold and Lames Megan (2011)** conducted a study where the researcher found that growth in online knowledge resources has transformed information securing practices. Results revealed that electronic resources also called as online database is favourable for article published in journal however books or e-book isn't compatible in case of online database.
- **Singh Sudhir Kumar & Yadunath (2011)** conducted a research to find out the role of Information Technology in library. Results of the study revealed a significant role of information technology in the field of library. The study also revealed that due to technological advancement, the face & fate of libraries has changes.

- **Abu Bakr, Bappah Magaji (2010)** conducted a study where the researcher stated that the world is witnessing a rapid & progressive transformation as a result of its revolution, which has predominated in all aspects of society. One of such transformations has manifested in the form of digital libraries. The paper concludes that drastic and progressive action needs to be taken to overcome some of the aforementioned issues for the survival of digital libraries in Nigeria.
- **Sawant Sarika (2008)** conducted a study to find out the relationship between open access & the application of information processing. The study revealed that open access is a cost-effective way to disseminate and use information.
- **Franklin Brinley (2002)** conducted a study where the researcher highlighted the relevance of online journals in four geographically academic libraries in U.S.A. The study revealed significant relevance of online journals in the American education sector more precisely in American libraries.
- **Kishore, A. and Padmini K. (2001)** conducted a study where the researcher revealed that the concept of library & information science has changed due to the growth of the web.

RESEARCH METHODOLOGY

Present study "A SWOT Analysis of Online Database of Library of Pantnagar University Uttarakhand" is an empirical research which was conducted to analyze the online database of the library of Pantnagar University, Pantnagar Uttarakhand with the help of SWOT analysis. Therefore, a sample of 300 (100 each of students, research scholar & faculty members) were selected from Pantnagar University to collect data. In present research, both primary as well as secondary data were used. Primary data was collected with the help of a questionnaire while secondary data collected was collected from various secondary data sources such as books, journals, etc.

STRENGTH

Resources used for Locating/Accessing Information

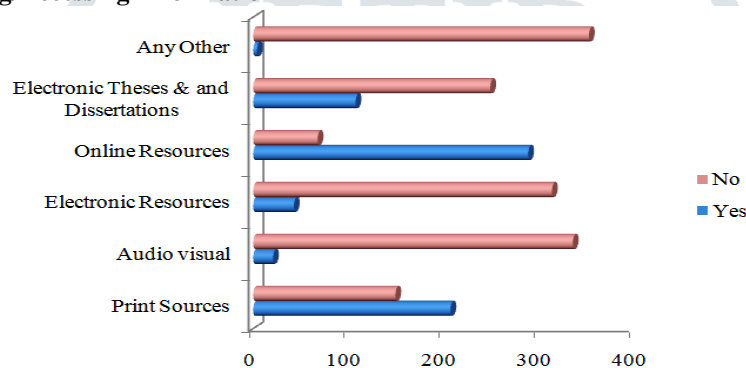


Fig.1: Resource using for locating/Accessing Information

During the study, it was found that the library was in a better position in terms of accessing information. Fig 1 presents data according to which the library of Pantnagar University was found rich in terms of information. There was a number of information available on the library journal which includes electronic theses & dissertations, online resources, electronic resources, audio-visual, print sources, etc. Therefore, we can consider accessing information as the strength of the library of Pantnagar University.

Availability of Online Journals & Databases in Library

The library of Pantnagar University was also found in a good position in terms of the availability of online journals & databases in the university library. During the research, the majority of respondents, which include students, research scholars & faculty members, reported that the university library was in a strategically good position in terms of the availability of online journals & databases.

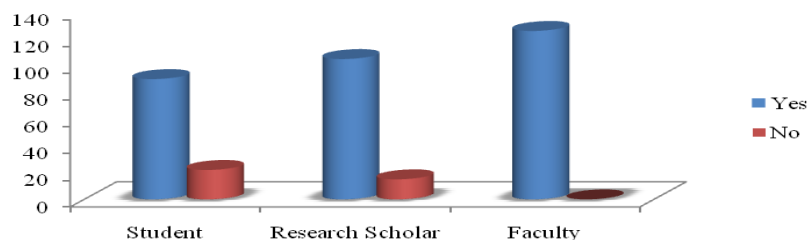


Fig. 2: Availability of Online Journals & Databases in Library

WEAKNESS:

Problem related to Library visit

Less library visit is one of the most common problems in all educational institutions, which was also found in Pantnagar University.

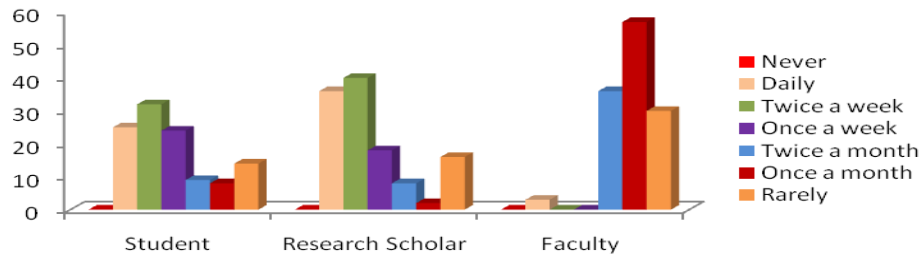


Fig. 3: Library Visit Frequency

Figure 3 presents data of the students, research scholars & faculty members who visit university library. According to Fig. 01 maximum numbers of faculty members are there who never visited university. Moreover the number of students & research scholar who never university library was also found high. This becomes a major concern for the management who invested a large amount of money for the library modification.

User Face Problems While Accessing & Using Online Journals & Databases

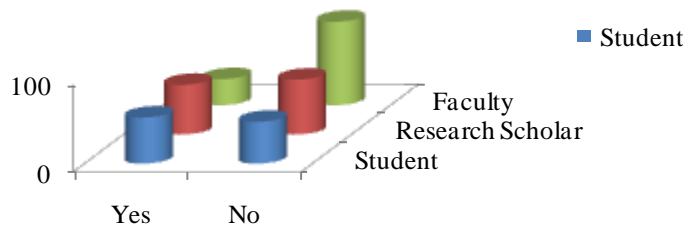


Fig 4: User Face Problems While Accessing & Using Online Journals & Databases

The researcher also found that respondent were facing problem to access & to use online journals databases. There were 53% students, followed by 57% research scholars while 30% faculty members who faced or facing problems while accessing & using online journal database which becomes a serious problems or becomes on the major problems related to online journal database. If this problem may not be solved, the number of user in coming day may also decrease.

Success Rate in Finding Information

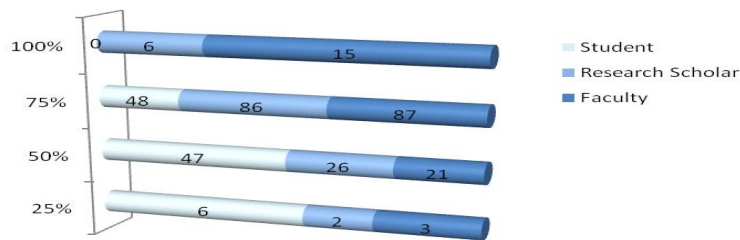


Fig. 5 Success Rate in Finding Information

During the research, poor success rate in find information was one of the main problems or weakness found in University library at Pantnagar University. All the respondents including students, research scholars & faculty members reported the same problems related to finding information.

Problem in Finding Problems

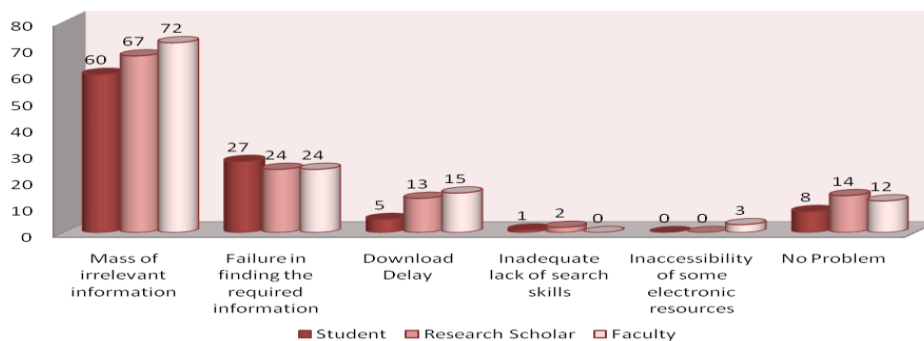


Fig. 6: Problems in Finding Information

Similarly problems in finding authentic information was another area of concern reported by the researchers including students, research scholar & faculty members of Pantnagar University. Majority of the respondents reported to have mass of irrelevant information during data searching followed by those respondents who reported failure in finding the required information. There were some respondents who reported delay in downloading the date, inadequate lack of search skills, and inaccessibility of some electronic resources. Only a few respondents were there who didn't have any problems.

THREAT:

Satisfaction with Online Journal and Database

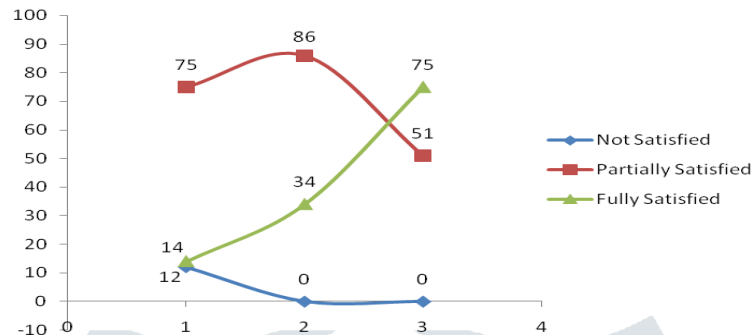


Fig. 7: Satisfaction with Library

During the research it was found that the numbers of fully satisfied respondents were less than combined dissatisfied & partially satisfied respondents. This situation may become a problem in coming future for the university library.

Difficulties Experienced in Using Library OPAC's User-Interface

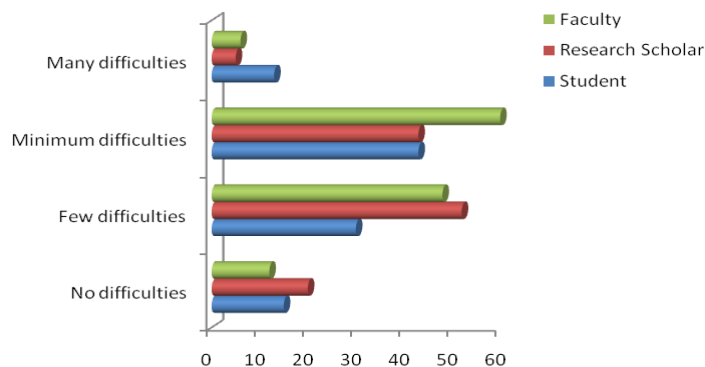


Fig. 8: Difficulties Experienced in Using Library OPAC's User-Interface

Fig 8 present data related to difficulties experienced by the respondents during online journal data access. According to Fig 8 the number of respondent who reported no difficulties is less than those who reported difficulties somewhere.

CONCLUSION & SUGGESTION

1. University library was found in better position in terms of accessing Information
2. Similarly university library was also found in better position in terms of availability of online journals & databases in library
3. During the research there was a problem related to library visit found among the respondents which includes students, research scholar & faculty members. University administration or the library management should take some decision to increase the numbers of visitors in the university library so that they can use the library resources & give suggestion for the betterment of university library.
4. During the research respondents also reported some problems to access & to use online journals databases of university library of Pantnagar University.
5. Success rate to find out relevant information was found also low which need to be increase by inserting search key or search filters
6. During the research a number of respondents were also found who reported problem in finding authentic information. Library management should ensure that the respondents must have authentic information when & where they find information
7. Satisfaction with Online Journal and Database was also found low which need to be increase
8. Difficulties Experienced in Using Library OPAC's User-Interface was also found high which need to be manage.

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