Summer 5-29-2019

AWARENESS OF WEB 2.0 AMONG THE RESEARCH SCHOLARS OF PERIYAR UNIVERSITY: A STUDY

ABIRAMI V MS
Periyar University, abimanunonce@gmail.com

Kavitha ES Dr
Periyar University, kavithasubramaniyan@gmail.com

AWARENESS OF WEB 2.0 AMONG THE RESEARCH SCHOLARS OF PERIYAR UNIVERSITY: A STUDY

V.ABIRAMI

Mphil Research scholar

Department of Library & Information Science

Periyar University, Salem-636011

Email: abimanunonce@gmail.com

Dr.E.S.Kavitha

Assistant Professor

Department of Library & Information Science

Periyar University, Salem-636011

Email: kavithasubramaniyan@gmail.com

ABSTRACT

This paper highlights the results of a study on the Awareness of Web 2.0 among the Research Scholars of Periyar University. The questionnaire survey was used for gathering primary data. A well-structured questionnaire was set and 125 questionnaires were distributed to the scholars of Periyar University. Totally filled 120 questionnaires were received from the respondents. The questionnaires were analyzed, tabulated with SPSS16 software. The total response rate was 96%. The study was based on random sampling method. WEB 2.0 has brought fabulous changes in users particularly youngsters keeping that in mind the researcher has selected this topic and carried out the study accordingly. The present study aimed at obtaining the notions of awareness among the research scholars at Periyar University, Salem. The study concluded that most of the respondents were satisfied with the usage of web 2.0.

Keywords: Web 2.0, Periyar University, Awareness, Research Scholars

INTRODUCTION

The word web 2.0 was first used in January 1999 by Darcy DiNucci, an information architecture consultant. In her article, "Fragmented Future", DiNucci has written that Tim O'Reilly introduced the word "Web 2.0.second generation of the world wide web". Web 2.0 has led to the development and evolution of web-based communities, hosted services, and applications, such as social-networking sites, video-sharing sites, Wikis, blogs, and folksonomies.

WEB 2.0 TOOLS:

- POD CASTING

- BLOGS

- INSTANT MESSAGING

- WIKIS

- YOU TUBE

- SOCIAL NETWORKING SERVICES

- SOCIAL BOOKMARKING SERVICES

- FILE SHARING

APPLICATION OF WEB 2.0

Application should be centralized software rich in internet application, virtual office, social software, e-learning 2.0, personal learning environments.

1. INTEGRATION: Desktop, Office suites, Boards, Feed reader
2. COMMUNICATION: Email, Fax, File sender, Instant Messenger, Polls, Voicemail, Micro blogging.
3. WRITING applications: Notepad, Weblog, Word Processor,
4. DATA GATHERING AND ANALYSIS: Online survey tools, Calculators,
5. DATA MANAGEMENT AND REPOSITORIES: Database, File hosting, File server.
6. SOCIAL BOOKMARKING AND REFERENCE: Bookmarks, Reference managers.
7. MEDIA PLAYERS AND DIGITAL ARTIFACTS SHARIN: Photo Manager, Video and Podcasts, Music Player.

SITES OF WEB 2.0

Web 2.0 includes the variety of web sites. It can be used for developing communities.

1. My. Opera.com
2. Blog. Fc2.com
3. Zoho.com
4. Diigo.com

REVIEW OF LITERATURE

Boateng, F., & Quan Liu, Y. (2014)[1] conducted a study to explore Web 2.0 technologies usage and trends in the top 100 US academic libraries. The topmost 100 universities were selected and the US News & World Report's (USNWR) 2013 ranked the top 100 best colleges in the USA. Content analysis was used in terms of the quantitative approach. A list was developed as the main research instrument built on other checklists and questionnaires. All of the selected university library websites were visited in a period of two weeks to explore implementation and usage of web tools, including SNS, blog, RSS, wikis, podcast/vodcast, and social bookmarking/tagging. Based on the result, all 100 academic libraries had a social media presence on Facebook and Twitter, making SNS the most widely applied Web 2.0 tool. The wiki was the least applied Web 2.0 technology, with a 34% participation rate. The Blog was second most popular tool with a 99% participation rate, followed by RSS and IM/Chat with 97% and 91% respectively. The vodcast and podcast had 47% and 46% participation rates respectively, while social bookmarking/tagging were also used by 39% of the academic libraries.

Isfandyari-Moghaddam, A., & Hosseini-Shoar, M. (2014)[2] studied the effectiveness of this paper to identify factors affecting the adoption of Web 2.0 tools by academic libraries located in Hamedan, Iran. Practically, this survey is applied using a descriptive approach. The statistical population of the survey was 47 librarians of academic and college libraries located in Hamedan (Iran). The tool used for data gathering is a questionnaire made based on the relevant literature as well as authors' standpoint. It involves 39 questions fewer than ten broad factors. The collected data were analysed with SPSS (version 16). Totally, ten broad factors affecting the adoption of Web 2.0 tools by the librarians were identified. The most effective factors are job conditions, changeability, skills, competitiveness, and saving time.

According to Tandi Lwoga, E. (2014)[3] has come out with the aim of demonstrating the work undertaken by Muhimbili University of Health and Allied Sciences (MUHAS) Library in an effort to integrate Web 2.0 technologies in its functions to enhance the quality of its services in Tanzania. The study conducted an exploratory questionnaire survey to assess user requirements among undergraduate medical students at MUHAS, developed Library 2.0 services, conducted training and created awareness. The paper shows that Web 2.0 technologies can be implemented effectively according to university goals, user's needs, deployment of user friendly tools, and capacity building among librarians and users. Students positively supported the adoption of Library 2.0 services at MUHAS. Library 2.0 services improved the quality of MUHAS library services, despite various challenges related to infrastructure, awareness, literacy, inadequate staff, security and ownership of Web 2.0 services.

Baro, E. E., Edewor, N., & Sunday, G. (2014)[4] study was conducted to know the level of awareness and use of Web 2.0 tools by librarians in the university libraries in Africa. Questionnaire method was used to collect data from 140 librarians from 16 leading university libraries in Africa. The study revealed that librarians in Africa are mostly familiar with Web 2.0 tools such as social networking sites (Facebook, Twitter, etc.), blogs, instant messaging and wikis. It was also found that the most frequently used Web 2.0 tools by the librarians in university libraries in Africa are Facebook, instant messaging, blogs, Twitter and wikis. The study revealed that the librarians use the Web 2.0 tools for the purpose of announcing library news/events, online reference services, training resources, blogging and image and video sharing with users. Finally, lack of skills, power failure, lack of facilities such as computers with Internet access, lack of time and lack of interest were mentioned by the librarians as some of the challenges in using Web 2.0 tools.

According to Verma, M. K., & Verma, N. K. (2015)[5] has come out with a declaration that the use of Web 2.0 technology brings everyone closer. It is an up gradation to the traditional web and offer many more advanced features and services to their users. This paper deals with the use of Web 2.0 technology by the Central Universities of India, which shows that many of the Central Universities in India using Web 2.0 technologies for providing new and better services to their users and how Central Universities use and implement Web 2.0 technology in their Libraries for providing new and better services to their potential users.

RESEARCH DESIGN

The study was investigated using primary data. The exploration design is the arrangement of condition from collect to analysis of data. A research design is the program that guides the investigator in the process of collecting, analysing and interpreting observation.

NEED FOR THE STUDY

The study is confined to the awareness of web 2.0 among the research scholars of Periyar University. The main aim of the study is to evaluate the awareness of web 2.0.

OBJECTIVE STUDY

- To identify the awareness level of web 2.0.

- To find out the usage level of web 2.0

- To identify the frequency level of using web 2.0 tools.

- To analyze the purpose of web 2.0

- To evaluate the satisfaction level of web 2.0.

HYPOTHESES

- **Ho:** There is no significant relationship between the awareness levels of web 2.0 and the gender of the research scholars of Periyar University.
- **Ho:** There is no significant relationship between the usage level of web 2.0 and the gender of the research scholars of Periyar University.
- **Ho:** There is no significant relationship between the gender and benefits of web 2.0 tools among the research scholars of Periyar University.
- **Ho:** There is no significant relationship between the purpose and using web 2.0 among the research scholars of Periyar University.
- **Ho:** There is no significant relationship between the satisfaction level and the awareness level of web 2.0 among the research scholars of Periyar University.

METHODOLOGY

The study mainly uses the primary data collection method. A well-structured questionnaire was prepared and 125 questionnaires were distributed to the scholars of Periyar University. 120 completely filled questionnaires were received from the respondents. The questionnaires were analyzed, tabulated with SPSS16. The overall response rate was 96%. The study was based on a random sampling method.

ANALYSIS AND INTERPRETATION

To study awareness of web 2.0 among the research scholar of Periyar University there were 125 questionnaires were personally distributed to research scholars in Periyar University, Salem. 120 questionnaires were received out of 125. The overall respondent's rate is 96%.

Table-1 Gender of the respondents

Gender	Frequency	Percentage
male	64	53.3
female	56	46.7
Total	120	100

Table-1 indicates the Gender wise distribution of respondents. 53.3% of respondents were male and remaining 46.7% of respondents were female. It was inferred from the above that male respondents are higher than the female respondents.

Table-2 Gender and Awareness on web 2.0

Gender and Awareness on web 2.0	Value	Df	P
Awareness level of blogs of the respondents	7.600	4	0.107
Awareness level of RSS of the respondents	1.690	4	.793
Awareness level of Wikis of the respondents	1.271	4	.866
Awareness level of Social tagging of the respondents	.588	4	.964
Awareness level of Social Networking of the respondents	3.349	4	.501
Awareness level of Internet messaging of the respondents	.523	4	.971
Awareness level of Podcasting/Vodcasting of the respondent	1.457	4	.834

Since p-value 0.107 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of blogs and gender of the research scholars of Periyar University.

Since p-value .793 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of RSS and gender of the research scholars of Periyar University.

Since p-value .866 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of Wikis and gender of the research scholars of Periyar University.

Since p-value .964 are more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of social tagging and gender of the research scholars of Periyar University.

Since p-value .501 are more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of Social Networking and gender of the research scholars of Periyar University.

Since p-value .971 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness levels of Internet messaging and gender of the research scholars of Periyar University.

Since p-value .834 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the awareness level of Podcasting/Vodcasting and gender of the research scholars of Periyar University.

Ho: There is no significant relationship between the awareness levels of web 2.0 and gender of the research scholars of Periyar University.

Table-3 Gender and Using of web 2.0

Gender and Using of web 2.0	value	df	P
Using web 2.0 per day of the respondents	1.835	3	.607
How long using the web 2.0 of the respondents	3.280	3	.350
Accessing web 2.0 of the respondents	3.203	4	.525

Since p-value .607 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the usage level of web 2.0 and gender of the research scholars of Periyar University.

Since p-value .350 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between how long using the web 2.0 of the respondents and gender of the research scholars of Periyar University.

Since p-value .525 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between Accessing web 2.0 of the respondents and gender of the research scholars of Periyar University.

Ho: There is no significant relationship between the usage level of web 2.0 and gender of the research scholars of Periyar University.

Table-4 Gender of the respondents and Benefits of Web 2.0 tools of the respondents

Gender of the respondents * Benefits of Web 2.0 tools of the respondents Cross tabulation

GENDER		Benefits of Web 2.0 tools of the respondents					Total
		To find information	Share experiences	Publish/ post creating	To share pictures/ videos	Career/ Employ ment search	64
Male	Count	31	14	12	6	1	**64**
	% within Gender of the respondents	48.4%	21.9%	18.8%	9.4%	1.6%	**100.0 %**
	% within Benefits of Web 2.0 tools of the respondents	51.7%	60.9%	63.2%	40.0%	33.3%	**53.3 %**
Female	Count	29	9	7	9	2	**56**
	% within Gender of the respondents	51.8%	16.1%	12.5%	16.1%	3.6%	**100.0 %**
	% within Benefits of Web 2.0 tools of the respondents	48.3%	39.1%	36.8%	60.0%	66.7%	**46.7 %**
Total	Count	60	23	19	15	3	**120**
	% within Gender of the respondents	50.0%	19.2%	15.8%	12.5%	2.5%	**100.0 %**
	% within Benefits of Web 2.0 tools of the respondents	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0 %**

Ho: There is no significant relationship between the gender and benefits of web 2.0 tools among the research scholars of Periyar University.

Chi-Square Tests

Factor	Calculated χ^2 Value	Table Value (0.05)	df
Gender	2.882	.578	4

Since p-value 2.882 is more than the level of significance (0.05), null hypothesis is accepted. It is inferred that there is no significant relationship between the gender and benefits of web 2.0 tools among the research scholars of Periyar University.

Table-5 the purpose and usage of web 2.0

The Purpose and usage of web 2.0	value	df	P
Using web 2.0 per day of the respondents	12.940	9	.165
How long using the web 2.0 of the respondents	5.599	9	.779
Accessing web 2.0 of the respondents	11.813	12	.461

Since p-value .165 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the purpose and using web 2.0 of the research scholars of Periyar University.

Since p-value .779 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the purpose and using web 2.0 of the research scholars of Periyar University.

Since p-value .461 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the purpose and using web 2.0 of the research scholars of Periyar University.

Ho: There is no significant relationship between the purpose and using web 2.0 among the research scholars of Periyar University.

Table-6 Satisfaction level of web 2.0

Satisfaction level of web 2.0	value	df	P
Awareness level of blogs of the respondents	27.971	16	.032
Awareness level of RSS of the respondents	14.121	16	.590
Awareness level of Wikis of the respondents	7.841[a]	16	.953
Awareness level of Social tagging of the respondents	23.703	16	.096
Awareness level of Social Networking of the respondents	28.763	16	.026
Awareness level of Internet messaging of the respondents	32.368	16	.009
Awareness level of Podcasting/Vodcasting of the respondents	25.482	16	.062

Since p-value .032 is less than the level of significance (0.05). Null hypothesis is rejected. So, there exists a significant relationship between the satisfaction level and the awareness level of web 2.0 of blogs among the research scholars of Periyar University.

Since p-value .590 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the satisfaction level and the awareness level of web 2.0 of RSS among the research scholars of Periyar University.

Since p-value .953 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the satisfaction level and the awareness level of web 2.0 of Wikis among the research scholars of Periyar University.

Since p-value .096 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the satisfaction level and the awareness level of web 2.0 of social tagging among the research scholars of Periyar University.

Since p-value .026 is less than the level of significance (0.05). Null hypothesis is rejected. So, there exists a significant relationship between the satisfaction level and the

awareness level of web 2.0 of Social Networking among the research scholars of Periyar University.

Since p-value .009 is less than the level of significance (0.05). Null hypothesis is rejected. So, there exists a significant relationship between the satisfaction level and the awareness level of web 2.0 of Internet messaging among the research scholars of Periyar University.

Since p-value .062 is more than the level of significance (0.05). Null hypothesis is accepted. Thus, there is no significant relationship between the satisfaction level and the awareness level of web 2.0 of Podcasting/Vodcasting among the research scholars of Periyar University.

Ho: There is no significant relationship between the satisfaction level and the awareness level of web 2.0 among the research scholars of Periyar University.

FINDINGS

- From the study, it was inferred from the Gender wise distribution of respondents that 53.3% of the respondents belong to the male category and the remaining 46.7% of respondents belong to the female category. It was inferred from the above that male respondents were higher than the female respondents.
- From the study, it was inferred that the awareness level of internet messaging of the respondents was having a p-value (0.971). Hence, Users awareness level on internet messaging is more when compared to others.
- From the study, it is inferred that the per day usage of web 2.0 by the respondents was having a p-value (0.607) which is more when compared to the others.
- Since p-value 2.882 is more than the level of significance (0.05), the null hypothesis is accepted. It is inferred that there is no significant relationship between the gender and benefits of web 2.0 tools among the research scholars of Periyar University.
- From the study, it is inferred that majority of the respondents using the web 2.0 for long period having the p-value (0.779) is more when compared to the others.
- From the study, it is inferred that majority of the respondents having Awareness level of Wikis has the p-value (.953) is more when compared to the others.

CONCLUSION

WEB 2.0 has brought tremendous changes in the users particularly youngsters keeping that in mind the researcher has chosen this topic and carried out the study accordingly. There were many case studies available on web 2.0. The present study aimed at obtaining the notions of awareness among the research scholars in Periyar University, Salem. The researcher had covered a small number of users for the study. The study concludes that most of the respondents are not satisfied with the usage of web 2.0.

REFERENCES

1. Baro, E. E., Edewor, N., & Sunday, G. (2014). Web 2.0 tools: a survey of awareness and use by librarians in university libraries in Africa. *The Electronic Library*, *32*(6), 864-883.

2. Boateng, F., &Quan Liu, Y. (2014). Web 2.0 applications' usage and trends in top US academic libraries. *Library Hi Tech*, *32*(1), 120-138.

3. Isfandyari-Moghaddam, A., &Hosseini-Shoar, M. (2014). Factors affecting Web 2.0 adoption: a case study. *Program*, *48*(1), 2-15.

4. TandiLwoga, E. (2014). Integrating Web 2.0 into an academic library in Tanzania. *The Electronic Library*, *32*(2), 183-202.

5. Verma, M. K., &Verma, N. K. (2015). Use of Web 2.0 technology by the central universities of India: A survey. In *International Conference on the Convergence of Libraries, Archives and Museums: Innovative Ideas,. New Delhi: Library Professional Association* (pp. 59-69).