

THE USE OF LIBRARY RESOURCES FOR RESEARCH ASSIGNMENTS IN MBA PROGRAMS: A CASE STUDY

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Motivation for the Study

- Quality information resources are expensive
 - In the United States, academic libraries spent a total of \$2.79 billion on information resources in 2012 FY.
 - Expenditures for electronic current serial subscriptions totaled more than \$1.4 billion.
 - Source: *Academic Libraries: 2012 ~ First Look*, National Center for Education Statistics, 2014)
- Information on the Internet is free but often of questionable quality

The Importance of Information Literacy in the 21st Century

- We operate in a global environment of rapidly growing information sources and choices
 - Internet, libraries, media, community groups, special interest organizations, etc.
 - Diverse opinions and viewpoints
 - Quantity vs. Quality
- Institutions of higher learning can play a crucial role in educating information literate citizens – people with a set of skills needed to find, evaluate, analyze, and use information, as well as to communicate new ideas and knowledge

Focus of the Study

- Objective: assess the use of library resources as well as the importance of different factors used when evaluating the quality of the information source by the MBA students of the American University of Armenia
- Method: survey/questionnaire
- Sample Size: 105 students in total
 - 1st year: 83 students (all)
 - 2nd year: 22 students (23% of all)
 - Full-time MBAs: 60 students
 - Professional MBAs: 45 students
 - Male: 39 students
 - Female: 66 students

Summary Statistics

Program & Year	FTMBA1 51		PMBA1 32		FTMBA2 9	PMBA2 13
Gender	Female 39 76%	Male 12 24%	Female 17 53%	Male 15 47%	Female 10 45%	Male 12 55%
Did you have a library card prior to entering AUA's MBA program?	Yes 19 37%	No 32 63%	Yes 14 44%	No 18 56%	Yes 4 18%	No 18 82%

Frequency of Library Visits

On average, how often do you visit the library?

	Daily	Weekly	Monthly	Once per semester or less	Never
<u>FTMBA1</u>	69%	27%	4%	0%	0%
<u>PMBA1</u>	25%	63%	9%	3%	0%
<u>FTMBA2 & PMBA2</u>	27%	55%	9%	9%	0%

Usage of the Internet

On average, how many hours per week do you spend on the Internet?

	< 10	11 to 20	21 to 30	31 to 40	> 40
<u>FTMBA1</u>	16%	37%	20%	18%	10%
<u>PMBA1</u>	9%	31%	31%	16%	13%
<u>FTMBA2 & PMBA2</u>	9%	14%	23%	23%	32%

Usage of the Internet for School-Related Activities

On average, what percentage of this time on the Internet is spent on school-related activities?

	0%	< 25%	25 to 50%	> 50%	100%
<u>FTMBA1</u>	0%	4%	45%	51%	0%
<u>PMBA1</u>	0%	13%	47%	34%	6%
<u>FTMBA2 & PMBA2</u>	0%	9%	32%	55%	5%

The Library is Used For ...

FTMBA1 - When you are in the library, how often do you engage in the following activities?

	Never	Sometimes	Often	Almost always	Don't know / Not Applicable
Use library computers, printers, copiers, scanners, etc.	0.00	0.10	0.37	0.53	0.00
Ask library staff for help/assistance	0.00	0.67	0.27	0.06	0.00
Check out or return books	0.02	0.73	0.16	0.06	0.02
Search for items in the catalog	0.35	0.43	0.20	0.02	0.00
Browse library e-Resources	0.27	0.43	0.29	0.00	0.00
Browse library collections displayed on the shelves	0.20	0.53	0.22	0.06	0.00
Do research for an assignment	0.06	0.20	0.35	0.39	0.00
Use a study room or reading areas to study (or read) alone	0.08	0.16	0.25	0.51	0.00
Work on a project or study in a group	0.00	0.00	0.29	0.69	0.02

The Library is Used For ... (cont'd)

PMBA1 - When you are in the library, how often do you engage in the following activities?

	Never	Sometimes	Often	Almost always	Don't know / Not Applicable
Use library computers, printers, copiers, scanners, etc.	0.00	0.34	0.25	0.41	0.00
Ask library staff for help/assistance	0.03	0.72	0.16	0.06	0.03
Check out or return books	0.22	0.47	0.22	0.03	0.06
Search for items in the catalog	0.44	0.44	0.06	0.06	0.00
Browse library e-Resources	0.38	0.41	0.19	0.03	0.00
Browse library collections displayed on the shelves	0.38	0.41	0.13	0.09	0.00
Do research for an assignment	0.06	0.28	0.47	0.16	0.03
Use a study room or reading areas to study (or read) alone	0.03	0.19	0.34	0.44	0.00
Work on a project or study in a group	0.00	0.09	0.44	0.47	0.00

The Library is Used For ... (cont'd)

FTMBA2 & PMBA2 - When you are in the library, how often do you engage in the following activities?

	Never	Sometimes	Often	Almost always	Don't know / Not Applicable
Use library computers, printers, copiers, scanners, etc.	0.00	0.18	0.32	0.50	0.00
Ask library staff for help/assistance	0.05	0.82	0.09	0.05	0.00
Check out or return books	0.10	0.57	0.24	0.10	0.00
Search for items in the catalog	0.14	0.64	0.23	0.00	0.00
Browse library e-Resources	0.09	0.59	0.32	0.00	0.00
Browse library collections displayed on the shelves	0.14	0.55	0.32	0.00	0.00
Do research for an assignment	0.09	0.23	0.45	0.18	0.05
Use a study room or reading areas to study (or read) alone	0.05	0.14	0.50	0.32	0.00
Work on a project or study in a group	0.00	0.18	0.45	0.36	0.00

Search Tools on the Library Website

It is easy for me to search for the information I need through the library website

	Disagree	Somewhat agree	Agree	Strongly agree	Don't know / Not Applicable
<u>FTMBA1</u>	10%	12%	53%	10%	16%
<u>PMBA1</u>	3%	9%	56%	9%	22%
<u>FTMBA2 & PMBA2</u>	0%	32%	41%	23%	5%

The Use of Information Sources

FTMBA1 - How likely are you to use each of the following sources to start your research for course projects?

	Extremely unlikely	Unlikely	Somewhat Likely	Likely	Extremely Likely
Google	0.02	0.00	0.02	0.14	0.82
Wikipedia	0.06	0.06	0.24	0.31	0.33
Classmates/friends/family	0.02	0.08	0.53	0.31	0.06
Course instructor	0.02	0.02	0.16	0.57	0.24
Librarian	0.12	0.47	0.37	0.04	0.00
Library print sources (books, journals, magazines, etc.)	0.12	0.24	0.31	0.27	0.06
Library e-Resources (library catalog, e-journal articles, etc.)	0.08	0.29	0.27	0.33	0.02

The Use of Information Sources (cont'd)

PMBA1 - How likely are you to use each of the following sources to start your research for course projects?

	Extremely unlikely	Unlikely	Somewhat Likely	Likely	Extremely Likely
Google	0.00	0.00	0.00	0.19	0.81
Wikipedia	0.07	0.30	0.40	0.20	0.03
Classmates/friends/family	0.03	0.19	0.48	0.23	0.06
Course instructor	0.00	0.19	0.31	0.44	0.06
Librarian	0.07	0.43	0.37	0.13	0.00
Library print sources (books, journals, magazines, etc.)	0.13	0.09	0.41	0.31	0.06
Library e-Resources (library catalog, e-journal articles, etc.)	0.09	0.31	0.25	0.28	0.06

The Use of Information Sources (cont'd)

FTMBA2 & PMBA2 - How likely are you to use each of the following sources to start your research for course projects?

	Extremely unlikely	Unlikely	Somewhat Likely	Likely	Extremely Likely
Google	0.00	0.00	0.05	0.09	0.86
Wikipedia	0.05	0.00	0.41	0.27	0.27
Classmates/friends/family	0.00	0.18	0.32	0.45	0.05
Course instructor	0.00	0.05	0.32	0.50	0.14
Librarian	0.27	0.23	0.27	0.18	0.05
Library print sources (books, journals, magazines, etc.)	0.09	0.32	0.23	0.27	0.09
Library e-Resources (library catalog, e-journal articles, etc.)	0.05	0.27	0.36	0.18	0.14

Assessing the Quality of Information Source

FTMBA1 - How important are each of the following factors when you assess the quality of information source?

	Not important	Somewhat important	Important	Extremely important	Don't know / Not Applicable
The title	0.02	0.12	0.45	0.35	0.06
The publisher	0.08	0.31	0.45	0.14	0.02
The author(s)	0.02	0.14	0.39	0.41	0.04
Institutional affiliation of the author(s)	0.02	0.27	0.39	0.27	0.04
The date of publication	0.04	0.14	0.41	0.39	0.02
The country of origin of the author/publisher/source	0.20	0.45	0.29	0.04	0.02
The brand name or recognition of the source	0.02	0.24	0.61	0.14	0.00

Assessing the Quality of Information Source (cont'd)

PMBA1 - How important are each of the following factors when you assess the quality of information source?

	Not important	Somewhat important	Important	Extremely important	Don't know / Not Applicable
The title	0.00	0.13	0.59	0.22	0.06
The publisher	0.09	0.16	0.50	0.22	0.03
The author(s)	0.00	0.09	0.50	0.34	0.06
Institutional affiliation of the author(s)	0.03	0.31	0.22	0.25	0.19
The date of publication	0.00	0.09	0.50	0.34	0.06
The country of origin of the author/publisher/source	0.25	0.19	0.28	0.19	0.09
The brand name or recognition of the source	0.00	0.16	0.59	0.19	0.06

Assessing the Quality of Information Source (cont'd)

FTMBA2 & PMBA2 - How important are each of the following factors when you assess the quality of information source?

	Not important	Somewhat important	Important	Extremely important	Don't know / Not Applicable
The title	0.00	0.14	0.55	0.27	0.05
The publisher	0.00	0.09	0.55	0.32	0.05
The author(s)	0.00	0.00	0.55	0.41	0.05
Institutional affiliation of the author(s)	0.00	0.14	0.41	0.41	0.05
The date of publication	0.00	0.27	0.18	0.45	0.09
The country of origin of the author/publisher/source	0.18	0.32	0.32	0.14	0.05
The brand name or recognition of the source	0.00	0.23	0.32	0.36	0.09

Summary & Suggestions

- Students favor the Internet over the library for initial search for information
- The library is mainly used for individual or group study (study rooms, reading areas, etc.) and for getting access to its technology (computers, photocopiers and printers)
- Introduction of information literacy programs is essential for making better use of library resources!!!
 - Introduce compulsory library instructions
 - AND/OR
 - Integrate information literacy into the curriculum