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**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**

THE ADOPTION OF E-BOOKS BY UNDERGRADUATE STUDENTS IN THE
FACULTY OF AGRICULTURE AND ENVIRONMENTAL SCIENCES AT
BINDURA UNIVERSITY OF SCIENCE EDUCATION

BY

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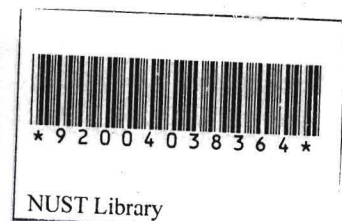
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ABSTRACT

Bindura University of Science Education (BUSE) Library introduced e-books into the library's collection to alleviate print book shortages being experienced by the library. The researcher observed that e-books in the Faculty of Agriculture and Environmental Science (FAES) collection were being underutilised by students as evidenced by the usage statistics collected by the library. This inspired the researcher to conduct a study aimed at determining the factors that influence the adoption of e-books. The study used the Diffusion of Innovations theory by Rogers (1995). The study sought to determine the students' awareness of e-books, the influence of innovation characteristics on the adoption of e-books by students, the rate of e-book adoption by students, the influence of the social system on e-book adoption and the relevance of e-books to the needs of undergraduate students. The study used the positivist paradigm with a deductive approach. The survey research strategy was used for the purpose of this study. Stratified random sampling was used to draw samples from conventional undergraduate students, while purposive sampling was used to draw samples from library staff. Questionnaires and interviews were used as data collection instruments; 132 questionnaires were distributed proportionally to students across all four departments and interviews were conducted for 2 library staff members. Out of 132 questionnaires, 78 were returned. The study established that e-book awareness amongst students was high. The study also found that innovation characteristics, the social influence and relevance of e-books influenced the adoption of e-books. Findings showed that the rate of e-book adoption was slow but had increased slightly since 2011. The study concluded that e-book adoption was influenced by the various elements of the DOI theory by Rogers (1995), as well as relevance of e-books. The researcher recommended that an e-book integration strategy be drafted and implemented to ensure the integration of e-books into the library's collection. The researcher also recommended that the library upgrades the Internet and purchases more computers to ensure e-book access. In addition, the researcher recommended that library staff adopt the patron driven acquisition model to ensure that the library purchases e-books that are relevant to the need of library users. The researcher also recommended that an ILS course be introduced to ensure effective training of students.