NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

THE USE OF DIGITISED INFORMATION RESOURCES BY FACULTY OF COMMERCE UNDERGRADUATE STUDENTS AT BINDURA UNIVERSITY OF SCIENCE EDUCATION

BY

Stephen Tsekea

(N01415897K)

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE MASTER OF SCIENCE DEGREE

IN

LIBRARY AND INFORMATION SCIENCE

Academic Supervisor   **Dr T. Machimbidza**

BULAWAYO, ZIMBABWE

YEAR: 2016

ABSTRACT

The purpose of this study was to examine the factors influencing usage of the Bindura University of Science Education (BUSE) digital library of thesis, dissertations and electronic examination papers by faculty of Commerce undergraduate students. The study was necessitated by low usage of these digital resources. The study was underpinned by the Unified Theory of Acceptance and Use of Technology model whose constructs of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions and moderators such as age, gender, computer literacy and attitude influenced the framing of research questions and objectives. The researcher used a cross sectional survey across the 6 departments in the Faculty. The total population for students in the Faculty was 1780 while 8 professional librarians were targeted. Survey questionnaires were administered to 322 undergraduate students. Stratified sampling was used to select the students. Additionally, a total of 6 interviews that include 4 reference librarians, 1 Technology Librarian and 1 Sub-Librarian who were purposively sampled were successfully conducted. The overall response rate was 75.4% for students with 240 questionnaires being returned out of 322 that were sent out and 6 out 8 professional librarians being successfully interviewed. The Statistical Package for Social Sciences was used to analyse quantitative data whereas coding was used for qualitative data. The study revealed that the digital library was an important platform that students can use to enhance their academic performance though usage was relatively low. This research established that there is a positive relationship between behavioural intention to use digital resources and performance expectancy, effort expectancy and social influence. The study also established that usage is influenced by conducive facilitating conditions. Students expressed a positive attitude towards usage of the digital library though this did not translate to actual usage. The study recommended further extension of marketing and promotion of the digital resources through partnering with lecturers, inclusion of digital resources in course outlines and widening of more training programmes in the faculty.