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ATTITUDE TOWARDS THE USAGE OF ELECTRONIC INFORMATION RESOURCES BY TELEVISION MEDIA PROFESSIONALS IN BENGALURU.

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Abstract: *Television media is one the best media for information dissemination, entertainment, political, economic and cultural and other elites. In India television covers over 90% of India's 1200 million people. By the nature of television professionals are information gatherers and information disseminators. This study aims to investigate the attitude towards the information needs and usage of Electronic Information Resources by Television Media Professionals working in various News, Spiritual and General Entertainment Channels at Bangalore. For this purpose researcher adopted survey method and well-structured questionnaire was distributed for media professionals to collect relevant data. Researcher distributed 710 questionnaire and 540 responses received back with 76.05% of response rate. The result of the study shows that 96.29% television media professionals use internet to access electronic information resource. It is explored from the data that Television media professionals well comfortable with usage of IT Applications like Search Engines, Email, Social Networks, Alert software and other tools. Television Media professionals prefer News, Entertainment, Educational, Political and other related information. Researcher suggests that some of the barriers like censorship, ICT tools to be overcome for fast dissemination of information.*

Key Words: Information Seeking Behavior, Electronic Information Resources, Television Media Professionals.

1. Introduction

Now a day's libraries landscape is more vibrant than ever, offering faster and easy dissemination of information and make fewer barriers to access and more ways to using information. Information professionals give more preference for human behavior towards access of information resource. For the fulfillment of users information needs library professionals using various tools in system model design, information repacking, and dissemination of information.

Television media is the most popular mass communication system in the world and every day its growth rate also more compare to other mass Medias. Television media is the best

media for information dissemination; those are entertainment, political, economical, cultural and other elites. Media professionals may select, repacking and comment on the information for broadcasting. Television media is one of the key role player contemporary society; from political, entertainment, education, science & technology, history and geography, sports, marketing, arts, religion and many more. According to the text book Media Now, "media effects are changes in knowledge, attitude, or behavior that result from exposure to the mass media,"

Information gathering is one of the primary motives of the Television professionals. During previous decade information gathering was through primary sources and via face to face interviews. This has been changed in many aspects affecting the journalist's working culture, personal, training through the usage of digital technological tools. The Media professionals always differ in reporting areas such as an educational, crime, entertainment, interviews, sports, business, foreign affairs and many more. Recent years the "information revaluation" has made the changes in the usage of digital technological tools that have made remarkable changes in the media professional work. The adaptation of digital technology by media professionals resources such as tapes, archives, databases and many more can be access by their finger point. These changes have been allows media professionals to easy and joyfully information access.

2. Television Medias in Bengaluru

Bengaluru as a capital city of Karnataka is one among the biggest and a metropolitan city in India. It is unique in the sense that all citizens originally belonging to any India province or city, whether urban or rural, live in Bengaluru. As such, it is also called IT Hub, Garden City, and Silicon City of India. Its social, cultural, economical and educational background is quite different from other cities in the country. Being the hub of business and industry, job opportunities are far better here compared to other places in India. In many television channels and professionals are there in the Bengaluru.

Bengaluru got its first look at television when Doordarshan established a relay centre here and started relaying programs from 1 November 1981. A production center was established in the Doordarshan's Bengaluru office in 1983, thereby allowing the introduction of a news program in Kannada on 19 November 1983. Doordarshan also launched a Kannada satellite channel on 15 August 1991 which is now named DD Chandana. The advent of private satellite channels in Bengaluru started in September 1991 when Star TV started to broadcast its channels. Though the number of satellite TV channels available for viewing in Bengaluru has grown over the years, the cable operators play a major role in the availability of these channels, which has led to occasional conflicts. Direct To Home (DTH) services are also available in Bengaluru now.

Doordarshan is the broadcaster of the Government of India and its channel DD Chandana is dedicated to Kannada. In private sector Udaya TV is the first Kannada channel broadcaster. As on today flowing television medias have broadcast from Bengaluru.

Table 2.1: List of Television Channels in Bangalore.

Sl No	Channel Name	Name of the Company	Category	Established Date
1.	DD Chandana	Doordharshan	General Entertainment	15/08/1991
2.	Udaya TV	Sun TV Network	General Entertainment	01/06/1994
3.	Colors Kannada	Viacom 18 & ETV Network	General Entertainment	10/12/2000
4.	Zee Kannada	Zee Network	General Entertainment	03/04/2006
5.	Suvarna TV	STAR TV & Asianet	General Entertainment	08/12/2006
6.	Suvarna Plu	STAR TV & Asianet	General Entertainment	14/07/2013
7.	Kasthuri TV	Kasthuri Medias Pvt. Ltd.	General Entertainment	26/09/2007
8.	Udaya News	Sun TV Network	News	06/09/2006
9.	TV9 Kannada	ABCL Broadcasting Pvt. Ltd.	News	16/06/2006
10.	News 9	ABCL Broadcasting Pvt. Ltd.	News	30/11/2007
11.	Suvarna News 24x7	Asianet News Network	News	31/03/2008
12.	Raj News Kannada	Raj Television Network	News	14/01/2009
13.	Samaya 24x7	Ravipati Broadcasters Pvt. Ltd	News	20/06/2010
14.	Janasri News	Yash Broadcasting Ind. Pvt. Ltd.	News	23/06/2010
15.	Kasthuri Newz 24	Kasthuri Medias Pvt. Ltd.	News	21/11/2011
16.	Public TV	Writemen Media Pvt Ltd.	News	26/01/2012
17.	ETV News Kannada	Panorama TV Pvt. Ltd.	News	19/03/2014
18.	BTV News		News	11/7/2014
19.	Prajaa TV Karnataka	Prabhatam Advertising Pvt Ltd	News	14/08/2015
20.	Udaya Music	Sun TV Network	Music	10/4/2001
21.	Raj Musix Kannada	Raj Television Network	Music	14/02/2015
22.	Polimer Kannada	Polimer Media Pvt Ltd	Music	09/11/2012
23.	Public Music	Writemen Media Pvt Ltd.	Music	10/07/2014
24.	Udaya Comedy	Sun TV Network	Comedy	26/03/2001
25.	Udaya Movies	Sun TV Network	Movies	06/09/2006
26.	Chintu TV	Sun TV Network	Kids	06/03/2001
27.	SriSankara	Kamadhenu telefilms Pvt. Ltd.	Spiritual	31/07/2008

3. Review of Literature

Rosamma Joseph (1991) has taken a study on "How Indian Journalists Use Libraries". This survey aims to obtain information of journalists about the information needs and the patterns of use of information by libraries. For this purpose author surveyed working on the eight Kerala newspapers journalists in Kerala, India. This study finds that there were significant differences in the patterns of use of the library by senior editorial staff and staff in other categories.

David Nicholas (2000) carried out a study on "The impact of the Internet on information seeking in the Media1." In this study open ended interviews, questionnaires and observation have been adopted for collection of data and 300 journalists and media librarians were surveyed. The researcher was found that amongst traditional journalists Internet use was light. Barriers like Poor access, Proper ICT tools to access Internet leads reasons for non-familiarity with the internet use. Researcher suggested that Media Librarians should avoid such barriers to ease of access to information for journalist.

Bruce Garrison (2000) examines in the study "Journalists' Perceptions Of Online Information-Gathering Problems". This study reports the leading problems identified by journalists using the World Wide Web for newsgathering. Data from national surveys conducted in 1994 to 1998 reported and listed the perceptions of flaws in the Web as a newsgathering source. The study found a growing need for ongoing newsroom training and development of online research skills among reporters and their editors.

Mark Deuze (2002) made a research on "Online journalists in the Netherlands: Towards a profile of a new profession." The result of the survey indicates basic, occupational and professional characteristics of online journalists working for broadcast and print media as well as online-only media. It focuses, in particular, on the question of whether it is too early to be able to determine the specifics of the new professional model of online journalism. One of the main conclusions from this study is that distinct media logic for online journalists is emerging, the main characteristic of which seems to be empowering audiences as active participants in the daily news.

Levi Obijiofor (2013) conducted a survey on "Students' Perceptions and Use of the Internet as A News Channel". This study was used the survey method for collecting data, total of 98 questionnaire distributed to second and third year journalism students, who studied the undergraduate course at the University of Queensland, Australia. The result from the study show that second and third year journalism students are heavily use internet and also internet is most popular source of news for them also students are highly selective of the news media that gratifies their news needs.

4. Need and Purpose of the Study

Television media is one of the largest mass communication systems in the world. In India broadcasting, is the sole preserve of the government, provides television coverage to over 90% of India's 1200 million people. By the nature television professionals are information gatherers; do television professionals ‘information needs match their information gathering behaviors? Is there a gap that is evidenced by emerging technologies? This study focused on finding patterns of habit, use, and perceptions of information needs and usage behavior within their respective contexts.

Television Media Professionals in this study refer to the staff members of the television channels. They produce news, current affairs and research oriented programmes on different topics such as health, economics, crime, politics, foreign affairs, entertainment, education, children, religion, sports, religious and social issues. There have been no studies made on the information usage or gathering behavior of television media professionals in Bengaluru. This study is the first attempt to find patterns of information usage behavior, use, and perceptions of needs of television media professionals in Bengaluru. Results of this study will be helpful for librarians and information specialists, who are working in media libraries for the planning and designing of library services.

5. Objective of the Study

Specifically speaking this study has been carried out to achieve the following objectives.

1. To examine the attitude of television media professionals in usage of electronic information sources.
2. To determine the various types of electronic information sources in used by the television media professionals in Bengaluru.
3. To explore the electronic information needs of the television media professionals in Bengaluru.
4. To examine what criteria are using for access of electronic information sources.
5. To find out difficulties & barriers faced by television media professionals while accessing the electronic information.

6. Research design

From the above discussion about the importance and significance of the electronic information, the investigator undergoes the preliminary survey on attitude towards electronic information resources usage of electronic information resources by television media professionals. So, it was the matter of investigation to know the attitude of television media professionals using the electronic information. For this study investigator considered media professionals from various television channels in Bengaluru, the study aims to explore attitude towards usage of electronic information resource by television media professionals. The survey method has been adopted for the study and well structured questionnaire was distributed for collection of data.

7. Analysis and Interpretation of Data

The researcher used a descriptive survey method and well structured questionnaire as a data collection instrument. Researcher was distributed 710 questioners to media professionals and 540 questionnaires were returned duly filled with 76.06% of Response Rate. The data collected were tabulated and analyzed in the following table. Statistical techniques of percentage of respondents have been mainly used to analyze the collective data.

Table-1: Demographic characteristics of respondents

Demography respondents (n=540)		Number	Percentage
Gender	Male	456	88.44
	Female	84	15.56
Age	20-30	188	34.81
	31-40	171	31.67
	41-50	136	25.19
	51-60	37	6.85
	61 & above	8	1.48
Qualification	Ph.D	0	0
	M.Phil	12	2.22
	Post Graduate	168	31.1
	Graduate	226	41.83
	Diploma	62	11.48
	Certificate	34	6.29
	Any Other	38	7.03

The data summarized in the table-1 demonstrates the demographic characteristics of respondents. Data shows that 88.44% of respondents are male and only 84 (15.56%) respondents are Female from Television Medias, 188 (34.81%) of respondents come under the age group of below 20-30 years considered as young TV professionals. 171 (31.66%) of respondents come under the age group of 31-40 years, 136 (25.18%) respondents are come under the age group of 41-50 years, 37 (6.85%) respondents come under the age group of 51-60 years and 8 (1.48%) respondents are TV Media Professionals. Majority 226 (41.83%) media professionals completed Graduate Level of qualification, 168 (31.1%) respondents completed Post Graduate level, followed by 62 (11.48%) respondents having Diploma and 34 (6.29%) of respondents were completed Certificate course. Data reveals that very less 12 (2.22%) respondents completed M. Phil in Journalism and Mass Communication.

7.2. Awareness of Electronic Information Sources

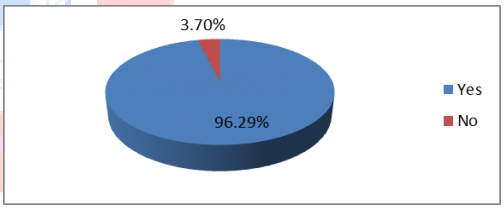

Figure-1: Awareness of Electronic Information Resources (EIR)

Figure 1 show that among 540 respondents 520 (96.29%) Media professionals were aware about EIR and 20 (3.70%) media professionals mentioned they have not aware about EIR. The analysis reveals that EIR is main tool of television media professionals.

7.3. Place of Accessing Electronic Information Resource

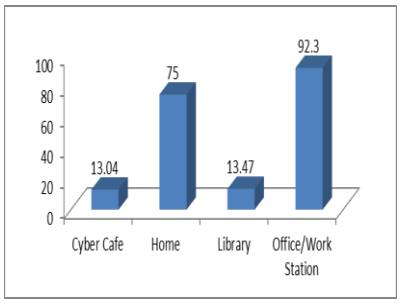

Figure2: Place of Accessing Electronic Information Resource

Figure 2 reveals that Office/ Work Station and home is more comfortable place to access of EIR for 480 (92.30%) media professionals and 390 (75%) media professionals access from Home, followed by 70 (13.47%) and 68 (13.07%) media professionals access through library and Cyber Café respectively.

7.4. Skill in Usage of Information Technology Applications

Table-2: Skill in Usage of Information Technology Applications

Sl. No	IT Applications	Outstanding		Very Strong		Competent		Fair		Poor	
		R	%	R	%	R	%	R	%	R	%
1.	Search Engines	178	34.23	179	34.42	85	16.34	54	10.38	24	4.61
2.	E-mail	168	32.03	236	45.38	63	12.12	39	7.5	14	2.69
3.	Social Networks	158	30.38	213	40.96	63	12.1	63	12.1	23	4.42
4.	Microsoft Office	126	24.2	213	40.96	96	18.46	63	12.1	22	4.23
5.	File Transfer Protocol	125	24.00	218	41.92	126	24.23	39	7.5	12	2.3
6.	Audio/Video Software	98	18.8	236	45.38	121	23.27	47	9.04	18	3.46
7.	Web Browsers	89	17.01	188	36.15	163	31.35	48	9.23	32	6.15
8.	Alerts software	77	14.81	61	11.73	183	35.2	158	30.38	41	7.88
9.	Blogs	76	14.06	98	18.85	169	32.5	94	18.1	83	16
10.	Language Tools	69	13.27	170	32.69	196	37.7	48	9.23	37	7.12
11.	RSS Feeds	69	13.03	110	21.15	141	27.12	113	21.7	87	16.7
12.	Anti-Virus Software	66	12.69	88	16.92	112	21.53	217	41.73	37	7.11
13.	Operating Systems	63	12.01	126	24.23	136	26.15	98	18.8	97	18.7
14.	Graphic	38	7.31	133	25.58	157	30.2	63	12.12	129	24.8

The data summarized in the table 2, explores that ICT usage skills by Media Professionals, data explores that majority i.e. 178 (34.23%) respondents mentioned they have “Outstanding skill” and 179 (34.42%) respondents respondent “Very Strong” while using Search Engines, followed by E mail 168 (32.03%), Social Networks 158 (30.08%) media professionals have “outstanding skills”.. Also 236 (45.38%) Media Professionals and 213 (40.96%) Media Professionals have “Very Strong skill” in using Email, Microsoft office, Audio / Video Software and Social Networks. Data shows that media professionals having “very strong skill” while using the IT applications i.e. 179 (34.42%) respondents have “Very Strong Skill” in using Search Engines, 218 (41.92%) respondents in file transfer protocol, 188 (36.15%) respondents in web browsers have “Very Strong Skill”. While using Language Tools 196 (37.7%), Alerts Software 183 (35.2%), Blogs 169 (32.5%), RSS Feeds 141 (27.12%), FTP 126 (24.23%) and Audio / Video Software 121 (23.27%) media professional have “competent skills”. It is also observed from the table that alerts software, blogs, language tools, RSS feeds, anti-virus software, and operating systems, graphic and other ICT applications media professional

have fewer amounts of ICT usage skills. Examining the data further showed that media journalists were have the good skill in using IT applications for the journalistic task.

7.5. Needs of Specific electronic information resources / sources

Table-3: Needs of Specific electronic information resources

Sl. No	E- Resource	Always		Most of the Time		Often		Rarely		Never	
		R	%	R	%	R	%	R	%	R	%
1.	Entertainment/Sports	169	32.5	176	33.85	113	21.73	25	4.81	37	7.12
2.	Financial/Company	109	20.96	196	37.69	144	27.69	53	10.2	18	3.46
3.	Newspapers	97	18.65	143	27.5	117	22.5	89	17.1	74	14.2
4.	Institutions	93	17.88	186	35.77	99	19.04	88	16.9	54	10.4
5.	Live streaming	98	18.85	136	26.15	148	28.46	88	16.9	50	9.62
6.	Magazines	77	14.81	121	23.27	133	25.58	101	19.4	88	16.9
7.	Directories	78	15	69	13.27	189	36.35	113	21.7	71	13.7
8.	Reference	73	14.04	88	16.92	126	24.23	178	34.2	55	10.6
9.	Statistics	73	14.04	93	17.88	117	22.5	101	19.4	136	26.2
10.	Graphics/	60	11.54	126	24.23	168	32.31	96	18.5	70	13.5
11.	Government	61	11.73	123	23.65	188	36.15	73	14	75	14.4
12.	Journals	98	18.85	136	26.15	110	21.15	63	12.1	113	21.7
13.	News services	63	12.12	152	29.23	131	25.19	63	12.1	111	21.3
14.	Scientific information	89	17.12	92	17.69	63	12.12	156	30	120	23.1
15.	Press releases	93	17.88	117	22.5	156	30	98	18.8	56	10.8

When professionals were asked about the needs of Specific electronic information resources related to various aspects of journalistic information majority i.e. 196 (37.69%) respondents expressed “most of the time” they needs Financial / Company related information followed by 186 (35.77%) and 176 (33.85%) respondents need Institutions and Entertainment / sports related information “most of the time” for information gathering also 169 (32.5%) respondents “Always” need Entertainment / Sports related information. 136 (26.15%) respondents “Most of the time” need Live Streaming for live news coverage. 152 (29.23%) respondents “Most of the time needs” News Services to gather required information. It is gathered form the data that 178 (34.2%) respondents “Rarely” Use the Reference related Information for news coverage. Majority of the respondents i.e. 189(36.35%) “Often” use the Directories to find details. It is observed from the data that Magazines, References, Statistics, Graphics, Government and News Services are “Always” required by the Journalists.

7.6. Criteria for evaluating websites Electronic Information Resource

Table-4: Criteria for evaluating websites Electronic Information Resource

Sl. No	Criteria	Always		Most of the Time		Often		Rarely		Never	
		R	%	R	%	%	R	%	R	R	%
1.	Convenience	109	20.96	196	37.69	144	27.69	53	10.19	18	3.46
2.	Coverage	118	22.69	188	36.15	88	16.92	61	11.73	65	12.5
3.	Accuracy	88	16.92	148	28.46	125	24.04	90	17.31	69	13.3
4.	Authority	179	34.42	145	27.88	113	21.73	60	11.54	23	4.42
5.	Objectivity	63	12.12	136	26.15	110	21.15	98	18.85	113	21.7
6.	Promptness	88	16.92	136	26.15	148	28.46	98	18.85	50	9.62
7.	Cost	77	14.81	128	24.62	69	13.27	133	25.58	113	21.7
8.	Currency	98	18.85	125	24.04	169	32.5	63	12.12	65	12.5
9.	Interactivity	88	16.92	99	19.04	186	35.77	93	17.88	54	10.4

Media professionals were asked to specify the criteria to evaluate information available on the web table 7.6 explains the Criteria used for evaluating websites related to electronic information resource. Majority of 196 (37.69%) respondents stated that "most of the time" they consider the convenience of the website, 109 (20.96%) stated that they "always" consider "Convenience" of the website. 188 (36.15%) respondents "most of the time" check the coverage while selecting electronic information resources. Data shows that 88 (16.92%) respondents "always" and 148 (28.46%) respondents "most of the time" consider authority of the website. Also following criteria such as objectivity 63 (12.12%) respondents, Promptness 88 (16.92%) respondents, Cost 77 (14.81%) respondents, Currency 98 (18.85%) respondents were "always" consider evaluating the website for selecting electronic information through web.

7.7. Importance of EIR for journalistic tasks / usefulness

Table-5: Importance of EIR for journalistic tasks

Sl. No	Task	Very Useful		Useful		Moderately Useful		Not Useful		Least Useful	
		R	%	R	%	R	%	R	%	R	%
1.	Background of news item	132	25.4	189	36.35	113	21.73	62	11.9	24	4.61
2.	Maps	121	23.3	144	27.69	134	25.77	78	15	43	8.26
3.	Documents to cite in a news item	98	18.8	188	36.15	80	15.38	88	16.9	66	12.69
4.	Latest news to put in story	93	17.9	125	24.04	143	27.5	88	16.9	71	13.65
5.	Conduct research	90	17.3	133	25.58	140	26.92	87	16.7	70	13.46
6.	Find photographs	88	16.9	136	26.15	148	28.46	98	18.8	50	9.61
7.	Find story ideas	87	16.7	128	24.62	107	20.58	85	16.3	113	21.73
8.	Contact sources	85	16.3	91	17.5	91	17.5	133	25.6	120	23.08
9.	Write editorial	74	14.2	101	19.42	112	21.54	134	25.8	99	19.04
10.	Define terms or concepts	73	14	113	21.73	169	32.5	79	15.2	86	16.54
11.	Statistics for a news item	73	14	88	16.92	126	24.23	178	34.2	55	10.58
12.	Find difficult-to-find facts	63	12.1	136	26.15	110	21.15	98	18.8	113	21.73
13.	Graphics	63	12.1	152	29.23	131	25.19	63	12.1	111	21.35
14.	Any Other	63	12.1	89	17.12	108	20.77	117	22.5	143	27.5
15.	Fact-checking & Verification	48	9.23	178	34.23	96	18.46	112	21.5	86	16.54

When respondents were asked about importance of EIR in Journalistic task in Background of news item 189 (36.35%) respondents expressed that it is “Useful” and 132 (25.4%) respondents expressed it is “Very Useful”. Concern to map 144 (27.69%) respondents said it is “Useful” 134 (25.77%) respondents expressed that “Moderately Useful”. Concern to Documents to cite in a news item EIR have always “Useful” role for 188 (36.15%) respondents & “Very Useful” for 98 (18.8%) respondents. For conduct research 140 (26.92%) respondents agreed that EIR is “Moderately Useful”, 133 (25.58%) respondents agreed “Useful” and 90 (17.3%) respondents agreed EIR is “Very Useful”. Concern to define terms or concepts EIR is “Useful” for 113 (21.73%) respondents. Further 148 (28.46%) respondents expressed that EIR is “Moderately Useful” to find photographs and 128 (24.62%) respondents mentioned EIR is “Useful” while find story ideas. 134 (25.8%) respondents stated that EIR are “Not Useful” to use a s a Contact Sources. It is revealed from the table that Graphics, Latest news to put in story, maps, statistics for put in story, maps statistics for a news item and write editorial electronic information resources paly very important role.

7.8. Coverage of Electronic Information Resource

Table-6: Coverage of Electronic Information Resource

Sl. No	Coverage Type	Always		Most of the Time		Often		Rarely		Never	
		R	%	R	%	R	%	R	%	R	%
1.	Educational	97	18.7	193	37.12	158	30.38	55	10.6	17	3.26
2.	Arts & Culture	145	27.9	179	34.42	117	22.5	54	10.4	25	4.8
3.	Political	110	21.2	152	29.23	147	28.27	53	10.2	58	11.15
4.	Historical & Geographical	98	18.84	148	28.46	136	26.15	88	16.92	50	9.61
5.	Films	101	19.42	148	28.46	121	23.26	88	16.92	62	11.92
6.	Entertainment	73	14	139	26.73	178	34.23	88	16.9	42	8.07
7.	Health & Environment	78	15	133	25.58	148	28.46	110	21.2	51	9.8
8.	Business & Economy	99	19	125	24.04	145	27.88	93	17.9	58	11.15
9.	Tourism	63	12.1	117	22.5	110	21.15	137	26.3	93	17.88
10.	Science & Technology	89	17.1	117	22.5	143	27.5	97	18.7	74	14.23
11.	Energy & Industrial	58	11.2	109	20.96	171	32.88	94	18.1	88	16.92
12.	Fashion	64	12.3	101	19.42	178	34.23	109	21	68	13.08
13.	Security & Defense	56	10.8	98	18.85	156	30	117	22.5	93	17.88
14.	Sports	78	15	88	16.92	136	26.15	166	31.9	52	10
15.	Any Other	58	11.2	89	17.12	108	20.77	117	22.5	148	28.46

Table-6 depicts the extent of coverage of Electronic Information Resource by the television media professionals. It is clear from the above table that 145 (27.9%) respondents “Always” cover Arts & Culture related information, followed by 110 (21.2%) and 101 (19.42%) respondents “Always” cover films related information. 193 (37.12%) of the respondents have opined that “Most of the Time” they cover Educational related Information and 179 (34.42%) respondents “Most of the time” Arts and Culture related information. Further, another segment of respondents representing 178 (34.23%) respondents covers entertainment and 158 (30.38%) indicates “Often” cover the Educational related information, followed by 147 (28.27%) respondents cover Political related information. It can be inferred that the television media practitioners very less amount i.e. 56 (10.08%) cover security and Defence related information and 58 (11.2%) cover energy & industrial related information. The information including Science and Technology, Tourism, Health & Environment, Business & Economy, Fashion and other

entertainment related information also have been covered by the media professionals based on the viewer choices.

7.9. Barriers of electronic information resource access

Table-7: Barriers of electronic information resource access

Sl. No	IT Applications	Strongly Agree		Agree		Can't Say		Disagree		Strongly Disagree	
		R	%	R	%	R	%	R	%	R	%
1.	Access	39	7.5	52	10	63	12.12	83	16	283	54.42
2.	Censorship	48	9.23	89	17.12	77	14.81	136	26.2	170	32.69
3.	Confidentiality	56	10.8	96	18.46	89	17.12	143	27.5	136	26.15
4.	Equipment	68	13.1	81	15.58	93	17.88	175	33.7	103	19.81
5.	Information overload	87	16.73	113	21.73	112	21.53	120	23.07	88	16.92
6.	Knowledge	63	12.1	59	11.35	118	22.69	117	22.5	163	31.35
7.	Lack of guidance	77	14.8	53	10.19	153	29.42	104	20	133	25.58
8.	Language	13	2.5	51	9.8	128	24.62	108	20.8	220	42.31
9.	Nature of job	35	6.73	86	16.54	93	17.88	162	31.2	144	27.69
10.	Speed of Internet	23	4.42	46	8.84	68	13.08	27	5.19	356	68.46
11.	Technical Support	43	8.27	41	7.88	39	7.5	72	13.8	325	62.5
12.	Time	52	10	79	15.19	98	18.85	99	19	192	36.92
13.	Any Other	16	3.08	11	2.11	43	8.26	126	24.2	324	62.31

The respondents who encountered problems while accessing Electronic Information Resources Television media professionals have given their responses. The options included such as Access, Censorship, Confidentiality, Infrastructure, Information Overload, Knowledge, Lack of Guidance, Language, Nature of Job, Time and IT related barriers have been asked and data obtained from the respondents regard is presented in Table 7. When the sample respondents were asked about whether they face any problem while Access 283 (54.52%) respondents "Strongly Disagree" that they have an Access Problem, 52 (10%) respondents agreed that they have access problem. Censorship is one more problem faced by the journalists even that 170 (32.69%) respondents "Strongly Disagree" about that they facing Censorship problem and 89 (17.12%) respondents "Agree" that they have Censorship problem. 96 (18.46%) respondents agreed that they have Confidentiality while gathering the information. Majority of media professionals expressed that they have good equipment system and only 68 (13.1%) respondents "Strongly Agree" to be they have equipment problems. 113 (21.73%) respondents "Agree" for they are facing Information Overload, 77 (14.8%) respondents "Strongly Agree" that they are facing Lack of Guidance, 220 (42.31%)

respondents stated that Language is not a problem for them, 162 (31.2%) respondents "Can't Say" about their Nature of Job.

8. Findings and Recommendations

Major findings for this study included the following

8.1. Demographic characteristics of TV media professionals

a. Maximum numbers of professionals are male (88.44%).
b. Majority of their age group in between 20–30 (34.81%).
c. Most of the professionals have graduation (41.83%) and 31.1% have post graduation academic qualification.

8.2. Awareness of Electronic Information Sources

Almost all the media professionals 96.29 well aware of the Electronic Information Resources

8.3. Place of Accessing Electronic Information Resource

Most of the Professionals were accessing EIR at office/workstation (92.3%) and 75% of the respondents access form home and very less number (13.47%) at media library.

8.4. Skill in Usage of Information Technology Applications

a. Professionals were outstanding and Very Strong skilled in using Search engines, Microsoft Office, FTP, Audio/Video Software, Web Browsers, E-mail and Social Networks respectively. They were skilled more than average for the 15 applications listed.
b. Respondents were least skilled in using Alerts software, Blogs, Language Tools, RSS Feeds, Anti-Virus Software, Operating Systems, Graphic, and Other applications, which were the applications that were listed in used in table7.4.

8.5. Needs of Specific electronic information resources

a. Media Professionals are needed EIRs is Entertainment/Sports, Financial/Company, Live streaming, Journals, Newspapers, Institutions, and Press releases.

b. Journalists are least needed to use the EIRs related to Scientific information, Directories, Magazines, Reference, Statistics, News services , Government, Graphics and Other related information.

8.6. Criteria for evaluating websites Electronic Information Resource

a. All 10 website Electronic Information Resources evaluation criteria were found to be more than average in importance by the Authority, Coverage, Convenience, Currency, Accuracy and Interactivity in obtaining information being the always and most the time.
b. The promptness, cost, objectivity and other electronic information resource was viewed as rarely and never important.

8.7. Importance of Electronic Information Resource for journalistic tasks

a. The most Important electronic information resources are journalistic task are Background of news item, Maps, Documents to cite in a news item, Latest news to put in story, Conduct research, Find photographs, Find story ideas, Contact sources, Write editorial, Define terms or concepts and Statistics.
b. Find difficult-to-find facts, Graphics, Fact-checking & Verification and Other electronic information resource are least importance for journalistic task.

8.8. Subject coverage of electronic information resource

a. Electronic Information Resources are covered all the areas of information requirement of journalist. It shows that dependency of electronic information resource for TV Media professionals.
b. Security & Defense, Sports, Tourism and Other related information are slightly not covered the information needs.

8.9. Barriers of electronic information resource access

a. Information overload, Lack of guidance, confidentiality and Time was the major barrier preventing journalists from access the EIR.
b. A large majority of journalists are satisfied with the access of the electronic information resource.

7.1. Recommendations

Based on the findings the following suggestions are made to improve the services provided by Media Libraries.

1. To achieve the professional objectives media professionals have to review and regularly analyze the ICT Infrastructure. The adoption of ICT should not be considered as a luxury, but as an added tool to provide the current information effectively to fulfil the complex needs of the viewer.

2. It is recommended that the Media Libraries should be equipped with advance audio-visual facilities and It is recommended that data access speed (Networking Infrastructure) should be increased.
3. Appropriate action should be taken by Media Libraries to develop state of the art library services.
4. Information Retrieval is an important component of Library Services, it is suggested that provision should be made to train the media professionals even from a very basic level, this should be further followed by the latest IT applications.

5. User education is essential. It helps to effective utilization of the media library.

Conclusion:

The study indicates the attitude towards electronic information resources usage is more in Bengaluru television media professionals. The response to the survey showed media journalists are well aware of e-information resources

and IT applications for journalistic task. A majority of our survey respondents evaluate the website information based on the authority, currency and convenience. Media Journalists using e -resource for finding information about background of news item, conduct research, find photographs, find story ideas, graphics, maps, statistics for journalistic tasks. Despite the perceived benefits of e-resource related to censorship, information overload, lack of time is the major barriers to access. However, it does appear that the e resource is becoming valuable asset for Bengaluru media professionals and majority of the respondents are proactive in usage of EIR in journalistic task in all manners.

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