USE OF INTERNET FOR INFORMATION SEEKING BY THE PLAYERS OF SPORTS AUTHORITY OF INDIA REGIONAL CENTRE IN LUCKNOW: A STUDY

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Abstract: The present study examined the use of internet for information seeking by the players of Sports Authority of India (SAI) Regional Centre in Lucknow. In this study the researchers have used survey method and well-structured questionnaire to collect the data. The Researchers distributed the questionnaires to selected 100 players which lived in hostel and out of them, 80 questionnaires were received back. The study found that all players are using internet and out of them, 86.25% players are using the internet daily. Players used the internet to search all purposes respectively and they mostly used YouTube, What'sApp, Google+, and Gmail to search the information. 70% players were highly satisfied with the retrieved information from the internet but they faced some problems in the search/access time such as information is too vast, lack of searching skills/access mechanism, limited knowledge of technology, lack of time, etc.

Key words: Internet, Information Seeking, Players, Sports Authority of India.

Introduction

Information Technology (IT) sector has generated a revolution around the world in the field of information explosion during some last decade. Information is a wealth source for develop the nation because the social growth, economically development, cultural and education system of the any nation depend on the information. In 21st century, inclination of people has been gradually increased towards the internet and through this the way of searching information has change i.e. people are move from the information age to

digital age. The access of information depends on the information needs of users. Information seeking is a process through which acquire the needed information using different methods.

Sports Authority of India regional center: About

Information is the need of every member of society. Information seeking is a vital part of every individual in daily life; Individual may use a different strategy to seek information to fulfil there need. The particular study conducted on the regional centre of sports authority of India, Lucknow centre establish in 2004 the centres provide training in different discipline like handball, hockey, athletics, boxing, judo, taekwondo and also organize the international camps. The background sports authority of India, it was established in 1984 under the ministry of youth and affairs and government of India. At present SAI having two sports academic institution, ten regional centres, fourteen centres of excellence, fifty-six sports training centres, twenty special area games etc. The main aim of the SAI is to provide the best infrastructure to the young talents of India to represent India in different sports activity at national and international level.

Review Literature:

Nicholas et.al. (2000) conducted a survey over a 300 journalists and media librarians to assess the impact of Internet on the British Media, with major focus on The Guardian newspaper. The study resulted that use of internet by the traditional journalists was less with respect to older, senior and new media journalists. Amongst the surveyed members Librarians were also considered as the significant users of internet.

Kari and Savolainen (2007) discussed various empirical findings in their study based on Internet searching and personal development. The purpose of was to build up a general typology for researching the links between information seeking and its context. The study further revealed that there are 11 different relationships between Internet searching and the goals of personal development.

Lee and Tsai (2011) performed a study based on the students' perceptions of three aspects of learning- collaboration, self-regulated learning (SRL), and information seeking (IS) in both internet-based and traditional face to face learning contexts. The study concluded that there are potential differences observed in the student's perceptions between both the learning environments and also in the three aspects of learners' attributes. The results of the study proved that students perceived higher levels of learning attributes in Internet-based learning environment over traditional learning. In the case of the education level of students, graduate students were found to perceive higher levels of capabilities than under-graduate students.

Objectives of the Study

1. To know the frequency of using Internet by the players.

2. To know the purposes of seeking the information.

3. To identify the medium which is highly use by the players to meet your academic purpose.

4. To examine the satisfaction level regarding the information you have retrieved from the internet.

5. To identify the problem face while seeking information from the internet

Research Methodology

This study confined to the Use of Internet for Information Seeking by the Players of Sports Authority of India Regional Centre in Lucknow. In this study, the researchers used descriptive survey method and prepared the well-structured questionnaire for collect the valuable data from the respondents. In questionnaire, 4 point rating scale (1 - Frequently, 2 - Sometime, 3 - Rarely, 4 - Never) was used in some questions. A total of 100 questionnaires distributed and out of them 80 questionnaires were received with 80% of response rate. The collected data was analysis with the help of Microsoft Excel 2010.

Table 1 - Gender wise response

S.N.	Gender	Respondents	Percentage
1	Male	30	37.5%
2	Female	50	62.5%
3	Total	80	100%

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The **table 1** shows that gender wise questionnaire received. The table illustrated that out of 80 respondents, 30(37.5%) are male and 50(52.62%) are female.

Table 2 – Age wise response

S.N.	Age	Respondents	Percentage
1	14-16	21	26.25%
2	16-18	26	32.5%
3	18-25	33	41.25%
4	30 or above	0	0%
5	Total	80	100%

The **table 2** shows the age wise response of the respondents. 33 (41.25%) of the respondents belong to the 18-25 age group, 26 (32.5%) are the 16-18 age group and 21 (26.25%) are the 14-16 age group. No, any respondents are belonging to the age of 30 or above.

Table 3 – Use of the Internet

Internet	Respondents	Percentage
Yes	80	100%
No	0	0
Total	80	100%

The above **table 3** depicts the response of the players those are using the internet. In this table clearly shows that all players are using internet.

Table 4 – Frequency of using the Internet

S.N	Use of Internet	Respondents	Percentage
1	Daily	69	86.25%
2	once a week	5	6.25%
3	once a fortnight	0	0%
4	once a month	1	1.25%
5	Rarely	5	6.25%
6	Total	80	100%

The **table 4** reveals that frequency of using the internet by the players. Most of the respondents (86.25%) are using the internet daily. Same responses (6.25%) by the respondents are mention in both frequencies like as: once in a week and rarely. Only 1 (1.25%) respondent is using the internet once a month.

Table 5 – Time spends in a day to use the Internet for seeking information

S.N.	Time spend	Respondents	Percentage
1	Less than 1 hour	22	27.5%
2	2-3 hours	33	41.25%
3	3-4 hours	25	31.25%
4	More than 5 hours	0	0%
5	Total	80	100%

Table 5 reveals that how much time spends by the players for searching information on internet. Out of total respondents, 33 (41.25%) are 2-3 hours spend in a day followed by 25 (31.25%) respondents are 3-4 hours spend and 22 (27.5%) respondents are less than 1 hour spends. Respondents are not spends more than 5 hours on internet for searching information.
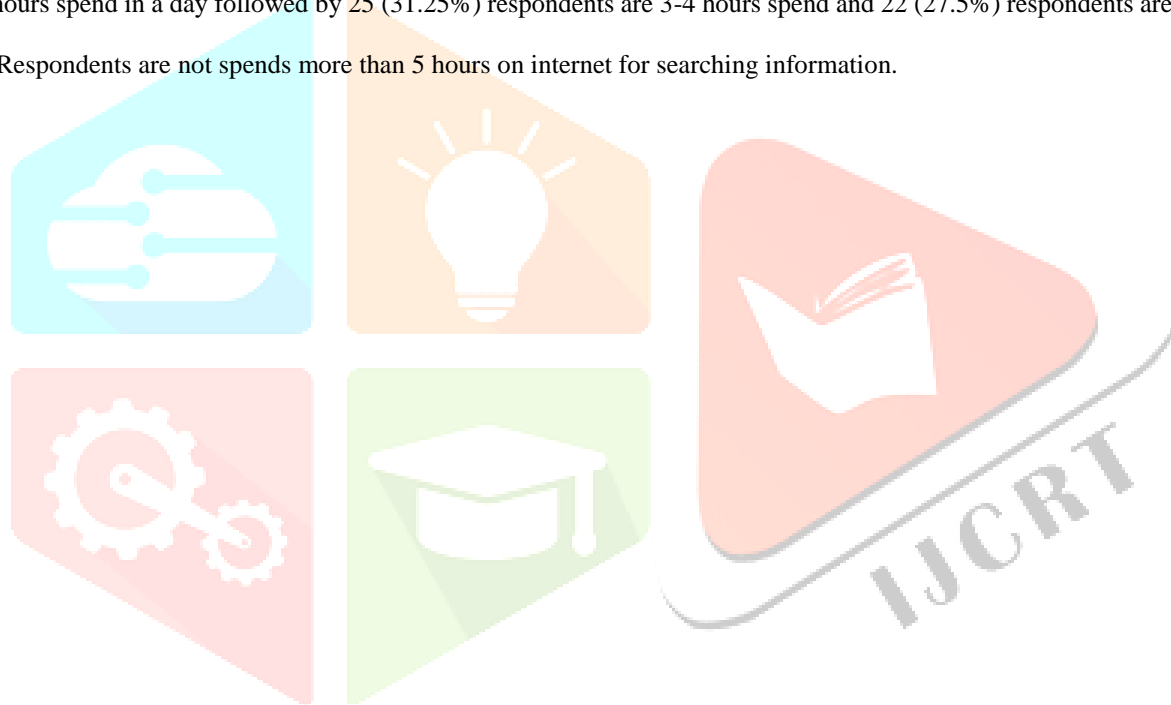
Table 6 – Purposes of seeking the information from the Internet

S.N	Purposes of seeking information	Use		Frequency			
		Yes (%)	No (%)	1(%)	2(%)	3(%)	4(%)
1	General Awareness	74 (92.5%)	4 (5%)	41 (51.25%)	32 (40%)	1 (1.25%)	0 (0%)
2	For academic purpose	77 (96.25%)	3 (3.75%)	38 (47.5%)	27 (33.75%)	12 (15%)	0 (0%)
3	For updating knowledge	76 (95%)	4 (5%)	37 (46.25%)	33 (41.25%)	6 (7%)	0 (0%)
4	For further education	76 (95%)	4 (5%)	29 (36.25%)	39 (48.75%)	8 (10%)	0 (0%)
5	For training purpose	77 (96.25%)	3 (3.75%)	32 (40%)	36 (45%)	9 (11.25%)	0 (0%)
6	For game strategy	77 (96.25%)	3 (3.75%)	30 (37.5%)	30 (37.5%)	16 (20%)	1 (1.25%)
7	For fitness purpose	76 (95%)	4 (5%)	21 (26.25%)	26 (32.5%)	29 (36.25%)	0 (0%)
8	For general sports information	77 (96.25%)	3 (3.75%)	26 (32.5%)	46 (57.5%)	5 (6.25%)	0 (0%)
9	For specific sports information	77 (96.25%)	3 (3.75%)	22 (27.5%)	40 (50%)	15 (18.75%)	0 (0%)
10	For skills of game	77 (96.25%)	3 (3.75%)	34 (42.5%)	23 (28.75%)	19 (23.75%)	1 (1.25%)
11	Any others	63 (78.75%)	17 (21.25%)	0 (0%)	7 (8.75%)	56 (70%)	8 (10%)

The **table 6** shows the frequency of purpose of seeking information using internet. 96.25% of respondents are seeking the information for academic purpose, training purpose, game strategy, general sports information and skill of the game. Second, the highest majority of the respondents (95%) are seeking the information for updating knowledge, further education and fitness purpose. Frequency, most of the players stated that they are frequently and sometime using all these purpose and some players stated that they are rarely using internet for these purposes.

Table 7 – Use and frequency of different types of medium to meet your academic purpose and information sharing

S.N	Medium for pursuing academics	Use		Frequency			
		Yes (%)	No (%)	1 (%)	2 (%)	3 (%)	4 (%)
1	YouTube	80 (100%)	0 (0%)	52 (65%)	25 (31.25%)	3 (3.75%)	0 (0%)
2	What's app	75 (93.75%)	5 (6.25%)	10 (12.5%)	57 (71.25%)	8 (10%)	0 (0%)
3	E-Books	24 (30%)	56 (70%)	4 (5%)	17 (21.25%)	3 (3.75%)	0 (0%)
4	Gmail	63 (78.75%)	17 (21.25%)	18 (22.5%)	7 (8.75%)	38 (47.5%)	0 (0%)
5	Yahoo	26 (32.5%)	54 (67.5%)	14 (17.5%)	9 (11.25%)	4 (5%)	0 (0%)
6	Google+	75 (93.75%)	5 (6.25%)	50 (62.5%)	13 (16.25%)	12 (15%)	0 (0%)
7	Word Press	23 (28.75%)	57 (71.25%)	1 (1.25%)	5 (6.25%)	17 (21.25%)	0 (0%)
8	Skype	14 (17.5%)	66 (82.5%)	2 (2.5%)	6 (7.5%)	6 (7.5%)	0 (0%)
9	Academia.edu	0 (0%)	80 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
10	LinkedIn	15 (18.75%)	65 (81.25%)	2 (2.5%)	8 (10%)	5 (6.25%)	0 (0%)

The **table 7** shows the frequency of using different types of medium for academic purpose and information sharing by the players. Response of the different types of medium used by the players is that YouTube (100%), What'sApp and Google+ (93.75%), Gmail (78.75%), Yahoo (32.5%), E-books (30%), Word Press (28.75%), LinkedIn (18.75%), Skype (17.5%). Respondents also mention the frequency of using those mediums such as 65% respondents are frequently using YouTube, 71.25% respondents are sometime using What'sApp, 62.5% respondents are frequently using Google+, 47.5% respondents are rare using Gmail etc.

Table 8 - Satisfaction levels regarding the information you have retrieved from the Internet

S.N.	Satisfaction level	Respondents	Percentage
1	Highly satisfied	56	70%
2	Satisfied	17	21.5%
3	Average	7	8.75%
4	Not satisfied	0	0%
5	Total	80	100%

Table 8 represents the satisfaction levels stated by the players regarding the retrieved information from the internet. Most of the respondents 56 (70%) are highly satisfied with the retrieved information from the internet followed by 17 (21.5%) respondents are satisfied and only 7 (8.75%) respondents are average.

Table No 9 – Problems face while seeking information from the Internet

S. N.	Problems	Respondents	Percentage
1	Information is too vast	56	70%
2	Material is not available	15	18.75%
3	Provide incomplete information	13	16.25%
4	Information scattered in too many sources	52	65%
5	Some of the information material is out-dated	36	45%
6	Lack of time	49	61.25%
7	Lack of searching skills/access mechanism	53	66.25%
8	Limited knowledge of technology	51	63.75%

Table 9 highlights the problems faced by the players when seeking information from the internet. More than 60% of respondents mentioned that information is too vast, lack of searching skills/access mechanism, Information scattered in too many sources, limited knowledge of technology and lack of time, whereas 36 (45%) respondents stated that some information material is out-dated, 15 (18.75%) respondents stated that material is not available and 13 (16.25%) respondents stated that internet provide the incomplete information.

Findings of the Study

- The finding shows that all players are using internet but 86.25% players are using the internet daily.

- Majority of the players stated with high response that they were searching information on internet for all purposes. Frequency, most of the players stated that they are frequently and sometime using all these purpose and some players stated that they are rarely using internet for these purposes.

- YouTube, What'sApp, Google+, and Gmail are most highly used mediums for seeking information by the players. Players mention the frequency of using these mediums such as: 65% respondents are frequently using YouTube, 71.25% respondents are sometime using What'sApp, 62.5% respondents are frequently using Google+, and 47.5% respondents are rare using Gmail.

- Out of 100, 70% players are highly satisfied with the retrieved information from the internet, 21.5% are satisfied and only 8.75% are average.

- The finding revealed information is too vast, lack of searching skills/access mechanism, Information scattered in too many sources, limited knowledge of technology and lack of time are the major problems which faced by the player when seeking information from the internet.

Conclusion

In 21st century, the inclination of people to use the internet for searching information has been gradually increasing in the every field of the worldwide. The Internet is most important sources through which players can seek the information anywhere and anytime because they have no more time to search the information physically. The study conclude that all player were used the internet to search the information related to the academic purpose, training purpose, game strategy, general sports information, skill of the game, fitness purpose, updating knowledge etc. Also found that player faced some problems when they retrieved information from the internet source. The study based on the results recommended that institution should organize some awareness and training programs regarding Computer/ICT, internet tools, internet searching technique etc. so that players easily search the required information without wasting of time and increase the familiarity with internet.

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