

GENDER DISPARITY IN AWARENESS AND USE OF SEARCH ENGINES BY COLLEGE FACULTY: A SURVEY OF BARAMULLA DISTRICT- J&K

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ABSTRACT

This study investigated the implication of gender in awareness and use of search engines by College Faculty in District Baramulla, J&K- India. As the study is survey-based, questionnaire method was adopted for data collection from the target population. The target population comprised of the faculty of 6 govt. run degree colleges of District Baramulla, J&K. The collected data were analyzed using appropriate statistical tools and techniques. The findings indicate that there is a significant difference between male and female faculty in the level of awareness of search engines, and the extent of utilization of Google search engine is also significantly different between the two genders. However, the extent of utilization of Yahoo search engine did not indicate a significant difference between male and female faculty at the college level. It was therefore recommended that the Department of Higher Education, Govt. of Jammu and Kashmir should put up an ICT policy document that promotes gender equity in the delivery of library and information services to clientele.

KEYWORDS: *Search Engines, Govt. Degree colleges, College Faculty, Libraries, Jammu and Kashmir*