

## MARKETING RESEARCH IN INTERNET RESOURCES: USER NEED ANALYSES

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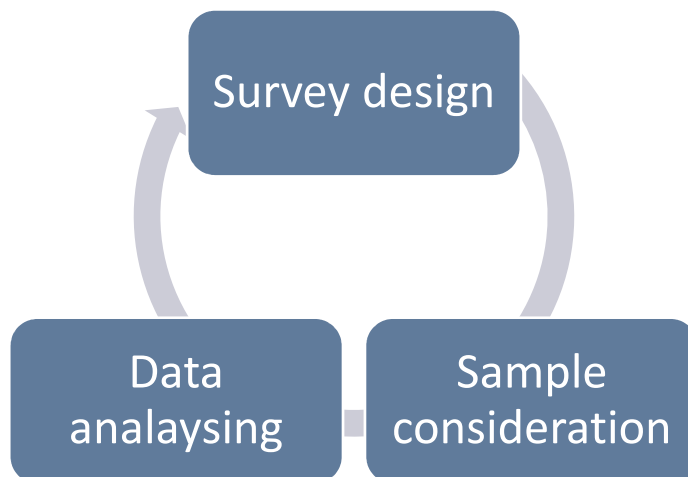
The meaning of high standard European higher education is to develop lifelong learning and competency skills through individual studies. For this reason universities do a lot of studies in order to develop new educational tools for their main educational consumers: students.

Faculties, library and administration must work together to develop information literacy skills for university users.

Transilvania university of Brasov and University of Bergen has had a lot of collaboration, both educational and research as projects, especially between the two university libraries.

We have developed both qualitative marketing research taking into consideration the various aspects of consumer behaviour among internet users. The study started in Brasov with a descriptive research following the Focus group method with complete phrases.

### Qualitative marketing research



The study identified potential lifestyle segments among Internet users and examined the relationship between lifestyle segments and their attitudes toward electronic resources.

The theme of Qualitative Marketing Research: Opinions, attitude, difficulties of

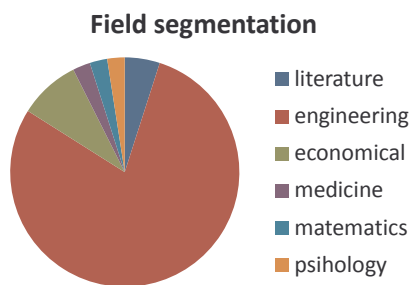
students accessing electronic resources. The questionnaire:

<http://www.uib.no/People/afsal/Qnaire.pdf>

## MARKETING RESEARCH

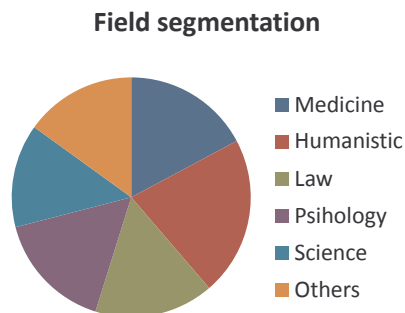
### BRASOV, ROMANIA

- 100 students
- Maculin 49%,Feminin 51%



### BERGEN, NORWAY

- 93 students
- Masculin 30%,Feminin 70%

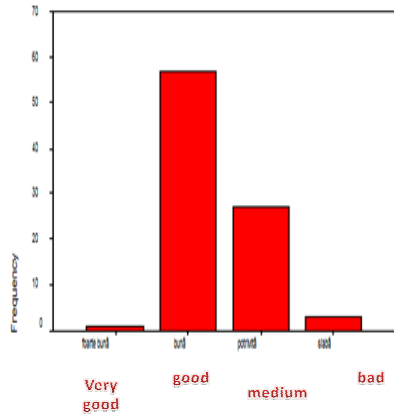


Market segmentation in the two studies.

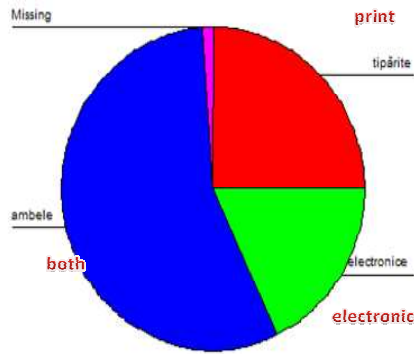
We made a study with 40 questions and chose a sampling of students from different specialization; 100 persons. The same survey lay at the basis of the research in Bergen for a sampling of 93 students. The students' specializations are quite different in the sense that in Brasov there are students in engineering, economic sciences, letters and medicine, while in Bergen the students interviewed were from arts, letters, psychology and medicine.

# SURVEY DATA ANALYSING

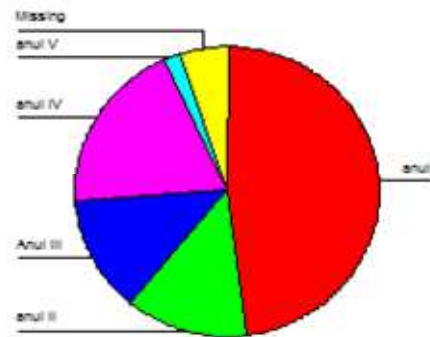
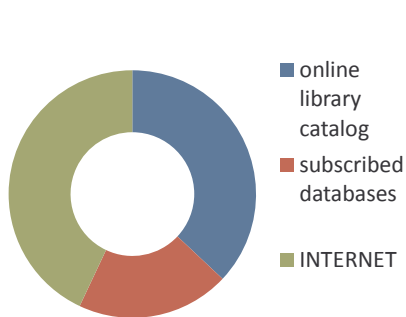
How do you appreciate the quality of the databases the library subscribes to?



Which are your favorite documents?



## Documentation sources data analysing



Market segmentation: year of study

## Where do you find information to solve your tasks?

	Brasov	Bergen
Library OPAC	37 %	22 %
Library databases	20 %	16 %
Internet	43 %	52 %

Repanovici and Landoy 2008

After data interpretation of the 2 studies the universities developed online tutorials, specified for their users

## ONLINE TUTORIALS Brasov-Bergen

### **Research And Write Online Tutorial**

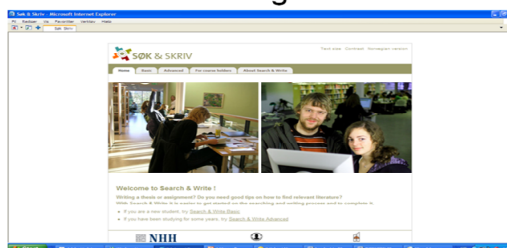
IM.MF.I.01.07 Tehnici de documentare si comunicare

**DOCUMENTATION TECHNIQUES  
ENGINEERING DEPARTMENT  
TRANSILVANIA University of  
Brasov, ROMANIA**

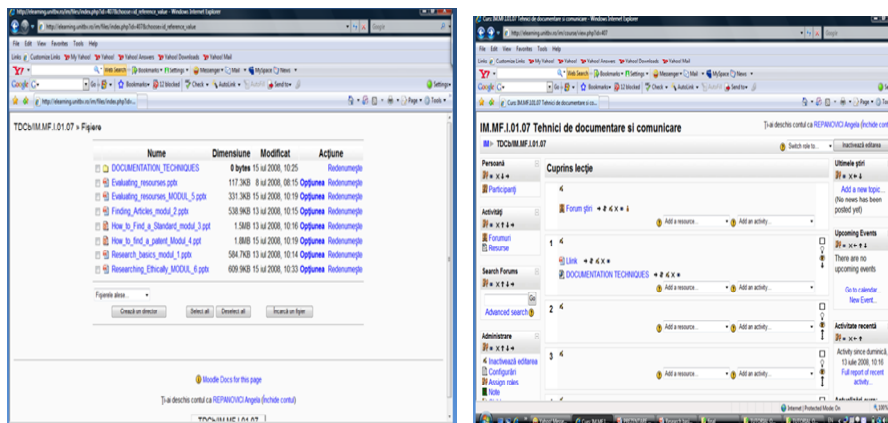
<http://elearning.unitbv.ro/im/course/view.php?id=407>

Search and Write online tutorial

[www.sokogskriv.no](http://www.sokogskriv.no)



# TRANSILVANIA University learning platform

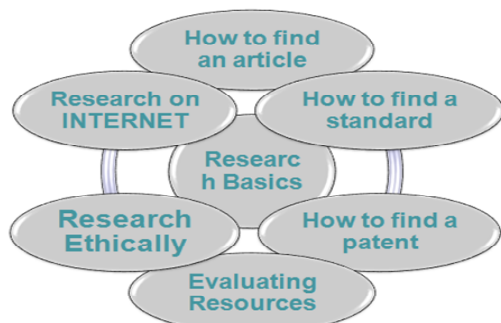


In Brasov, the online tutorial RESEARCH AND WRITE comprises 7 compulsory courses, which are in the curriculum of the 1st year, 1st semester, through the course DOCUMENTATION TECHNIQUES for the specializations engineering, sociology and letters and it is conceived as a result of the qualitative marketing research.

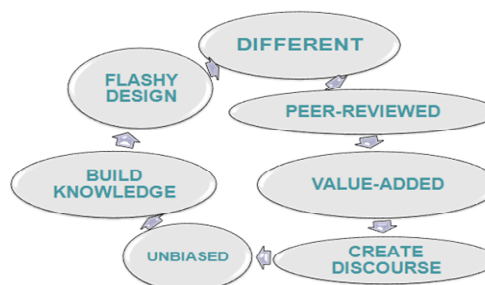
In Bergen, the online tutorial SEARCH AND WRITE answers the requirements developed by the survey and is presented by the librarians to all students.

## BRASOV ONLINE TUTORIAL

### INFORMATION LITERACY MODULES



### Modul VII: SCHOLARLY INFORMATION



The Transilvania university tutorial is composed of interactive modules providing basic instruction

on how to do research using different resources. The course is in the curriculum in the first semester of the first year to engineering, library science and social science students.

#### ONLINE MODULES STRUCTURE:

**Course 1: RESEARCH BASICS**, going into a number of ways to find reliable information sources:

- Books have generally been evaluated by a librarian;
- Articles published in peer-reviewed journals have been evaluated by other researchers;
- Web pages recommended by a librarian have been evaluated for authenticity and reliability;
- Web pages published by governments or organizations have the weight of the organization behind it;
- Asking some simple questions about the source can help you evaluate its reliability;  
Recommendations:
  - Use our subject guides (<http://www.unitbv.ro>);
  - Use peer-reviewed journal articles;
  - Use the library's scholarly databases (<http://www.unitbv.ro/biblioteca>);
  - search techniques : "phrase searching " , " , truncation \* ? , " , "boolean and, or, not" or domain search

**Course 2: EVALUATION OF RESOURCES**

Anything can and will be published on the Web, so critical evaluation skills are essential to determine the value of the information before you use it in your research.

There are six criteria to consider when evaluating a web site: **authority, currency, accuracy, coverage, objectivity, purpose.**

**Course 3: SEARCHING OPAC LIBRARY**

**Course 4: FINDING ARTICLES**

**What is a journal?**

**Why should I use a journal article?**

**What are the types of periodicals?**

**Course 5: RESEARCH ETHICALLY**

**Plagiarism**

**Paraphrasing**

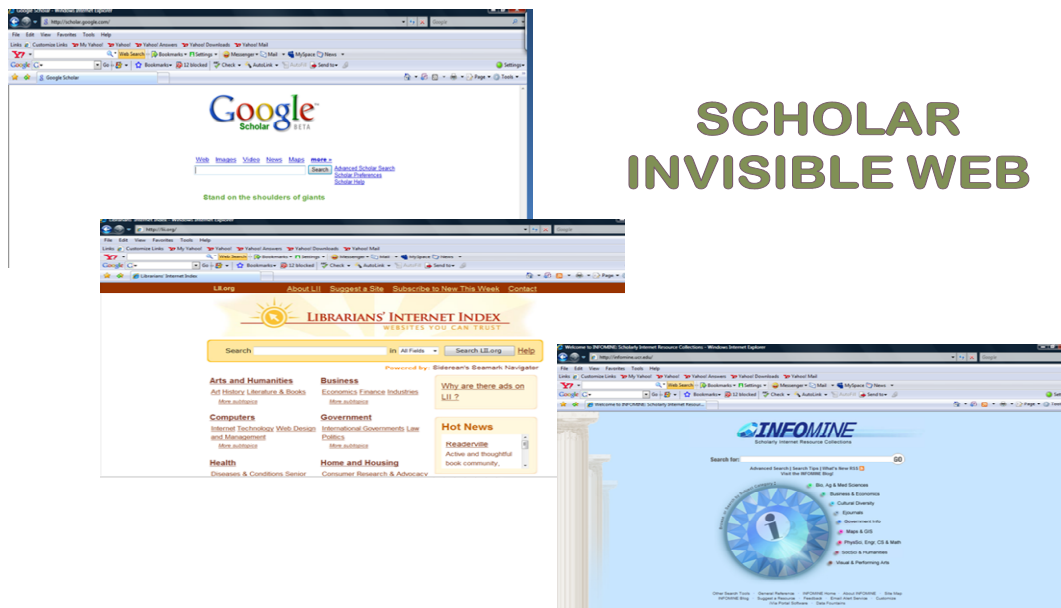
**Citation**

## Course 6 : STANDARDS AND PATENTS STANDARDS

### Course 7: INTERNET SEARCH

Taking into consideration other type of documents: blog posts, wiki pages, group discussion.

Finally, this tutorial will develop the ability to use information techniques, Information literacy incorporate critical thinking skills and develops strategies to become an independent lifelong learner.

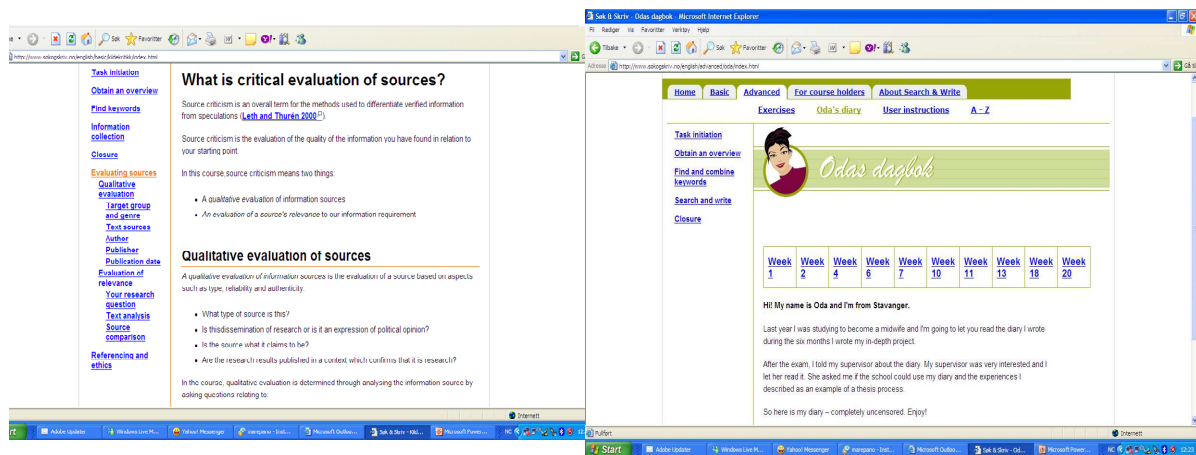


One important attention is pay at Scolarly information, how to evaluate,how to recognise online,wich is value-added,creates discourse,unbiased,build knowledge,flashy design, and about online library databases.

There are taking in consideration other type of documents: blog posts,wiki pages,group discussion.

Finally this tutorial will develop the ability to use information techniques,Information literacy incorporate critical thinking skills and develops strategies to become one independent lifelong learner.

## BERGEN ONLINE TUTORIAL



Modules in Bergen:

Basic: Task initiation; Obtain an overview; Find keywords; Information collection; Closure; Evaluating sources; Referencing and ethics.

Advanced: Task initiation; Obtain an overview; Find and combine keywords; Search and write; Closure.

Tutorials, exercises, “Oda’s Diary” (example)

## CONCLUSIONS

- Quality Marketing Research is important in order to develop the university.
- We need to know the students behaviour and their needs and expectations for them to become life long learners
- INTERNET develops tools in such high rythm that we need to have research of students patterns often
- The Romanian students, as well as the Norwegian students are a progress factor, however with different traditional education.
- Due to the web space as space of the collaboration and to the fact that they all belong to the generation of the new technologies, they have a lot in common.
- The differences between them reside in the mentality and in the past.



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