

The relationship between information literacy and computer self-efficacy and academic performance of students in faculties of psychology and education of University of Tehran

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Abstract

Objective: This study aims to investigate the relationship between information literacy, computer self-efficacy and academic performance.

Methodology: The population of this study consisted of 1054 of BA and MA students of Psychology and Educational Sciences faculty, University of Tehran. The data are collected from a sample of 283 students (103 BA and 180 MA students); selected using Cochran's sampling formula. These students answered Mittermeyer and Quirion's information literacy questionnaire (2003), and Murphy's computer self-efficacy questionnaire (1989).

Findings: The results show that there is a positive and significant relationship between information literacy and computer self-efficacy, between information literacy and academic performance, and between computer self-efficacy and academic performance. This means that the higher the information literacy is, the higher the computer self-efficacy and academic performance of students are. Besides, the higher the computer self-efficacy is, the higher the academic performance of students will be.

Keywords: academic performance, computer self-efficacy, information literacy, information, self-efficacy.

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A comparative analysis of the level of social capital in libraries of University of Tehran and Sharif University of Technology

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Abstract

Objectives: This research is a comparative study of the level of social capital in libraries of University of Tehran and Sharif University of Technology.

Methodology: The research method is composed of survey and comparative study. Statistical population included all librarians affiliated to central and college libraries of Sharif University of Technology together with librarians affiliated to central library and libraries of Colleges of Engineering, Colleges of Science, Faculty of management, and Faculty of Economics of Tehran University. Random stratified sampling method was used and the sample estimated 110 people. Data collection tool was a questionnaire.

Results: Findings showed that the rate of social capital among librarians in libraries of Tehran University and Sharif University was relatively not different and a little more than average. Average social capital score in Tehran University (3.28) was more than average score gained in Sharif University libraries (3.20); yet that difference was not statistically meaningful. Also the order of importance of dimensions was relational, cognitive and structural. The level of social capital showed a statistically not meaningful difference with respect to demographic variables. Considering the impact of social capital on improving the performance of libraries, managers of academic libraries are recommended to invest more on shared values and experiences, trust, and networked configurations as main elements of social capital.

Originality/ Value: According to the role and importance of University of Tehran and Sharif University in advancing Scientific purposes, identifying the amount of social capital among the aforementioned university librarians, can help managers to understand the meaning, importance and improve social capital on the libraries organization, which has not been done yet.

Keywords: academic libraries, librarians, Sharif University of Technology, social capital, University of Tehran.

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Identification of the infrastructures and mechanisms of documentation of experiences and knowledge in Iranian university libraries

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Abstract

Objective: The purpose of this study is to identify and analyze the viewpoints of the Iranian university library managers on documentation of experiences and knowledge in order to identify necessary infrastructures and mechanisms for documentation of experience and knowledge in Iranian academic libraries.

Methodology: This research is applied, based on descriptive-analytical method. Data gathering tool was a researcher-made questionnaire which was designed based on literature review and its validity was confirmed by experts. The questionnaire was distributed among 88 managers of the central libraries under study.

Findings: Findings of research indicated that in view of managers under study, 5 infrastructures and factors are necessary for documentation of experiences and knowledge in academic libraries, which are, in order of priority: structural, cultural, legal, technological and behavioral. Transfer of experiences to successor employees before retirement, being liable to having intellectual rights as experienced managers, creation of a documentary handbook of important experiences and actions taken in library, and publishing documented experiences in journals and or books were identified for development and improvement of documentation.

Originality: According to previous studies, this research was conducted to identify the necessary infrastructures in documentation of experience and knowledge for the first time. Also, the findings of this study could be a starting point for documentation in the context of libraries, moreover, it could be a model for other libraries and information centers.

Keywords: documentation, experience, knowledge, managers, University libraries.

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Identification and accreditation of the research productivity evaluation indicators of Iran universities

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Abstract

Purpose: The purpose of this research is to identify and validate indicators used to evaluate research productivity of Iran universities based on views of research assistants and managers of universities across the country.

Methodology: For this purpose, documentary method and survey method were applied for identification and validation of these indicators, respectively. Sample of this research consists of 60 persons among research assistants and managers of medical sciences, industrial and comprehensive universities. In order to conduct the survey research, a questionnaire as a data collection tool including 48 evaluation indicators was used.

Findings: According to managers and research assistants of medical sciences, industrial and comprehensive universities, indicators related to position are more important in evaluation of research productivity. The results showed that the book indicators are very important for the managers and research assistants of comprehensive universities. And for managers and research assistants of industrial universities, indicators related to grant, inventions and research projects have more credibility than other indicators of research productivity evaluation of universities. For the managers and research assistants of medical sciences universities, indicators related to the article are more important than other indices.

Originality: This research has identified and ranked indicators of research productivity evaluation of universities. Also this research determined credibility of each indicator in research productivity evaluation of three medical sciences, industrial and comprehensive universities.

Keywords: accreditation, evaluation indicators, Iran, productivity, universities.

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A measurement of the number of duplicated items in Persian information retrieval from the Web comparing public search engines

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Abstract

Objective: This research aims to measure the number of duplicated items in Persian information retrieval from the Web, and to compare search engines' abilities in removing duplicated items from the results.

Methodology: Quantitative methods and descriptive statistics are applied; moreover, an evaluation of information retrieval systems is performed.

Findings: The findings showed that in subjects such as law, geography and literature there were more than 70% duplicated items in search results. Google retrieved the lowest number of duplicated items (42.8%) and Bing retrieved the highest number of duplicated items (58.3%).

Keywords: information replication, information retrieval, internet, Persian Web, search engines.

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Analysis of the factors affecting Internet marketing success in selling e-books

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Abstract

Purpose: The purpose of this study is to evaluate the impact of internet marketing indices on sales of electronic books and rank them from the viewpoint of Iran's electronic publishers.

Methodology: The present study, in terms of purpose is applied and in terms of method is descriptive. In this study, a researcher-made questionnaire has been used for gathering viewpoints of electronic publishers about the determinants of internet marketing success on the sale of electronic books. In 2014, the number of electronic publications is 60 Publishers that due to the limitation of statistical society, the data is collected according to the census.

Findings: Findings of this study showed that variables including ease for the consumer, customer choice right, materials management, production costs and benefits to customers are respectively the most important factors in selling e-books from the perspective of the publishers of electronic books. This means that design of a multi-purpose website with the search capability and ease of use is the base of Internet marketing in the sale of electronic books. However, the effect of communications with customers and sales support services for electronic books could not be verified.

Keywords: e-book, electronic publisher, e-marketing mix, internet marketing, selling electronic books.

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Service quality evaluation of teaching-learning system in higher education

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Abstract

Objective: The current study aims to provide a model for measuring the services quality from student view as the main customer in e-learning institutions with regard to the special features of this university and e-learning approach.

Methodology: In this study, after reviewing the literature on service quality in different areas, 42 main factors affecting the quality of e-universities service have been extracted and after receiving expert opinions, the final version (based on badroalkhan model) consists of eight factors including pedagogical factors, technical factors, communication, evaluation, administration, support resources, ethical and institutional factors. Validity and reliability of the questionnaire were confirmed through the content validity and Cronbach's alpha. The questionnaire was developed based on the identified indicators and then was distributed among the population consisting of 390 students of the Institute in electronic form and finally, 198 questionnaires were returned to the researchers, and the results were analyzed.

Results: The results of structural analysis indicate that institutional factor has the highest correlation with service quality whereas administrative factor has the least correlation. Also, the students of Merhalborz institute have the highest satisfaction of moral factors and the lowest one of the evaluation.

Keywords: e-learning, e- university, quality of service.

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