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TITLE:

"INVESTIGATING THE DETERMINANTS AND IMPACTS OF DIGITAL LIBRARY ENGAGEMENT"

SUPERVISORS:

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Background

- User engagement is a state of interaction that involves cognitive, affective, and behavioral interaction with an application system that increase the belonginess needs of a user.

- The lack of user engagement towards DL indicating that there is a need to investigate further beyond the concept of traditional information system usage.

- A digital library is a collection of organized digital documents, objects, and services. It includes online databases, electronic journals, images, text, videos, and sounds (Alhaji, 2009).

Issues

- Not much is known about the contributing factors of DL engagement as well as its impacts

Benefits

- Institutional (i.e. Universities) – increase productivity (publication, research, innovation, consultation); reduce human resources (i.e. librarians to be employed) ; save space (i.e. building infrastructure)

- Individual - increase productivity (publication, research, innovation & consultation)

Problem

- DL is an expensive investment – it has to be used optimally.
- Users are more inclined to use generic search engines such as Google Scholars and free on-line resources e.g. Free and open access database
  - Free and open access database – limited in terms of scope & issue of quality
- Studies have shown that well developed DL will encourage users to deeply engage with the DL
- Previous studies on DL engagement did not comprehensively address contributing factors (determinants) as well as impacts of engagement
  - Impact was measured in terms of satisfaction only

Gaps

- Theoretical
  - Limited knowledge on DL engagement in relation of its determinants and impacts within the context of LIS.
- Practical
  - Lack of instrument to measure the determinant and impacts of DL engagement
- Empirical
  - Lack of empirical evidence on the relationship between DL engagement with its determinant and impacts especially in the context of Malaysian postgraduate student.

Research Question 1

How does DL engagement impact users emotionally and functionally?

Research Objective 1

To identify the users' emotional and functional impacts of DL engagement.
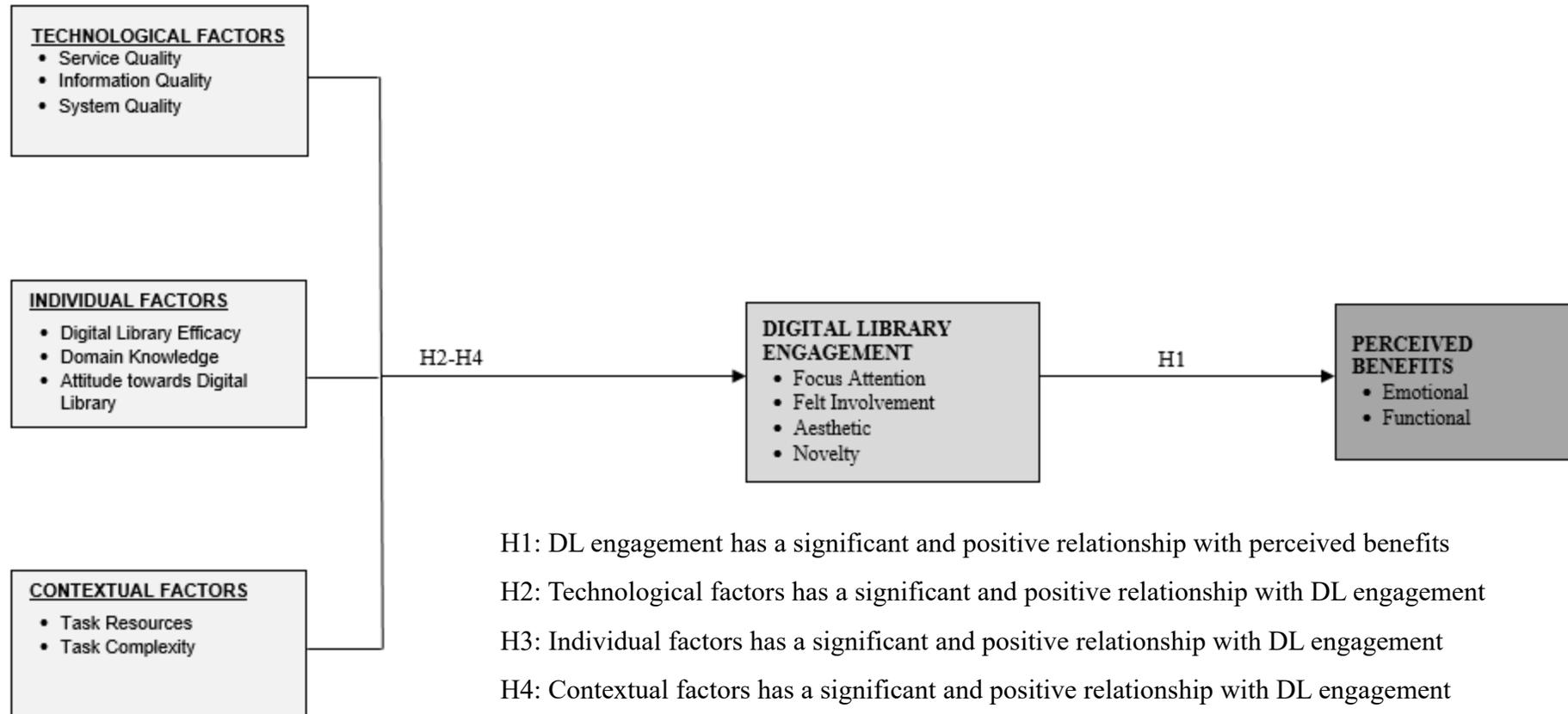
Research Question 2

Do technological factors and contextual factors jointly predict DL engagement?

Research Objective 2

To identify whether technological factors and contextual factors jointly predict DL engagement.
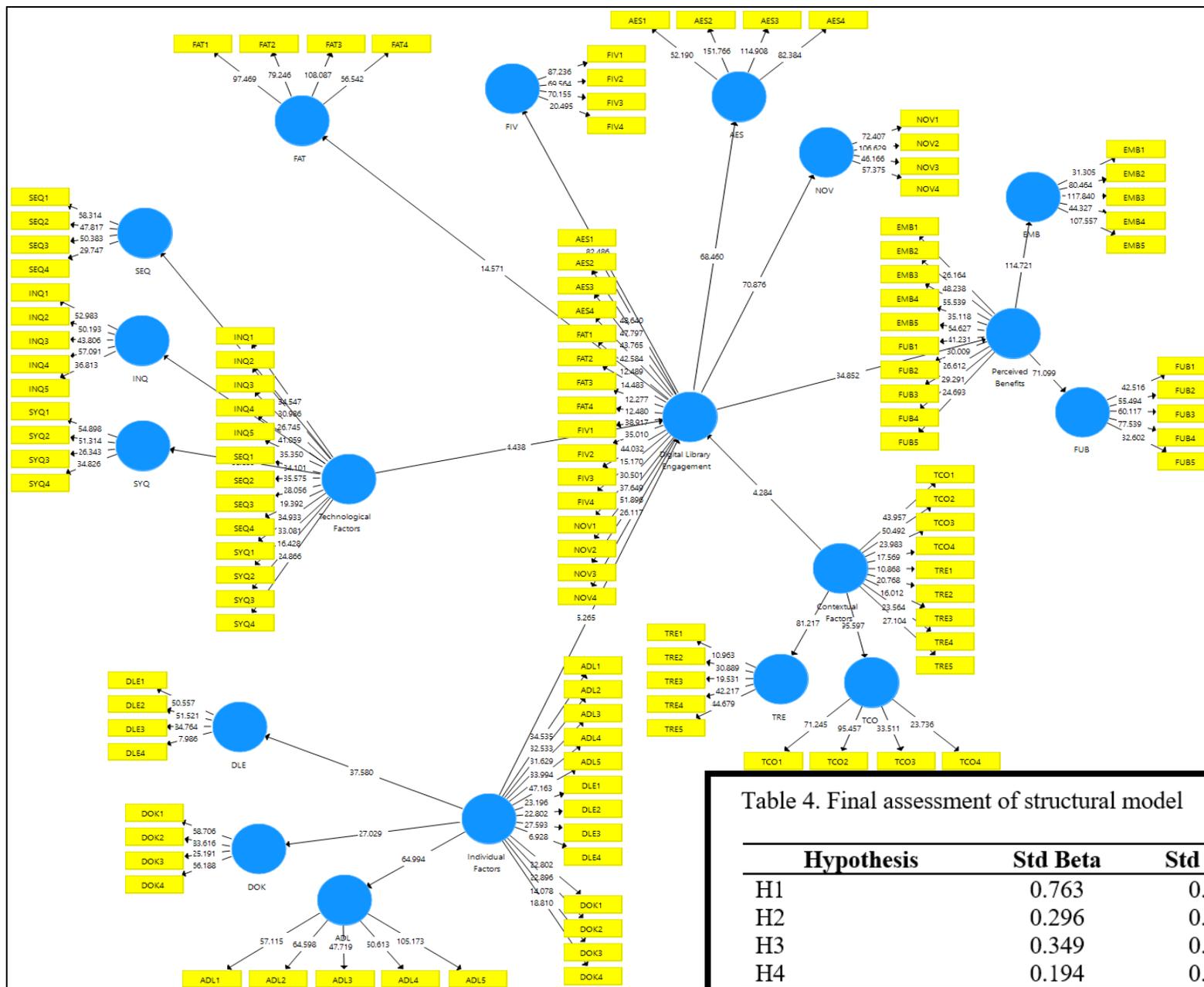
TECHNOLOGICAL FACTORS
- Service Quality
- Information Quality
- System Quality

INDIVIDUAL FACTORS
- Digital Library Efficacy
- Domain Knowledge
- Attitude towards Digital Library

CONTEXTUAL FACTORS
- Task Resources
- Task Complexity

H2-H4

DIGITAL LIBRARY ENGAGEMENT
- Focus Attention
- Felt Involvement
- Aesthetic
- Novelty

H1

PERCEIVED BENEFITS
- Emotional
- Functional

H1: DL engagement has a significant and positive relationship with perceived benefits

H2: Technological factors has a significant and positive relationship with DL engagement

H3: Individual factors has a significant and positive relationship with DL engagement

H4: Contextual factors has a significant and positive relationship with DL engagement

Theoretical Framework

RESEARCH APPROACH	RESEARCH METHOD	DATA COLLECTION TECHNIQUE
QUANTITATIVE	*SURVEY*	*QUESTIONNAIRE*

UNIT OF ANALYSIS	TIME HORIZON OF DATA COLLECTION
INDIVIDUAL	*CROSS-SECTIONAL*

POPULATION	SAMPLING TECHNIQUE
POST-GRADUATE STUDENTS OF RESEARCH UNIVERSITIES	*NON-PROBABILITY: CONVENIENT*

Findings showed that technological factors, individual factors, and contextual factors were able to jointly predict the digital library engagement. On the other hand, digital library engagement also has a significant and positive relationship with perceived benefits.

Table 4. Final assessment of structural model

Hypothesis	Std Beta	Std Error	t	p	Decision
H1	0.763	0.022	34.852**	0.000	Supported
H2	0.296	0.067	4.438**	0.000	Supported
H3	0.349	0.066	5.265**	0.000	Supported
H4	0.194	0.045	4.284**	0.000	Supported

Higher Education Institution (HEI)

HEIs need a measurement tool to justify their investment on DL

Practitioners

Practitioners can use the factors identified in this study to improve the user engagement on DL.

Academician

Academician can use the model proposed in this study to further extend the knowledge on DL assessment, evaluation, and adoption.

DL Vendors

DL vendors may use the results of this study to further improve the performance and effectiveness of their product.

Government Policymakers

Government policymakers can use the result to develop a policy for the nation in the context of DL.

Body of knowledge

Filling the theoretical, empirical, and practical gap on DL engagement in relation to its determinants and impacts.

Conclusion

- The paper provides empirical evidence on the concept of DL engagement in relation to its determinants and impacts in the context of Malaysia;

- The paper provides a validated research instrument on DL engagement;

- The paper provides empirical evidence that contextual factors have a significant relation with DL engagement;

- This study has added to the body of knowledge in DL engagement

Limitation

- A future study should consider adopting more variables such as perceived usefulness, perceived ease of use, responsiveness, and subjective norm to improve the resultant research model.

- The study recommended that a widespread survey in the future to gain insight into the diverse demographic profile of respondents.

- A future study can improve the model by integrating other dimensions, such as organisational and socio-economic factors.