

Bisay: Its Usefulness as Virtual Reference Assistant  
of a State University in Iloilo

A Thesis

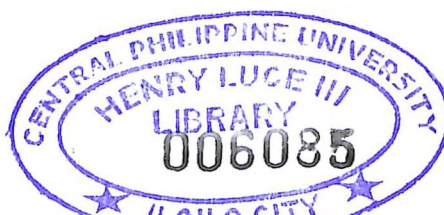
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Master in Library and Information Science

by

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## **Abstract**

This study, which was conducted to determine the usefulness of Bisay as a virtual reference assistant of a state university in Iloilo, utilized the mixed method approach or the use of qualitative and quantitative approaches. Respondents of the study were 276 Bisay users identified through purposive random sampling from among the August to September 2023 users. Frequency count, percentage, mean, and standard deviation were employed for descriptive statistics. Descriptive statistics was generated using SPSS Version 21 and used to analyze quantitative data generated from the five-point Likert scale survey questionnaires. The qualitative approach was done using key informant interviews with three library personnel who administer the Bisay virtual reference assistant. Results revealed that perceived ease of use and perceived usefulness had a positive response on the use of Bisay as a virtual reference assistant generating a mean of 4.27 and 4.19 respectively. The positive responses also indicate that clients will likely use Bisay in accessing library services and references as indicated in the behavioral intention with a total mean average of 4.09. Participants in the key informant interviews considered Bisay to be helpful and effective in delivering library services and resources to its users.

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