

**Increasing Effective Use of Online Database Services  
to USLS College Students via Library Faculty  
Administration Collaboration and Creative Marketing  
Strategies**

An Action Research

Presented to

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## **Abstract**

This action research was made to determine the effective use of online database services to USLS college students. This will also help to improve increase the awareness and usage of the college students by giving solutions to the problems encountered by the users. The objectives of the study are to identify the purpose of the students in going inside the library, to identify the awareness of the students on the availability of online database, to identify the reasons and problems of the students of not using online database and to find out the most frequent used database by the students. The respondents of the study were the college students of the University of St. La Salle enrolled this first semester 2009 – 2010. Questionnaires were distributed to determine the awareness of the college students in the use of online database. The results were tallied by frequency counts and the percentage were able to get based on the total number of respondents. Statistics on the usage of online database were gathered from previous year. These were computed and analyzed and compared to the results to this year's usage.

Several problems of the students on the use of online database were identified. The researcher also presented the suggestions and comments of respondents to improve the services of online database.