

**LIBRARY OR GOOGLE: A STUDY ON THE INFORMATION SOURCE
PREFERENCE OF CPU SOCIAL SCIENCE STUDENTS**

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ABSTRACT

This study is aimed to determine the preferences of CPU Social Sciences students between Library and Google and the factors that affect their choice of information source. Specifically, the following objectives were answered by the study: (1) describe the profile of CPU Social Science students; (2) identify the information source preference of the respondents; and (3) determine and analyze the factors that affect their choice. Applying the Uses and Gratifications Theory, a research-made questionnaire was used to gather the data. It was found out that majority (98%) of the respondents prefer to use Google over Library. In ranking the factors that affect their choices, it was found out that majority of the respondents perceives accessibility (62%) and time consumption (62%) as an extremely important factor. Meanwhile interactivity (52%) comes next, followed by reliability (40%) and lastly time consumption (24%). Among the factors, only time consumption (14%) was perceived by the respondents as not important in choosing an information source.