ABSTRACT

Library Hi Tech News, Volume 32, Issue 1, March 2015. Purpose To evaluate micro factors influencing use of electronic information resources among postgraduate students in institutions of higher learning in Kenya, and suggest strategies to enhance and improve the utilization of these vital sources in the university learning environments. Design/methodology/approach The study uses document or desk review analysis, professional opinions and ideas, and case examples regarding utilization of electronic information resources. Findings The study indicates how practices such as information literacy and learning skills, consultative or partnership meetings, use of portable brochures and guides, research, teaching and learning approaches, seminar and workshop trainings, public relations, and attitudes influence the use of electronic information resources. Among the strategic measures that are instrumental for effective utilization of these vital knowledge resources is the ability to provide tailor made programmes targeting postgraduate students and reaching out or going to where the students are through regular meetings and social media advertisements and announcements. Research limitations/implications This study is confined to postgraduate students in institutions of higher learning inclusively using document review guides and case examples of utilization and non-utilization of electronic resources. Practical implications Possible strategies and solutions that enhance and improve use of electronic information resources among the postgraduate students include the need to integrate the use of information communication technology in research, teaching, learning and community services of the university, provision of compulsory literacy programmes to the students, and regular partnership meetings with the faculty members, librarians and postgraduate fraternity. Originality/value Institutions of higher learning including libraries and universities are in a new dispensation of modernity and post modernity increasingly dependent upon electronic or digital information systems. In the modern knowledge and learning environment, information professionals, postgraduate students and other stakeholders need to agree to the simple rule that electronic information resources are the backbone of academic services in universities perhaps than never before. In the academic and educational quest in universities, electronic information resources fundamentally supplements print materials since most universities lack the necessary technological infrastructure.