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USER INFORMATION SEEKING BEHAVIOUR: PERCEPTIONS AND REALITY: AN EVALUATION OF COLLEGE LIBRARIES IN JHAJJAR DISTRICT OF HARYANA

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ABSTRACT

Among Librarians, Information Scientists, communication scientists, sociologists and psychologists, information seeking behavior is an area of active interest. Information seeking behavior is a broad term, which involves needs, seek information, evaluate, select information and finally uses this information to satisfy his/her information needs. The different types of strategies or methods of action are planned to achieve, satisfy the need for information is known as Information Seeking Behavior (ISB). Information use and ISB motivate a person to seek information from various sources in this information society. Various factors may determine the information seeking behavior of an individual or group of individuals. In this study the mode of data collection, analysis and interpretation is also presented. The study reveals the frequency of visits to the library, purpose of visit, types of services, sources used to get information, strategy and tool for searching information etc.

I. INTRODUCTION

The present time is the period of information and knowledge revolution. Now the information is available in a vast form and libraries are facing the problem to meet the satisfaction level of end user. The availability of information on the web has affected information seeking behavior. Information is an important basic link between varieties of activities intellectual and material in the practice of any subject. In today's information age, the information have more importance than money and a country consider more powerful as it have more important and large information. Libraries have to build their collections and services to meet user's satisfaction. It is desirable to understand the purpose for which information required, the environment in which the user operates users' skills in identifying the need information, channels and sources preferred for acquiring information.

Information seeking behavior

The concepts of information seeking, information retrieval and information behavior are objects of investigation of information science. Within this scientific discipline a variety of studies have been undertaken analysis the interaction of an individual with information sources in case o a specific information need, task, and context. The research Models developed in these studies vary in their level of scope. According the **T.D.Wilson** information seeking behavior is defined as "those activities a person may engage is when identifying his or her own words for information searching for such information is any way, and using or transferring the information." Wilson therefore developed a nested model of conceptual areas. There is a different between information seeking and information behavior. Information seeking is a conscious effort to acquire information in response to a need or gap in your knowledge. The major information seeking study characteristics are:

- Study small groups via observation or unstructured interview
- Moved away from studying large groups via questionnaires and structured interviews
- Attempt to generate information seeking models

II. LITERATURE REVIEW

The quantity of knowledge and information is increasing exponentially due to new emerging technologies, and this increase the problem of libraries and information centers to meet the different needs of the modern users. By different authors, a good number of studies have been carried out to examine the real problem faced by the users, information needs, information seeking behavior, searching habits etc. Some of them are as:

Shokken and Kaushik (2002) studied about information seeking behavior of social scientists working in universities located inharyana. They reported most of social scientist visits the library daily. The first preferred method of searching the requird information by the social scientists followed by searching through indexing and

abstracting periodicals and citations in articles respectively. The social scientists use current journals followed by books. **Singh and Satija (2007)** studied the information seeking behavior and strategies of users. The questionnaire method was used for collection the data. They have received 375 filled questionnaires from the scientists working in ICAR institutions of Delhi and Panjab agriculture university, Ludhiana. **Verma, Tamrakar and Shivastava (2007)** studied the use of collection and services of Technical Information and Resource Center of Defence Research and Development Establishment, Gwalior. They determined the need and purpose of using collection and services offered by the library. **Khan and Ali (2007)** studied the information seeking behavior of medical students in J.N.MedicalCollege, AMU, Aligarh. They find out the various activities of the students as information requirement, information seeking strategies, and type of information used and problems during the use of information etc. **Biradar, Kumar and Mahesh (2009)** studied the use of information sources and services by the students, in the library of AgricultureScienceCollege, Shimoga. They have also used the questionnaire method for the collection of the data. **Mahawar, Verma and Saha (2009)** studied the information seeking behavior of the Geologists working in Geological Survey of India, Lucknow. **Chandran and Ara (2010)** studied at KurnoolMedicalCollege in Andhra Pradesh. They collected the data by the questionnaire method. They gave the seven suggestions to give better services to the users. **Tamrakar, Verma and Saxena (2010)** studied the use of information sources and services by the research scholars in CDRI library, Lucknow by using the questionnaire method.

Objective of the study

This study attempts to achieve the following objectives:

- To identify the frequency of visits to the library
- To know perception about information seeking
- To ascertain the information requirement of the users
- To identify some of the factors influencing information seeking behavior of users
- To find out the information sources and services that exists to satisfy the information needs to the users

III. METHODOLOGY

The methodology adopted in this research work is a survey, based on a structured questionnaire including observations. For collecting the data the prepared questionnaire was circulated among a sample of 150 students and Faculty members of the different colleges from the population. Beside the questionnaire method, observation method and interview technique have been used to obtain the information about the working of the library. An attempt had been made in this study to examine the information seeking behavior of library users of some selected colleges of Haryana, specially which are situated in Jhajjar district, affiliated to M.D. University. For data interpretation the MS-Excel, tables, pie charts and column charts are used.

IV. DATA ANALYSIS AND INTERPRETATION

Sample taken of different users

Table-1

Student				Faculty			
Male		Female		Male		Female	
UG	PG	UG	PG	UG	PG	UG	PG
44	11	12	4	11	11	4	5

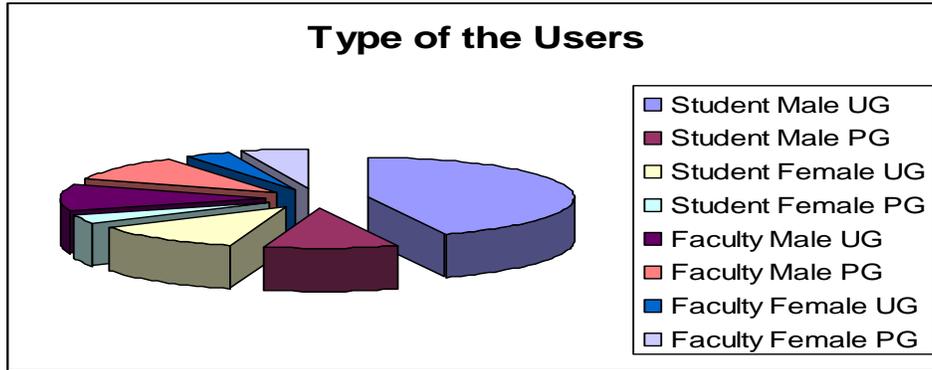


Figure-1

Table-2

Frequency of visit the library	No. of Respondents	% of Respondents
Daily	39	26
Twice in a week	18	12
Once in a week	24	16
Fortnightly	0	0
Once in a month	5	4
As per need	63	42

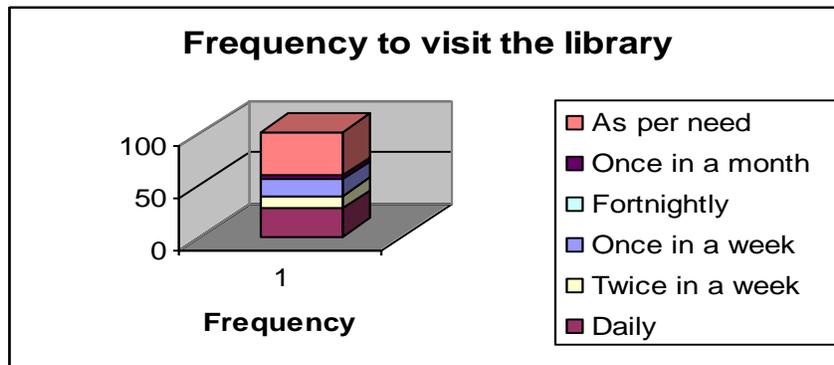


Figure-2

Table-3

Purpose to visit the Library	No. of Respondents	% of Respondents
to collect study material in their subject	95	63
to read newspaper/magazines	18	12
to read journal articles	3	2
to know the latest arrivals in the library	8	5
to use ICT tools	0	0
for photocopy facility	0	0
Multipurpose	26	18

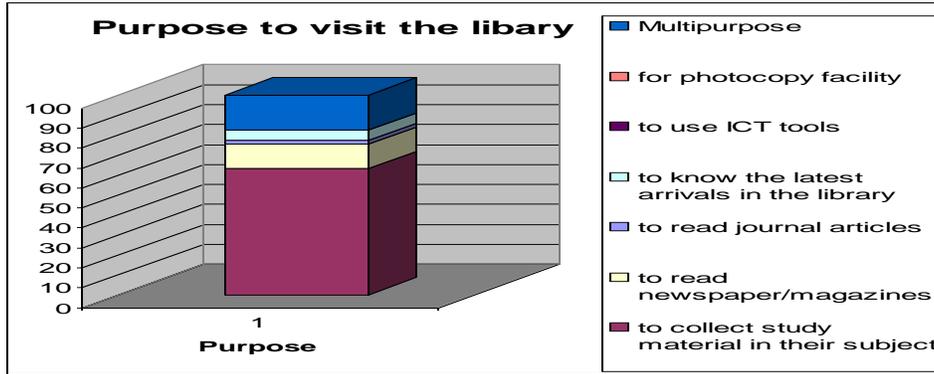


Figure-3

Table-4

source is used to get the required information	No. of Respondents	% of Respondents
Books	92	61
Printed Journals	0	0
E-Journals	3	2
Internet	18	12
CD-Rom Database	0	0
Newspapers/magazine	3	2
Multi sources	34	23

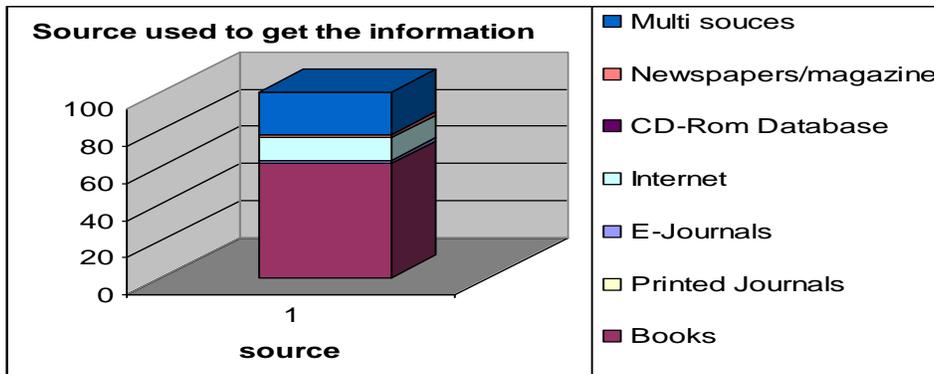


Figure-4

Table-5

services are provided by the library	No. of Respondents	% of Respondents
Current Awareness & SDI Service	55	37
Internet	8	5
E-Journal Access	18	12
CD-ROM access	0	0
Photocopy	39	26
Multi	13	9
No Response	16	11

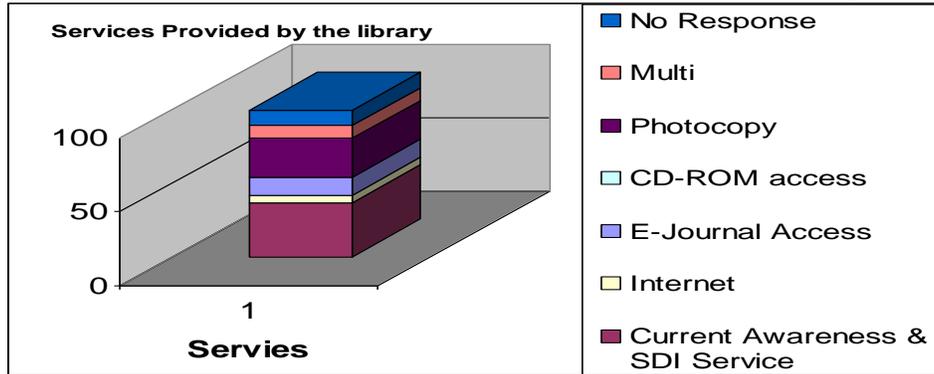


Figure-5

Table-6

subject related journals subscribed in the library	No. of Respondents	% of Respondents
Yes	95	63
No	55	37

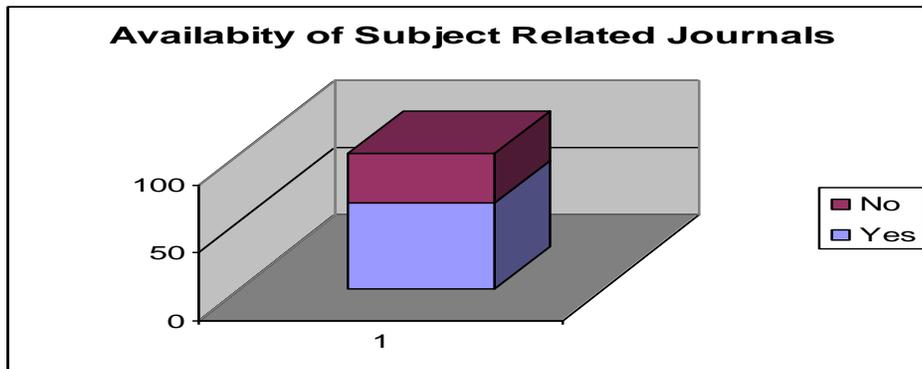


Figure-6

Table-7

Is the Library Automated	No. of Respondents	% of Respondents
Yes	47	32
No	103	68

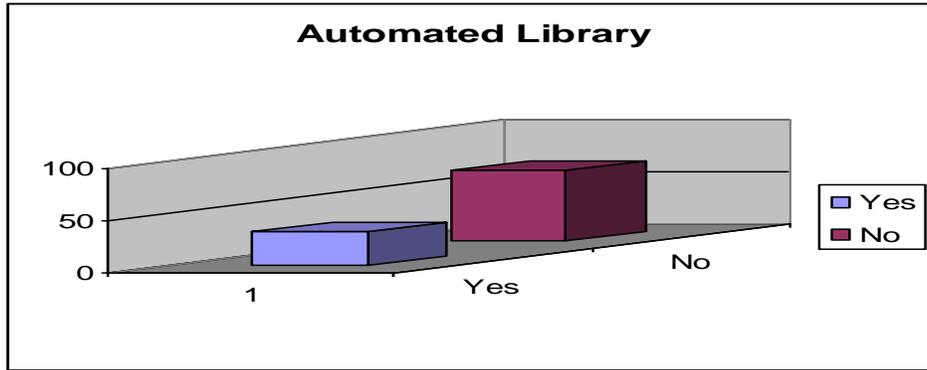


Figure-7

Table-8

Availability of Searching tool	No. of Respondents	% of Respondents
Yes	47	32
No	103	68

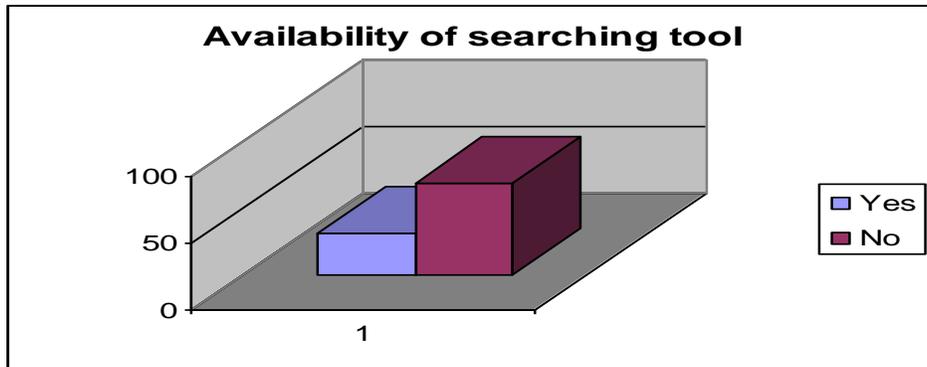


Figure-8

Table-9

Searching Tool used	No. of Respondents	% of Respondents
Catalogue	18	12
OPAC	29	19

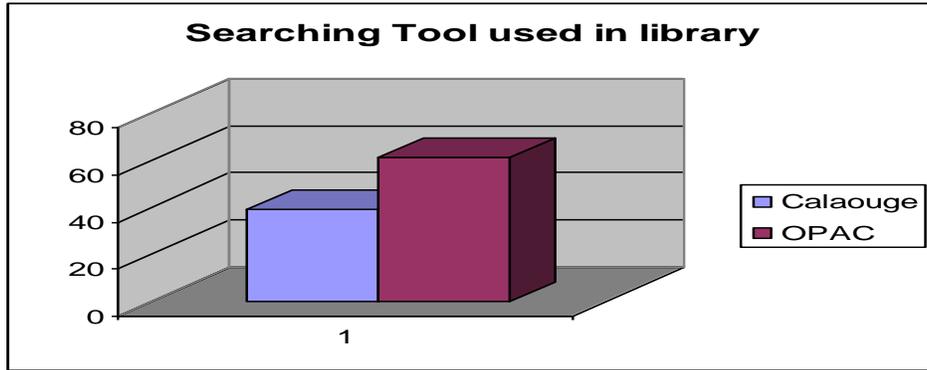


Figure-9

Table-10

Are you use the online & CD-ROM Database	No. of Respondents	% of Respondents
Yes	29	19
No	121	81

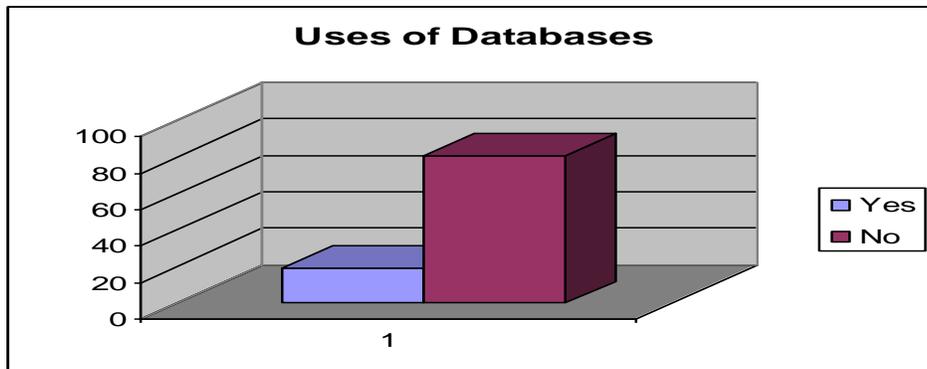


Figure-10

Table-11

Are you use the E-journals	No. of Respondents	% of Respondents
Yes	26	18
No	124	82

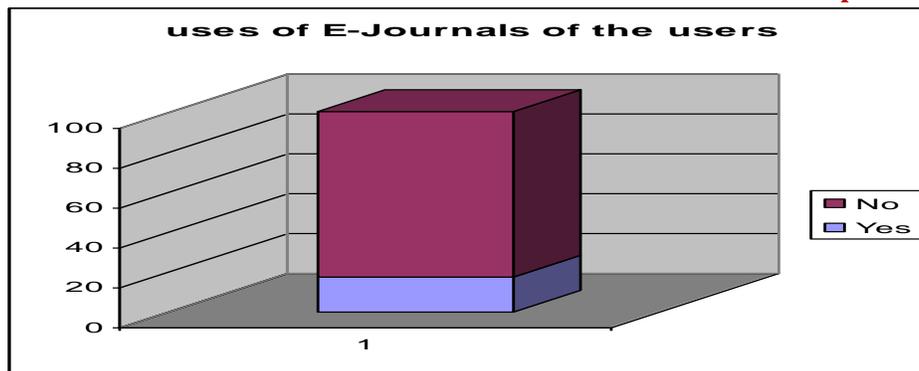


Figure-11

Interpretation: After analyzing the table 1, among users 70 % are student, 30 % are faculties, 44% are male students of undergraduate courses, 11 % male students are from post graduation courses, 12% users are female students from UG courses, 4% female students are from PG course, 11% male faculties are from UG & PG courses each and 4% & 5% female faculties are from UG & PG courses respectively. Only 26% users visit the library daily, 12% twice in a week, 16% in a week, 4% in a month and 42% visit the library as per need. 63% users visit the library to collect the study material, 12% to read newspaper/magazine, only 2% to read the journals, 5% to get information about latest arrivals and other 18% users visit the library for multipurpose. 61% users depend on books for the information, 2% uses e-journals, 12% uses internet, 2% uses newspapers/magazine and 23% users uses multi sources to get the information. According to 37% user, CAS & SDI services provide by the library, 5% users responds for internet, 12% users responds for e-journals, 26% users responds for photocopy service and 9% users responds for multi services but 11% users didn't give any response. According to 63% users subject related journals are available in library but another 37% respond that subject related journals are not available. 32% users said that their library is automated, 68% said that it is not automated. According to 32% users searching tool is available in library and 68 % said there is no searching tool, 39% said that catalogue is using are searching tool and 61% said OPAC is using in their library, where searching tool is available. 19% users using the online/CD-ROM databases & other 81 % users don't use them. Only 18% users uses the E-journals but 82% users are not using them.

V. CONCLUSION & RECOMMENDATIONS

The core of the library profession remains same, but the methods and tools for information delivery continue to grow and change dramatically. Libraries must understand information seeking behavior of users to reengineer their services and provide information efficiently. As result of this study, the library professionals should remove ignorance of library services among the users, must understand the actual needs and exact areas of interest of users, so as to increase library services effectively. It is suggested that libraries should subscribed important databases/online/e-resources, used the ICT tools and there should be proper training for creating awareness and use of existing sources e.g. CD ROM Databases, online database, e-resources etc. in the respective fields. User education must be conducted to train the users about using the different type of information tools and services, so that the different library sources can be used to provide better services, get highest level of the satisfaction from users side.

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