Information Seeking Behaviour in Libraries

Praveen
Librarian
Govt. First Grade College for Women
Puttur, D.K. District – 574201, Karnataka
E-mail: praveenvogga@gmail.com

Abstract

This paper attempted to study and ideas about various information behaviour models, information-seeking behaviour in libraries and also focuses on understanding the information-seeking behaviour of Users in libraries. The necessary data is collected from the Secondary Source. Required Secondary data is gathered from Research Articles, journals, Websites, Government reports, and periodicals. According to Wilson (1999, 2000), information-seeking behaviour includes "those activities a person may engage in when identifying their own needs for information, searching for such information in any way, and using or transferring that information." The user will apply the searching tools that are most familiar and easy to use to find results. This happens despite the user having proficiency in technical searching. Since libraries are user-centric entities, the principles of least effort become important in planning the library system and conducting research in modern library concepts. The study found some of the major challenges faced by the users in libraries. Such as users don't know what information is available around them? And library users also face difficulties in determining the information's quality, creditability, and accuracy. And also users have a lack of training.

.

Keywords
Libraries; E-learning; Behaviour; Information

Electronic access
The journal is available at www.jalis.in

Journal of Advances in Library and Information Science
ISSN: 2277-2219 Vol. 11. No.4. 2022. pp.384-388

1. INTRODUCTION

Information is considered an important resource that contributes to the development of a nation. It provides a core for the development of knowledge, the basis for innovations, the resources for an informed citizenry, and as a result, ultimately becomes a key commodity for the progress of any society. Members of society require the information and avail those from a variety of sources. However, several of these sources are very much expensive, complex, or difficult for individuals to acquire and use. Therefore, the roles of libraries become vital in meeting the information needs of individuals in society. And as a result, libraries develop their collections, facilities, and services to meet the information needs of their patrons. However,to accomplish this task effectively, libraries must have a thorough understanding of their users' tire information need and information-seeking behaviour. In any library or information system, the user study plays a vital role in planning, designing, and introducing new information services and assessing the quality of services and their utilities. Various factors generally affect an individual's information needs as well as use. Depending upon the nature of the job, stage of the research project, the urgency of access to information, or the availability of sources, information-seeking behaviour also varies from person to person. Information-seeking behaviour is a broad term which involves a set of actions that an individual expresses his or her information needs. It further includes information seeking patent, evaluation, and selection of information and finally use this information to satisfy his/her required information needs. Again, different factors may determine the information-seeking behaviour of an individual or a group of individuals. It is, therefore, desirable to understand the purpose for which the information is required, the environment in which the users operate, users' skills in identifying the 2 needed information, channels, and sources preferred for acquiring the information, and barriers to access the information. Today, any library system or service is mainly designed by user studies, which is very much essential for rendering services to the information user community. User studies are continuous activities of the library for providing effective services to the user's group. At the time of system design and services of the library, the system designer, librarian, or information scientist must have acquired proper knowledge about the role of human being and their effect on acceptance and utilization of information or cause of rejection. The system or the

services are made for satisfying the perceived needs of users should be justified at the periodic interval by the user's studies. Through continuous users study, some unanticipated data may come out to evaluate the existing system and services. It can help to design a new system and services for rendering services by adopting a new course of action. User studies help to make a bridge between users and the library for improving library services. User studies, like market research, help to sell the information in the market as a product.

2. OBJECTIVES OF THE STUDY

The objectives of the present are furnished below
1. To get an idea about various information behaviour models
2. To study the information-seeking behaviour in libraries.
3. To understand the Information-seeking behaviour of Users in libraries

3. RESEARCH METHODOLOGY

To accomplish the objectives researcher's necessary data is gathered from the Secondary Source. Required Secondary data is gathered from the Research Articles, journals, Websites, Government reports, and periodicals. The collected data is analysed through Deceptive Techniques.

4. INFORMATION AND ITS IMPORTANCE

Information is a basic need of human beings. All walks of life need information. Information s needed for socio-economic development. People need information for decision-making. The field of Information Seeking behaviour in Information Science can broadly be defined as that which is concerned with determining users' information needs, searching behaviour, and subsequent use of information. Disciplines concerned with understanding how people seek and make use of information, the channels they use to get information, and the factors that inhibit or encourage information use include the study of personality in psychology, consumer behaviour, innovation research, health communication studies, organizational decision-making, and information requirements in information system design. Information is described as processed o structured data. It is one of the essential commodities needed by mankind in all walks of life. Information means the communication of knowledge about an event of a given condition or the spread of knowledge derived from observations, study, or experience. The word Information is derived from the Latin word 'Information' which means "to give form to mind', 'instructor 'teach' (Doraswamy, 2017). Buckland (1991) analysed the dictionary meanings given in the Oxford English Dictionary and came up with three distinguished meanings as following

Information as a process: When someone is informed, what they know is changed. In this change "Information is the act of information communication of the knowledge or news of some fact or occurrence; the act of telling fact or fact of being told of something.

Information as knowledge: Information is also used to denote that which is perceived in information as a process; the knowledge communicated concerning some particular fact, subject, or event; that of which one is appraised or told, intelligence, news.

Information as a thing: the term Information is also used attributively for objects like documents that are referred to as information they are regarded as having imparting knowledge or communicating instructive information.

Is an individual or a group's desire to locate and obtain information to satisfy a conscious or unconscious need? Information need refers to individual user needs regarding the information needed by each person. Information need is understood as evolving vague awareness of something from missing and as culminating in locating the information that contributes to understanding and meaning. (Doraswamy, 2017).
Information behaviour is the study that includes

i) Information Behaviour: Totality of human behaviour about sources and channels of information.
ii) Information Seeking Behaviour: Information-seeking behaviour is the purposive seeking for information as a consequence of a need to complete some goal.
iii) Information Search Behaviour: The micro-level behaviour employed by the information searcher in interacting with information systems of all kinds.
iv) Information Use Behaviour; this it comprises of mental and physical acts involved in incorporating information into the existing knowledge base of a person.

5. INFORMATION SEEKING BEHAVIOUR

Information-seeking behaviour is a process where people search for information and utilize the same to complete their assigned task. Information is structured or processed data. People need information from all walks of life.

According to Sultana, Ayesha (2016). The term Information seeking behaviour involves a set of actions like information needs, seeking information, evaluating and selecting information, and finally using this information.

Information seeking is the process engaged in by humans to change their state of knowledge. It is a high-level cognitive process that is part of learning or problem-solving. To seek information implies the need to change the state of one's knowledge. Because of the new information formats of information sources and new information tools, users are expected to acquire new knowledge and skills in information searching (Kaushik, 2011)

5.1 DEFINITION

According to Wilson (2000) "Information seeking behavior as the purposive seeking of Information as a consequence of a need to satisfy some goal."
According to King Information Seeking Behaviour is "a manner information in which a user conducts himself about a given information environment"
According to Kritels "it refers to any activity of an individual that is undertaken to identify a message that satisfies a perceived need".
According to Girija Kumar, the information-seeking behaviour is mainly concerned with the need, what kind of information, and for what reason how information is found, evaluated, and used, and how the needs can be identified and satisfied.

5.2 TYPES OF INFORMATION-SEEKING BEHAVIOUR

There are two types of information seeking behaviour:

1) Compulsory Information seeking behaviour: Compelling statures force a person to seek necessary information. Professionals working in different fields are forced to access the information in their respective fields of expatriation to become more informatics. For example Advocates, Engineers, Sociologists, psychologists, etc.
2) Discretionary Information Seeking: this type is different from compulsory information seeking. It entails searching for information that may not be essential and/or whose source is not known with certainty.

6. NEED FOR THE STUDY OF INFORMATION SEEKING BEHAVIOUR

Libraries are the places where information is acquired, processed, stored, and kept for use and reuse. Information use generates information in the form of knowledge. To satisfy the information needs of the user libraries are trying very hard to improve themselves by acquiring required methods and methodologies from time to time. Studies on Information-seeking behaviour of their use will help them formulate policies related to acquiring information sources, improve upon the services rendered, and adopt required technologies.

7. INFORMATION-SEEKING BEHAVIOR

Studies in information-seeking behaviour stem from concerns surrounding how people use information in their work environments. Information seeking behaviour arises as a consequence of a need perceived by the information user, who to satisfy it, makes demands upon formal or informal information sources or services, resulting in either success or failure

To study Information seeking behaviour, some models have been developed

1) Information Search behaviour by Carol Kuhithau which includes 6 stages concentrates on process
2) Devid Ellis model focus on describing the activities than a process
3) An episodic model developed by Nicholas J Belkin is based on intuition and insight and concentrate on interactions with information
4) Anomalous state of Knowledge developed by Nicholas Belkin is based o the fact that the researcher recognizes a gap in the state of knowledge.
5) Wilson's theory of Information Behaviour proposed by Thomas Wilson proposed that Information behaviour covers all aspects of human information behaviour. In this model, the searcher interacts with the information system.
6) Information foraging developed by Stuart Card, E.D, H Chi and Peter Pirolli derived from anthropological theories. In this model information seeker uses links, summaries, and images to estimate how close they are to target information.

7) Life in the Round developed by Elfreda Chatman focuses on reality at its most routine, predictable enough that unless an initial problem arises there is no point in the Information-seeking process.
8) Sense-Making Model developed by Brenda Dervin focuses on the fact that information seeker makes sense of uncertain situations. It describes how the information seeker interprets the information used for the information-related decisions.
9) Principles of least effort are based on the principle the information seeker priorities the most convenient path to acceptable information.

8. INFORMATION-SEEKING BEHAVIOR OF USERS

According to Wilson (1999, 2000), information-seeking behaviour includes "those activities a person may engage in when identifying their own needs for information, searching for such information in any way, and using or transferring that information." Kakai, et al., (2004) have defined information-seeking behaviour as an individual's way and manner of gathering and sourcing information for personal use, knowledge updating, and development. The information-seeking behaviour of students, researchers, and professors has been the focus of inquiry for decades. Initially, however, user studies were conducted primarily to evaluate library collections. These were followed by studies of the research habits of individuals or groups that would lead to the design of appropriate information systems and services. In the mid-1980s, the focus shifted to holistic approaches to information-seeking behaviour. According to Line (2000), new studies of information users and their needs are even more necessary in the age of the Internet. Researchers such as Callison (1997), Devadason and Pratap (1997), and Ellis (1993) have explored quantitative and qualitative methodologies for user studies. Information-seeking behaviour differs among user groups. Academic libraries must understand the information needs of faculty and students to address those needs. This study explores the information-seeking behaviour of undergraduates, postgraduate students, and researchers in Undergraduate, Postgraduate Teaching staffand Research scholars.

9. FACTORS AFFECT THE USER INFORMATION-SEEKING BEHAVIOUR

- Availability of information sources in the library/information centre.
- Out datedness of information sources.
- Lack of awareness about the available information sources.
- Search strategies/individual information-seeking styles.
- Information scattering in too many sources.
- Lack of knowledge about information retrieving techniques.
- Non-supportive behaviour of library/information centre staff.
- Lack of infrastructure like computers, Internet connection, etc.
- The negative outcome of information seeking process;
- Time available to search;
- The task or objective for which information is required.

10. DIFFICULTIES FACED BY THE USERS IN SEEKING NEEDED INFORMATION

- Users do not know what information is available around them.
- They have difficulty in determining the quality, credibility, and accuracy of the information.
- The information they seek is too hard to find.
- They are unable to compare across information alternatives.
- They lack sufficient training.

11. CONCLUSION

Any organization or system puts an effort either to make itself suitable for the emerging requirements of the environment or to change the environment in which it exists. For any of such efforts, the organization or system prefers an easier way of approach and cost. Concerning information seeking, the principle of least effort postulates that the information seeker chooses a course of action that will involve the most convenient search method for information seeking. The user will apply the searching tools that are most familiar and easy to use to find results. This happens despite the user having proficiency in technical searching. Since libraries are user-centric entities, the principles of least effort become important in planning the library system and conducting research in modern library concepts.

REFERENCES

[1.] Adityakumari, H. R. (2014). Information seeking behaviour of postgraduate students In Mysore University library: A study. National conference on Contemporary engineering college libraries: Challenges and prospects (pp. 237-252). Tiptur: Kalpataru Institute of Technology.
[2.] Aina, L. (2014). Towards improving information access by semi and no literate groups in Africa: the need for empirical studies for numerical studies for theirs. ProLISSA, 11-20. Pretoria.
[3.] Alemna, A.&. (2010). An investigation into the information needs and Information seekingbehaviour of members of Ghana's legislature. *Library management*, 21 (5), 235-240.
[4.] Balasubramanian. (2011). Users and uses of the library. New Delhi: Deep & Deep publications PVT ltd.
[5.] Belkin, O. R. (2013). ASK for Information retrieval Part II: Results of a design study. *Journal of Documentation*, 38 (3), 145-164.
[6.] Biradar, G. (2014). Knowledge Management and Academic libraries: Challenges and issues. In P. &. Kattimani (Ed.), Integrating ICT in academic libraries: making a difference in Knowledge age (pp. 518-519). New Delhi: Neoti Book agency.
[7.] Chinnababu, C. s. (2014). Information seeking behaviour of Undergraduate students in St Peter's
[8.] The engineering college library, Hyderabad: A study. In P. &. Kattimani (Ed.), Integrating ICT in Academic libraries: asking a difference in knowledge Age (594-599). New Delhi: Neoti Book Agency.
[9.] Doraswamy, N. a. (2017). Information needs and Information Seeking Behaviour of Faculty of JNTUH affiliated Engineering colleges concerning special reference to Telangana State. In J. Sharma (Ed.), Library Technologies, services & resources Current global trends (p. 318). New Delhi: Excel India Publisher.
[10.] Gordon, I. D. (2018, April 09). Information seeking behaviours, attitudes and choices Of Academic chemists. Retrieved 2018, from https://doi.org/10.1080/0194262X.2018.1445063