Job Oriented Information Seeking Behaviour of Public Library Users

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Abstract

The present study aims to assess the job oriented information seeking behavior of public library users in Mysore. The study adopted descriptive survey method of research; the data collection tool is questionnaire. A total of 200 questionnaires were distributed to users using randomly, among them 184 filled questionnaires were received. The result shows that, majority 166 (90.21%) of respondents are male, about 76(41.30%) users are 'Post graduate', nearly 58 (31.52%) users mentioned 'Bachelor degree', more number of users visit the library daily. Regarding searching of job related information, more number 88(47.82%) of users use newspaper. nearly 64(34.78%) respondents use 'employment news'. Finally the users are satisfied with the job oriented information available in the library.

Keywords

Information; Information Seeking Behaviour; Public library; Users;

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INTRODUCTION

Public library is a social institution which is based on the concept of democracy and it is an institution for the people, by the people and of the people. The father of Library science S.R.Ranganathan defined the public library as "The library owned and maintained by the public of its area for the socialization of its books and kindred materials for free service to the people of the area". According to Harrod's Librarians Glossary "Public library is a library provided wholly or partly from public funds, and the use of which is not restricted to any class of persons in the community but is freely available to all"[14]. The public library always strives to meet the informational, educational and recreational needs of the community by providing collection and services. Maximum utilization of library resources and services by the users is the main motive of a public library.

There are five fundamental characteristics shared by public libraries. The first is that they are generally supported by taxes (usually local, though any level of government can and may contribute); they are governed by a board to serve the public interest; they are open to all, and every community member can access the collection; they are entirely voluntary in that no one is ever forced to use the services provided; and public libraries provide basic services without charge. The City Central Public Library of Mysore was one of the oldest libraries in Karnataka. The library was established during the year 1915, this year it was celebrated centenary year. It has vast collection of books includes text, reference, fiction and novels. It also subscribes many periodicals in Kannada, English, Tamil, Urdu, Hindi etc. It is like a knowledge hub for their patrons.

REVIEW OF LITERATURE

Raj, S. etal (2015) have made a study on health information seeking behaviour and needs of community health workers in Chandigarh in Northern India. The article outlines the important role that health workers at community level play in determining health outcomes in the developing world, including Chandigarh. It demonstrates that while those workers recognize their information needs, there are many issues affecting their ability to access health information effectively, not least their limited access to appropriate technology and training. Kadli, & Hanchinal (2015) have conducted study on 'Information Seeking Behaviour of Law Students in the Changing Digital Environment'. The study

mainly concentrates on frequency of visit to the library, purpose of information seeking, computer acquaintance, amount of time spent on information gathering activities, problem faced in information seeking, etc. Ogba (2015) has carried out a study on 'barriers to information seeking in Secondary School Libraries in Ado-Ekiti'. A random sampling technique was used to select five Private Secondary Schools. The result found that, none presence of a permanent teacher in the library, no qualified teacher librarian, noise making and unmannerly attitudes of library users, and lack of organization of library materials were the barriers. Padma P., Ramasamy K., & Chinna Ayyar (2014) have conducted a study on 'Information Seeking Behaviour of Users at Usilampatti Public Library'. They used structured questionnaires to analyze the information seeking behavior randomly selected 50 users at Usilampatty Public Library, Usilampattty, Tamilnadu. The study reveals that, majority of respondents use the branch library at Usilampatti for preparing themselves for various competitive exams.

Ahmadi & Yari (2014) reviewed the condition of information seeking behavior in Iran with analytical and qualitative approaches to exhibit a clear, scientific, and real condition of it. Published literature has been reviewed both in theoretical bases and accomplished researches. Robson, A., & Robinson, L. (2013) have examined well-established models of information seeking and of communication, from which a new conceptual model is constructed. The model developed in this paper is the first to combine elements from both information seeking and communication models. Ravanan, Murugan & Stephen (2013) have made a study to elicit users' attitude towards reading habits and purpose of the visiting of libraries at Vellore District Public Library Tamil Nadu. The study reveals that majority of users visit the library once a week and the users love to read non-fiction materials. Saravanan, Mahendra & Slia (2013) carried out a study to identify the information needs and satisfactory level of users at Connemara Public Library, Chennai, Tamil Nadu, India. The data were collected from randomly selected users through questionnaire. The study found that: most of the respondents visit the library daily; maximum number of users are satisfied with library collections; they prefer print sources and 70% of them are unaware of the electronic resources available in the library. The respondents suggested increased collections, better infrastructure and more library timings as the measures to improve library services.

Kadli, J. H., & Kumbar, B. D. (2013) conducted a literature review of library resources, services and information seeking behavior ICT environment. This literature review article helps to library, information science and behavioral science professionals. They also discussed about different approaches of literature review and how this review helps for researchers. The literature on information seeking behavior has been, and remains, a hot topic for research within various disciplines. Nicholas, etal. (2010) have carried out a study on 'Diversity in the e-journal use and information-seeking behaviour of UK researchers'. In this paper they evaluated the use of the Science Direct Journals database with regard to Life Sciences, Economics, Chemistry, Earth & Environmental Sciences and Physics by ten major UK research institutions. The aim of the study is to investigate researchers' digital behaviour, and to ascertain whether their use and behaviours varied by subjects and disciplines, or in relation to the institutions in which they worked. Padmamma, Radhika, & Sunitha. (2010) examined the information seeking behaviour of undergraduate students in the Engineering college libraries. Specifically, the study has made an effort to determine the sources consulted and the general pattern of information gathering system by the staff and the students.

OBJECTIVE OF THE STUDY

1. To study the demographic information of public library users.
2. To examine the purpose of visit to the library by the users.
3. To know the opinion of users about availability of job related information in the library.
4. To examine the users preferences to search job related information.

METHODOLOGY

The study adopted descriptive survey method of research; the data collection tool is questionnaire. A total of 200 questionnaires were distributed to users randomly, among them 184 filled questionnaires were received. The data collected will be tabulated and interpreted using simple statistical technique to arrive the valid inferences and conclusions. Suitable recommendations also be made, which will be practically useful to the Mysuru city public libraries.

SCOPE AND LIMITATION The scope of the present research study is users of public library in

Mysuru. There are 18 branch public libraries in Mysuru city, out of that study is limited to main library and three branch public libraries located in different areas in the city they are; Kuvempunagar, Saraswathipuram and Jayalakshipuram branch library.

DATA ANALYSIS
The data and interpretation are as follows:

1. Gender wise distribution of respondents

Gender wise distribution of the respondents is shown in below table. It is seen from the table that, out of 184 respondents 166 (90.21%) are male and remaining 18 (9.79%) respondents are female.

Table 1: Gender- wise distribution of respondents

Sl.No	Gender	No. of respondents	%
1	Male	166	90.21
2	Female	18	9.79
	Total	**184**	**100.00**

2. Age wise distribution of respondents

The age wise break up of public library users surveyed is shown in table 2. It may be observed from the table that nearly 86(46.74%) respondents fall into 20-25 years age group. Nearly 40(21.73%) respondents are in the age group of 26-30 years. It is followed by 24(13.6%) respondents in 31-35 years, 18(9.78%) respondents in above 45 years, and only 6(3.26%) respondents fall into the category of 41-45 years or age group. The data shows, majority of respondents belongs to 20 to 25 years age group.

Table-2: Age wise distribution of respondents

Sl.No	Age in years	No. of respondents	%
1	20 – 25 years	86	46.74
2	26 - 30	40	21.73
3	31 - 35	24	13.06
4	36 - 40	10	5.43
5	41 - 45	6	3.26
6	Above 45 years	18	9.78
	Total	**184**	**100.00**

3. Marital Status of respondents

The below table depicts marital status of the respondents. It is clear from the table that majority of the users are 'unmarried', scoring126 (68.48%). And remaining 58(30.44%) users are 'Married'.

Table3: Marital Status of respondents

Sl.No	Marital Status	No. of respondents	%
1	Unmarried	126	69.56
2	Married	58	30.44
	Total	**184**	**100.00**

4. Education qualification of respondents

The table 4 depicts the educational qualification of respondents. Out of 184 respondents majority 76(41.30%) users are 'Post graduate', about 58 (31.52%) users mention 'Bachelor degree'. It followed by 36(19 %) users got P.U.C, 8(4.34 %) users mentioned SSLC and only 6 (3.26 %) respondents say 'Technical degree'.

Table 4: Education qualification of respondents

Sl.No	Age in years	No. of respondents	%
1	SSLC	08	4.34
2	PUC	36	19.56
3	Bachelor Degree	58	31.52
4	Post Graduate Degree	76	41.30
5	Technical Degree	06	3.26
	Total	**184**	**100.00**

5. Frequency of visit to the library

Frequency of visit to the library is shown in table 5. The table reveals that more number of respondents accounting 132 (71.73%) visits the library 'Daily', about 32(17.39%) respondents are visit the library 'Once in a week', nearly 10(5.43%) respondents each visit 'Fortnightly' and 'Once in a month' respectively.

Table 5: Frequency of visit the library

Sl.No	Frequency	No. of respondents	Percentage
1	Daily	132	71.73
2	Once a week	32	17.39

3	fortnightly	10	5.43
4	Once a Month	10	5.43
	Total	**184**	**100.00**

6. Purpose of visit the library

The opinion about the purpose of visit the library by the users is depicts in below table 6. It is clear from the table that out of 184 respondents more number 88(47.82%) of respondents visit 'Very frequently' for the purpose to 'To reading text & Competitive exam books', it is followed by 44(23.91%) visit 'frequently' and only 6(3.26%) visit 'rarely'. Regarding the purpose 'to read reference books and Journals' about 88(47.82%) respondents says 'Rarely' and 28(15.21%) users visit 'Very frequently' and only 20(10.86%) opine 'very frequently'. For the purpose 'to read Novels' 72(39.13%) of users visit 'Very frequently', about 36(19.56%) respondents visit 'rarely' and only 22(11.95%) users visit 'sometimes'. Regarding 'to read story books' nearly 58(31.52%) respondents opine 'very frequently' about 30(16.30%) users state 'rarely' and only 14(7.60%) users visit 'frequently'. Similarly for the purpose 'to read newspapers' majority 122(66.30%) users visit the library 'very frequently' and only 8(4.34%) of respondents state 'rarely'. And for the purpose 'to read magazines' 62(33.69%) respondents state 'very frequently', nearly 42(22.82%) users state 'frequently' and only 20(10.86%) respondents each opine 'sometimes' and 'rarely' respectively.

Table-6: Purpose of visit the library

Sl.No	Purpose	Number of Responses (N=184)				
		Very Frequently	Frequently	Sometimes	Rarely	Never
1	To read text & competitive exam books	88 47.82%)	44 (23.91%)	26 (14.13%)	6 (3.26%)	20 (10.86%)
2	To read reference books and Journals	20 10.86%)	28 (15.21%)	26(14.13%)	88 (47.82%)	22 (11.95%)
3	To read Novels	72(39.13%)	24 (13.04%)	22 (11.95%)	36(19.56%)	30 (16.30%)
4	To read story books	58(31.52%)	14 (7.60%)	18(9.78%)	30(16.30%)	64(34.78%)
5	To read newspaper	122 66.30%)	20 (10.86%)	10 (5.43%)	8 (4.34%)	24 13.04%)
6	To read magazines	62 33.69%)	42 (22.82%)	20(10.86%)	20 10.86%)	40(21.73%)
				Total	**184**	**100.00**

7. Do you find the required documents in the library?

Opinion about finding required documents in the library is shows in table 7. The table reveals that, out of 184 respondents 92(49.99%) users say 'most of the time' they find required documents in the library. About 78(42.39%) users mention 'Some time', nearly 8(4.34%) users are 'not response' and only 6(3.26%) respondent opine 'Never'.

Table 7: Do you find the required documents in the library

Sl.No	Frequency	No. of respondents	%
1	Most of the time	92	49.99
2	some times	78	42.39
3	Never	6	3.26
4	Not response	8	4.34

8. What do you prefer to search the job related information in the library?

Job oriented information available in the public library; this source is useful for the job seekers. The table 8 presents the users opinion about their preference to search job related information in the library. It is clear from the table that, more number 88(47.82%) of users use newspaper to search job related information. Nearly 64(34.78%) respondents use 'employment news'. It is followed by 'Udyoga Varthe'58(31.52%); 'Through Internet' 34(18.47%); 'Free job alerts'20(10.86%); 'Shikshana Udhyoga Mahithi'10(5.43%) and only 6(3.26%) respondents prefer to search job related information in 'Employment Exchange.

Table 8: What do you prefer to search the job related information

Sl.No	Frequency	No. of respondents	%
1	Employment news	64	34.78
2	Free job alerts	20	10.86
3	Udhyoga Varthe	58	31.52
4	Shikshana Udhyoga Mahithi	10	5.43
5	News paper	88	47.82
6	Employment Exchange	6	3.26
7	Through Internet	34	18.47
	Total	**184**	**100.00**

9. Are you interested in below competitive exams?

Users are interested to attend many competitive exams to get job. The below table presents, the users' response on attend the various competitive exams. We can observe from the table that, more number 56(30.43%) of users are interested in IAS/KAS exams. Nearly 48(26.08%) respondents mentioned 'SDA/FDA' exams, it is followed by 'NET/K-SET'46(25%); 'B.Ed' exam 42(22.82%), 'Police Dept. Examination'38(20.65%); 'Banking exams'24(13.04%). And only 6(3.26%) respondents prefer to face the D.Ed examination.

Table - 9: Are you interested in below competitive exams

Sl. No.	Competitive exams	No. of Responses	%
1	D.Ed	6	3.26
2	B.Ed	42	22.82
4	SDA /FDA	48	26.08
5	Banking exams	24	13.04
6	Police Dept exams	38	20.65
7	NET / K-SET	46	25
8	IAS / KAS	56	30.43

10. Other sources to find the needed information

The below table discuses the users opinion about various other sources to get the required information. Out of 184 respondents 54(29.34%) of the users mention 'Take help of librarian', about 50(27.17%) users state 'Purchase needed material from market'. It is followed by 'Use the Internet' 46(25%); 'Go to other library' 34(18.47%); 'Barrow from friends'18(9.78%) and only 8(4.34%) of the users says any other source.

Table 10: Other sources to find the information

Sl.No	Sources	No. of responses	%
1	Go to other library	34	18.47
2	Purchase needed material from market	50	27.17
3	Barrow from friends	18	9.78
4	Take help of librarian	54	29.34
5	Use the Internet	46	25
6	Any others	8	4.34

11. Are you satisfied with the availability of job oriented sources in the library?

Users' satisfaction on availability of job oriented sources in the library in shown in table 11. The result shows that more number 96(52.17%) of respondents says 'satisfied' it is followed by Not Satisfied 34(18.17%); Highly Satisfied 28(15.21%) and 23(14.13%) users not responding.

Table 11:.Are you satisfied with the availability of job oriented sources in the library

Sl. No	Opinion	No. of responses	%
1	Highly Satisfied	28	15.21
2	Satisfied	96	52.17
3	Nat Satisfied	34	18.47
4	Not Responding	26	14.13
	Total	**184**	**100**

FINDINGS

Based on the analysis of data the following findings have been made.

- Majority 166 (90.21%) of respondents are male and remaining 18 (9.79%) respondents are female. And out of 184 respondents 86(46.74%) respondents fall into 20-25 years age group.
- Majority of the users are 'unmarried', scoring126 (68.48%).

- Regarding Education Qualification about 76(41.30%) users are 'Post graduate', nearly 58 (31.52%) users mentioned 'Bachelor degree'.
- More number 132 (71.73%) of respondents visits the library 'Daily'
- More number 88(47.82%) of respondents visit 'Very frequently' for the purpose to 'To reading text & Competitive exam books'
- About 92(49.99%) users say 'most of the time' they find required documents in the library.
- Regarding searching of job related information, more number 88(47.82%) of users use newspaper. nearly 64(34.78%) respondents use 'employment news'.
- About 56(30.43%) of users are interested in IAS/KAS exams. Nearly 48(26.08%) respondents are interested to take 'SDA/FDA' examination.
- Opinion about availability of job oriented sources in the library 96(52.17%) respondents says 'satisfied'

SUGGESTIONS AND CONCLUSION

Several research works have been conducted in the field of public library. The present study focused on "Job oriented information seeking behaviour of public library users in Mysuru". The study brought out that majority of public library users depending upon the public libraries for their competitive exams and job oriented information. In this regard public libraries have a vital role. It is also important to know whether the resource and services that are being provided in the libraries are meeting the needs of users. As we are aware in this era ICT has revolutionized each and every facet of library and information centers, public libraries required much more ICT facilities as well as good infrastructure facilities to attract the users. It would be better to get more number of copies of competitive books and magazines to attract user community for better utilization of resources and services of public libraries.

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