

Information- Seeking Behaviour of Management Students: A Study

* Reena Anand

**Dr. Umesh Kumar Agarwal

Abstract

This study attempts to determine the information- need and seeking behaviour of information resources of library, by Management students. The overall purpose of the study was to determine what their information requirements are and determine their level of satisfaction and what problem are faced by users while seeking and using information. Data were collected from 100 management students for the analysis. Librarians are required to help them for maximum utilization of library services and resources.

Key Words: -*Information Need, Information Seeking Behaviour, library-resource*

1. Introduction

Information Seeking is a process in which humans engage to purposefully change their state of knowledge. The process is inherently interactive as information seekers direct attention, accepts and adapts to stimuli, reflect on progress, and evaluate the efficacy of continuing. Information is the foundation stone of knowledge. It is the resource which helps in decision making, education & management, pursuance of a vocation in any profession. Information-seeking behaviour is a board term, which involves a set of actions that an individual task to express information, and finally use this information to satisfy user's information needs. Information Seeking Behaviour includes the methods of searching information. There are three methods of seeking information namely, finding, accessing and acquiring of information. Information -Seeking Behaviour is the purposive seeking for information as a consequence of a need and to satisfy some goal. In the course of seeking, the individual may interact on the following aspect.

According to T.D. Wilson the word information is used, in the context of user studies research, to denote a physical entity or phenomenon, the channel of communication through which messages are transferred or the factual data, empirically determined and presented in a document or transmitted orally. The information seeking behaviour essentially refers to the strategies and actions undertaken to locate discrete knowledge elements. There are three basic resources namely: i. People ii. Information and system. It can be said that the behaviour, which yields the highest information satisfaction, is the best. The meaning and scope of information seeking behaviour in this study is as follows: The motives and purposes of seeking information, the nature and type of information required, the ways and means of accessing, searching, identifying and acquiring work related information, degree of dependence on sources of

information, communication behaviour, and use of library and user- interactions with the library.

2. Review of Literature

Prasad and Tripathi (1997) Conducted a study with physical and social scientists to find out their information seeking behaviour. They also enumerated the various sources of information used by the scientists. The primary journals were used by both groups of scientists but there was a difference in the usage of abstracting and indexing periodicals.

Pelzer and others (1998) in the study entitled “Library use and information seeking behaviour of veterinary medical students revised in the electronic environment” revealed that students used the library most frequently for photocopies, office suppliers and studying course work; they preferred text books and handouts as sources of current information. Overall use of electronic materials was highest among a group of students receiving the problem based learning method of instruction.

Shokeen and Kushik (2002) studied about information seeking behaviour of social scientists working in the universities located in Haryana. They reported most of the social scientists visit the library daily. The first preferred method of searching the required 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

Kuttalikar and Malakulkar (2003) in their study found that the teaching faculty and reason scholars directly make use of the primary sources like journals reports, patents standards etc and secondary source like text books, monograph abstracts, bibliographies.

Mahaparta and Panda (2004) conducted a study of information seeking and searching behaviour of working journalists in Orissa and observed that journalists made personal visit to libraries and information centers to find information. They are also in the habit of scanning the current issues of periodicals and give priority to those information sources which contain current information useful for their work.

3. Objective

- To find out information seeking behaviour of the Management Students
- To ascertain how frequently users visit libraries
- To identify the purpose of seeking information
- To study the various problem faced by users while seeking and using information
- To find out level of satisfaction

4. Methodology: The populations for the study consist of the Management students at The IIS University. A survey method was used for data collection. It received a total response of 100 respondents .The data gained from the responses were analyzed to understand management student's information-seeking behavior, information needs and the extent to which these needs have been fulfilled by the university library system.

5. Data Analysis

Table: 1 Frequency of Library Visit

N-100

Particulars	Respondents	Percentage (%)
Daily	47	47%
2-3 Times a week	29	29%
Once in a week	15	15%
1-2 Times in a month	09	09%

Table 1 show that 47% respondents used Library daily, followed by 29% respondents who used the library 2-3 Times a week, while 15% visit the library once in a week and 09% visit the library 1-2 Times in a month.

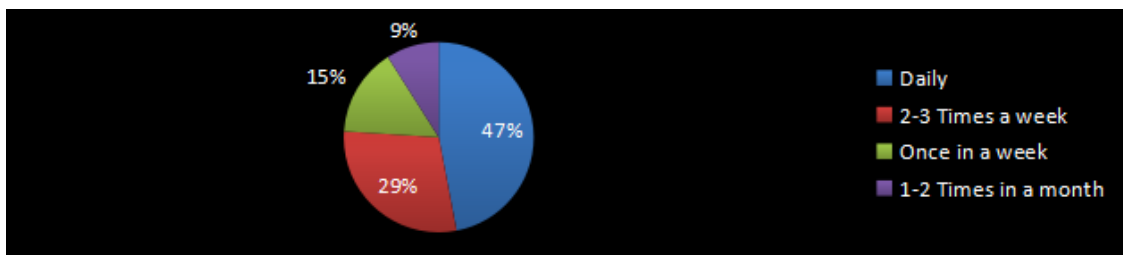


Figure-1: Frequency of Library Visit

Table:- 2 Purpose of Library Visit

N-100

Purpose	Respondents	Percentage (%)
To reading	20	20%
For Issue/Return	25	25%
To complete assignments	7	7%
Reading Journals	20	20%
Using e-resources	18	18%
For preparing notes	5	5%
For career development	5	5%

Table- 2 indicates in response of purpose of Library visit that 25% respondents are using the library for issue return, 20% respondents are using library for reading purpose, 18% respondents using e-resource, 7% respondents using library for doing complete assignment and 5% for career development & preparing notes.

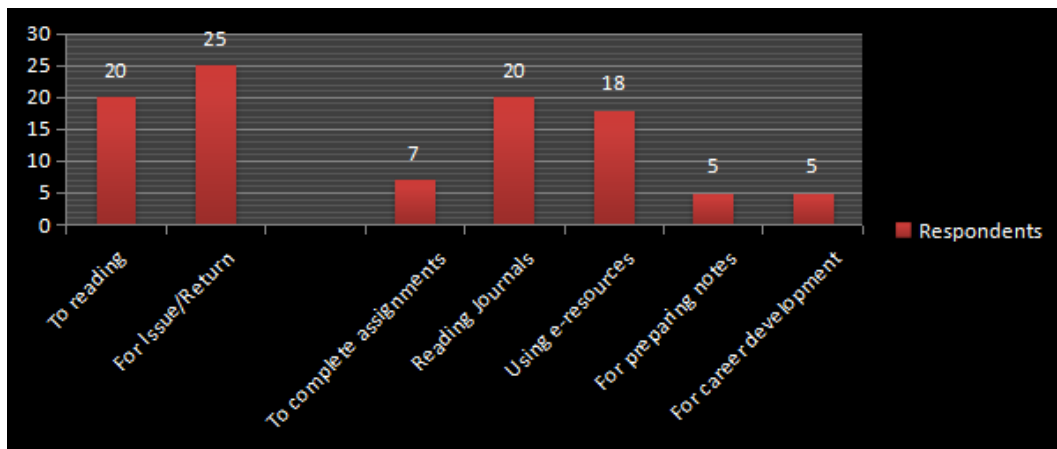


Figure -2 : Purpose of Library Visit

Table 3: Time Spent in the Library

N-100

Duration in the Library	Respondents	Percentage (%)
Less than one hour	30	30%
One hour	34	34%
Two- three hours	22	22%
More than three hours	14	14%

As observed from Table- 3, that 34% respondents' time spent in the library one hour, 30% respondents spent time less than one hour, 22% two – three hours and 14% respondents spent time in library more than three hours.

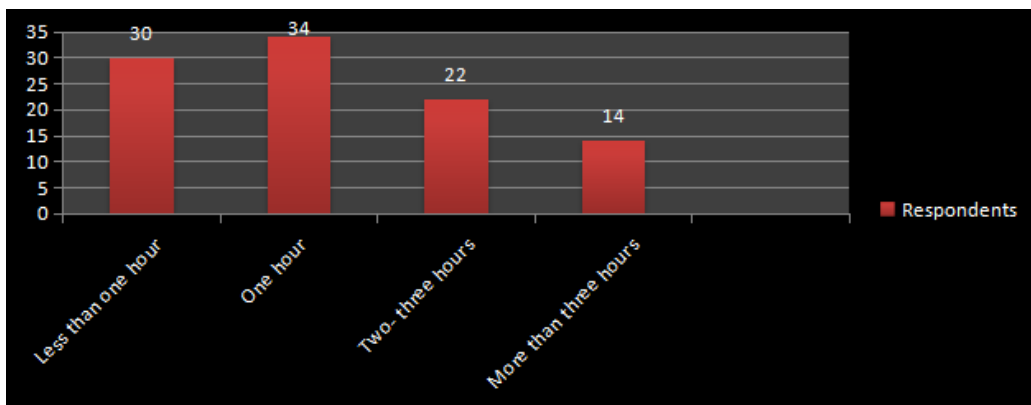
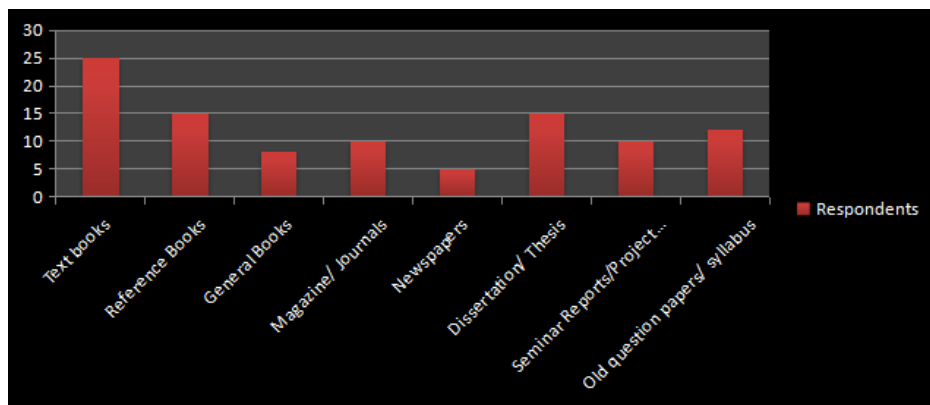


Figure – 3: Time Spent in the Library

Table: 4 what type of materials you seek in your central library N-100

Reading Material	Respondents	Percentage (%)
Text books	25	25%
Reference Books	15	15%
General Books	8	8%
Magazine/ Journals	10	10%
Newspapers	5	5%
Dissertation/ Thesis	15	15%
Seminar Reports/Project Report	10	10%
Old question papers/ syllabus	12	12%

As observed from Table - 4, that 25% respondent seek text book in college library, 15% respondents seek reference books & Thesis/ Dissertation, 12 % respondents seek old question paper & Syllabus, 10% seek Journals & Seminar reports, 8% respondents seek general books and 5% respondents seek newspaper in central library.

**Figure - 4 : what type of materials you seek in your central library****Table- 5: Satisfaction Level****N-100**

Satisfaction Level	Respondents	Percentage (%)
Very Good	29	29%
Good	22	22%
Satisfactory	32	32%
Average	17	17%
Below Average	6	6%

Table-5 100 students are having the feedback as good with the library resources. Satisfaction Level of 32% respondents having Satisfactory, 29% having the opinion of very good, 22% having Good, 17% having Average and 6% below average.

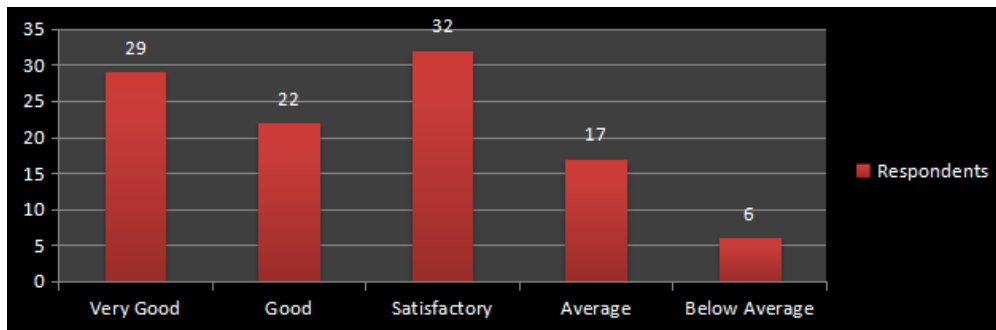


Figure-5: Satisfaction Level

Table: 6 Problem Faced in using library

N-100

Problems	Respondents	Percentage (%)
Reading material is not available	15	15%
Lack of Time	16	16%
Don't know how to use e-resources	32	32%
Lack of knowledge how to use library	20	20%
Do not how to use the OPAC	12	12%
Library staff not supportive	5	5%

Table 6 indicates in response of problem faced during library visit 30% students don't know how to access e- resources, 20 % students don't know how to use library resources, 16% found that library has students face the problem that library opening hours are not sufficient, 15% found that reading material is not available, 12% students don't know how to use OPAC.

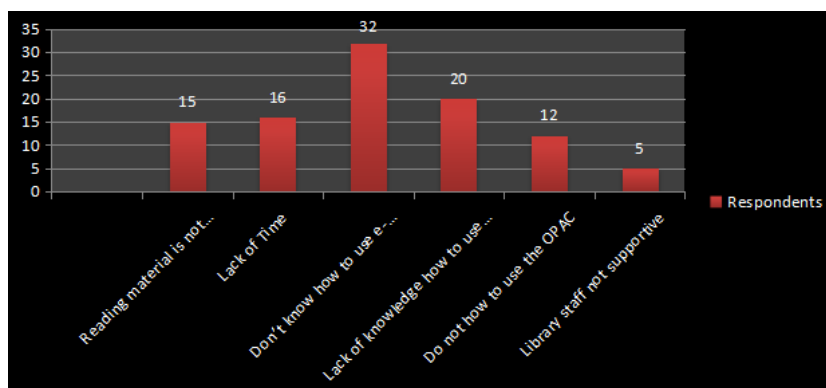


Figure-6: Problem Faced in using library

Conclusion

The study of information – seeking behaviour of the students with the goal of keeping themselves aware and update with the latest developments is a trait that has undergone little difference since the bygone days when information- seeking was relatively tedious job than what it is today. In the world of internet, this seeking has aroused various other computations and permutations which is possible today on account of advance and fast availability and accessibility due to rapid scientific development.

In the entire process of this study, it was observed that there is still a room for improvement which can make the captioned exercise more meaningful and effective. A furtherance should be given to information- seeking works through use of e-resources like e-journals, e-books etc. The simple requirement is to conduct an orientation programme for the students by first having oneself (the library staff) in the information- seeking business. The collective efforts should, no doubt, prove fruitful and beneficial in the long term. The library should pay attention towards the latest and current information.

** Research Scholar*
***Research Supervisor*
Kota University, Kota

References

1. Sethi, A. 1990. Information seeking behavior of social scientists: An Indian conspectus. New Delhi: Hindustan Publishing Corporation.
2. Thomas, N. P. 1993. Information seeking and the nature of relevance: PhD student orientation as an exercise in information retrieval, Proceedings of ASIS Annual Meeting, 30, 126-30.
3. Information seeking behaviour of physical scientists and social scientists: A report. ARIST. 45(2):1997:41-48. Prasad (H.N) and Tripathi (M).
4. Pelzer (Nancy L.) and others. Library use and information seeking behaviour of veterinary medical students revisited in the electronic environments. Bull. Med. Library Assn. 86(3):1998:346-355.
5. Wilson, D. (1999). On User Studies and Information Needs. *Journal of Documentation*, 37(1), 3-15.
6. Shokeen and Kaushik (2002). Information seeking behaviour of psychologists and sociologists: A case study of Delhi and Haryana University. *ILA Bulletin*. 39(3) pp 11- 14.
7. Kuttalikar, Carol Collier (2003). Seeking meaning: process approach to library and information services, *J. Doc.* 20(2), PP 146-148.

8. Mahapatra, R.K and Panda, K.C. (2004: Information Science and Journalism: A symbiosis. New Delhi, Rawat Publications.PP.64-128
9. Laura L. Haines [at al.] 2010. Information-Seeking Behavior of Basic Science Researchers: Implications for Library Services. Journal of the Medical Library Association. 98(1): 73-81.
10. Salampura, Veena Kamble.2011.Information seeking behaviour. Jaipur: Raj Publishing House.2013.
11. Information seeking pattern in digital environment: A case study of the department of administrative reforms and public grievances, New Delhi, Knowledge, library and information networking NAELIN 2013.