Information Seeking Behaviour of users in Sahyadri Engineering and Management College Library, Adyar, Mangalore

Veena G[1]
Research Scholar
Dept. of Library & Information Science
Mangalore University, India

Dr. T. Y. Mallaiah[2]
Deputy Librarian
Mangalore University
Mangalagangothri, India

Abstract: The purpose of present research study was to examine the information seeking behaviour of management students (MBA) and teaching staff in Sahyadri Engineering and Management College Library, Adyar, Mangalore. The study adopted a survey method, and data were collected using a questionnaire administered to to150 students and 120 staff randomly.131 filled questionnaire were returned in students and 97 returned by staff. The finding of the study reveals internet is highly preferred channel of information seeking and the major information seeking habit is to reading books and articles.

Keywords: Information Seeking Behaviour, Search Strategy, User survey, user attitudes, engineering college user.

I. INTRODUCTION

The present era is called the Information era. Information is a life blood of present society; it is accepted as a key issue in today's competitive world (Prabhavathi, 2011). Over the last several years, information increased significantly in a large variety of formats. This information overload gave the foundation to the idea of studying the information searching or seeking behaviour of users or human information behaviour (Fasola and Olabode, 2013). Information seeking is a fundamental activity refers to the way individuals search for and make use of information to fulfil their information needs and requirements. It describes "how users search, acquire and use information in different contexts (Esew, Makarfi, Goshie, and Jimada, 2014).

The term of information behaviour or seeking was coined in the early 1990s, but it hints its origin to the concept of information needs and uses that take place in the 1960s (Khan and Shafique, 2011).Information seeking and searching is a necessary part and it is expected and essential instrument of learners life. It helps to recognize user's information needs and how they try to satisfy their information requirements (Rafiq and Ameen, 2009). The present research study is undertaken to determine the information seeking behaviour of management students of Sahyadri Engineering and Management College Library, Adyar, Mangalore.

II. DEFINITION OF THE CONCEPTS

Information

The English word information derived from the Latin word 'informatio' which means 'to give form to mind', 'instruct' 'to discipline' and 'teach'(Wikipedia,2015).

The Oxford English Dictionary (2015) defines "Information is knowledge communicated concerning some particular fact, subject, or event".

Seeking

According to Cambridge Advanced Learner's Dictionary (2015) seeking refers "to try to find or get something, especially something that is not a physical object".

Information Seeking

Information Seeking is a process of searching, obtaining, and use of information.

Wilson (2000) defines information seeking as 'the purposive seeking for information as a consequence of a need to satisfy some goal.

Information Seeking Behaviour

Information seeking behaviour refers to a process of identifying information, acquiring, using, evaluating and implementing information, to satisfy the information needs and requirements of users.

Wilson (1999) states that information-seeking behaviour is a "consequence of a need perceived by an information user, who, in order to satisfy that need, makes demands upon formal or informal information sources or services, which result in success or failure to find relevant information".

III. OBJECTIVE OF THE STUDY

- To identify the information seeking behavior of management students and staff members, and which they seek and collect information and major source of information utilized by users.

- To know the purpose of information seeking behavior among the students and staff members.

- To identify the most often used traditional and electronic information sources and the frequency of requirement for information services and examine the information seeking strategies of users.

- To identify the problems faced by the users while gathering information. And to offer suggestions for the improvement of the sources and services based on the outcomes of the study.

IV. NEED OF THE STUDY

Information play very significant role in any activities of learners life. It is necessary for the human's beings; it helps to implementation of any plan or project. Recognition of the behaviour of management students and staff towards seeking information and their needs about information is a not easy task because learners do not pay full concentration towards available resource. This study is necessary to find out how users seek the information, which channels of information they use while searching information, what type of library information sources and services they use.

V. SCOPE AND LIMITATION OF THE STUDY

The present study focuses on the "Information Seeking Behaviour of users in Sahyadri Management and Engineering College Library. The population of the research study covers MBA students and staff .The study has been undertaken mainly to understand the ways and means of seeking and acquiring information, library use, expectations and level of satisfaction in using library sources and services among users. This study is limited to the investigation of information seeking behaviour of management students and staff.

VI. SAHYADRI MANAGEMENT AND ENGINEERING COLLEGE

The Sahyadri College established in the year 2007 under the aegis of Bhandary Foundation at Sahyadri campus, Mangalore. The college is affiliated to *Visvesvaraya* Technological University (VTU) and All India Council of Technical Education (AICTE) and approved by the Government of Karnataka and HRD Ministry, Government of India. It is located at Sahyadri

campus at a distance of 7 km from Mangalore and enjoying the boundaries of nature providing an ideal atmosphere for higher education. It has excellent facilities for academic, sports and cultural activities (Sahyadri Management and Engineering College, 2015).

VII. REVIEW OF LITERATURE

Ahmed and Vinayagamoorthy, (2013).attempted to study the information seeking behaviour of business school students. The purpose of the study was to examine the information seeking behaviour of business school students in academic city, Dubai, UAE. The study highlights majority of respondents 1699 (90.71%) of the students searched information for academic purpose, 663 (35.39%) of the responded students are beyond satisfied with the library service. 290 (15.48%) of the respondents are either not happy or not satisfied with the library service. The study recommended that libraries should take utmost care while selecting and acquiring resources and services, keeping in view the demands of their users.

Emmanuel and Jegede (2011) conducted a study to know the information needs and seeking habits and use of information resources by management students at Nigerian University. The findings of survey indicated that majority of the student's (73.5%) assenting to the difficulty in accessing both print and on-line materials relevant for their academic work, .Over 90% of the student expressed dissatisfaction opinion with the library service. They complained of lack of understanding of how to use their facilities in accessing their choice materials.

Natarajan(2012) conducted a study to investigate the Information seeking behaviour of students of Management Institutions in NCR of Delhi. The results of the study shows that 92.3 % of respondents seek to keep abreast with current developments, followed by 91.3% to develop competence, 81.2% to Improve General knowledge. It is found that majority of the students' use the library daily and the resources are utilized effectively. Internet is used as the major source of information. The respondents are satisfied with the library facilities and services.

Makani and WooShue *(2006)* conducted a survey through questionnaire method distributed among the School of Business Administration at Dalhousie University, Canada. The purpose of the study was to examine the information seeking behaviour of business school students. The results of the study showed that majority of the respondents (92%) used computers and the internet for more than 7 years, 37.5% of respondents use Google search engine. 79% of respondents Ability to access electronic resources remotely.

VIII. METHODOLOGY

A questionnaire based survey method was adopted to gather the data on the information seeking behaviour of users. The questionnaire were distributed to150 students and 120 staff randomly to the students and staff who visited the library.131 filled questionnaire were returned in students and 97 returned by staff. The collected data were classified, analysed and tabulated by using statistical methods.

IX. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Gender wise Distribution of Respondents

Gender	No. of respondents	(%)
Female	117	51.50%
Male	111	48.50%
Total	228	100.00%

The above table shows that gender wise distribution of respondents. In this table 117(51.50%) female respondent and 111(48.50%) male respondents participated in the survey.

Table2 gives a detailed picture of the distribution of the purpose of information seeking. Majority of respondents 114(50%) seek the information for the purpose of preparing notes, followed by 111(48.69%) of respondents to prepare examination,

teaching, 79(34.64%) of respondents seek the information for updating knowledge, only 60(26.32%) seek the information for updating knowledge. 60(26.32%) for undertaking research projects, 85(37.29%) for assignments and seminar presentations.

TABLE 2. Purpose of seeking information (Designation wise).

Purpose of seeking information	Designation wise						
		Students		Staff		Total	
		Response	(%)	Response	(%)	Response	(%)
For updating knowledge	Yes	38	16.67%	41	17.98%	79	34.64%
	No	93	40.79%	56	24.56%	149	65.36%
	Total	131	57.46%	97	42.54%	228	100.00%
Writing papers for conference	Yes	18	07.88%	56	24.56%	74	32.44%
	No	113	49.58%	41	17.98%	154	67.56%
	Total	131	57.46%	97	42.54%	228	100.00%
Preparing notes	Yes	59	25.87%	55	24.12%	114	50%
	No	72	31.59%	42	18.44%	114	50%
	Total	131	57.46%	97	42.54%	228	100.00%
Preparing for examination teaching	Yes	14	06.16%	97	42.54%	111	48.69%
	No	117	51.31%	00	00.00%	117	51.31%
	Total	131	57.46%	97	42.54%	228	100.00%
To prepare assignments/seminars	Yes	57	25.01%	28	12.28%	85	37.29%
	No	74	32.45%	69	30.26%	143	62.71%
	Total	131	57.46%	97	42.54%	228	100.00%
For undertaking research projects	Yes	19	08.34%	41	17.98%	60	26.32%
	No	112	49.12%	56	24.56%	168	73.68%
	Total	131	57.46%	97	42.54%	228	100.00%

Table 3 reveals that the internet is highly preferred channel of information seeking. 80(35.08%) of respondents prefer the as their main channel for seeking information. The other important channel are discussion with teachers and colleagues 47(20.61%) and 32(14.06%) attending seminars and conferences, only 23(10.08%) bibliographies produced by library

TABLE 3. Channels used to identify the existence of relevant documents

Channels	No. of Responded	(%)
Internet	80	35.08%
Bibliographies Produced by library	23	10.08%
Discussion with friends	20	08.77%
Attending seminars	32	14.06%
Book reviews	26	11.40%
Discussion with teachers ,colleagues	47	20.61%
Total	228	100.00%

TABLE 4. Purpose of visiting library

Purpose of visiting library		Student Responded	Staff Responded	Total Responded	(%)
To read books	Yes	71	83	154	67.54%
	No	60	14	74	32.46%
	Total	131	97	228	100.00%
To read articles	Yes	33	56	89	39.04%
	No	98	41	139	60.96%
	Total	131	97	228	100.00%
To refer reports/theses	Yes	18	28	46	20.18%
	No	113	69	182	79.82%
	Total	131	97	228	100.00%
To access e-resources/CD-ROMs	Yes	16	14	30	13.16%
	No	115	83	198	86.84%
	Total	131	97	228	100.00%
To read newspapers	Yes	59	41	100	43.85%
	No	72	56	128	56.15%

		131	97	228	100.00%
For references	Yes	22	42	64	28.08%
	No	109	55	164	71.92%
	Total	131	97	228	100.00%
For career development	Yes	19	27	46	20.18%
	No	112	70	182	79.82%
	Total	131	97	228	100.00%

The above table 4 highlights that majority of respondents 154(67.54%) visit the library to read books, followed by 100(43.85%) to read newspapers, 89(39.04%) to read articles, The least number of respondents 30(13.16%) visit the library to access e-resources/CD-ROMs

Table 5. Adequacy of OPAC facility

Use of online catalogue	Students		Staff		Total	
	Responded	(%)	Responded	(%)	Responded	(%)
Yes	54	23.69%	55	24.12%	109	47.81%
No	77	33.77%	42	18.42%	119	52.19%
Total	131	57.46%	97	42.54%	228	100.00%

The above table 5 shows that majority of respondents 119(52.19%) disagreed towards the adequate OPAC facility. 54(23.69%) of respondents use OPAC of their library.

TABLE 6. Search Strategies to access Information

Search Options	Students		Staff		Total	
	Responded	(%)	Responded	(%)	Responded	(%)
Author search	35	26.71%	22	22.68%	57	25.00%
Subject search	40	30.53%	38	39.18%	78	34.21%
Title search	45	34.35%	26	26.80%	71	31.15%
Keyword search	11	08.41%	11	11.34%	22	09.64%
Total	131	100.00%	97	100.00%	228	100.00%

Table 6 indicates that most of the respondents 78(34.21%) using subjects to search the information, followed by 26(26.80%) title search strategy ,57(25.00%) author search ,only 11(11.34%) of respondents using keywords while searching information.

Table 7 shows that majority of respondents 104(45.62%) are prefer electronic format, followed by 47(20.61%) print format and 77(33.77%) of respondents prefer both print and electronic format.

TABLE 7. Preferred Format of Information sources

Format of Information	Students		Staff		Total	
	Responded	(%)	Responded	(%)	Responded	(%)
Printed For mat	34	25.95%	13	13.40%	47	20.61%
Electronic Format	34	25.95%	70	72.17%	104	45.62%
Both Formats	63	48.10%	14	14.43%	77	33.77%
Total	131	100.00%	97	100.00%	97	100.00%

TABLE 8. Information Seeking Habits

Information Seeking Habits	Students		Staff		Total	
	Responded	(%)	Responded	(%)	Responded	(%)
Conversing with friends/experts	04	01.75%	27	11.84%	31	13.59%
E-mailing friends/lectures/experts	19	08.33%	14	06.14%	33	14.47%
Reading e-mail alerts	04	01.75%	00	00%	4	1.75%
Scanning journals	10	04.38%	00	00%	10	04.38%
Reading articles/books	48	21.09%	28	12.28%	76	33.37%
Attending	18	07.89%	00	00%	18	07.89%

seminars/conferences						
Searching e-databases/journals	02	00.87%	00	00%	2	00.87%
Searching free e-resources/search engines	26	11.40%	28	12.28%	54	23.68%
Total	131	57.46%	97	42.54%	228	100.00

An analytical result of Table 8 reveals that reading books is highly preferred among all other information seeking habits of respondents 76 (33.37%), followed by The second largest 54(23.68%) for searching for e-resources,33(14.47%) for e-mailing friends, experts, lectures. Only least number of respondents 2(00.87%) for searching e-databases/journals.

TABLE 9. Problems encountered while seeking information

Problems encountered		Students		Staff		Total	
		Responded	(%)	Responded	(%)	Responded	(%)
Lack of infrastructure	Yes	10	04.38%	00.00	.00.00	10	04.38%
	No	121	53.08%	97	42.54	218	95.62%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of comprehensive book collection	Yes	42	18.42%	14	06.01	56	24.56%
	No	89	39.04%	83	36.02	172	75.44%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of printed journals	Yes	19	08.33%	27	11.84	46	20.17%
	No	112	49.13%	70	30.70%	182	79.83%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of reading space	Yes	9	03.94%	00	00%	9	03.94%
	No	122	53.52%	97	42.54%	219	96.06%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of adequate e-resources	Yes	18	07.89%	28	12.28%	46	20.17%
	No	113	49.57%	69	30.26%	182	79.83%
	Total	131	57.46%	97	42.54%	228	100.00%
Insufficient library timings	Yes	24	10.52%	14	06.14%	38	16.66%
	No	107	46.94%	83	36.40%	190	83.34%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of computers	Yes	27	11.84%	28	12.28%	55	24.12%
	No	104	45.62%	69	30.26%	173	75.88%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of awareness	Yes	14	06.14%	00	00%	14	06.14%
	No	117	51.32%	97	42.54%	214	93.86%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of cooperation by library staff	Yes	4	01.75%	00	00%	4	01.75%
	No	127	55.71%	97	42.54	224	98.25%
	Total	131	57.46%	97	42.54%	228	100.00%
Lack of internet connectivity/facility	Yes	30	13.15%	00	00%	30	13.15%
	No	101	44.31%	97	42.54%	198	86.85%
	Total	131	57.46%	97	42.54%	228	100.00%

Table 9 shows that lack of comprehensive book collection is a major challenge faced by respondents 56(24.56%) while accessing information. 55(24.12%) of respondents face another major problem is lack of internet connectivity is while seeking for information, followed by 46(20.17%) for inadequate e-resources and lack of printed journals. The least number of respondents 4(01.75%) opined that non-supportive behaviour of library staff, followed by 14(06.14%) lack of awareness about information sources.

X. FINDINGS

- Out of 228 respondents only 111(48.50%) of respondents were male while 117(51.50%) were females.

- It is found from the study that 114(50%) of respondents seek the information for the purpose of preparing notes, followed by 111(48.69%) to prepare examination, teaching 79(34.64%), only 60(26.32%) seek the information for updating knowledge.

– About 80(35.08%) respondents opined that internet is highly preferred channel of information seeking. followed by 47(20.61%) discussion with teachers and colleagues, only 23(10.08%) bibliographies produced by library.

– While examining the preference of visit the library, it was found that 154(67.54%) visit the library to read books, followed by 100(43.85%) to read newspapers. Only 30(13.16%) of respondents visit the library to access e-resources/CD-ROMs.

– About 78(34.21%) of respondents using subjects search strategy to search the information only 11(11.34%) of respondents using keywords for searching information. Majority of respondents 119(52.19%) disagreed towards the adequate OPAC facility.

– Most of respondents 104(45.62%) are prefer electronic format, followed by 47(20.61%) print format and 77(33.77%) of respondents prefer both print and electronic format.

– It is found from the study that the major information seeking habits is to reading books, followed by 54(23.68%) for searching for e-resources and only 2(00.87%) for searching e-databases/journals.

– While coming to address problems faced by the respondents while seeking the information it was found that 56(24.56%) of respondents have faced the major problem of lack of comprehensive book collection in the library, 55(24.12%) slow internet connectivity, 20(611.11%) of respondents having difficulty in finding relevant information, 14(06.14%) lack of awareness about information sources.

XI. SUGGESTIONS AND CONCLUSION

The current human society is living in an information age. The significant role of information has been recognized as an essential aspect in the teaching, learning and research activities of the graduates. Information seeking behavior of library users are changing due to a number of factors such as information explosion, accessibility of information in various formats, revolutionizes in scholarly communications.The results of the present study highlights that guidance require in the effective use of library collections and services was necessary to help the students to fulfil their information needs and requirements, therefore the library should organize various user awareness programme /orientation and training programs for optimum use of available print ,electronic resources and improve the information searching skills. The library should facilitate internet connection speed for   instant and bulky data at a time. Furthermore, college library as increasing the number of infrastructures i.e. computers, internet connection and other requirements related to access of e-resources. The university should provide more budgets for subscription of full text electronic resources for users' requirements. As highlighted from this study, main information required by management students and staff is academic information to facilitate them to prepare their notes, assignments, articles, seminars, undertaking research projects. The results of this study indicated that the respondents are satisfied with the library resources and services provided by the college library.

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AUTHOR(S) PROFILE

Veena G. is presently working as a guest lecturer in Dept. Of Library and Information Science, Mangalore University, Mangalagangothri, Konaje, Mangalore. She has teaching experience of 4 years and has published 4 papers in National and International conferences. She has completed her Master Degree in Library and Information Science in the year 2010. Presently she is pursuing PhD at Mangalore University. She has participated and presented a paper in the National and International Conference.

Dr. T. Y. Mallaiah, is presently working as Deputy Librarian at Mangalore University, Konaje, Mangalore. He has working experience of 30 years and has published 76 papers in various journals and conferences. He has participated and presented a paper in the National and International Conference.