



INFORMATION SEEKING BEHAVIOUR: A STUDY OF M.PHIL STUDENTS OF KSV, GANDHINAGAR, GUJARAT

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Abstract:

The present era is an era of information and knowledge revolution. Many electronic resources are now available in the libraries. The increase in availability of information on the Web has affected information seeking behaviour. Innumerable types of information in a large variety of formats and from many different locations, are all available at one place. The main purpose of this study to investigate the information needs and information seeking behaviour of the M. Phil students of Kadi Sarva Vishwavidyalaya, Gandhinagar. This survey was carried out with sample of academic year 2013 M. Phil students of all departments (English, Computer Science, Physical Education and Education). The sample consists of 77 M. Phil students of all departments from current semester.

The understanding of information needs and information seeking behaviour of M. Phil Students is essential as it helps in the planning, implementation and operation of information system and services in the institutes. A structured questionnaire was used as a data gathering tool. The findings of the study revealed that 100% of the respondents use the internet of web pages and 94.90% of the respondents use the electronics journals to get information, 89.61% of the respondents use Google, 10.39% of the respondents use Yahoo search engines for search information.

Key Words:

Information, Information Needs, Information Seeking, Information Seeking Behaviour, Information Technology, Information Communication Technology (ICT), M. Phil students.

Introduction:

Information seeking is a basic activity indulged in by all people and manifested through a particular way of behaviour. It is also an aspect of scholarly work most interesting to academic librarians who strive to develop collections, services, and organizational structures that facilitate seeking of information (Wiberley1989). There is a universal assumption that man was born innocent and should actively seek knowledge. 'Information seeking is thus a natural and necessary mechanism of human existence' (Marchionini1995). Information seeking behavior is the purposive seeking of information as a consequence of a need to satisfy some goal. In the course of seeking, the individual may interact with manual information systems such as a newspaper or a library, or with computer-based systems such as the Web.

Information seeking behaviour involves personal reasons for seeking information, the kinds of information which are being sought, and the ways and sources with which needed information is being sought. Information seeking behaviour is expressed in various forms, from reading printed material to research and experimentation. Scholars, students and faculties actively seek current information from the various media available in libraries, e.g. encyclopedias, journals and more currently, electronic media. The library, therefore, is the most widely used source of information available to societies.

Statement of the Problem:

The present study is entitled, "Information Seeking Behaviour: A Study of M. Phil students of KSV, Gandhinagar".

Objectives of the Study:

The study examined the information seeking behavior of M. Phil students of KSV, Gandhinagar, Gujarat. Precisely, the focus was on information needed by the students, the sources consulted and the general pattern of information gathering system by the students.

More specifically, the objectives of the study were:

- (1) To study the purpose of formation needs and seeking behaviour of M. Phil students of KSV, Gandhinagar,
- (2) To find out the importance of information sources for updating the knowledge,
- (3) To find out the awareness about different types of services provided by libraries,
- (4) To identify the use of formats for information by students,
- (5) To identify the use of E-resources by students,
- (6) To find out the frequency of library visit,
- (7) To find out the time spent in the library and

(8) To find out the frequency of the some problems encountered while seeking information.

Kadi Sarva Vishwavidyalaya, Gandhinagar - an Introduction:-

Sarva Vidyalaya Kelvani Mandal is a public trust with more than 95 years of philanthropic experience. Having started in the year 1919 by its founder “Pujya Chhaganbha” with the principle of “kar bhala hoga bhala”, with only 6 (six) students. The trust today has become one of the biggest trust in the state of Gujarat. Now 52000 students are taking education in various institutes under Sarva Vdyalaya Kelavani Mandal. Kadi Sarva Vishwavidyalaya, Gnadhinar is the University established vides state Act 21 of 2007 in May 2007 and approved by UGC (ref F.9-18/2008 (cpp-1) March 19, 2009) to achieve the following objectives:

- (1) To provide need based education and develop courses of contemporary relevance,
- (2) To be a University of excellence by providing research based activities which would foster higher economic growth and
- (3) To provide education to all irrespective of caste, creed, religion etc.

KSV University offers courses like under graduate, post graduate, M.Phil and Ph.D courses in various fields.

About M. Phil Students of KSV:

KSV run various courses. M. Phil in English, Physical Education, Computer Science, and Education are parts of this course. The students register in academic year 2013-14 are as per under:

Department	Register Students	Respondents from Register
English	30	20
Education	33	28
Physical Education	21	14
Computer Science	23	15
Total	107	77

Source: Authors

Review of Related Literature:

Review of literature is a collective body of works done by earlier scientists and published in the form of books or in the form of articles in journals or published as monographs etc. Every scientific

investigation starts with a Review of Literature. In fact, working with the literature is an essential part of the research process which helps generate ideas, develop significant questions and is regarded as instrumental in the process of research design. They will be dealing with the review of literature, how to go about it, what its importance is and how the review should be organized and how to relate it to the present research report. This study will also help in finding out research gap in the previous studies.

Barrett (2005) made an explanatory research on the information seeking habits of graduate student researchers in the humanities, by conducting in-depth interviews with a small sample of humanities graduate students, were used to explore to what extent humanities graduate students might constitute a user group distinct from faculty and undergraduate models.

Fulton, Kerins and Madden (2004) report the results of two empirical studies which explored the information seeking behavior of engineering and law students in Ireland. The findings reveal similar patterns in the information seeking behavior between students studying to become professionals and information seeking patterns of these groups. Students learned their information seeking strategies, including effective and less effective approaches, from educators. Misperceptions of the role and value of libraries and information professionals in their studies were common, and as a result, students often adopted information seeking strategies that excluded libraries and library staff. The two studies suggest that engineering and law students in Ireland could benefit from greater information literacy training and awareness, enabling them to acquire the information skills they need to function effectively and efficiently in their future professional work lives.

Purnima (2005) study on the “Information Needs in Higher Education: A Study of College Faculties in Manipur” ascertained the information needs of college and university faculties. The survey reveals that majority of the college faculty members needed information for academic work, whereas university faculty members needed information to update knowledge and for research work. Most of the faculties of colleges and university were unaware of the use of IT mainly because of lack of infrastructure in libraries.

Chrzastowsk and Joseph (2006) found that graduate students primarily use journal articles rather than books. Students preferred electronic access and cross database searching. Providing appropriate collections for graduate students is the key role of academic librarians ensuring students as how appropriately to use and evaluate information is equally important. The study also found that graduate students learn about the library and their information needs from their peers.

Akinola, S. F (2009) The study investigated the information seeking patterns and types of information sources used on the internet by lecturers in Faculties of Education in Obafemi Awolowo University (O.A.U), Ile Ife and University of Ibadan (U.I). The study employed the descriptive research method, using questionnaire for data collection. One hundred lecturers constituted the sample, comprising 54 from University of Ibadan and 46 from Obafemi Awolowo University. The study concluded that majority of the respondents from both universities seek information to update knowledge; 5.4 percent from U.I while 36 percent responded from O.A.U. The study recommended that the two University libraries should increase their internet bandwidth to improve their Internet speeds.

Information Seeking Behavior:

Information seeking behaviour refers to the way people search for utilizing information. Information seeking behavior is human behavior in relation to sources and channels of information when they need something, different strategies or models of action were applied in order to satisfy the needs of the users. When an individual needs information he/she knows that in all probability the information will not be obtained without searching process, so he/she has to go about seeking it. What strategies or process he used while searching information in order to satisfy his/her information needs, information seeking behavior comes into existence. Information seeking refers to the process of collecting and receiving information through reading published materials, discussing with colleagues, friends etc. Behavior is concerned with the mode of action, process of selection of information resources, process of carrying out of search of information, factors that affected his/her approach, etc (Kumar 47-60).

Research Methodology:

In this study, we use a questionnaire method for data collection. Only closed questions were included in the questionnaire. In this research the researchers have distributed 100 questionnaires to the M. Phil students of all departments. Out of distributed questionnaires 77 were return. All the return questionnaires were used for data analysis. The final data analysis was for 77 questionnaires representing a response rate of 77.00 %. Microsoft excel was used for data analysis.

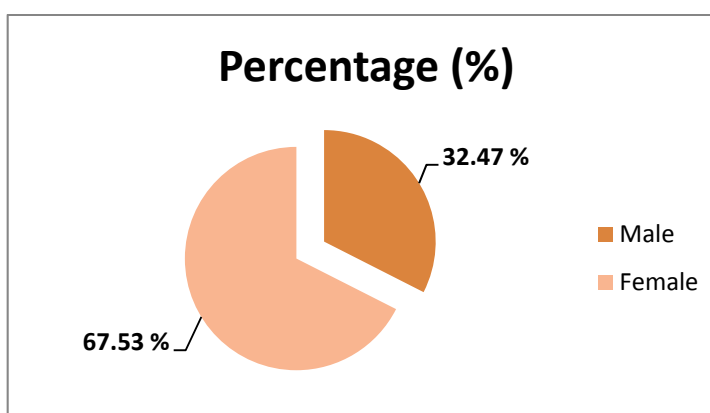
Data Analysis:

In the data analysis chapter provides a descriptive analysis of the data obtained from the structured questionnaires which were return 77 M. Phil students of all departments.

Table-1: Gender based Distribution of Respondents:

Gender	No of Respondents	Percentage (%)
Male	25	32.47
Female	52	67.53
Total	77	100

Source: Authors



This table mentions gender based respondents, we see that female respondents are 52 (67.53%) and male respondents are 25 (32.47%) out of total 77 respondents.

Table-2: Departments based Distribution of Respondents:

Departments	No of Respondents	Percentage (%)
Computer Science	15	19.48
English	20	25.97
Physical Education	14	18.19
Education	28	36.36
Total	77	100

Source: Authors

Accordingly to this table, Education (36.36%), English (25.97%), Computer Science (19.48%) and Physical Education (18.19%) are the respondents of all M. Phil departments.

Table-3: Occupation of Respondents:

Occupation	No of Respondents	Percentage (%)
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Only Students	37	48.05
College/University Lecturer	08	10.39
School Teacher	22	28.57
Private Service	10	12.99
Total	77	100

Source: Authors

Table 3 shows that majority of respondents are only students (48.05%) and school teachers (28.57%).

Table-4: Use of Library by Respondents for Study purpose:

Library	No of Respondents	Percentage (%)
College	50	64.93
Work Place	10	12.99
Others	17	22.08
Total	77	100

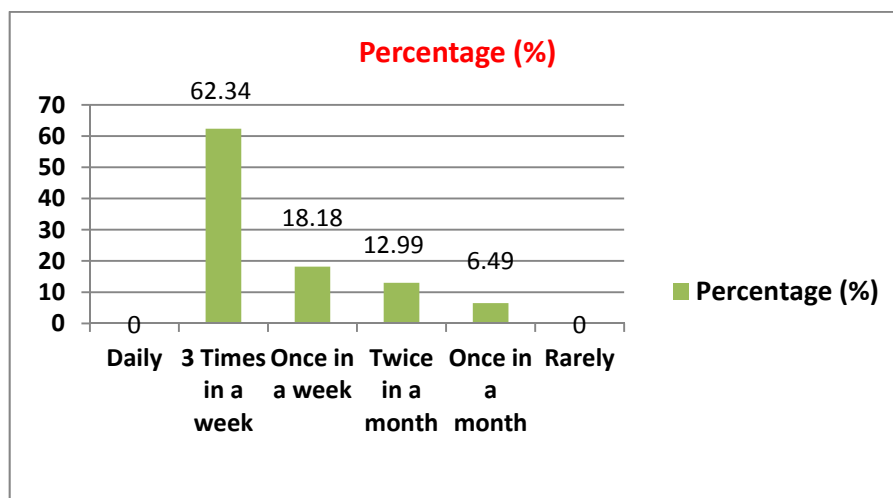
Source: Authors

This table shows that majority of respondents are using college library (64.93%) and other library (22.08%) for study purpose.

Table-5: Frequency of Library Visits:

Frequency	No of Respondents	Percentage (%)
Daily	00	0.00
3 Times in a week	48	62.34
Once in a week	14	18.18
Twice in a month	10	12.99
Once in a month	05	6.49
Rarely	00	0.00
Total	77	100

Source: Authors



This table shows that majority of respondents (62.34%) have visited library three times in a week.

Table-6: Time Spent per Week in the Library by Respondents:

Time Spent	No of Respondents	Percentage (%)
Up to 3 hrs	59	76.62
04-06 hrs	15	19.48
07-09 hrs	03	03.90
More than 09 hrs	00	00.00
Total	77	100

Source: Authors

This table shows that majority of respondents 76.62% have spent up to 3 hrs and 19.48% respondents spent 04-06 hrs per week in the library.

Table 7: Information sources and methods used by students:

1=Not at all important 2=Somewhat important 3=Important
4=Very important 5=Extremely important

Source / Methods	1	2	3	4	5	Total (%)
Attending conferences, seminars and Workshops	2.6	3.2	25.1	26.6	42.5	100

Consulting faculty members in subject fields	12.3	1.2	30.8	34.5	21.2	100
Current awareness services provided by library	8.2	30.4	9	26	26.4	100
Discussion with co-students	4.3	20.8	12.6	33.6	28.7	100
Media : TV and Radio	3.1	35.5	19.2	25.7	16.5	100
Reading latest books	7.5	2.2	20.8	24.2	45.3	100
Reading newsletters	2.6	42.5	3.2	25.1	26.6	100
Reading newspapers	2.2	45.8	24.2	20.3	7.5	100
Using Internet	0	0	0	0	100	100

Source: Authors

Table 7 shows that extremely important sources are internet (100%), attending conferences, seminars and workshops (42.5%) and reading latest books (45.3%) for the information seeking by the students. While somewhat important sources are the consulting faculty members in subject fields (34.5%), and (33.6%) discussion with co-students for information seeking. Students give importance to the current awareness services (30.4%) provided by library, 35.5% media: TV and Radio, 42.5% reading newsletters and 45.8% reading newspapers for seeking information.

Table 8: Purpose of Information Needs and Information Seeking:

1=Not at all important 2=Somewhat important 3=Important
4=Very important 5=Extremely important

Purpose	1	2	3	4	5	Total (%)
Entertainment	60.2	22.2	5.3	9.2	3.1	100
General awareness	10	16.3	26.2	25	22.5	100
Preparing for the exam	3	6.3	12.3	30.1	48.3	100
Preparing research related work/project work	2.2	7.5	20.3	24.2	45.8	100
Study purpose	1.2	14.2	24.2	25.4	35	100
Updating knowledge	2.6	3.2	25.1	26.6	42.5	100

Source: Authors

Above table shows that 48.3 % students gave extremely important to information for preparing the exam and 45.8% students gave extremely important to information for preparing research related

works. Thus study shows that majority of students gave extremely important to information to the purpose of their study.

Table 9: sources based on its importance for information seeking:

1=Not at all important 2=Somewhat important 3=Important
4=Very important 5=Extremely important

Sources	1	2	3	4	5	Total (%)
Bibliographies	1.0	22.9	40.3	12.3	23.5	100
Consult reference sources	5.1	12.5	14.1	18.2	50.1	100
Consulting faculty members in subject fields	5.1	8	22.1	25.3	39.5	100
Discussion with the librarian	60.2	22.2	9.2	3.1	5.3	100
Discussions with co-students	22.6	50.2	22.8	2.3	2.1	100
Government publications	60.2	3.1	22.2	9.2	5.3	100
Internet	0	0	0	0	100	100
Journals / Periodicals (In electronic form)	5.1	14.1	12.5	18.2	50.1	100
Journals / Periodicals (In print)	3	6.3	30.1	12.3	48.3	100
Library catalogue	14.3	22.2	38.2	16.2	9.1	100
Others libraries	2.2	7.5	20.3	24.2	45.8	100
Review articles	8.2	9	30.4	26	26.4	100
Thesis	2.6	25.1	3.2	26.6	42.5	100

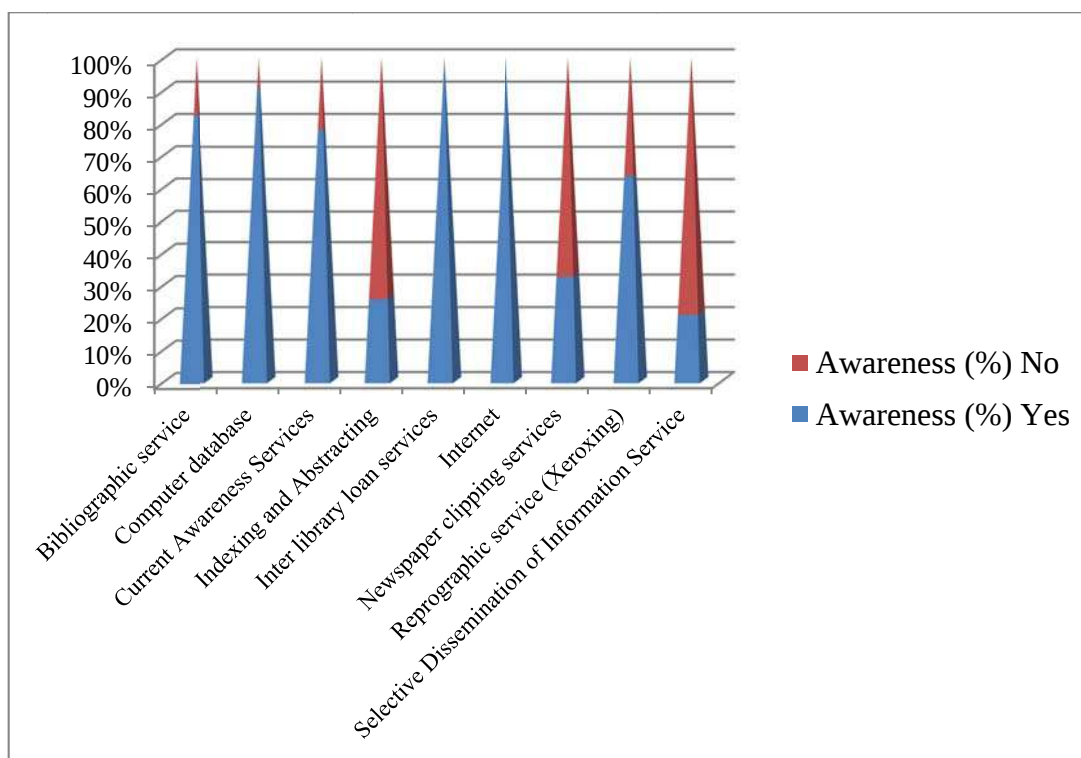
Source: Authors

Above table show that 40.3% students gave important rank to the bibliographies. 30.4% students to review articles and 38.2% students to library catalogue. Extremely important sources are (100%) the Internet, (50.1%) Consult reference sources, (50.1%) Journals / Periodicals (In electronic form), (48.3%) preferred Journals / Periodicals (In print), (45.8%) students preferred others libraries, (42.5%) students preferred Thesis and (39.5%) students preferred Consulting faculty members in subject fields for information seeking.

Table 10: Library services provided by Library to the students:

Kind of library services	Awareness (%)	
	Yes	No
Bibliographic service	82.2	17.8
Computer database	90.3	9.7
Current Awareness Services	77.9	22.1
Indexing and Abstracting	25.6	74.4
Inter library loan services	99	1
Internet	100	0
Newspaper clipping services	32.5	67.5
Reprographic service (Xeroxing)	70.2	39.8
Selective Dissemination of Information Service	20.9	79.1

Source: Authors



As per table 10, 100% students aware with the service of internet and majority of students aware inter library loan services and computer database, bibliographic service and current awareness services and reprographic service (Xeroxing) which are provide to students by library.

Table 11: problems encountered while seeking information:

Problems	Never %	Seldom %	Some Times %	Frequently %	Always %	Total (%)
Availability of flood of information	21	20.8	40.09	7.56	10.55	100
Cannot locate the target sources	16.18	28.05	40.01	10.13	5.63	100
Does not have enough time to search	15.22	25.43	33.5	15.04	10.81	100
Inadequate library services	24.7	22.21	29.95	14.86	8.28	100
Information scattered in many sources	9.1	23.13	32.16	25.11	10.5	100
Internet speed is to slow	13.58	13.58	13.58	13.58	13.58	100
Lack of training in e-resources/products	13.58	24.43	30.41	20.5	11.08	100
Language barrier	13.08	26.23	31.32	20.5	8.87	100
Library staff is not cooperative	42.37	15.66	19.26	16	6.71	100
Non availability of e-resources	32.72	21.12	28.55	11.95	5.66	100
Shortage of resources	22.35	22.11	33.36	14.77	7.41	100

Source: Authors

As table-11 shows that most always face problems are internet speed is (13.58%) and language barrier (8.87%). Frequently facing problems are information scattered in many sources (25.11%) and lack of training in e-resources. While sometimes facing problems are not to locate target sources (40.01%), availability of flood of information. Students never facing problems are that library staff is not co-operate (42.37%) and non availability of e-resources (32.72%).

Table 12: Most Preferred Search Engine for Information Search:

Search Engine	No of Respondents	Percentage (%)
Google	69	89.61
Yahoo	8	10.39
Alta Vista	0	00
MSN	0	00
Others	0	00

Total	77	100
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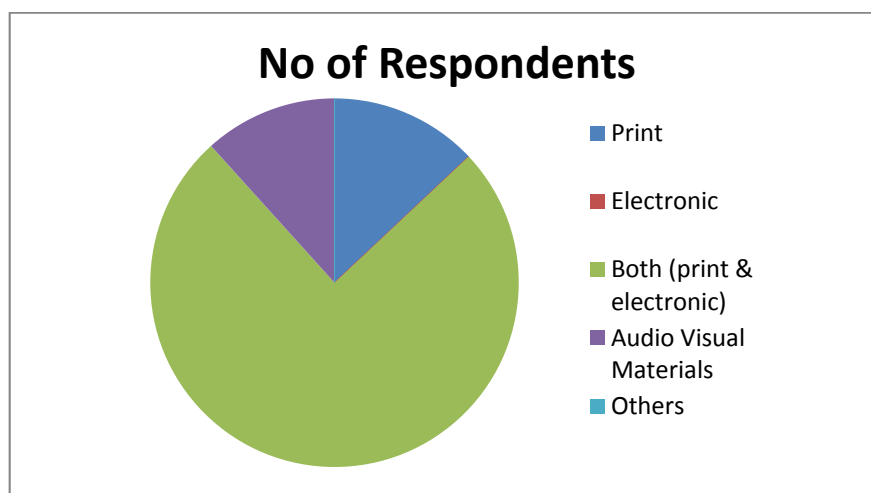
Source: Authors

Table 12 shows that most of M. Phil students (89.61%) preferred Google search engine for search information.

Table 13: Convenient Format of Information:

Format	No of Respondents	Percentage (%)
Print	10	12.99
Electronic	00	00
Both (print & electronic)	58	75.32
Audio Visual Materials	09	11.69
Others	00	00
Total	77	100

Source: Authors



As per table 13 75.32% students prefer both print and electronic format.

Table 14: Use of E-Resources:

E-Resources	No of Respondents	Percentage (%)
Electronic Journals	12	15.58
Electronic Data Base	50	64.93
CD-ROM Data Base	08	10.40
Electronic Books	07	09.09
Total	77	100

Source: Authors

As per above table 64.93% students use electronics data base and 15.58% use electronic journals.

Table 15: Purpose of Using of E-Resources:

Purpose	No of Respondents	Percentage (%)
For Updating Knowledge	19	24.69
For Doing Research Work	20	25.97
For career Development and Growth	12	15.58
For Academic Assignments	13	16.88
For preparation of Competition	13	16.88
Others	00	00
Total	77	100

Source: Authors

Findings& Suggestions:

Findings:

1. Majority of the respondents are only students (48.05%) and school teacher (28.57%).
2. Out of 77 respondents, 25 (32.47%) are male and 52 (67.53%) are female students studying in different departments of M. Phil in KSV University. The students overall response rate is 77%.
3. Majority of the respondents are using college library (64.93%) for study purpose.
4. 62.34% respondents visit the library 3 times in a week. 18.18% respondents visit the library once in a week. While 6.49% respondents visit the library only once in a month.
5. Respondents say that internet (100%), reading latest books (45.30%) and attending conferences, seminars and workshops (42.50%) are extremely important sources and methods used by students.
6. Most of the respondents say that purpose of information needs and information seeking are updating knowledge, study purpose, preparing project work and for examination.
7. Respondents have given extreme importance to internet (100%), consult reference sources and electronics journals (50.10%) for information seeking.
8. Most aware library services among students are internet (100%), inter library loan services (99%), computer data base (90.30%).

9. The respondents while seeking information always faces problems are that of internet speed which is slow (13.58%), lack of training in e-resources (11.08%).
10. Majority of students use Google (89.61%) search engine for information search.
11. Students convenient format of information are print and electronic (75.32%) and print (12.99%) format.
12. Students use e-resources for research work (25.97%) and updating knowledge (24.69%).

Suggestions:

1. Study shows that the internet is the most popular facility available in the library. Hence, there is a basic need to strengthen internet facility with high speed and high bandwidth capacity in both the colleges
2. Library orientation programme must be introduced and students should be trained in the use of various types of resources.
3. In current ICT environment, the libraries should collect non print material for students.
4. Increase the awareness regarding use of library services like inter library loan, indexing and abstracting, SDI, bibliographic services etc.

Conclusion:

The present study investigates information seeking behavior of the M. Phil students of KSV University. Regarding the sampling, the researchers have used random sampling procedure. Data were collected through the use of structured questionnaires. Over all 100 questionnaires were distributed among the students of all departments. Aggregate response from both colleges was 70%. The study investigates types of resources used regularly to meet their information needs, purpose of information seeking, use of information technology for seeking the information and problems faced by students while seeking the information. The researcher has found that most of students prefer to use internet for updating the knowledge and information seeking. The study also found that the updating knowledge and general awareness. Internet, consulting faculty members in subject fields and e-journals are very important sources for information seeking. It was also found that internet slow speed, information scattered in many sources and lack of enough time to search information were problems faced by respondents.

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