CHAPTER - 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter an effort has been made to review the literature relating to information need and information seeking behavior. The pertinent literature have been searched through “Library and Information Science Abstract” and “Indian Library Science Abstract”. The review covers the period from 2003 to 2008.

2.2 INFORMATION NEED

Manjunatha and Asundi (2004) studied the information needs of scientists in the field of sericulture in India using questionnaire method. Altogether 110 filled-in questionnaires were received. Collected data were statistically analyzed and the results revealed the types of information needed by the respondents, their preferences and the problems faced by them while collecting required information. [11]

An attempt was made to study information needs of the facility members of the colleges in Manipur and Manipur University. The authors, Purnima and Devichongthang (2005), used questionnaire method to collect data. The study revealed that except in a few colleges / universities, most of faculties were not aware of required information due to lack of infrastructure in their libraries. [18]

Seth and Parida (2006) tried to find out information needs and the impact of information use on scheduled caste and scheduled tribe communities of Orissa. Questionnaire method was used to collect the data. The findings revealed that SC /ST communities require readymade and up-to-date information. They are not fully aware of government provisions and facilities available to them and unaware of latest information. [21]
Establishment of a national fisheries information system, with Indian Council of Agricultural Research headquarters as the central coordinating unit, was suggested by Sujahatha and Mudhol (2006) for the benefit of the research workers, policy makers and administrators in the field of fishery science. Interview method was applied for collection of data. The results revealed that development of such a system required decentralization and cooperation from other institutes and organizations in the country. [29]

Sharma (2007) worked on information needs and information sharing pattern among rural women of Gwalior district of Madhya Pradesh. Questionnaire method was used for collection of data. A total of 145 filled-in questionnaires were received by the author. The study based on 145 rural women respondents. Analysis of data revealed that majority (93.7%) of women were getting information from television, while 35.7% of women depended on religious leaders for obtaining required information. [25]

An investigation was made to find out information needs of the Members of Legislative Assembly in the capital city of India. The authors, Shailendra and Prakash (2008), applied questionnaire method for collection of data. Data was analyzed with the help of Wish-Fed mean. Results revealed that only a few MLAs were aware of the usefulness of library in getting required information. [23]

### 2.3 INFORMATION-SEEKING BEHAVIOR

A study of information seeking behavior of journalists of National British Newspaper was made by Attfield and Dowell (2003). Interview method was applied for data collection. The paper reveals work activities in the context of a series of behaviour shaping constraints and cognitive checking (of the angle) developing, understanding, discovering/confirming potential context. The authors described the method used for information gathering, managing multiple information spaces. The study also revealed that how these were motivated by the context and facilitated by resources. [2]
Information seeking behavior of children in a semi-structured situation was the subject of study of Cooper (2002). Questionnaire method was applied among 7-year old children for collection of data. The study focuses on how young children, who are in the process of learning, search for information in a large textual experience. The study reveals children’s search strategies in the context of computer versus shelf searching, textual versus visual searching and in comparison with adult search dimensions. [6]

Young peoples’ information seeking was studied by Andrew (2004). The author took 200 young people as sample and questionnaire method was applied for the study. Matters for consideration included the purpose of past studies, technique that had been employed for gathering and analyzing data, and instances that had been taken with regard to generalisability / transferability of findings. [1]

A survey was made to establish information seeking patterns of DRDE scientists by Sharma and Pant (2004). The survey was conducted among the scientists belonging to 40 – 49 years age group. Questionnaire method was applied for data collection. The result of the study reveals that 100% of scientists use library for referring to the articles of scientific journals, 81.89% of scientists consult, MEDLINE, OVID and PUBMED databases. [26]

An attempt was made to explore information seeking behavior from psychological perspective by relating information seeking to personality trials and study approaches by Heinstrom (2005). A total of 405 university students who were in the process of writing Master’s theses, were selected as sample. Statistical analysis of data collected through 305 filled-in questionnaires revealed three kinds of information seeking pattern viz., fast surfing, broad scanning and deep diving among the students. [7]

Lisl (2005) made multiple case studies. The design involved a replication strategy to the research process. Data were collected from 12 arts administrators using a presented interview protocol that included critical incident technique. The main findings of the study are – i) arts administrators do not consider information seeking to be a discrete management task, and ii) art administrators rely heavily on direct personal experience to fulfil their information seeking needs. [9]
A case study to investigate information seeking behavior of rural women residing in three non-urban village in Botswana was taken up by Mookho (2005). The total population of the study was divided into two groups – i) opinion leaders and ii) women residing in three villages. Questionnaire method was applied. The study identified the family situations that led them to seek information including that on health. [15]

A study on information seeking behavior of faculty members of Rajabhat University in Bangkok, Thailand, was done by Patitungkho and Desphanda (2005). Data were collected by using a questionnaire from seven faculty members. Result of the study shows that 41% of respondents obtain information by consulting knowledgeable persons in the field, 82% of respondents seek information for preparing lectures; 54% of faculty members access to documents; 57% of faculty members seek text books; 74% respondents read information materials in Thai and 24% of them read materials in English; 80% of respondents collect information from library via Internet search engine Google.Com. They use e-mail frequently for communication. It is found that 42% of respondents use ERIC (Education Resources Information Centre) database. Most of respondents, while seeking information, face common problem like non-availability of information. [17]

Information seeking behavior of students, their motivation, critical thinking and learning theory were studied by Weiler (2005). Questionnaire method was applied. After statistical analysis of data it was found that maximum percentage of students collected required information from television and Internet; very small percentage of the population prefer to learn by reading. [31]

Thivant (2005) conducted a survey to find out information seeking behavior and use problems of economists and business analysts in the professional context and to understand how their activities can influence practices. A qualitative mode of analysis was used to interpret the interviewees’ comments, within the research framework adopted. The author found similarity in information and use strategies employed by economists and business analysts. [30]
Information seeking behavior of ethnomusicologists was investigated by Liew and Ngor (2006). As a sample, 14 ethnomusicologists living in New Zealand, have been chosen for the study. Questionnaire and interview methods were applied. The results reveal the kinds of information ethnomusicologists seek and sources and services they consult in information seeking and use. The authors suggest a number of ways by which libraries can create collections and proposed a design of services that may meet the information needs of ethnomusicologists. [8]

Meho and Hass (2006) investigated information seeking behavior of social scientists. Questionnaire method, citation analysis and follow-up queries were used for collecting the required data. The main purpose of the study was to find out how they located relevant government information, and what factors influenced their information seeking behavior and use of information. Results reveal that they use traditional method for locating relevant government information. [14]

Macright (2007) tried to find out information seeking behavior of nurses who are involved in critical care on duty. The study used participants’ observation and in context interviews to describe 50 hours of the observable information behavior of the representative sample. The result in nurses’ patient-chart cycle described their activities during the shift as conferring on a regular interaction between the nurses and patients. [13]

An effort has been made by Reddy and Karisiddappa (2007) to find out information seeking behavior of the professionals in the field of physical disabilities with special reference to mentally handicapped in India. As sample 160 such professionals were chosen. Required data have been collected through questionnaire. Results reveal that informal channels were more used to gather information. Journals were preferred as formal source of information for preparing course / teaching materials. Books are used for providing consultation and offering therapeutic diagnostic services. Time spent for borrowing / reading literature for various purposes were also studied. [20]

A study on information seeking behavior of rural people of Gwalior district of Madhya Pradesh was made by Sharma (2007). The author took 667 rural people as sample. Interview method was used for survey. Statistical analysis and interpretation
of data reveal that 84.85% of rural people seek information from local people. 98.50% seek information through telephone and 4.34% seek information from Internet. The results also reveal that many of them use almanac as reference source for obtaining required information. [24]

Information seeking behavior of faculty members as well as research scholars of the libraries of three universities viz. Kalyani University, Burdwan University and Jadavpur University of West Bengal was studied by Biswas (2007). Questionnaire method was used for survey. Results of the study reveal that 62% of research scholars use Internet for getting required information, 73% use personal collection, 95% use other libraries beside central library. [5]

An attempt was made to find out information use pattern of the faculty members of Madurai Kamaraj University, Madurai. The author Balasubramaniam and Baladhandey (2008) used questionnaire method for the survey. Altogether 135 filled-in questionnaire were statistically analyzed. The results show that 45% of the faculty members seek information for preparing lectures, 44% faculty members collect required information from Internet, 76% read information materials in English and 20% read in Tamil. Majority of respondents face problems like lack of time to search required information bearing materials for study and non-availability of information. [3]

A study was conducted on information seeking behavior of the community based clinicians in a semi-urban town of Southern India. An eleven item questionnaire was designed, based on Kirkela’s model of information seeking behavior. Out of 60 questionnaire distributed personally, 57 filled-in questionnaire could be collected. The study reveals that only 18% of clinicians used services of Drug Information Centres. Other clinicians, text books and indexes were the main information sources consulted by the clinicians. It was also found that journals and Internet were not widely utilized as sources of information. It was also revealed that the majority of clinicians’ information provided by pharmaceutical companies were biased and inadequate. The authors, Rajan, M.S.V. and Khan, S.A. (2008) concluded that almost all clinicians needed information from Drug Information Service. [19]
A study was undertaken by Shaheen (2008) to investigate the use of social networks and political activation on the Internet by the students of three universities of Islamabad and Rawalpindi during political crisis during the last one year. Survey method of research was used to collect data. Altogether 420 students were taken for sample. Response rate was 72.23%. It was found from the study that social networking tools had been influential in changing communications channels in Pakistan. [22]

Bigdeli (2004) attempted to investigate the information seeking behavior of specialists, residents and interns at the hospital of Ahvaz University of Medical Science, Iran. Data were collected through questionnaire from 114 respondents. The research findings revealed that three groups (specialists, residents and interns) used informal channels (i.e. conference) in order to obtain specific as well as general information to keep abreast of the information regarding progress of medicine. [4]

A study was undertaken by Majid and Kassim (2000) to identify information channels used by the Islamic University, Malaysia (IIUM), Law Faculty members, information sources preferred by them, methods employed for getting the needed information and their library use pattern. A questionnaire was distributed among 80 IIUM Law Faculty members and 66 filled in questionnaire were returned. It was found that books were the most important information source for teaching and research purposes followed by law reports and statutes. OPAC and CD-ROM were the most frequently used IT-based sources and facilities. [10]

Information seeking behavior of agricultural scientists working in ICAR institutions of Delhi and Punjab Agricultural University, Ludhiana was studied by Singh and Satija (2007). Data were collected through interview using a proformae. Approximately 200 filled-in proformae were collected. The survey result reveals that agricultural scientists greatly depended on their institutional libraries / information centres to meet their information requirements. [28]
2.4 INFORMATION NEED & INFORMATION SEEKING BEHAVIOR

An effort has been made to find out information needs and information seeking behavior of bio-medical scientists at the Institute for Medical Research (IMR), Malaysia. The authors, Zawami and Shaheen (2003) distributed 84 questionnaires to the bio-medical scientists, out of which 54 filled-in questionnaires were returned. The result shows that bio-medical scientists who were solely involved in research work considered journal articles as the most preferred source of information. Researchers-cum-lecturers held books as the main source of information to meet their information needs. Interaction with colleagues was also considered as a good source to meet their information needs. CD-ROM was the most utilized IT-based source. [33]

An investigation was made on the information needs and information seeking behavior of fishermen in Lagos State, Africa. The survey was carried out among the rural fishing communities of the State. The author, Njoku (2004) used questionnaire method followed by interviews, personal observation and analysis of relevant records. Data were collected from 500 fishermen of different communities in the State. Fifty per cent filled-in questionnaire were received and data were analyzed statistically. It is found that fishermen could not get required information about advanced technology for fish farming. [16]

Sife (2005) studied the information needs and information seeking behavior of Tanzanian forestry researchers in the electronic environment. This questionnaire-based survey was conducted in three forestry research institutions. Two hundreds questionnaires were distributed among the researchers, of which 160 (80%) filled-in questionnaires were received and analyzed statistically. The results reveal that the researchers need a wide range of information to meet their requirements. [27]

A survey was conducted by Yousefi (2007) on information need and information seeking behavior of professionals of Irankhodro Axle Manufacturing Company in Iran. Questionnaire method was used for data collection. Questionnaire was designed to examine the role of library as well as librarians in the searching process. Recommendations were given for improving information seeking behavior in similar
companies. Findings of the survey were that professional factors influenced the information needs, information seeking behavior and library usage of engineers, social scientists and accountants of the company. The author has also examined the role of new information environment in the information seeking process and make some recommendations based on the findings. [32]

Marcella and Baxter (2007) studied the information needs and information seeking behavior of the users of the European Parliamentary Documentation Centre. The study explored the significance of information in parliamentary context and nature of information need during the course of legislative process. Questionnaire method was used followed by interview and personal observation for data collection. Sixty per cent filled- in questionnaires were received and statistically analyzed. The results revealed that users were frequently uncritical and pragmatic in the use of most readily available information, sacrificing quality in favour of ease of access. [12]
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