CHAPTER 0
INTRODUCTION

0.0 Overview
0.1 Definition of Terms
0.2 Statement of the Problem
0.3 Scope of the Study
0.4 Limitation of the Study
0.5 Objectives
0.6 Sources of Data
0.7 Hypothesis
0.8 Research Methodology
0.9 Organization of the Study
0.10 Chapterization

Reference
0.0 Overview

The present era is called the ‘Information era’. Information is universal and anyone in the society can gather it. Information is the outcome of the human brain in action and it may be abstract or concrete. Therefore, it is increasingly being recognized that information is a vital resource. It is a message or is the content of an oral or written communication or a discourse.

Information has become the most important element of progress in society. It has been accepted everywhere that information is a power. Information plays a significant role in every sections of society, be it professional or non professional for that matter.

According to Turner, information is a key resource that can bring about change and improvement in the society (11). Looking at the importance of information for an individual as well as organizations, the need to manage it well is increasing and is being discussed widely these days.

Information is relevant if it has significance or can be applied to a specific situation, problem, or issue of interest. Information plays a significant role in our professional and personal lives. Scientific information is information which arises from or belongs to research activities.

The term ‘information’ has been derived from two Latin words ‘Forma’ and ‘Formation’ that means giving shape to something and forming a pattern. It is not easy to define the term ‘information’ exactly. It has many aspects by nature. Information is a collection of facts or data or knowledge.
There is very thin line drawn between the meanings of all the terms mentioned above and that of information.

Information means the communication of knowledge about an event or given condition or the spread of knowledge derived from study, observation, instruction, or experience. It may be stored in different ways such as printed document, language, diagrams, graph, formula, statistical data records and factual, magnetic tapes, etc.

Information is effective. It has to have the following qualities as advocated by Rojas. These qualities are self-explanatory:

1. Accessibility  6. Clarity
2. Comprehensiveness  7. Flexibility
3. Precision  8. Verifiability
5. Timeliness  10. Quantifiable

Information can be categorized on the basis of the different characteristics. According to Shera there are six types of information:

1. **Conceptual Information** relating to ideas, theories and hypothesis about the relationship which exists among the variables in an area.

2. **Empirical Information** relating to data and experience of research which may be drawn from oneself or communication from others.

3. **Procedural Information** is the data obtained, manipulated and tested through investigations.
4. **Stimulatory Information** is a type of information which is motivated by oneself or by the environment.

5. **Policy Information** is focused on the decision making process.

6. **Directive Information** is used for coordinating and enabling effective group activity. (11)

Present era has witnessed a lot of revolutions, in the field of information and knowledge. Many electronic resources are available now days. The increase in information available on the web, has affected information seeking behavior tremendously. Information-seeking behaviour involves searching, locating, retrieving, and using the information. Information seeking is a natural and necessary phenomenon of human existence. Information seeking behavior is the purposive seeking for information as a consequence of a need to satisfy goal. (Balasubramanian & Baladhandayutham 324)

Today, we live in a society of information, where various needs of a society member are fulfilled by information directly or indirectly. In addition to education, health plays a very important role in the society. Apart from the three basic necessities of life, a man needs good health for healthy living. Thus medical scientists too, play a significant role in their society.

Medical education is a continuous ongoing process and most of the medical students, after graduation, try to get specialization and excel in their respective fields such as Medicine, Surgery, Pediatrics, Ophthalmology, Gynecology, Radiology, and Orthopedics, etc. In medical colleges, the
faculties help them to learn and keep them updated with latest developments and research in their field with the help of variety of resources. Medical information is the basic resources of medical education, research, diagnosis and treatment. Medical faculties in addition to teaching, take part in treatment of various patients too. Thus it is important for medical faculties to stay updated with the latest information available.

The advancement in medical science has enhanced our longevity and decreased mortality rates dramatically. However, industrialization and technological advancement has adversely affected our environment and lifestyles that has manifested in new types of diseases and ailments, which poses a challenge to the medical fraternity. The demand for medical professionals for treatment as well as research work is ever increasing both within India and abroad.

The aim of this study is to determine the information need of medical scientists, to investigate their motive for seeking information, to study and determine their awareness regarding of various channels of information. The main reason of medical scientists for seeking information is to keep themselves updated for teaching, writing, clinical practices and research etc.

0.1 Definition of Terms

It is essential that the terms used in this study, be understood in the context in which they are used. The following definitions of terms were constructed for the purposes of the study.
0.1.1 Information: Information refers to data that have meaning and value of the recipient. For example, a grade point average is data, but a student name couple with his or her grade point average is information. The recipient interprets the meaning and draws conclusions and implications from the information.

- A message received and understood
- Knowledge acquired through study or experience or instruction
- Format accusation of a crime
- Data: a collection of facts from which conclusions may be drawn ‘statistical data’
- (Communication theory) A numerical measure of the uncertainly of an outcome; the Signal contained thousand of bits of information

Weisman defined information as knowledge, intelligence, facts, or data that can be used, transferred, or communicated. It may be derived from experience, observation, interaction, and reading. It has several basic qualities viz existence, availability, language or recognizable, representation and meaning (13).

0.1.2 Information Need: Rawley and Turner defined Information needs as any piece of information recorded as well as unrecorded, that a scholar may need (as distinct from want, demand and use) in connection with his study, teaching, and research activities. (54)
0.1.3 Information Seeking Behaviour: Information seeking behaviour is the human behaviour with respect to searching various channels, sources including use of that information. Information seeking is the process of searching or the technique used for the information. Information seeking behaviour depends on the type of information need of the people. So information seeking behaviour arises when the person is able to recognize what type of information seeking, which means that after identifying what type of information they need, they search for it and seek it from different sources following their searching process or techniques. The process of searching information through various channels of communication is termed as information seeking behaviour. It is closely related to the personal characteristics and traits of users. Information is an act of locating or searching or finding information needs by an individual, be researchers, scientists, professionals and so on. (Laloo 6)

0.1.4 Medical Professional: Medical professionals refer to those people who are qualified in medical sciences and other qualified professionals within the field of medical science.

0.2 Statement of the Problems

Current era is the era of discovery, invention, and research in the field of medicine. The field of Medicine is changing at a fast pace. On one hand, we see advances in the medical science, while on the other, we see various new diseases and challenges emerging on a regular basis. Thus, it is evident that the responsibilities of medical scientists have increased considerably.
Doctors or medical scientist have to diagnosis the problem, identify the cause and have to give proper treatment. To do so, medical scientist needs proper channel of information.

Medical Science is a continuously evolving branch of science, where thing keep changing very frequently. Medical scientists need to keep them self updated, with these changes. Medical scientists also need, latest information and updated recent advances to keep themselves updated, in their relevant fields.

Similarly, the era of information and communication technology, changed the status of library in 21st century. The computer age has shown great impact on information research. Today, medical colleges are now equipped with computer terminals that can be linked online through internet to various database, located all over the world and these information technology can carry out complicated and sophisticated medical literature searches. It is essential that the information and research needs of medical users to be met in order to assist them in rendering satisfactory services. Studies on information need and seeking behaviour are perhaps, one of the most effective methods of understanding their information requirements. Therefore, the aim of the survey is to identify or analysis the pattern of information need and information seeking behaviour of medical scientists of Chhattisgarh.
0.3 Scope of the Study

Scope of the present research study is based on the information need and information seeking behaviour of medical scientists in Chhattisgarh (C.G.).

Medical education has seen tremendous growth after the formation of Chhattisgarh state. After the establishment of Chhattisgarh state strong steps have been taken to expand medical education, both qualitatively and quantitatively. To improve and develop medical education, Medical Council of India established *Chhattisgarh AyUSH & Health Sciences University, Raipur* in the year 2009.

Chhattisgarh Ayush and Health Science University, Raipur has a major role to play in upbringing of new generation of medical professionals, which will be motivated to serve the people and fulfill their health needs in all aspects with help of science based technologies and inputs in the region of Chhattisgarh.

There was only one medical college in Chhattisgarh at the time of its formation. Gradually, new medical colleges were established. At present three medical colleges come under the Chhattisgarh Ayush and Health Science University, Raipur. The list is as fallow:

- Pt. Jawaharlal Nehru Memorial Medical College, Raipur
- Chhattisgarh Institute of Medical Sciences (CIMS), Bilaspur
- Government Medical College, Jagdalpur
The study will look on to the current status of information provision, determine the usage of medical literature and assess the resources in identifying information and research needs of medical scientists.

This research aims mainly to determine the information seeking behaviour of the medical scientists of Chhattisgarh and channels to meet the information needs.

0.4. Limitations of the Study

(i) The present study is confined only to the medical college faculties in Chhattisgarh state.

(ii) Respondents for the study are faculty members of the medical colleges of Chhattisgarh.

(iii) Present study is based on the sample of 305 faculty members who are working in different medical colleges of Chhattisgarh.

0.5 Objectives of the Study

The study is an attempt to find out the pattern of using the library, by the medical scientists of medical colleges. The study has been conducted keeping in view, the following objectives:

1. To identify the purpose of seeking information, nature and types of information, required by medical scientists.

2. To identify the frequency rate of library visit and time spent in library during each visit.

3. To identify the different types of library used by medical scientists to fulfill their needs.
4. To identify the importance of various information sources for their teaching/ reading/ treatment/ research.

5. To identify the sources used for accessing information.

6. To identify the difficulties faced while accessing information.

7. To identify the purpose of using library.

8. To identify the problem faced while visiting the library for seeking information.

0.6 Sources of Data

Required data for the present study were collected from the medical college faculties of different medical colleges of Chhattisgarh. The study is mainly based on the primary data collected from the medical faculty members, through a well designed questionnaire. In questionnaire, some questions were open-ended and some were tick mark questions or multiple choice questions.

0.7 Hypothesis

A hypothesis is an assumption about relations between variables. It is a tentative explanation of the research problem or a guess about the research outcome. Following are the hypothesis:

1. There is no association between different categories of medical scientists regarding purpose of information needs.

2. There is no association among various medical faculties regarding the use of information sources to access their information needs.

3. Frequency of visit is independent of time spent in the library.
0.8 **Research Methodology**

Research is a careful and exhaustive investigation of a phenomenon with an objective of advancing knowledge. The Advanced Learner’s Dictionary of Current English lay down the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge.” (Kothari 94)

Research methodology is defined as “the study of research method by which, we gain knowledge. It deals with the cognitive processes, imposed on research by the problems arising from the nature of its subject matter.” Methods comprise the procedures used for generating, collecting and evaluating data. There are numerous “tools” utilized to uncover truth, find the explanation for the occurrence of a phenomenon. (Kothari 95)

The main objective of this study is to determine the information needs and information seeking behaviour of medical scientists in Chhattisgarh. Therefore, survey research is characterized by the selection of random samples from large and small population, to obtain empirical of a contemporary nature. The knowledge allows generalization to be made about characteristics, opinions, beliefs, attitudes etc. of the population being studies. The Method of survey research allows investigators to gather information about target populations, without undertaking a complete enumeration. Field methods used to obtain survey research data, generally, consist of a combination of techniques such as mail questionnaires, interviews with respondents and participant.
The strength of survey research is in answering questions of fact and it is used to gather contemporary data and it has characteristics common to most other research method. Survey research is typically weak on internal control or validity, but if based on random sampling, it is strong in external validity.

Questionnaire was used as a tool for collecting data. Questionnaire was preferred as a tool because the medical scientists are very busy and it was easier for them to respond via questionnaire, in their leisure time. In questionnaire, some questions were open-ended and some were tick mark questions or multiple choice questions.

Total 500 sets questionnaires were distributed. The respondents were assured that their identity will remain confidential and the result will not have any negative effect on their college. Out of 500 sets of questionnaires, only 305 questionnaires are selected for analysis of data. 95 questionnaires were rejected because of incomplete response from the respondents. The collected data were fed into computer system by using MS-Excel for data manipulation and statistical calculating for the present research study. Data thus collected, were tabulated and analyzed by using simple technique i.e. percentage, Chi-square test, which were used for testing the hypothesis.

0.9 **Organization of the study**

The study has been divided into following chapters:

- **Chapter 0:** Introduction
- **Chapter 01:** Information Need and Information Seeking Behavior
- **Chapter 02:** Review of Literature
Chapter 03: Research Methodology

Chapter 04: Medical Education in India: An Overview

Chapter 05: Data Analysis and Interpretation

Chapter 06: Findings, Suggestions and Conclusions

Bibliography

Appendix (Format of the Questionnaire)

0.10 Chapterization

This thesis will consist of following six chapters.

Chapter 0 Introduction

This chapter deals with the objectives of the study, definition of terms used in the study, scope of the study, sources of data, hypothesis, research methodology, organization of study and chapterization.

Chapter 01 Information needs and Information Seeking Behaviour

This chapter includes the definition, types, importance and models of information needs and information seeking behaviour.

Chapter 02 Review of Literature

In this chapter the previous works done by the research scholar related to this topic or similar to this are given, and suggestion given by them are also kept in mind for doing further research work.
Chapter 03 Research Methodology

In this chapter detail description of research is given with the methodology adopted for collecting data from the respondents.

The few statistical tests were also applied for analysis of data.

Chapter 04 Medical Education in India: An Overview

In this chapter detailed description about medical education in India are explained. The steps taken by government of Chhattisgarh for development of medical education are explained as Chhattisgarh is a newly formed state.

Chapter 05 Data Analysis and Interpretation

In this chapter few explanations are given about information need and information seeking behaviour. After that analysis is done. Some statistical techniques are applied for hypothesis test.

Chapter 06 Findings, Conclusions, and Suggestions

In this chapter findings and suggestions given by the medical scientist and researcher were explained.
Reference:


