CHAPTER 1

INTRODUCTION

It is a common belief that we live in an Information Age. Meeting our needs, from the most basic to the most sophisticated, is information-dependent. In a complex and highly structured world, the need for information is felt at all levels of society, regardless of an individual’s location, social condition or intellectual achievement. Over the years, libraries have become organized as information centers. Rapid developments in the information and communication technologies in the last few decades have enabled libraries to transform themselves from storehouses of printed materials into gateways to the world of information, which is evidence of the human need for information.

Haruna and Mabawonku (2001) noted that information needs are diverse and constantly changing. The information need is something not directly observable but has its “structures unseen”; it exists in the mind of the users. Understanding the information needs of library clientele is necessary for planning and providing high quality library services, as well as to avoid misallocating resources. Understanding users’ various approaches to seeking information in the new age, characterized by wide-spread and voluminous production and consumption of information, is also important. When librarians and other designers of information services understand users’ information seeking behavior, they can adjust their services and resources to these patterns, and thus offer better services to the users (Agosto and Hughes-Hassell, 2005). Developments in information technology and access to the wide range of information resources in the new age have led to an emphasis on life-long learning and increase in desire to pursue higher education (Candy, 2002).

In other words we can say Knowledge and information are vital for career development and growth. In the modern society, the types of information and the media which present them have become manifold and multifarious, offering a vast selection for the academic community in particular. The increase in information on the Web has affected information seeking behavior.

Information seeking behavior 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 behavior is expressed in various
forms, from reading printed material to research and experimentation. Scholars, students and faculty actively seek current information from the various media available in libraries, e.g. Encyclopedias, journals and more currently, electronic media. An individual user has many paths for accessing his desired information. There are many factors which decide his information seeking behaviors. These factors include the time spent in search of information, knowledge about information sources, the way of expressing his information need etc.

1.1 Background and concept of information needs and seeking behavior

Information is needed because it affects people's lives. People need information to obtain answers to specific questions. Information needs arise when a person recognizes a gap in his/her state of knowledge and wishes to resolve that anomaly - an anomalous state of knowledge, as one commentator puts it. Information represents an ordered reality about the nature of the world people live in. It is a cognitive experience that represents gaps in the current knowledge of information users. An information need is inherently subjective and occurs only in the mind of seeker, making all the approaches problematic.

A need is a psychological construct, closely related to other constructs such as motivations, beliefs and values. Needs cannot be observed by a researcher or librarian much less by an automated “intelligent agent”. Only indicators or signs of needs are observable. The term information seeking behavior has been used in the research literature since the 1950's. Thereafter it took several decades for the subject to be presented as a major field of study. Some of the most important studies of information behavior include: Ellis' behavioral model of information searching strategies, Kuhlthau's information search process, and Wilson's problem-solving model.

Information seeking behavior refers to those activities a person engages in when identifying his or her own need for information, searching for such information in any way and using or transferring of information. Information behavior is the totality of human behavior in relation to the sources and channels of information, including both active and passive information seeking and information use. Thus it includes face to face and online communication with others as well as the passive reception of information. Information seeking behavior 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 behavior 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, for example encyclopedias, journals and more currently, electronic media. Abels (2004) mentioned that the frequency of use of the ‘internet’ in 1998 to 2000 had greatly increased. At the same time, expenditures on monographs showed steady increase. The library, therefore, is the most widely used source of information available to literate societies. The librarian should be aware of what kind of information is being sought and how it can be obtained. Due to the rapidly escalating cost of purchasing and archiving printed scholarly journals and electronic media, the library has the duty to provide and maintain efficient services.

1.2 DEFINATIONAL ANALYSIS

1.2.1 INFORMATION

“Data value in planning, decision making and evaluation of any programme. A data that have been subjected to some processing functions capable of answering user’s query be it recorded, summarized, or simply collected that would help decision making” (Uttor 1999).

1.2.2 INFORMATION SEEKING

Information is undertaken to identify a message that satisfied a perceived need (Wright and Guy, 1997); described information seeking as a process that requires an information seekers, or what might be called “personal information structures” ‘such as a person’s cognitive abilities, his or her knowledge, skills in relation to the problem or task domain, knowledge and skills specific to a system and knowledge and skills regarding information seeking. (Ikoja-Odongo and Ocholla, 2004).

1.2.3 INFORMATION SEEKING BEHAVIOR

The students’ information seeking behavior involves active or purposeful information as a result of the need to complete course assignment, prepare for class discussions seminars, workshops, conferences, or write final year research papers (Kakai et al., 2004).

1.3. Selection of the Problem

This problem for the presence study in entitled “Use Pattern of Information Recourses and Services by Users of Private and Deemed Universities in U.P : A Survey.”
1.4. Scope and Limitation

The scope of the study confines to the analysis of the information requirement of Students, Staff and Faculty Members, in Private and Deemed Universities of U.P. Information gathering habits in defined to include aspects like motives & purposes of information gathering, the nature and information sought, the mode & means to access, search, identify and acquire information and use of their own as well as other libraries.

1.4.1 Limitation

Study is conducted on Students, Staff and Faculty Members. Only their approach to information gathering habits to meet their requirement has been questioned and tested as per the mentioned objectives and hypotheses.

1.5. Objectives of the Study

The Present study attempts to achieve the following objectives:

1. To identify the frequency of visit to the library.
2. To know the Information gathering habits of Users in various Private and Deemed Universities in U.P.
3. To identify some of the factors influencing information habits of Students, Staff and Faculty Members in Private and Deemed Universities.
4. To identify what strategy they use for searching the Information.
5. To find out the Information sources and services, existing in the respective fields to satisfy the information needs of the Students, Staff and Faculty Members in Private and Deemed Universities.
6. To identify the sources for locating Information.
7. To know how they seek Information.
8. To find out the level of satisfaction among the users.

1.6 Hypothesis

1. There exists significant difference in the use of information sources among the Students, Staff and Faculty Members in the selected Private and Deemed Universities.
2. There exists significant difference in the use of information services among the Students, Staff and Faculty Members in the selected Private and Deemed Universities.
3. Majority of the students and Faculty Members of the selected institutions are using e resources.
4. The purpose of using sources and services is different for the selected categories of respondents in these institutions.
5. E-journals are the preferred means of e resource used in the selected institutions.
6. There exists significant difference in the use of different types of e resources among the users in these institutions.
7. Majority of students consider user training useful for better access to information sources.
8. A large number of Research Scholars use Internet as an important source for current and updated information.
9. The satisfaction level of users in using different sources and services is different.

1.7 METHODOLOGY

1.7.1 Criteria for selection of sample:

There are presently 13 Private Universities and 10 Deemed Universities in U.P. The study attempts to survey the use of information sources and services by the Users (Students, Staff and Faculty members) serving in these institutions. As it is difficult to select all the institutions the investigator selected some of the institutions recognized under UGC from the website. A sample of six universities has been selected for the present survey. The universities have been selected using convenience sampling method for selecting the Private and Deemed Universities in U.P. The Universities currently under study include three Private Universities and three Deemed Universities.

The study proposes to include the following Universities, subject to change in case of any technical problem that may arise in the course of data collection.

Selected Private and Deemed Universities in U.P for the study include:

- Swami Vivekanand Shubharti University, Meerut
- Amity University, Gautam Budh Nagar
- Mangalayatan University, Aligarh
- Sam Higginbottom Institute of Agriculture, Technology & Sciences, Allahabad
- Dayalbagh Educational Institute, Agra
- Jaypee Institute of Information Technology, Noida

1.7.2 Data collection

The data collection process is based on a structured questionnaire was designed by selecting questions to cover the different aspects of the study. Various primary, secondary sources have been studied along with a though understanding about the concept through related literature review helped in learning the concept and converting them an instrument of data collection.
The questionnaire was administered to each of the selected universities for data collection. The data collection process is as follows:

**Swami Vivekanand Subharti University**

800 questionnaires were distributed to students, staff, and Faculty Members, 690 filled in questionnaires were returned back. The investigator selected 621 questionnaires for the analysis.

**Amity University**

910 questionnaires were distributed to students, staff, and Faculty Members, 805 filled questionnaires were returned back. The investigator selected 740 questionnaires for the analysis.

**Mangalayatan University**

610 questionnaires were distributed to students, staff, and Faculty Members, 600 filled questionnaires were returned back. The investigator selected 565 questionnaires for the analysis.

**SamHiggnbottom Institute of Agriculture, Technology & Sciences**

915 questionnaires were distributed to students, staff, and Faculty Members, 790 filled questionnaires were returned back. The investigator selected 720 questionnaires for the analysis.

**Dayalbagh Educational Institute**

890 questionnaires were distributed to students, staff, and Faculty Members, 800 filled questionnaires were returned back. The investigator selected 708 questionnaires for the analysis.

**Jaypee Institute of Information Technology**

735 questionnaires were distributed to students; staff, and Faculty Members, 710 filled questionnaires were returned back. The investigator selected 660 questionnaires for the analysis.

1.8 Chapterization

The study comprises of seven chapters. Each chapter deals with different aspects of the research work, as explained below:

**Chapter – 1: Introduction**

This chapter introduces the whole study undertaken. The chapter begins with the introduction explaining the background behind the research. It explains the terms used in
the statement of the problem in addition to objectives, hypotheses, scope and limitations of the study, and research methodology used for data collection and methods of data analysis have also been explained.

Chapter -2: Review of Related Literature

This chapter reviews the literature that was scanned to study the various trends of the study.

Chapter -3: Growth and Development of Private and Deemed Universities in India

This chapter describes the Growth and development of Deemed and Private Universities in India, and establishment of Private and Deemed Universities. Its also describe the Higher education in India.

Chapter -4: Concept of information seeking behavior

This chapter deals with the importance of information and Concept of Information Seeking Behaviour and its various forms.

Chapter -5: Profile of selected libraries.

In this chapter describes the various selected libraries its resources and services.

Chapter : 6. Data analysis and interpretation

In this chapter data analysis and interpretation is provided. Various tables and graphs have also been made to explain the different aspects and activities of Private and Deemed Universities along with analysis of users’ responses.

Chapter -7: Conclusion

This chapter provides the summary of major findings and Suggestions needed for improving the status of Private and Deemed Universities libraries.

The conclusion are deduced from the study undertaken and one based from the results of data collected.

Bibliography

Questionnaire
REFERENCES


