Chapter-III

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Chapter- III
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3.1 Introduction: This Chapter introduces the study and perhaps more importantly the reasons why this research study was undertaken. This chapter seeks to frame and explain the reasons for the context or paradigm within which this study occurs. Thus, the key elements and their corresponding significance are discussed. The background to the study and the problem is provided to ground the study in the context from which it arises. The significance of the research study is addressed to give explanation and discussion of why this study is important now, at a time of elemental change, in the global move towards digitally constructed systems, ecosystems, environments and worlds. This research study focuses on how the Information Seeking Behavior is understood. Most of the existing literature on Information seeking, whether implicitly or explicitly, studies Information Seeking Behavior. This study takes the view that Information Seeking is more usefully studied as an Activity. Thus, this study unambiguously examines the Information Seeking Activity. In doing so it draws upon the literature of the Information Seeking Behavior as well as upon different literature than previous studies. This literature review includes the literature of Symbolic Theory, Activity Theory and Methodology in addition to the traditional literature of Information Studies. This study, while reviewing some traditional Information Seeking Behavior research and acknowledging the contribution of the seminal work of different writers in Information Seeking Behavior research, wishes to step back and take a look at how the terms themselves are stated by the users themselves, and to further examine the ways the Terms/Areas are understood, and how this understanding varies, from person to person and culture to culture, and to look at what we might be able to learn from the various understandings people hold of these frequently used terms. The primary question of this research study is, are there significantly different views/understandings held, for what is too often studied as a single (commonly understood) behavior, Information Seeking behavior.
3.2 Background to the Problem:

The concept of "information behavior" was coined in the late 1900s, but it traces its roots to the concept of "information needs and uses" that arose in the 1960s. There has been a gradual shift in the focus of information behavior research from a system orientation to a user orientation. Systems oriented studies focused on formal information systems, their artifacts (e.g., books, articles) and venues (e.g., libraries, schools, radio and television). In the 1970s, study began to shift toward its contemporary emphasis on the individual as information seeker and user. The role of context in information seeking is of particular interest in the emerging literature. Context in information behavior studies may be defined as "the particular combination of person and situation that serve[s] to frame an investigation" of information behavior. Three types of contexts that are commonly studied are occupation, social role, and demographic grouping.

In 1968, Taylor [1] explained the need for information in four steps: "visceral need", "conscious need", "formalized need", and "compromised need". The visceral need is an unexpressed need, but it becomes a conscious need when a person creates a mental description of it. A person then formalizes the need into a rational statement and may seek an answer to it by using an information system, transforming it into a compromised need. Usually, we refer to the latter three needs when we say "information needs". Nicholas [2] points out that information needs arise when a person recognizes a gap in his/her state of knowledge and wishes to resolve that anomaly. Within the context of this study, we are restricting information needs to compromised needs, since we are analyzing politician's use of an information system to resolve their information gaps.

Wilson (1981) [3] defines information need as a subjective, relative concept existing only in the mind of the experiencing individual. Rouse and Rouse (1984) [4] state that a person's information need changes over time and it depends upon the development in the user's field of specialization, the type of work he is engaged in, impact of emerging IT factors and various other factors affect the information need of that person. Paisley (1968) [5] also discusses various social, political and economic factors attached with one's information needs. Krikelas (1983) [6], Cronin (1981) [7] and Teague (1976) [8] classify the information need into various groups. Studies have been conducted on the elected representatives at various places.
Information is very important to every aspect of society. In the case of legislators, it is even more important because elected officials risk making costly, or even dangerous decisions for a whole nation if they are not provided with adequate information.

According to James Madison (1997) “a popular government without information or the means of acquiring it, is but prologue to a farce or tragedy, or perhaps both: knowledge will forever govern ignorance. And people who mean to be their own government must arm themselves with power that knowledge gives”. It is thus essential that decision-makers have information that is free of bias, and reflects the full range of existing opinions.

The need for relevant, accurate and timely information to support decision making has grown along with democratic governance and with the increasing complexity of government both nationally and supranationally (Marcella et al., 1999). As more aspects of society become subject to legislation and forms of centralization, the more knowledge MPs require in order to be able to take decisions in areas in which they have little prior knowledge.

With the increase in the range of subjects, issues, interests and disciplines of interest to parliamentarians, there has been a parallel increase in the quantity of information available, similar to the “information overload” experienced in other professions, delineates the importance of information to his work. The contends that the growth of the lobby phenomenon has added in recent years enormously to the constituency workload of today’s MP, since today’s sophisticated techniques of mass communication can gear up vast numbers of constituents to make contact with their members individually to press their point (Shepherd, 1991, p. 24). A full spectrum of newspapers, magazines and periodicals are therefore essential to enable the member to keep up-to-date with information and formulate views.

With regard to members of the opposition, Griffith et al. (1990, p. 363) emphasize that reliable information is very crucial to MPs. This is because if the opposition is to be able to offer effective and influential criticism of government proposals, or well thought out credible alternative policies and programmes, then it must have reliable and speedy means of obtaining relevant information.

On the functions of the parliamentary library, Erskine May (Boulton, 1989, p. 195) suggests that it should be responsible for the intake, processing and management of the main collection of books, pamphlets, newspapers and periodicals.
as well as the many other official publications (domestic and foreign), and for the maintenance of specialized and press cuttings. It should also provide reference and information service to members, as well as creating a database of parliamentary information. The library should also prepare, for the general use by members, annotated bibliographies, factual background papers and a series of short-term research notes on topics of current concern to parliament. Therefore, there is a link between information needs, information availability and democracy. It is in this context that this study was undertaken.

The literature on information seeking behavior has been, and remains, a hot topic for research within various disciplines, but has been limited for review in this research to the field of library and information science, which is where many of the key articles are to be found. Many researchers in this field have developed various models based on the information seeking behavior (ISB) and information needs studies of various groups. These studies and the development of such models have contributed significantly to “developments in information literacy, and skills training, electronic resources, virtual libraries, and traditional resources” (Foster 2003).[14]

The first study on Members of Parliament was conducted by Reid (1977)[15]. Menhennet and Wainwright (1982)[16] wrote about POLIS (Parliamentary Online Information System) in the UK. This system became operational for MPs and other users in 1980. This paper includes the details of telecommunication medium, software, hardware, and database required for the project. It also describes the other uses of computers in the functioning of the library. In the same year, Menhennet (1982)[17] wrote a paper giving a brief history of the House of Commons Library, its organization and staffing pattern, and recent developments in the field of parliamentary libraries. It also provides a comparative study of various parliamentary libraries. Liyawo (1986)[18] wrote on the role of the Malawi parliamentary library in providing services to Members of Parliament, administrative staff and outside users.

3.3 Review of related literature:

Researcher classified review of related literature according to the subject matter with the help of a subject classified thesaurus. Arrangement of heading has been sequenced according to the subject matter.

3.3.9 General theoretical base of the subject,

3.3.10 Information seeking behavior study of: Academics,
3.3.11 Information seeking behavior study of: Business, Economy and Marketing,
3.3.12 Information seeking behavior study of: Media, Media People and Journalists,
3.3.13 Information seeking behavior study related to Psychological Aspects, Health, Physicians, Patients and Hospitals,
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3.3.16 Information seeking behaviors, Information retrieval, information needs, information activity, ISB of Government, legislature, executive, legislative library, Members of parliaments and governments' administrative departments

3.3.1 General theoretical base of the subject:

T. D. Wilson [19] (1996), published “Information behavior: An interdisciplinary perspective.” In it he argued that information science is in reality only one of several disciplines that examine the information behavior of various groups. He surveyed a large quantity of psychological, sociological and communication studies and found many theories that illuminated his understanding of context, barriers and behaviors involved in information seeking. The outcome was a modified version of his original model of information-seeking behavior incorporating much of what he found in the research of other disciplines. The general motivation for this survey arose from the fact that funding for empirical studies is never lavish (particularly when regarding marginal groups as in this case) and, by sharing data across disciplines, we can all increase our knowledge base. While uncommon, this should become the norm.

T. D. Wilson [20] (1999) in his paper “Models in information behavior research”, gives the models of information seeking and other aspects of information seeking behavior, showing the relationship between communication and information behavior in general with information seeking and information searching in information retrieval systems. It is suggested that these models address issues at various levels of information behavior and that they can be related by envisaging a ‘nesting’ of models. It is also
suggested that, within both information seeking research and information searching research, alternative models address similar issues in related ways and that the models are complementary rather than conflicting. Also gives an alternative, problem-solving model which, it is suggested, provides a basis for relating the models in appropriate research strategies.

Pamela J. McKenzie [21] (2002) In the paper “A model of information practices in accounts of everyday life information seeking”, stated that any research-based models of information seeking behavior are limited in their ability to describe everyday life information seeking. Such models tend to focus on active information seeking, to the neglect of less-directed practices. Models are often based on studies of scholars or professionals, and many have been developed using a cognitive approach to model building. This article reports on the development of a research-based model of everyday life information seeking and proposes that a focus on the social concept of information practices is more appropriate to everyday life information seeking than the psychological concept of information behavior. The model is derived from a constructionist discourse analysis of individuals’ accounts of everyday life information seeking.

Andrew Boyd [22] (2004) in his article “Multi-channel information seeking: a fuzzy conceptual model”. States Information seeking is a fluid and situation dependent activity where a seeker's actions are influenced by access to information, perceived quality (or information fit) and trust in the information source. All of these factors combined create an ever-changing information-seeking environment. Generally, traditional models and survey methodologies capture a “snapshot in time of a particular information-seeking activity, but fail to capture the multivalent influences of things such as chance, frequency of encounters, strength of source or the introduction of new or multiple influencers. Using the tool of fuzzy control systems, a new conceptual model is introduced that not only diagrams the influences on the information seeker, but also provides a framework to devise (or refine existing) communications strategies.

R Fidel and A.M Pejtersen [23] (2004) in the paper “From information behavior research to the design of information systems: The Cognitive Work Analysis framework.” Say that Cognitive Work Analysis is a conceptual framework that makes it possible to analyze the forces that shape human-information interaction. This analysis can then be directly transformed to design requirements for information
systems. Its approach is work-centered, rather than user-centered, as it analyses the constraints and goals that shape information behavior in the work place, regardless of the specific individuals who are involved. Being a holistic approach, it examines simultaneously several dimensions: the environmental, organizational, social, activity, and individual. As a result, applying the framework requires a multi-disciplinary approach. It provides concepts and templates to facilitate an analysis of complex phenomena, without reducing their complexity. As a framework, it is a structure that accommodates any relevant theory, model, or method. Cognitive Work Analysis has proved to be an effective approach to the study of human information behavior for the purpose of designing information systems.

Amanda Spink and James Currier [24] (2006) in the article “Towards an evolutionary perspective for human information behavior: An exploratory study”. Since the beginning of human existence, humankind has sought, organized and used information as it evolved patterns and practices of human information behaviors. However, the field of human information behavior (HIB) has not heretofore pursued an evolutionary understanding of information behavior. The goal of this exploratory study is to provide insight about the information behavior of various individuals from the past to begin the development of an evolutionary perspective for our understanding of HIB. This paper presents findings from a qualitative analysis of the autobiographies and personal writings of several historical figures, including Napoleon Bonaparte, Charles Darwin, Giacomo Casanova and others. Analysis of their writings shows that these persons of the past articulated aspects of their HIB’s, including information seeking, information organization and information use, providing tangible insights into their information related thoughts and actions. This paper has implications for expanding the nature of our evolutionary understanding of information behavior and provides a broader context for the HIB research field. This the first paper in the information science field of HIB to study the information behavior of historical figures and begin to develop an evolutionary framework for HIB research.

Colleen Cool... et. all. [25] (2006) “Information seeking behavior in new searching environments”. This study is concerned with understanding people’s adaptation to new information searching environments. They have investigated how people with varying degrees of familiarity with information retrieval systems, and varying models of the information retrieval process, interacted in an information retrieval system
which did not support exact match retrieval with structured queries, but which did support best match ranked output retrieval with unstructured queries and automatic relevance feedback. Results include a classification of "normal" information retrieval strategies, the description of several adaptation strategies, and the relationships between type and strength of people's mental models of information retrieval and their searching behaviors in the new information retrieval context. An important aspect of study is its methodology for understanding and relating cognitive contexts to information seeking behaviors.

K. Yoon [26] (2007). The study presents the findings of, and discusses, the qualitative analysis of users' information seeking articulation in interpersonal interactions. The discussion is focused on the role of the uncertainty and certainty and the topic and comment in communicating the user's cognitive uncertainty and certainty in the quest for salient information seeking interaction effectiveness. The study used transcripts of information seeking interaction between information user and a source person and the user's description of the event from a debriefing interview. Qualitative analysis was carried out using the sequence of the uncertainty and certainty and the topic and comment in the user's utterances during the interaction in order to explore the use of these elements. Descriptive statistics were used to describe the sample and the distribution of responses to each question. Sex differences on key questions were analyzed using the Chi-squared test. The findings suggested some patterns in the employment of uncertainty and certainty and the topic and comment. Users initiated the need description with uncertainty and then provided certainty to describe the need in detail. Both topic and comment were used in every stage of information seeking interaction, based on which the source person provided information. The study confirmed that the user's certainty and uncertainty are important for describing the user's information need and that both topic and comment are essential to communicate the need.

3.3.2 ISB study of Academics

Paul A Manda [27] (1991) conducted a study under the title “information seeking behavior of sociologists”. The objectives of the study were to investigate information needs and information-seeking behavior of sociologists at the University of Darus Salaam. To obtain the data required for the study questionnaires were sent to lecturers in the department of sociology, university of Darus Salaam. The study
reveals that the library subject catalogue was the major source of reference for teaching purpose and for research purpose also, correspondence is the most often used means of communication with outside sociologists due to an in-depth exchange of views, Books and journals are the main physical formats used by all respondents ether for research or teaching purposes, reading reviews are more often used by all sociologists in keeping abreast with new developments in sociology than other means, Both borrowing and reading library materials are the major reasons for the use of the university library by all respondents, All respondents use library catalogue first and foremost as a location tool to obtain class mask which can lead to a right place on the shelves. Overall the reasons, for using the public library is to find out if what is not available in the university library can be obtained there, the dominance of English as the foreign language used for information seeking in sociology is due to several factors, and English is about the only foreign language respondents are fluent in.

Mazine H. Reneker[^28] (1993) conducted a study under the title "A Qualitative study of Information seeking among members of an academic community: Methodological Issues and Problems." The objectives of the study were to examine the information seeking activities of numbers of Stanford University academic community from a population sharing a common campus information environment, to document the set of information needs that the participants in the study experienced over a two week period or ( having been carried forward from an earlier time), that were triggered into an information search during the recording period, and to investigate the frequency of types of needs, satisfaction levels, sources used and source preferences and number of incidents sought in different information roles. The information-seeking activities of 31 members of the Stanford university academic community were examined over two-week periods during the 1990-91 academic years. The set of 2,050 information seeking incidents gathered through informant tape recordings was supplemented by interviews and other textual data. The article describes the methodological approach of the study, the use of ETHNO GRAPH and SPSS/PC software to facilitate data analysis and the issues and problems that arose in the process of using both quantitative and qualitative analytical methods. The findings of the study were that the satisfaction level of work-related and academic needs is higher than the satisfaction level for personal needs, informants seemed more comfortable and skilled in seeking information for their employee-related needs than their personal needs,
satisfaction with the use of the source is high (76%) for the use of self-created files, instruments such as watches and scales (87%) and computer files such as online catalog of both the university and the local public library as well as commercial databases and electronic news services 82% and 83% respectively. Satisfaction with the information own memory as a source was lower than expected and in only eleven of twenty three incidents is memory listed as a highly satisfactory sources.

**Abimbola Abifarin**\[^{29}\] (1994) conducted a study under the title “information seeking behavior of Agricultural students in selected Nigerian Universities.” The objectives of the study were to examine the information seeking behavior of agricultural students in selected Nigerian Universities. Information was sought through the use of questionnaire distributed to students in five universities offering agricultural courses including a university of agriculture. The total numbers of questionnaire distributed were 1983, out of which 993 duly completed, representing 50.5% were returned for analysis. The findings of the study were that the low percentage of response recorded on the usefulness of library catalogues by fresh students is understandable given the fact that they are not used to libraries and this is why they first turn to their lecturers, The respondents did not have any experience of library use before their admission into the universities, as only 60 (6.04%) indicated positively when asked to state if they had ever been exposed to library, and students prefer turning to their colleagues who are equally inexperienced for assistance.

**Dennis N. Ocholla**\[^{30}\] (1996) conducted a study under the title “Information seeking Behavior by Academics: A preliminary study” The objectives of the study were to investigate academics’ information seeking behavior within the university of Moi, Kenya under the information resource limitations; to identify the types of information resources frequently used by academics, which differ by discipline, to find out how academics learn of the existence of the information sources they use; to find out how academics generate professional and academic ideas, such as thinking brains forming, reading, attending conferences, and seminars; to establish the reasons for seeking information and; to find out the sources of information used by the academics. The findings of the study were that the largest number of responses was from the lecturer levels with professor levels providing the lowest return. The faculties ranked the information resources they use in the following order of frequencies: journals, textbooks, research reports and conference literature. Academics indicated that they learn of the existence of information sources through: journals regularly scanned,
casual conversation, the library catalogue, common knowledge reviews in articles and 
library staff in that order of rating. CAS was rated lowest in all cases and academics 
make use of as many sources at their disposal as possible to gain knowledge of the 
information resources required for their daily use. Academics generate professional 
ideas by reading in all cases, Respondents listed the reasons they look for information 
in the following order: career development, professional need and occupation, to 
enlighten others and, to confirm or refute issues. The university library is expected to 
occupy a central place in information provision at the university, and teaching or 
lecturing was rated first by all the faculties except the SES which gave research 
reports equal weight to teaching.

Marcia J. Bates (1996) conducted a study under the title "Learning about the 
Information Seeking of Interdisciplinary Scholars and Students." The information 
needs and information-seeking behavior of scholars and students in interdisciplinary 
fields has been studied very little. The few scattered studies available suggest that 
such fields may require striking and distinctive information-seeking adaptations by 
researchers that mark this area as different and very much deserving of research. 
Kinds of research needed at both basic and applied levels and with respect to both 
scholars and students are discussed.

B.T. Fidzani (1998) The study was undertaken to determine the information- 
seeking behavior and use of information resources by graduate students at the 
University of Botswana. The overall purpose of the study was to determine what their 
information requirements are and determine their awareness of library services 
available to them. The study collected empirical data on the information requirements 
of graduate students. Data were gathered from 144 students out of 223 part-time and 
full-time graduate students registered. Findings indicate that guidance in the use of 
library resources and services is necessary to help students meet some of their 
information requirements. The found that journals, library books and textbooks are 
the most popular sources of information for course work and research and those 
students need to be taught how to use available library resources and services. Based 
on these findings, it was recommended that a questionnaire on students' ability to use 
information resources be prepared and administered during registration to all masters' 
students to establish their ability to use information resources. The researcher also 
recommmended that a more aggressive information marketing strategy should be
developed at both subject librarian and departmental level to create awareness among graduate students on the available information resources.

H.N. Prasad and Manorama Tripathi[^33] (1998) conducted a study under the title "Information seeking behavior of physical scientists and social scientists a report. The objectives of the study were to determine the various activities of the scientists and types of information used, to determine the use of various formal and informal sources of information and the methods used in locating them, to determine the use of secondary sources of information, and to determine the use of material in languages other than English. A questionnaire was developed for the collection of data. This study was limited to the survey of scientists both from the social sciences and physical sciences fields working in Banaras Hindu University, Varanasi. The data analysis and interpretation was based on the response of 26 scientists belonging to both disciplines. The findings of the study were that the physical scientists and social scientists did more teaching than research work, majority of physical scientists and social scientists were heavily engaged in contributing articles in journals or writing books, the physical scientists and social scientists used both formal and informal channels of information, the primary journals were used by both groups of scientists. For social scientists book, and monographs had a lot of significance, the social scientists made very little use of abstracting and indexing periodicals whereas the physical scientists used them to a large extent. In order to remain in touch with the latest developments in their fields, the physical scientists scanned current issues of periodicals whereas social scientists took part in conferences and seminars to keep themselves up-to-date, majority of the physical scientists and social scientists just consulted the materials available in English, All physical scientists and 75% of the social scientists were unsatisfied with the information sources and services offered at the libraries which they attended and the socio-economic information was used by almost 95% of the social scientists whereas 77.77% of the physical scientists used current information.

Nazan Ozenc Ucak and S. Serap Kurbanoglu[^41] (1998) conducted a study under the title "Information need and information seeking behavior of scholars at a Turkish university". They state that knowledge generated by user studies can help to develop information systems and information services. Information need and information seeking behavior, two of the most important research areas of the user studies, are two complementary concepts which are affected by many factors. Research results in these areas of user studies indicate that the type of information need and information

[^33]: H.N. Prasad and Manorama Tripathi (1998)
seeking behavior of scholars are dependent on their field of research, and vary from one discipline to another. Such different needs in turn may necessitate offering services (e.g. user education) in academic libraries depending on the academic discipline users come from. This result is carried at by research conducted at Hacettepe University, Ankara, Turkey on the effects of occupational factor in library usage by the scholars in science, engineering, social sciences and humanities. They also compare these findings to those reported in scholarly literature. Based on these findings they make several recommendations to improve the interaction between library staff and the scholarly community.

Richard L. Hart [35] (1998) conducted a study under the title “The relationships between work roles and information gathering of the Faculty of Suny, College at Fredonia”. The objectives of the study were to examine the relationships between faculty work roles and information gathering and to identify patterns between the faculty members’ commitment to teaching, research, and services and his or her use of a variety of sources of information. The extent to which these roles influence the faculty members use of six categories of information sources forms the basis of this investigation. Questionnaire method was used for the collection of data of 167 full time faculty were drawn from 17 academic departments in the areas of the sciences, the social sciences, and the humanities. The rate of response was relatively high as usable responses were received from 140 (84%). The findings of the study were that there are discernible patterns in the faculty use of various sources of information and that one’s commitment to teaching research and services are factors that influence information gathering although not always in the manner that had been predicted. Additional investigation of the research role reveals that the faculty members age, possession of a doctoral degree and quality of the doctoral degree have a relationship with commitment to research.

Dennis N. Ocholla [36] (1999) conducted a study under the title “Insights into information seeking and communicating behavior of academics”. In the present study, a survey was targeted at academics in six faculties (Faculty of arts, faculty of theology, faculty of education, faculty of commerce, Faculty of science and faculty of law) and 54 teaching departments comprising 327 teaching staff at the University of Zululand. Questionnaires were used for data collection in all cases. A questionnaire was sent to all 327 academics at the University of Zululand by means of interval mail boxes, 105 (32.1) questionnaires were received back. The findings of the study were
that the weighting of information resources based on how much they are used differs from discipline to discipline and this strengthens the argument that the nature of the discipline determines the use of information resource. However, there are core information resources such as journals, research reports, including theses and dissertations, as well as conference literature, that appeal to academics across disciplines. The rank of the academic, which normally corresponds with his/her qualification, experience, exposure and research productivity level, does not necessarily determine the information seeking behavior but the usage of the information does. Thus, the use for acquired information and the challenges facing the academic do have bearing information-seeking habits. Career development that has been qualified by the slogan “publish or perish”, the need to enlighten others, and professional and occupational needs are highly rated as reasons why academics seek information. The career challenges that stimulate academic productivity, such as research and publications, need to be strengthened and rewarded, based on the selection of information sources by the academics in the study. University libraries that currently face budget cuts on acquisitions still play a pivotal role in information access, for the academic still depends on reading for generating professional and scholarly ideas, the “local environment syndrome” emerges strongly as a trend among information seeking by academics.

Edward Lumande and Athulang Mutshewa[37](1999) conducted a study under the title “Information-seeking Behavior among University of Botswana Science Faculty”. The study showed that the UB science academics develop new ideas through thinking and reading. Twenty seven percent of them reported that they find out about the existence of information by reading reviews. While all the respondents reported that they do need information, 74 percent and 72 percent reported that they generate new ideas for research through thinking and reading, respectively. Fifty percent reported that they seek information to develop their careers. The study concludes by providing some recommendations on how the academics can be encouraged to make use of available library resources to their benefit with emphasis on the young junior lecturers.

Andrew Dalgleish and Robert Hall[38](2000) conducted a study under the title "Uses and perceptions of the world wide web in an information seeking environment". There are number of models which can be used to identify the various ways in which
the www can be used as part of the student learning experience. The major findings are responses to the information seeking content; expressed relationships to the process of information retrieval; perceptions of information quality; and attitudes to the future of the www in higher education. The result of the study examine how undergraduate students view their information acquisition in terms of the open resource model from diverse sources which may or may not be educationally based.

Eti. Herman [39] (2001) in this paper “End-users in academia: meeting the information needs of university researchers in an electronic age”. This paper is the first part of a two-part paper, which examines the transition to the electronic information era in academia. It seeks to establish from the published literature as to what extent university researchers have accepted, and adapted to, the changes wrought in information activity by seemingly endless technological developments, within the wider context of the impact of the changing information environment on each of the three clearly discernible components of academic research, (the creation of knowledge and standards, the preservation of information, and the communication of knowledge and information to others). Disciplinary-rooted differences in the conduct of research and their influence on information needs are identified, and the resulting inter- and intra- individual variations in researchers’ information seeking behavior are explored. Reviewing a large number of studies investigating the integration of electronic media into academic work, an attempt is made to paint the picture of academics’ progressively harnessing the new technologies to scholarly information gathering endeavors, with the expressed hope of affording some insight into the directions and basic trends characterizing the information activity of university faculty in an increasingly electronic environment.

Nigel Ford [40] (2001) in his study “The increasing relevance of Pask’s work to modern information seeking and use”, Says that series of seven empirical studies conducted in Sheffield lend support to the notion that learners spontaneously display styles of information processing behavior originally identified by Pask and Scott, that even versatile postgraduate students are susceptible to the effects of matching and mismatching of teaching and learning styles, and that the arena in which these learning styles may be observed extends beyond learning to information seeking activity including database searching. Much research is still to be done to resolve the enigma of learning styles. However, arguably Pask’s time has come in the sense that
current computing software and educational infrastructure now allow with relative ease, the testing of the potential of Pask’s constructs using large samples of students, and the realization of this potential in the development and delivery of mainstream teaching and learning resources.

**Gudrun Thorsteinsdottir** (2001) conducted a study on "Information-seeking behavior of distance learning students". There is a constant stream of studies focusing on young undergraduates' information behavior; distance learners and mature students, if included in the studies are not usually identified as such. These students are often mature students who have other needs than young undergraduates living near the university. In the literature some problems and barriers faced by these students are noted, e.g. reasons for dropout. However, an increasing number of universities are offering distance learning programmes as an additional educational facility. Flexible learning requires a different type of pedagogic and service than the university and the university library traditionally offer. Many of the participants in these distance learning programmes live far away from their host institution, and therefore do not have the same opportunities as students living on campus as regards the use of university libraries as information sources. Consequently, distance learners demand various services from their local public library as well as from other available institutions that might be found in their neighborhood. What hinders distance students in their studies and how they overcome these problems have to be identified, in other words the information behavior of distance learners ought to be studied.

**Kaba Abdoulaye** (2002) in his study investigated the information seeking behavior of African students at the International Islamic University Malaysia library. The study attempted to understand students’ awareness of services available to them in the library, and the main sources of information consulted by them. It also investigated students’ perceptions of the library effect on their information-seeking behavior. Participants were found to be aware of the services available to them in the library. However, only one respondent appeared to be using interlibrary loan. Respondents also were found to be relying heavily on library books, periodicals, the Internet, and textbooks for course works, project or research papers. All of them agreed that the library has changed their information-seeking behavior.

**Sriyani Ileperuma** (2002) “Information gathering behavior of arts scholars in Sri Lankan universities: a critical evaluation”. The method involves a questionnaire to collect both qualitative and quantitative data and descriptive statistical methods were
applied in the analysis of data. The response rate was around 70 per cent and each university was considered as a cluster. Arts scholars gather information for three basic types of activities; teaching, research and administration. The respondents spend 45-55 per cent of their time in the library and the majority ranked “to keep up with current developments” as the main reason for seeking information. In comparison to scientists, arts scholars appear to use publishers’ catalogues as the most important source for new developments in their relevant fields. Many do not use index card files or outside assistance in searching literature.

G Kerins, R Madden and C. Fulton [44] (2004) conducted a study under the title "Information seeking and students study for professional careers: the cases of engineering and law students in Ireland. Findings reveal similar patterns in the information seeking behavior between students studying to become professionals and information seeking patterns of these groups identified in the Leckie et al. model. 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.

Angela Weiler [45] (2005) conducted a study under the title “Information-seeking behavior in generation Y students: motivation, critical thinking, and learning theory”. Research in information-seeking behavior, motivation, critical thinking, and learning theory was explored and compared in a search for possible motivating factors behind students’ dependence on television and the Internet for their information needs. The research indicates that only a very small percentage of the general population prefers to learn by reading.

Joanne E. Callinan [46] (2005) investigated “Information-seeking behavior of undergraduate biology students: A comparative analysis of first year and final year students in University College Dublin”. To understand what differences exist between first year biology and final year students in University so that measures can be taken to address those needs? It examines awareness and use of different sources of information for their course-work, their use of the (E-) library, why they visited the
university library, the type of assistance they had received in using the library as well as the type of instruction they would like to receive in the future. A questionnaire was designed and administered to both sample groups to investigate the information-seeking behavior of these students in different years of their studies. Findings of the study highlights the positive aspects of seeking information from the student's perspective as well as the barriers they encountered when seeking course-related information. The findings show that there are differences in the extent to which sources of information are used by students in different years of their studies. Apart from web sites and web-based lecture notes, lack of awareness is the primary reason why undergraduate biology students did not use the library's electronic databases. Research limitations/implications of study do not distinguish between third and fourth year students in the final year sample. Practical implications – One of the key recommendations is that bibliographic instruction should meet the specific information needs of first year biology and final year biochemistry students as well as greater liaison between faculty and librarians in the area of collection development and information literacy. Originality/value of establishes the importance of a cross-sectional study in understanding the difference in students' information needs in different years of their studies.

K.E. Fisher, C.F. Landry and C. Naumer (2006) conducted a study under the title "Social spaces, casual interactions, meaningful exchanges: 'information ground' characteristics based on the college student experience." In the late 1990s Fisher (writing as Pettigrew) proposed 'information grounds' to describe social settings in which people share everyday information while attending to a focal activity. This study was conducted at a major research university, home to 45,000 students. Data were collected by seventy-two Master of Library and Information Science (MLIS) students as part of an information behavior class. Trained in interviewing techniques, each MLIS student interviewed ten students in public places, including the campus and the university commercial district. Qualitative and quantitative analyses were supplemented by mini-reports prepared by the student researchers along with full-team debriefings. Using a people, place and information-related trichotomy, characteristics is discussed in terms of how they can be manipulated to optimize information flow in social settings. By understanding better the characteristics of 'information grounds' and the interactions among these characteristics, they may be able to develop social spaces in support of information flow and human interaction.
The college student and other studies suggest that 'information grounds' play an intrinsic role in facilitating communication among people and that by building an in-depth 'information grounds' typology, beginning with basic categorical characteristics, develop new methods for facilitating information exchange.

**Rakesh Kumar Pal** (2006) the present article gives an overview of the information needs of the faculty members and research scholars of the department of Botany of M.S. University of Baroda. It describes in detail about ranking of information sources, use of information channels. It further looks into the information seeking behavior of the sample population, methods of approach used in locating information, motivational factors that motivate them for seeking information etc. It also enquires about the extent of use and non-use of library. Later on it looks into the barriers in the use of the university library, merits of automation of the university library and networking.

**Subarna Kumar and Sibsankar Jana Das** (2006) conducted a study under the title “Information seeking behavior of academic users in digital environment with special reference to Jadavpur university centre for digital library and documentation”. They attempt to highlight the fundamentals of digital information seeking behavior and digital information need of Academic users of University Centre for Digital Library and Documentation in the changing context of digital environment.

**David Ellis and Merete Haugan** (2007) carried at a study on the topic of “Modeling the information seeking patterns of engineers and research scientists in an industrial environment”. They explore the role of information and information seeking in the Research and Development Department of an international oil and gas company. The information seeking patterns of engineers and research scientists were studied in relation to their research activities in different phases and types of project. The project phases were evaluation of alternative solutions; development and testing; and summary of experiences. The project types were incremental; radical; and fundamental. Eight major characteristics were identified in the patterns: surveying; chaining; monitoring; browsing; distinguishing; filtering; extracting and ending. The study analyses the requirements for different types of information in an environment where the need for internal and external resources are intertwined; it also compares features of the information seeking patterns of engineers and research scientists from this and previous studies. It was found that, although there were differences in the features of the information seeking patterns of the research scientists and engineers,
the behavioral characteristics were similar; and the study identified identical or very similar categories of information seeking behavior to those of previous studies of academic researchers.

Hichang Cho and Jae-Shin Lee (2008), they examine the process of collaborative information seeking in intercultural computer-mediated communication (CMC) groups. The authors conducted a field experiment in which 86 students from three distant universities (one in the United States, two in Singapore) participated. The students participated in a collaborative learning practice in which they socially recommended information using a CMC system. The results demonstrate that the social context—that is, preexisting social networks, groups, and inter-group boundaries—significantly constrained the flow of information across intercultural CMC groups. The also found that the influence of the social context on CMC collaboration could be moderated by other contingent factors such as national culture and individuals' outcome expectancies of Internet use. They present results from testing their hypotheses using multivariate procedure and Quadratic Assignment Procedure network regression analyses and conclude with a discussion of the findings and implications for future research.

Jenny Bronstein and Shifra Baruchson-Arbib (2008) The study investigated the process of information channel selection of Jewish studies scholars in Israel according to two theoretical frameworks, the 'cost—benefit ratio' that focused on the quality of the information provided by the channel and the 'least effort principle' that focused on the accessibility of the channel. The study sought to identify which of the two parameters, quality of information or accessibility of the channel, was the decisive one when selecting an information channel. In order to further understand the underlying principle behind scholars' choice of information channels participants were asked about the obstacles they face when searching for information. Four obstacles were stipulated in the structured questionnaire: (1) cost; (2) distance, when the item can only be found at a distant location; (3) unfriendly interface; and (4) time that it takes to get hold of a copy of the desired item. They find out that, in general, participants' information channel use was not affected by the obstacles encountered in the information seeking process and that the quality of the information was the decisive factor in choosing information channel.

K.P. Singh and M.P. Satija (2008) This research is a report of the findings of a study of the information seeking behavior of agricultural scientists working in the
Indian Council of Agriculture Research institutions of Delhi, and Punjab Agricultural University, Ludhiana. They discuss the findings of various strategies and procedures adopted by the agricultural scientists in meeting their information requirement. The agricultural scientists were asked to rank the information sources indicating their order of priority while seeking information. They were asked to use a scale in order to indicate their priority on the basis of I, II and III. The results show that agricultural scientists have expressed great dependence in meeting their information requirement on their institutional library/information centre. Seventy-two per cent of the respondents for all categories of agricultural scientists preferred their library/information centre as the most preferred source. For accessing information agricultural scientists are highly dependent on the library collection, followed by the personal collection, collection of their supervisor and of colleagues in order of decreasing priority.

3.3.3 ISB study of Business, Economy and Marketing

Chun Wei Choo, Brian Detlor and Don Turnbull (2000) conducted a study under the title “Information Seeking on the Web: An Integrated Model of Browsing and Searching”. The result of the study of how knowledge workers use the Web to seek external information as part of their daily work. Thirty-four users from seven companies took part in the study. Participants were mainly IT specialists, managers, and research/marketing/consulting staff working in organizations that included a large utility company, a major bank, and a consulting firm. Participants answered a detailed questionnaire and were interviewed individually in order to understand their information needs and information seeking preferences. A custom-developed Web Tracker software application was installed on each of their work place PCs, and participants' Web-use activities were then recorded continuously during two-week periods. The Web Tracker recorded how participants used the browser to seek information on the Web: it logged menu choices, button bar selections, and keystroke actions, allowing browsing and searching sequences to be reconstructed. In a second round of personal interviews, participants recalled critical incidents of using information from the Web. Data from the two interviews and the Web Tracker logs constituted the database for analysis. Sixty-one significant episodes of information seeking were identified. A model was developed to describe the common repertoires of information seeking that were observed. On one axis of the model, episodes were
plotted according to the four scanning modes identified by Aguilar (1967), Weick and Daft (1983), undirected viewing, conditioned viewing, informal search, and formal search. Each mode is characterized by its own information needs and information seeking strategies. On the other axis of the model, episodes were plotted according to the occurrence of one or more of the six categories of information seeking behaviors identified by Ellis (1989, 1990): starting, chaining, browsing, differentiating, monitoring, and extracting. The study suggests that a behavioral framework that relates motivations (Aguilar) and moves (Ellis) may be helpful in analyzing patterns of Web-based information seeking.

Joey F George (2004) in his paper “The theory of planned behavior and Internet purchasing”, says that several opinion polls have found that many consumers resist making purchases via the Internet because of their concerns about the privacy of the personal information they provide to Internet merchants. Using the theory of planned behavior as its basis, this study investigated the relationships among beliefs about Internet privacy and trustworthiness, along with beliefs about perceived behavioral control and the expectations of important others, and online purchasing behavior. Data were collected from 193 college students. Analysis of the data indicates that beliefs about trustworthiness positively affect attitudes toward buying online, which in turn positively affect purchasing behavior. Beliefs about self-efficacy regarding purchasing positively affect perceived behavioral control, which in turn affects online purchasing behavior. In short, respondents who believed in the trustworthiness of the Internet and in their own abilities to buy online were more likely to make Internet purchases than were those without such beliefs.

Robert Ikoja-Odongo and Dennis N. Ocholla (2004) conducted a study under the title “Information Seeking Behavior of the Informal Sector Entrepreneurs: The Uganda Experience”. Reports of the study aimed at identifying the information needs and uses of the informal sector in Uganda. The demographic and business characteristics of these entrepreneurs are highlighted and empirically tested with regard to their information needs. This study has largely employed qualitative research methodologies, such as the critical incidence technique for interviews with 602 informal sector entrepreneurs from a variety of trades. Observations of the entrepreneurs’ work environments and historical methods were also employed. The results suggest that modern/ exotic models of information transfer based on textual media and ICT exhibit less impact on the entrepreneurs’ information needs and use at...
macro levels because of poverty, illiteracy and poor information infrastructure. It is however noted that most ‘elite’ models share a platform with information behavior of entrepreneurs at the micro levels. They find out that an appropriate model for information behavior for the information poor community must be grounded on oral traditions and indigenous knowledge and be sensitive to poverty, infrastructure and illiteracy. Recognition is also made of the need for information repackaging and the use of appropriate media for information provision.

G. Pezeshki-Rad and N. Zamani [60] (2005) carried out an investigation designed to explore the information-seeking behavior of extension managers and specialists in Iran, and to identify the factors that correlate with this behavior. A questionnaire was developed to explore information-seeking behavior of extension managers and specialists. The questionnaire was distributed to thirty-eight public extension managers and 175 public extension specialists who work for Deputy of Extension and Farming System of Iran's Ministry of Agriculture. Data collected were analyzed using the statistical package for the social sciences (SPSS). Appropriate statistical procedures for description (frequencies, percent, means, and standard deviations) were used. The main motivation for seeking job-related information by both public extension managers and specialists was interest in developing their own job-related information. The top three mostly used information sources by extension managers and specialists were Persian books, Persian scientific magazines, and scientific-technical reports. Concerning communication channels, interpersonal communication with colleagues, in-service training courses and scientific-technical conventions were ranked respectively as the three top communication channels used by respondents. There was a negative correlation between managers' years of extension work and their information-seeking behavior. For specialists, a significant positive correlation was found between years of education, level of job satisfaction and information-seeking behavior. The provision of valuable information sources, and removing information seeking barriers, can improve information-seeking behavior of extension specialists and managers.

E. Thivant [61] (2005) in this article “Information seeking and use behavior of economists and business analysts.” Discusses that the aim of this paper is to deal with the information seeking and use problem in a professional context and understand how activity can influence practices, by taking as examples, the research undertaken by economic analysts. It analyzes the relationship between the situational approach,
described, the work environment complexity (with social, technological and personal aspects), and the information seeking and use strategies, which relied on Ellis and Wilson's model, with comments. Use questionnaire and the SICIA (Situation, Complexity and Information Activity) methods. The SICIA method is a qualitative approach, which underlines the relationship between situations, professional contexts and strategies. Both methods allow better understanding of how investment analysts find out what they need for their job end. Clarify their information sources and practices of information seeking, which are very particular because of their activities. The analysis is complete by interviewing analysts from financial institutions. A qualitative mode of analysis was used to interpret the interviewees' comments, within the research framework adopted. It finds similarity in information seeking and use strategies used by these two groups and environmental levels meet in most situations, but some differences can be also found, explained by the activity frameworks and goals. This study demonstrates that the activity and also the professional context (here the financial context) can directly influence practices.

Jihye Park and Jayoung Choi (2006) conducted a study under the title “Multi-channel retailing in Korea: Effects of shopping orientations and information seeking patterns on channel choice behavior”. A questionnaire was used to assess research variables and mailed out to 10,000 individuals in South Korea who were randomly selected from a purchased national database. A total of 2,926 usable questionnaires were returned for a 29 percent response rate. Findings shopping orientation, information search, and demographics differentiated shopper groups: single-channel offline users, single-channel online users, multi-channel offline users, and multi-channel online users. A lack of theoretical approaches, a direct self-assessment for store choice behavior, and duplicated measures for independent and dependent variables perhaps limit its usefulness. Provides guidance lines to global retailers who plan to pioneer new markets with multi-channel retailing strategies. Shopping orientations, perceived usefulness of information sources, and demographics can be effectively used to identify target markets in Korea. This study first explored Korean consumer profiles in the context of multi-shopping channels and added valuable empirical findings to the current limited literature in multi-channel retailing in the international market and to help global retailers identify consumer segments based on channel choice behavior.
3.3.4 ISB study of Media, Media People and Journalist

David Nicholas...et. al (2000) conducted a study under the title "The impact of the internet on Information Seeking in the media". The aim of the study was to examine: Closely and qualitatively the impact of the internet on a strategic information community of whom it might be assumed to be of immense significance. The questionnaire, interview and observation method were used to collect the data from 300 people from more than 50 media organization in the UK. The major findings of the study were: Poor access to the internet; and good access to other information resources were largely the reason for this; Journalists and Librarians were also significant users of internet. Searching the www was the principal internet activity; and Newspapers and Official sites were favored and E-mail was used on a very limited scale.

Simon Attfield and John Dowell (2003) Conducted a study under the title “Information seeking and use by newspaper journalists”. Describes work activity in the context of a series of behavior shaping constraints and cognitive and external resources. Describes the journalist's information seeking as motivated by originality checking (of the angle), developing a personal understanding, discovering/confirming potential content and also describes information gathering and managing multiple information spaces. Shows how these are motivated by context, facilitated by resources, and how they enrich the journalist's resource space. Also shows that journalistic work is uncertain as a function of an uncertain context and their continually evolving plans. These result in provisional and unstable relevance judgments, and, during later stages, the reinitiating of preparatory information seeking activities, including the relocation and review of previously read documents.

Mumtaz A Anwar, Husain Al-Ansari and Abdullnaser Abdullah (2004) in this study investigated the information seeking behavior of working journalists in Kuwait using a self-administered questionnaire. The 92 respondents were mostly male, Arabic speaking, and expatriates. In terms of the type of information, they place emphasis on fact-checking, general and background information. Information is obtained by using a wide variety of both informal and formal sources. ‘Human’ sources, Internet, and ‘press releases’ are considered high in terms of both importance and satisfaction. The availability and use of ‘in-house electronic library of stories / reports generated by their colleagues’ is not only very limited but is also not satisfying. They consider their
information searching skills very important for their work and are willing to go through training if it were provided to them. Lack of time is their top ranking problem. Several recommendations are made for improving the existing situation.

3.3.5 ISB study of related to Psychology Aspects, Health, Physicians, Patients and Hospital

Wies Weijts, [66] ... etc. (1993), conducted a study under the title “Patients' Information-Seeking actions and physicians' responses in Gynecological consultations”. Verbatim transcripts of 32 gynecological interviews audio taped in a natural situation were analyzed. Most information-seeking actions concern the nature or procedure of treatment and are formulated in a straightforward way. However, causal aspects of complaints are often addressed through indirect requests for information. Patterns of comparable information-seeking actions and responses reveal that most information-seeking actions elicit adequate responses. Only indirect requests for information run a high risk of resulting in minimal answers.

Yamashita Yumi, Komiya Miyuki and Abe Shin’ichi [67] (1995), conducted a study under the topic “Information needs and behavior of university hospitals directors in Japan”. There have been very few studies of physicians' information needs in Japan. Earlier in 1993, investigated information needs of about 1000 general practitioners and directors of general hospitals, other than university hospitals, throughout Japan. In the present study, they investigated the information needs of directors of university hospitals to supplement the previous study. A questionnaire was sent to all 78 university hospitals in Japan with a self-addressed envelope. Most questions were identical to those used in the previous investigation. The response rate was 44.0%. The questionnaire showed that half of the respondents spent 1 to 2 hours per day searching for medical information, and that 100% obtained the information from academic journals. About 80% of respondents had used the library of their own university, and 80% used the information resources on their university's computer network. More than 90% of respondents were satisfied with the present situation. In this survey, different information needs and behaviors were identified. Continued research will aid information professionals in characterizing and determining the information needs and behaviors of clinicians in Japan.

offer social positioning theory as a framework for exploring the ways in which the visibility of an individual's health status is linked to socially constructed subjectivities that can affect the individual's information-seeking behavior. Qualitative analysis of data from two doctoral studies (collected through participant observation and 40 semi-structured interviews) illustrates the utility of social positioning theory as a framework for studying two specific health contexts: systematic lupus erythematosus, and twin pregnancy. Adopting a 'position' involves the use of discursive practices which define the relations between self and others. Such practices frequently draw upon common social representations of particular phenomena. The findings indicate that the visibility of health status is related to subject positioning, and that positioning theory offers insight into the mutually specifying correspondence between local discursive practices and styles of information behavior. The pregnant woman's expanding abdomen makes her health status evident to others, often positioning her as a willing recipient of advice and information. Cultural assumptions associated with "twins" can both facilitate and constrain the woman's information seeking ("Better you than me."). However, the stock of shared cultural understandings associated with lupus is comparatively sparse. Symptoms such as hair loss, skin rash, and weight gain may therefore lead to positions which are experienced by novice patients as stigmatizing ("What's wrong with that woman?"). Even when evident symptoms disappear, the stigmatized position can be maintained through secrecy ("No one can tell I have lupus."). In these situations, information-seeking is relegated to the confidential encounters characteristic of expert disciplinary regimes. As a heuristic tool, then, positioning theory provides an opportunity for analysis of the means by which the information-seeking subject is configured through discursive encounters.

Tim Wales [69] (2000) investigated on “Practice makes perfect? Vets’ information seeking behavior and information use explored” collected a random sample of UK veterinary practitioners which was surveyed and interviewed on behalf of the Royal College of Veterinary Surgeons Welcome Library to identify key issues in veterinary information use and information seeking behavior. A greater proportion of respondents used the Internet for veterinary information than used a veterinary library. However, conventional journals, textbooks and conferences were the main information sources used. Some variations in information source use by practice size and type and information type were identified. The majority of library users and non-users wanted enhanced library access via the Internet, especially to full-text journals.
Adam Joinson and Phil Banyard (2002) conducted a study “Psychological aspects of information seeking on the Internet”. Two studies are presented that investigate information seeking behavior on the Internet. In study one, soccer fans’ information seeking on the World Wide Web is investigated. In study two, access rates to a cancer information Web site are analyzed. It is tentatively argued that there is a tendency for people to access information more commonly avoided in “real life”, although in the case of football fans, the tendency to “bask in reflected glory” remains when online, while cutting off reflected failure is minimized. Implications for understanding and researching psychological processes of Web browsing behavior are discussed.

Simon Attfield, Ann Blandford and John Dowell (2003) conducted a study under the title “Information seeking in the context of writing: A design psychology interpretation of the problematic situation.” Information seeking does not occur in a vacuum but invariably is motivated by some wider task. It is well accepted that to understand information seeking we must understand the task context within which it takes place. Writing is amongst the most common tasks within which information seeking is embedded. This paper considers how writing can be understood in order to account for embedded information seeking, writing as a design activity and explores parallels between the psychology of design and information seeking. Significant parallels can be found and ideas from the psychology of design offer explanations for a number of information seeking phenomena. Next, a design-oriented representation of writing tasks as a means of providing an account of phenomena such as information seeking uncertainty and focus refinement is developed.

Amanda Spink (2004) in her paper “Multitasking information behavior and information task switching: an exploratory study.” Says that recent studies show that humans engage in multitasking information behaviors, often in libraries, as they seek and search for information on more than one information task. Multitasking information behaviors may consist of library search and use behaviors, or database or Web search sessions on multiple information tasks. However, few human information behavior models of seeking, searching or use, or library use models, include considerations of multitasking information behavior. The information seeker sought information on four unrelated personal information tasks during two public library visits. Findings include an taxonomy of information behaviors; a sequential flowchart of the information seeker's complex and iterative processes, including multitasking.
information behavior, electronic searches, physical library searches, serendipitous browsing, and successive searches; and that the information seeker engaged in a process of 17 information task switches over two library visits.

M Jain, D Nandan & S K Misra [73] (2006) conducted a study under the title “Qualitative assessment of health seeking behavior and perceptions regarding, quality of health care services among rural community of district Agra”. They assess the health seeking behavior and perceptions of rural community regarding the quality of available health care services. Study Area: 18 villages of 3 rural community development blocks of district Agra (Uttar Pradesh) selected on the basis of performance for achievement of RCH indicators. Sampling Technique: Multistage stratified random sampling. Study Unit: Men and women in reproductive age group. The responses of community members were free listed and semi-quantified using standard qualifiers. For health related problems community members first discuss with family members and other influential persons of their caste community and accordingly take decision regarding where to seek care and/or treatment. Majority of people first try some home treatment and only when they are not relieved they opt for approaching any provider. Choice of health provider is in fact dependant on decision makers which could be elder male family members or some other person from the community. Literacy status, socioeconomic status, past experience and perceived quality of health care services also play pivotal role in selection of provider. Quality of available health care services was poor in the opinion of respondents as a result of which rural community prefers to approach private providers ranging from indigenous medical practitioners.

Levi Ross, Connie L. Kohler, and B. Lee Green [74] (2007) state that public health actions to improve African American men's ability to make informed decisions about participation in prostate cancer control activities have a greater likelihood of success when they are theory driven and informed by members of the target population. This study reports on formative research to evaluate the usefulness of the theory of reasoned action as a model to explain and predict prostate cancer information-seeking behavior by African American men. Fifty-two men participated in eight focus group interviews. Positive behavioral beliefs for obtaining prostate cancer information from physicians included increasing awareness of and obtaining accurate information about the disease, early detection and screening, and treatment. Negative beliefs included
fear, distrust, and inconvenience. Significant others, peers, siblings, and religious leaders were identified as individuals who could influence this behavior.

3.3.6 ISB study related to computer internet and web searching:

K Williamson, D Schauder and A Bow (2000) in this article title reports a study which investigated information seeking by blind and sight impaired people, with particular emphasis on the role of the Internet. The study focused very specifically on both personal lives and broader social contexts. The techniques for collecting qualitative data included two focus groups involving 16 participants and 15 individual interviewees, from both city and country settings. The findings of the study address issues of information needs, information sources, the role of the Internet in meeting needs and the barriers to the use of the Internet. The conclusion is that people who are blind and sight impaired deserve to be provided with a range of ways of meeting information needs, as are available for people with normal sight. Given the inexorable continuing impact of the information age, it is also concluded that ways must be found so that people with disabilities can participate equitably in the information economy.

Reijo Savolainen (2002) in his paper "Network competence and information seeking on the internet from definitions towards a social cognitive model". reflects the conceptual and practical questions of network competence in the context of information seeking. Network competence is seen as one of the information-related competences and is defined as the mastery of four major areas: knowledge of information resources available on the Internet, skilled use of the ICT tools to access information, judgment of the relevance of information, and communication. Drawing on the ideas of the social cognitive theory, a model of network competence is introduced in order to discuss network competence in action. In the model, network competence is put in practical context by relating five major factors: network competence, self-efficacy, outcome expectations, affective factors such as anxiety, and experiences received from information seeking on the Internet. Particular attention is devoted to the connections between network competence and self-efficacy which denote a person's judgment of his or her ability to organize and execute action, such as finding information on the Web.
Surya Nath Singh and B.S. Garg(2002) conducted the study under the title "Impact of information Technology (Computers) on Biomedical Information centers and Libraries (ICL) In India: A critical evaluation". The objectives of the study are: to evaluate the status of computer current scenario of Biomedical ICL in India; to identify and examine different aspects of computers; to determine the impact of computers on the practice of biomedical librarian-ship; LJSE of Computers by the biomedical ICL, users and professional. The major findings of the study are: The majority of users of (ICL) in the study expressed that all staff except clerical should have higher qualification than before due to the introduction of IT; about 90% of the biomedical ICLs in India do not use Computers fully; biomedical information users depend on Computer facility for the various purposes. Almost all the biomedical ICLs use various computerized data base services.

Chun Wei Choo and Christine Marton(2003) Conducted a study under the title “Information seeking on the Web by women in IT professions”. The paper develops a behavioral model of Web information seeking that identifies four complementary modes of information seeking: undirected viewing, conditioned viewing, informal search, and formal search. In each mode of viewing or searching, users would adopt distinctive patterns of browser moves: starting, chaining, browsing, differentiating, monitoring, and extracting. The model is applied empirically to analyze the Web information seeking behavior of 24 women in IT professions over a two-week period. Results show the participants engaged in all four modes of information seeking on the Web, and that each mode may be characterized by certain browser actions. Overall, the study suggests that a behavioral approach that links information seeking modes (goals and reasons for browsing and searching) to moves (actions used to find and view information) may be helpful in understanding Web-based information seeking.

Sameh Shaaban, John McKechnie and Stephen Lockley(2003) Conducted a study under the title “Modeling information seeking behavior of AEC Professionals on online technical information resources”. With the increasing popularity of architectural, engineering and construction (AEC) online information resources, studies have emphasized the need for domain specific systems that acknowledge both the user's information tasks and skills. This study concentrates on analyzing the users' information behavior when involved in an online information seeking session. This analysis aims to find out whether there are patterns of information seeking behavior among the AEC professionals. The study is based on a live web-based information
access system, which contains a large collection of technical AEC documents. Web transaction logs, of around 200,000 user sessions, were gathered and statistically examined. Cluster analysis methods have been performed in order to find the optimal natural groupings of information seeking behaviors among the system users. Results shows the popularity of the 'exploring results' and 'simple searching' activities among all users. Common usages of short queries have also been noted. Four clusters of user seeking behavior have been found. The statistical characteristics of each cluster as well as the authors' interpretations of their common usage patterns have been discussed.

H. Bruce, W Jones and S Dumais (2004) wrote about "Information behavior that keeps found things found". Reports on a study that the researchers call 'Keeping found things found on the Web' or 'KFTF'. They focus on the classic problem of ensuring that once a useful information source or channel has been located, it can be found again when it is needed. To achieve this goal, individuals engage in information behavior that the research team refers to as keeping and re-finding. The study observed both types of information behavior. To study keeping, the researchers designed an observational study to record what people do in their offices when they are searching or browsing the Web and they find information they want to keep for re-use. This behavior was observed and then analyzed for its underlying purpose in the first phase of the KFTF study (the keeping study). In the second phase of the study (the re-finding study), the researchers designed a delayed recall observation which required participants to re-find information on the Web that they had located during the observations of phase 1. This delayed recall study focused upon observations of re-finding information. Finally, the researchers conducted a survey to validate and augment the data from the keeping study.

David Nicholas et.al authors (2004) in their paper "Re-appraising information seeking behavior in a digital environment: Bouncers, checkers, returnees and the like". Collating data from a number of log and questionnaire studies conducted largely into the use of a range of consumer health digital information platforms, Centre for Information Behavior and the Evaluation of Research (Ciber) researchers describe some new thoughts on characterizing (and naming) information seeking behavior in the digital environment, and in so doing, suggest a new typology of digital users. The characteristic behavior found is one of bouncing in which users seldom penetrate a site to any depth, tend to visit a number of sites for any given information
need and seldom return to sites they once visited. They tend to “feed” for information horizontally, and whether they search a site of not depends heavily on “digital visibility”, which in turn creates all the conditions for “bouncing”. The question whether this type of information seeking represents a form of “dumping down or up”, and what it all means for publishers, librarians and information providers, who might be working on other, possible outdated usage paradigms, is discussed.

J. Kari (2004) "Web information seeking by pages: an observational study of moving and stopping". The intention of this paper is to look at how the World Wide Web is used in looking for information in the domain of personal development. The theoretical aim of the paper is to elaborate conceptual tools for understanding better the content of Web pages, as well as navigation through the Web. To obtain detailed and valid data, totally free-form Web searches by fifteen individuals were observed and videotaped. The 1,812 pages visited by the informants, along with their actions therein, were examined and coded. The study explores the subject, language and content type of the viewed pages, as well as the tactics, strategies, interfaces and revisitation in moving from one page to another. Correlations between the variables are also analyzed. One of the most interesting discoveries was the wide variety of different tactics for moving around the Web, albeit that only clicking on links and pushing the Back button stood out from the rest. The paper ends by presenting sundry theoretical, methodological and practical contributions of the research to the field of Web searching.

Hamid R Jamali, David Nicholas, and Paul Huntington, (2005) study the use and users of scholarly e-journals: a review of log analysis studies. The advantages and limitations of log analysis are described and then past studies of e-journals' use and users that applied this methodology are critiqued. The results of these studies will be very briefly compared with some survey studies. Those aspects of online journals' use and users studies that log analysis can investigate well and, those aspects that log analysis can not disclose enough information about are highlighted. Findings of study indicates that although there is a debate about reliability of the results of log analysis, this methodology has great potential for studying online journals' use and their users' information seeking behavior.

Jannica Heinstrom (2005) in this paper “Fast surfing, broad scanning and deep diving, the influence of personality and study approach on students' information seeking behavior”, explores information behavior from a psychological perspective by
relating information seeking to personality traits and study approaches. Three
information-seeking patterns – fast surfing, broad scanning and deep diving –
emerged from the statistical analyses. Fast surfing could be related to a surface study
approach and emotionality, as well as to low openness to experience and low
conscientiousness. Broad scanning was linked to extraversion, openness, and
competitiveness, whereas deep diving was a search pattern typical of analytical
students with a deep and strategic study approach. The results are based on
descriptions of behavior, not actual observations. Although the statistical results were
significant, generalize able conclusions would have required more convincing figures.
Further research is recommended in order to explore the three search styles in other
populations and contexts.

behavior”. Purpose is to study human information behavior as part of the research
project on the interaction of man and the information environment and to analyze
library users' information behavior on both sides of the information coin – information
usage and information production/publishing. Library users appreciate easy access
and well-organized forms of information, with an emphasis on electronic sources. In
their capacity as authors of professional papers, only few subjects considered print
and electronic publishing to be equal. Two user types have been derived from the data
analysis. Type S manifests pragmatic ways of information seeking and appreciates the
low cost and speed of electronic publishing. Type A is characterized by analytic, in-
depth information processing, stressing the prestige and review process of print
publishing. Based on the analysis, two information-seeking styles have been
identified: strategic and analytic. Differences between the search styles suggest that
systems designers, knowledge managers and libraries should be open to the creative
use and representation of electronic information, taking into account different
information behaviors.

Margaret Markland[^6] (2005) explored the ‘Does the student's love of the search
engine mean that high quality online academic resources are being missed’? This
compare the resource discovery network (RDN) hubs and Google as search tools
within an academic context, taking into account well documented user information
seeking behaviors. To find out whether the students' apparent preference for search
ingines as an information retrieval tool means that they might miss quality online
resources to support their academic work. Design/methodology/approach of the
investigation was to factors about user behavior and service provision in mind, to conduct a small study to see what students are actually presented with, when they search for online information for their academic studies, by comparing search results from the RDN hubs and Google. Findings and Analysis of results suggests that the exclusive use of search engines will lead to users missing the high quality resources provided by the RDN hubs, that if users use subject gateways in the same way that they use search engines they are likely to miss much that the hubs' sophisticated structures and search options have to offer them, and that search engines do provide access to quality resources. Research limitations and implications of a larger scale investigation of the level of sophistication of searching behavior among hubs users is called for. This study emphasizes the need for online information service developers to take into account well documented user behaviors when designing new services.

Rita Ghosh (2006) in her paper “Understanding User Needs and Building E-Resources”. Says there is an increasing demand for information that matches real user needs. The main objectives of the libraries are to satisfy library user needs that depend on their demands. To fulfill these demands, the advanced libraries provides not only e-environment, e-resources, e-learning and e-services but also fulfill users role to use e-resources like their own knowledge about information and determine information value. For librarians, the challenge to adapt and continue developing professionally has never been greater. If librarians are going to lead this revolution they may not only be competent at searching, finding and providing information, but should also be fully computer-literate and skilled in the use and application of these emerging technologies.

P. Junni (2007). Studied on the topic “Students seeking information for their Masters' theses: the effect of the Internet”. The Internet has radically changed the global availability of scholarly publications. Today, a substantial part of the resources accessible for researchers and university students are offered through electronic site licenses, making the supply of easily obtainable information larger than ever. This brings forth an important question, what are the qualitative and quantitative effects of this development on the use of reference material in research and studies? To address the research question, reference lists of Masters' theses from 1985, 1993 and 2003 were studied in three disciplines: economics, psychology and mathematics, followed by semi-structured interviews of students who had finished their thesis in 2003. The quantitative data were analyzed using analysis of variance (ANOVA) with the
statistical program SPSS, where the significance of the results was measured with t-test. The findings show a substantial increase in the use of scholarly articles as references throughout the studied time periods, although the amount of other information sources had remained largely unchanged. There were also significant differences between the three disciplines in the contents of their reference lists, the amount of Internet resources that students used how they sought and obtained publications, and how they selected their sources. The Internet appears to have had a profound effect on the type and quantity of information that students use as references in Master's theses. One of the main problems that students reported was a lack of training in information seeking, and the abundance of irrelevant information on the Internet. Many respondents would have needed additional training on using library databases.

Solomon Bayugo Sulemani and Seth Agbeko Katsekpor (2007) reports on a survey of convenient access to, and use of, electronic databases (CD-ROM and online) including full text journals and their effect on information seeking behavior of health sciences faculty at the College of Health Sciences of the University of Ghana Medical School. The survey documented preferences between print and electronic resource use, and the specific databases and full text journals that faculty have particularly found useful. The results showed faculty's lack of awareness and use of the two most resourceful full text journal databases available at the library (HINARI and PERI), hence they resorted to PUBMED as their source of access to full text articles. They conclude that most faculties now prefer using electronic access to information (CD-ROM/online) than traditional print indexes and abstracts.

3.3.7 ISB study of Society: Developed Society, Developing Society, Rural development, urban developments and Migrants worker.

K.P. Broadbent (1990), studied the "Information needs for rural development". It discusses an information strategy for the rural sector in developing countries. Traces the broad concept of rural development over five phases and examines the difficulty in providing rural populations with greater access to information aimed at improving their lives. Consideration of user needs is critical since information must be focused, generated by demand, grassroots-based, reflective of local conditions and based on indigenous knowledge. ISD's rural development approach is multidisciplinary. Projects focus on information requirements across basic social, economic and
scientific issues. Rural information projects also require effective information flows at each phase to ensure that knowledge is actually being used. It recommends the strengthening and coordination of local information systems to better support rural populations as well as decision-makers.

Rita Marcella and Graeme Baxter\(^{[91]}\) (1999) conducted a study under the title “A national survey of the citizenship information needs of the general public”. The project was funded by the British Library Research and Innovation Centre and comprised a survey by questionnaire covering all regions of the United Kingdom. In total, 1294 responses were received giving a valid and demographically representative response rate of 45.7%. Major findings include that the majority of respondents had sought information in the past (59.4%) and that an even greater number predicted a future need for information (78.4%). Over three quarters of respondents said that they would use public libraries and between half and three quarters would approach Citizens Advice Bureaux, Post Offices, Government departments or family and friends. Face-to-face communications and reading a book were the most popular means of accessing information, but a wide variety of other preferred options were cited. Only a small proportion expressed a preference for using a computer to seek information, and there was a clear emphasis on public libraries as an appropriate location for accessing electronic information. A highly significant majority (79.2%) believed that access to information was very important for exercising their rights as a citizen.

Margaret O. Momodu\(^{[92]}\) (2000). Conducted study under the title Information needs and information seeking behavior of rural dwellers in Nigeria: a case study of Ekpoma in Esan West local government area of Edo State, Nigeria.” The extent and nature of rural populations in Nigeria is described. The study is reported which examined the information needs of rural populations in the Ekpoma district and its findings are discussed. These include information needs and information sources, and the information gathering habits discovered.

Rita Marcella and Graeme Baxter\(^{[93]}\) (2000), in his paper “The impact of social class and status on citizenship information need: the results of two national surveys in the UK”. This paper reports the key results of the Citizenship Information research project funded by the British Library Research and Innovation Centre. This research comprised two large-scale surveys of the citizenship information needs of the UK public. It focused upon the detailed analysis and examination of the results as they
related to issues of social class and status. The research revealed that social class and status had an impact upon information need and information seeking behavior, although the pattern which emerged was not a simple one. Certain social classes and status groups were not exploiting public library information resources as effectively as they might; equally, certain groups were less willing (or able) to take advantage of new technologies to access information and participate in democratic activities. Those groups most willing to use a range of information sources were more conscious of disadvantage resulting from a lack of information. It concludes that there is a real danger of exclusion for certain groups of the UK population and that information policy must reflect an awareness of the most appropriate patterns of information dissemination in order to overcome barriers to access for each of these.

Lokman I. Meho and Helen R. Tibbo (2003) conducted a study under the title “Modeling the Information Seeking Behavior of Social Scientists: Ellis’s Study Revisited.” They revisit David Ellis’s information-seeking behavior model of social scientists, which includes six generic features: starting, chaining, browsing, differentiating, monitoring, and extracting. They use social science faculty researching stateless nations as the study population. The description and analysis of the information-seeking behavior of this group of scholars is based on data collected through structured and semi-structured electronic mail interviews. Sixty faculty members from 14 different countries were interviewed by e-mail.

Andrew K. Shenton (2004) in his paper “Research into young people's information-seeking: perspectives and methods”. States that despite the fact that effective information skills are a prerequisite for young people in today's society, relatively little is known about how youngsters actually find information. The existing knowledge base on the subject is scanty and piecemeal, and few efforts have been made to explore, as an entirety, studies of young people's information-seeking and to isolate the methods, perspectives and strategies that researchers have adopted. Examination of these areas can alert prospective investigators to issues that they should explore and approaches that they might wish to take in their own work.

K. E. Fisher (2004) wrote about "Information behavior of migrant Hispanic farm Workers and their families in the Pacific Northwest". Immigrants are generally perceived to be information poor, meaning they face major challenges with finding and using greatly needed everyday information. However, little research exists from an information behavior perspective as differences in language, culture, and other
factors such as access make immigrants a difficult population to study. The researcher explored the everyday information behavior and information grounds of migrant Hispanic farm workers through field observation and interviews with users and staff of community technology centers in a major agricultural area. Findings suggest that personal networks having various levels of credibility were used more readily than any other type of information source. Credibility and use of various sources seemed to relate to personal status as well as interest in information.

E. Yakel (2004) conducted a study reported in his paper "Seeking information, seeking connections, seeking meaning: genealogists and family historians". Genealogy and family history are examples of everyday life information seeking and provide a unique example of intensive and extensive use of libraries and archives over time. In spite of the ongoing nature of this activity, genealogists and family historians have rarely been the subject of study in the information seeking literature and therefore the nature of their information problems have not been explored. This paper discusses findings from a qualitative study based on twenty-nine in-depth, semi-structured interviews with genealogists and family historians and observations of their personal information management practices. Results indicated that the search for factual information often led to one for orienting information. Finding ancestors in the past was also a means of finding one's own identity in the present. Family history is also an activity without a clear end goal; after the ancestry chart is filled in the search continues for more information about the lives of one's forebears. Thus, family history should be viewed as an ongoing process of seeking meaning. The ultimate need is not a fact or date, but to create a larger narrative, connect with others in the past and in the present, and to find coherence in one's own life.

L.M Baker (2004) wrote about "The information needs of female Police Officers involved in undercover prostitution work". Few studies on information behavior have focused on professions such as police officers. The purpose of this study was to examine the information behavior of female police officers involved in undercover work in controlling prostitution. Seven Vice Officers were interviewed during the summer of 2003 and two were observed during one decoy operation. The model, Information Seeking of Professionals, provided the framework for understanding their needs within the context of their role as decoys. The results revealed that the officers need a variety of information and start seeking it before they transfer to the Vice Unit. Their work demands the use of several methods of informal communication,
including signals and dress code. Information sources include the men who solicit their services, the female sex workers with whom they share space, members of the community, and their fellow officers who are responsible for protecting their lives. The Information Seeking of Professionals model does not completely explain the information needs of police officers.

Dominic Hakim Silvio (2005) in his paper investigates the “Information needs and information seeking behavior of immigrant southern Sudanese Youth in the city of London, Ontario, in Canada”. Using focus group supported with semi-structured interviews, personal observation and examination of relevant records, data were collected from 24 youths in the different communities within the city of London. A simple percentage was used to analyze the data. The study examined information needs, sources and information seeking behavior as well as problems encountered by the youth in a bid to obtain information. The information needs of immigrant southern Sudanese youths in the city of London, Ontario are mainly academic in nature. Their chief sources of information included colleagues, friends, neighbors and relatives. Respondents tend to seek information that is easily accessible, preferably from interpersonal sources, unless there is a particular reason for avoiding interpersonal sources. Although most of the respondents knew what information is and its importance, results also showed that lack of awareness about where to obtain information on education and apprenticeship training is the most common problem of the southern Sudanese youths. Ways to facilitate information seeking and use are indicated. This research indicates that the means and sources of information seeking found in the southern Sudanese youth in the city of London are no longer adequate, practical suggestions that would facilitate information seeking and use among immigrant southern Sudanese youth in the city of London are given.

Douglas J. Ernest, Allison V. Level and Michael Culbertson (2005) Conducted study under the title “Information-seeking behavior for recreational activities and its implications for libraries”. Purpose of the study was to prove that studies conducted over the past several decades repeatedly indicate that information-seeking behavior by members of the general public involves consultation of a variety of potential information sources, including libraries. The study results indicate that respondents do turn to the internet for some of their information needs. Web sites providing information on three hiking areas were also analyzed to determine their accuracy and access to information. The study concludes that information-seeking behavior on the
Michael Tidwell and Patricia Sias (2005) conducted a study under the title “Personality and information seeking: Understanding how traits influence information-seeking behaviors”. Organizational newcomers go through various socialization processes before becoming organizational veterans. Information seeking (a self-socialization process) involves newcomers’ proactively seeking new information, most times to reduce uncertainty. This study assessed how personality traits, specifically, Costa and McCrae’s Big Five, affect this process. Multiple regression analyses indicate that certain traits influence information seeking directly and via the mediation of social costs, of particular note are the results surrounding extroversion. Specifically, the data suggest a direct relationship between extroversion and covert relational information seeking, whereas perceived relational social costs also mediate this relationship. Several important extensions to the literature are discussed herein.

Neo Patricia Mooko (2005) conducted a study under the title “The information behaviors of rural women in Botswana.” This study investigates the information needs and information-seeking behavior of rural women residing in three non-urban villages in Botswana. The total population of the study was divided into two groups, opinion leaders and women residing in the three villages. The women residing in the villages were either single heads of households or married. The family situations that led them to seek information included health, agriculture, employment, family violence, and basic needs for the family. In addition, the women needed information on government aided funding, welfare subsidies and policies, and training. The sources of information used included village nurses, community welfare officers, and traditional doctors, other women in the villages, village chiefs, and agricultural demonstrators.

3.3.8 Information seeking behaviors, Information retrieval, information needs, information activity, ISB of Government, legislature, executive, legislative library, Member of parliaments and governments administrative departments.
David Menhennet (1982), correlated out study on the topic House of Commons Library at Westminster: some recent developments. In order to fulfill its central role in the British democratic process Parliament needs information: precise accurate and sometimes complicated and specialized information over an ever-widening subject area and which often is required rapidly for the purpose of immediate debate. The House of Commons Library has since 1946 played a major part in the provision of official, politically objective information and research services for the House of Commons and its 635 Members, and the present study outlines some of the more recent developments in these services. Sections on the Library's terms of reference and on its current organization and staffing are followed by consideration of the Parliamentary (or Library) Division and of the Research Division respectively. The study concludes with a personal view on the distinctive role of parliamentary librarianship today within the library profession generally.

W.P.C. Gurure (1985) in this research article “Research, information and documentation services for Members of Parliament” focused on the situation in Zimbabwe in terms of research, information and documentation services for members of Parliament.

Lewayo (1986) wrote on the role of the Malawi Parliament Library in providing a service to members of parliament, administrative staff and outside users.

Marc A. Levin (1991), in this research paper assesses the “The Information-seeking behavior of local Government officials” i.e top-level municipal and county government officials. Data were obtained through a 1989 mail questionnaire sent to 200 local officials serving in the San Francisco Bay Area of Northern California. One hundred and fifty-six officials returned usable questionnaires, resulting in a 78% response rate. The survey explored eight attitudes of policy-makers toward gathering information: kinds of information needed, preferred sources, barriers to accessing information, use and usefulness of professional reading materials, receptiveness of public affairs organizations, satisfaction with amount of information, time spent in information-gathering, and the role of office computers. Findings are that high-ranking local officials spend significant work time engaged in information-related tasks, are generally satisfied with their results, are pessimistic about the professional literature yet optimistic about public interest organizations as information providers, and undervalue external library-based resources and computer-assisted information services. Suggested improvements in the delivery of information to local decision-
makers focus on the development of electronic "expert systems" and the need for an information-literate local bureaucracy.

I. Ronai and M.N. Bryant (1992) conducted a study under the title "The role of Hungary’s Parliamentary Library in fostering democratic decision making". It stated that the Hungarian parliament library has become the focal point for the development of information sources and services for the Members of Parliament and their committee. Their paper traces the early development of the parliamentary library in Hungary, its new role in a democratic society and its taking assistance from the USA in facilitating its further development as an active participant in assisting the legislature in its creation of a new democratic society.

D. Engelfield (1993) in this research paper assesses the “Guidelines for Legislative Libraries”, stressed that it is important that all concerned with providing services for legislators should understand the needs and most effective methods of establishing necessary support for legislative libraries.

H. Freidin (1993) conducted a study under the title “The information requirements of Israeli Parliamentarians (Knesset Members); findings of a survey”. This study sought to determine the needs of Members of the Israeli Parliament (Knesset). It found that Members do not possess objective and reliable information as a basis for decision making, and that Members hardly ever use the computerized information services available to them.

V. Martell (1994) in this research paper “Providing an information service to MPs: The Labour Party resource centre at the House of Commons”, found out that MPs need information for, among other reasons, the following range of purposes—for participating in debates, asking parliamentary questions, making speeches, answering correspondence, appearing in the media, communicating with their electorate, making visits within their constituencies or to other regions or countries, and to ensure their re-selection as a candidate and re-election as an MP.

R.J.N. Bannenberg (1995) in his paper entitled “Building Members’ understanding and support for the parliamentary libraries”. He revealed that a better understanding of library services among parliamentarians can attract more finance to the library. The paper indicates that the survival of a Member of Parliament depends upon having the right information at the right time. Therefore, MPs seem to have an exhaustive appetite for information. The author reminds of the principle “Compete or Perish” to librarians for a better service.
Batlang Comma Serema[112] (1999) in his paper entitled “Matching MPs’ information needs and information services in the House of Commons”. That members’ request for information continues on its upward trend and shows no sign of reaching a plateau. This may in part be driven by the general demands of the “information age” and reflected in the ever larger amounts of constituency mail reported by Members. Other factors may include an increasing proportion of younger politicians and more research assistants as a result of increases in the Office Cost Allowance. The Library was considered a key, and indeed indispensable, source of information by MPs. It was valued particularly for speed of response, accuracy, and helpfulness. An exceptionally high rating was given to the quality of Library services as a whole by information users, information providers (Library staff and Parliamentary Labour Party Resource Centre staff), and the coordinating group (Information Committee). Concludes that user surveys are very central in ensuring a quality information service for Members of Parliament, and the study indicated that on the whole the House of Commons Library Information services match the information needs of UK MPs.

Rita Marcella, Lona Carcary and Graeme Baxter[113] (1999) conducted a study under the title “The information needs of United Kingdom Members of the European Parliament (MEPs)”. Investigates attitudes amongst decision makers in the European Parliament to the role of information in their work, and their ability to identify access and evaluate that information most relevant to their needs. Aims to elicit data regarding levels of satisfaction amongst MEPs in relation to information retrieval and to identify areas of information need which were not being addressed. Results reveal the wide range of subjects that are of interest to MEPs; that all MEPs have research assistants to help in their work, with an average of 3.5 assistants per MEP; the majority of these assistants are based in the UK and are employed full-time; and that the most popular sources were unofficial, informal contacts and MEPs’ own files, as opposed to the official EU databases and services. The main finding problems faced by MEPs in information retrieval are pressure of time and the overwhelming number and variety of information sources available, the study makes recommendations for further research.

A.A. Alemna and K.E. Skouby[114] (2000) conducted a study under the title “An investigation into the information needs and information-seeking behavior of members of Ghana’s legislature” It concludes that a better understanding of this
question is fundamental to the achievements of their job objectives. They stated that as more aspects of society become subject to legislation and forms of centralization, the more knowledge MPs are required to have in order to take decisions in areas in which they have little prior knowledge. Includes the questionnaire used in the survey.

Rita Marcella[115] (2001) in his paper describes the results of an exploratory survey by questionnaire distributed via a variety of information agencies, designed to investigate women’s information needs and patterns of information-seeking behavior in relation to the European Union. It explores women’s attitudes to information and its value to them in a range of different life contexts, as well as their use of information agencies and of information and communications technologies. The results show that women value information highly and that they search for and use a wide range of categories of information in relation to education and their professional and personal life. Findings also suggest that respondents tend to predict high levels of future use of European information, in particular in relation to democratic participation and self development. Women were conscious of barriers to information access and suggested a range of measures that might improve access. They were generally positive about participating in training in the use of electronic networks and about the likelihood of their using networks to access information about the European Union.

Lawrence Jacobs and James Druckman[116] (2004) "Lumpers and Splitters: The Public Opinion Information That Politicians Collect and Use" Are the decisions of American policy makers informed by aggregated information on trends in the public’s ideology or disaggregated information on the public’s policy specific preferences? In this paper, they discuss two explanations for the types of public opinion information that politicians collect and use. Using a unique data set of private polls from the White House of Richard Nixon, they find that when opinion data on specific policies were available, the President relied on them and not on aggregated ideology data. This allowed the President to appease the median voter in salient policy areas. On less important issues, however, they find that the President often chose not to collect policy specific data and instead relied on aggregate measures. In these areas, the less costly information on ideological trends played a significant role in encouraging the White House to move in the conservative direction demanded by its political base. The differential collection and use of information by policy makers has implications for representative democracy and the demands placed on citizens and governors.
B.J. Mostert and N. Dennis [117] (2005) conducted a survey under the title "Information needs and information seeking behavior of parliamentarians in South Africa. The study aimed at determining the information sources, service and systems used in South Africa by the parliamentarians, and also to investigate the role of the parliamentary libraries in the information provision process. A survey was conducted by use of questionnaires targeting all parliamentarians in South Africa and a response rate of 23% (167) was received. This study has revealed that parliamentary libraries are underutilized because parliamentarians use other equally competing information sources largely accessed through the internet. Further, South Africa has enormous information sources and services that legislators can access and exploit and the use of electronic sources of information is growing rapidly, almost reaching the level of use of print sources. Unexpectedly, oral sources of information are used less. Parliamentary libraries have a potential to offer a variety of services to parliamentarians, yet they are not well-utilized, perhaps because of reasons such as poor marketing and innovative information services. A new model proposing and explaining information-seeking strategies popular to parliamentarians in South Africa has extended Wilson’s model on information seeking.

Bob Travica, [118] (2005) in his paper "Information Politics and Information Culture: A Case Study", introduces concepts of information politics and information culture and presents a case study that explores these concepts. The literature from the areas of information seeking theory and organization theory that provides a backdrop to these concepts is discussed. A case of an organization that has characteristics of both small business and voluntary organization is presented as initial validation of the concepts of information politics and information culture. The case draws on a longitudinal interpretive study and tracks a trajectory of organizational design, information politics, information culture, management and organizational performance over 25 months. The primary finding is that the organization studied exhibited two distinct information politics and information cultures, each related to different development phases—the era of clan and the era of teams. The article also discusses particular aspects of information politics and information culture and how these relate to organizational performance.

Rita Marcella ... etc [119] (2007), in this paper "the information needs and information-seeking behavior of the users of the European Parliamentary Documentation Centre". Discuss the results of a customer knowledge study
commissioned by the Parliamentary Documentation Centre (PDC) of the European Parliament in order to elicit a better understanding of the views and needs of its actual and potential client base. The study consisted of in-depth, face-to-face interviews with 72 clients and 11 staff in Brussels in February 2004. They explore the significance of information in the parliamentary context and summarize the activities which respondents described as being information-dependent. The paper also highlights the evolutionary nature of information need during the course of the legislative process. The information seeking behavior and skills of the PDC clients are discussed, as are the criteria by which they assess information quality. The study revealed that users were frequently uncritical and pragmatic in use of the most readily available information, sacrificing quality in favor of ease of access. This paper presents results from a uniquely complex information environment – the European Union. Users tended to be complacent about their information-seeking skills and reluctant to engage in skills enhancement activities.

3.4 Historical background: The term information seeking behavior has been used in the research literature since the 1950’s (Hayden, 1999)\(^{120}\). 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\(^{121}\) (1989) behavioral model of information searching strategies, Kuhlthau's\(^{122}\) (1991) information search process, and Wilson's (1997)\(^{123}\)problem-solving model.

"Information behavior" as a term will be used here as well as “information seeking behavior” and the discussion will include motives for seeking information and motives for avoiding it among Members of Legislative Assembly. The information studies field has not ignored the politician population, but very few articles found were user-focused and strictly observational.

It was only by applying Wilson’s model\(^{124}\) of information behavior to the data from other disciplines that a clearer and deeper understanding of politician information behavior became possible. I have organized this study under the most relevant headings that correspond to Wilson’s model\(^{125}\) and I hope to begin to demonstrate how much we already know about politicians’ information behavior and what still needs to be studied.

Context of Information Need: An excellent example of an information need was the focus of one of the few observational studies done of politicians in the
process of information seeking. This particular study will be reviewed in several contexts because it shows various channels of information, the values of inside and outside sources and the construction of a group norm with this information.

Environmental: The effects of environmental constraints have been studied widely in psychology and sociology, but for the purpose here, I will consider how politician environments differ from each other, and change over time, rather than how they differ from the information age.

3.5 Research gap: A review of the mentioned literature reveals that research into information needs, information seeking behavior of MLAs and politicians with specific reference to the India situation has not been done.

The role of information seeking in the decision-making process has been investigated in a number of subject areas, most notably in relation to business and academics; however, there has been relatively little investigation of information use as part of the political decision-making process, in particular in the Indian context. This research project investigates attitudes amongst decision makers in the Indian state of (Uttar Pradesh and Rajasthan) to the role of information in their work, and assesses their ability to identify, access and evaluate that information most relevant to their needs.

Various methods, technique and models of research on information seeking behavior have been carried out, there are more than a thousand articles on information seeking, but there has been no study on the information seeking behavior of politicians in India and particularly of Uttar Pradesh and Rajasthan “Members of Legislative Assembly” in India.

3.5.1 Political Attributes

Few studies in the information-seeking literature elaborate on subjects’ Political attributes such as gender, age, race, ethnicity, education, income, voting behavior, and political communication pattern, and political information system, international and local impact. This is partly due to the fact that variance on some of these factors is often not present in the samples used by researchers to study related questions. Most studies in information seeking have traditionally looked at academics, students or university library patrons, because these populations are readily available for study. There are few studies, if any, on the information and information needs, information seeking behavior, of politician and elected leaders with particular reference to the Indian situation no study. Most studies on information seeking literature were
completed in foreign countries. It was necessary to examine the information seeking behaviors MLAs of Uttar Pradesh and Rajasthan.

3.6 Conclusion: In this the chapter researcher discusses the review of related literature, introduction, information need, information use, information use study, information seeking, information behavior, information seeking behavior, pattern of information use, method of information seeking, role of information in the life cycle of human being, working pattern of information seeker and etc. Researcher also defined the historical background of information seeking behavior research, he also found out the research gap of the study on the basis of the review of related literature. In the first chapter “Introduction and background of the study” and in the second chapter “area of the problem” (historical, geographical, political background of the problem area taken by the researcher) and their present environment have been taken. This literature review is based upon the research that has already been done in certain areas or disciplines that relate to the current study. In conclusion it should be noted that most of the literature that has been consulted was not strictly based on the information seeking behavior.

Therefore sources that have been consulted reflect quite a broad coverage of the information need and information seeking behavior, activity literature and parliamentary libraries' role and services. Most of this literature is foreign based and very little has been reported on information seeking study in the broader concept, particularly within the Indian context.
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