CHAPTER I
INTRODUCTION

1.1 Preamble

Information is regarded as the fifth basic need of every human being in addition to air, water, food and shelter. In every walk of life it has become an important ingredient. Information is a raw material for a right decision making from personal to governmental level. It is an important ingredient for the socio economic and healthy development of a nation.

Information plays a vital role in organizational life and in day to day activities. Information Technology, Information age and information revolution are familiar terms in day to day life. With the growth of information, everyone needs it in an increasing variety and capacity with diversity of levels, frequency, volume and use. Therefore, information needs of particular group of users and information flow from specific situation/institution is difficult to determine. The use of information is so complex that there cannot be a single system to take up the task of effective retrieval without assessing their needs.

This concept gave genesis to the information searching and the method of determining the pattern of search is regarded as information seeking behaviour (ISB).

1.2 Information needs and Information seeking behaviour

When a need is felt for anything, more often then not people take action in order to satisfy that need. The same applies for the satisfaction of information needs. An individual realizes that he needs information, he know that is all probability the information will not come to him on its own, therefore he has go to about seeking it.

1.2.1 Information needs

It is difficult to prove the need of a particular community of professionals precisely. The topic is viewed in a number of ways that no single definition exists. Need has been used by
researchers in many ways. The words of wants and desire have been used interchangeably though they are not identical. Need is further complicated by the necessity to disguise the expressed and unexpressed needs.

Human motives are based on needs. Some are primary needs such as physiological requirements. Other needs may be regarded as secondary such as self esteem, status, affiliation with others. These needs vary in intensity and over a period of time among different individuals. Motivation is a general term applicable to the entire class of needs, desires and similar forces.

Need may be looked at as a chain of reaction. Needs give raise to wants. Wants in turn give raise to tension. Tension gives raise to action towards achieving the goals which finally results in satisfaction. The need want satisfaction chain is shown in the figure. 1.1

![Need Want Satisfaction Chain](image)

**Fig. 1.1: Need – want – satisfaction chain**

Abraham Maslow (1970)\(^1\) saw human needs in the form of hierarchy ascending from the lowest to the highest. He concluded that when one set of need is satisfied, this kind of need ceases to be a motivator.

In the hierarchical order of needs Maslow considers Physiological needs like food, water as the first basic need for the human beings. When the first basic need is satisfied, human beings goes for the second basic need of security and shelter.

After gratification of the second need of security, human beings strive for affiliation needs. After satisfying with the affiliation needs, human beings strive for esteem needs or recognition needs in the society. When the fourth basic need is satisfied, human beings strive for fifth basic need i.e. self actualization need.
The basic human needs placed by Maslow in ascending order of importance are known in the Figure 1.2.

![Maslow's Hierarchy of Needs Diagram]

**Fig- 1.2: Maslow’s Hierarchy of needs**

### 1.2.2 Information Need – definitions and meaning

A number of authors defined need in different ways. Some of them are as follows.

Crawford (1978)\(^2\) agrees that “information need is a difficult concept to define, to isolate and especially to measure. It involves cognitive process, which may operate on different levels of consciousness and hence may not be clear even to the enquirer himself. But the use of the terms like ‘want’, requirement, ‘demiand’ etc., to explain the term ‘need’ further complicates matters.

Dervin (1986)\(^3\) described the information need as a gap in individual’s knowledge in sense making situation. He (1989)\(^5\) defined information need as an impediment or hurdle preventing an individual from moving forward in cognitive time and space. The person is faced with gap and
that must be bridged by asking questions, creating ideas and obtaining resources. Such gaps do not occur in the abstract but arise out of particular critical events and situation.

Kuhulthau (1993)\textsuperscript{4} described the information need in information science ’as evolving form a vague awareness of something missing and as culminating in locating information that contributes to understanding and meaning.’

From the definitions the following inferences could be derived.

- Information is a vague concept
- Information is a question asked of an information provider.
- It is a relative concept in the minds of experienced individuals
- It changes from person to person, profession to profession and from institution to institution.

\section{1.2.3 Information Need – Types}

Social or pragmatic information need, required for coping with day-to-day life success needs for employment opportunities self improvement (dress, speech, personal carriage etc.). Specialised information needs for the physically handicapped, emotionally disturbed, geographically isolated the non English speaking group.

Tague (1976)\textsuperscript{5} has presented the following types of information needs.

1. Information needs necessary for day to day life. These are also called as Pragmatic informatics needs.

2. Recreation information needs.

3. Educational information needs for widen the horizons of ones knowledge.
1.2.4 Methods of determining information needs

Greer (1982)\textsuperscript{6} methods involve data collection and analysis from four perspectives: demographics, community organizations, service and product providing agencies and lifestyles.

Soper (1990)\textsuperscript{7} community analysis is one method used by librarians to identify characteristics of a population to decide what library services and information would be most appropriate for them. These include observing environmental characteristics, studying demographics, observing patterns of library use and interviewing key informants.

Grover (1993)\textsuperscript{8} presented a conceptual model for diagnosing information needs in the context of school library media programme. He proposes a two stage process: systemic analysis of both the school and community followed by one-on-one interaction with a user at the point when he or she has decided to seek information, i.e., the reference interview. He asserts that the reference interview can become a vehicle for diagnosing the information need by applying knowledge of information psychology-how individuals seek, organize, process, use and store information.

1.2.5 Information seeking behaviour

Information seeking behavior (ISB) relates to human behavior for searching various sources, channels and use of information. Information seeking, searching and using behavior are synonymous terms. When a need is felt for something, more often than not people take action to satisfy that need. Different strategies or methods of action are resorted to. The same thing applies to information needs. An individual realizes that he requires information. He also knows that in all probability the information will not come on its own. Therefore he has to go for seeking the information. What strategies or process he resorts to, in order to satisfy the need for information is known as information seeking behavior.

1.3 Need for the study

Today, information technology has developed rapidly and has had a huge impact on access to information and on information seeking behavior. The librarian and library staff have to know
and examine the criteria of information seeking and information utility by users for providing information services, designing new information systems, intervening in the operation of existing systems, or planning service programs. More and more people deliberately and consciously seek information and it has become an integral part of human activity especially in the area of education, research and development. User studies are one of the interdisciplinary areas of research in library and information science and form a large body of literature in the discipline. This study sought to establish ways of determine, the information needs and information seeking behaviour of faculty members in government medical colleges of Karnataka.

A faculty members needs information seeking behavior for three purpose namely for teaching, for research and for clinical treatment. A Faculty member like, many other professionals needs latest information. Knowledge in medicine is growing at an overwhelming rate with the invention of new drugs, new diagnostic techniques and treatment being introduced. Therefore faculty members need latest developments of information that are taking place in their fields.

The promise of good health to people of Karnataka seems to be far from reality. Though greater attempts are being made in preventing diseases and extending life of people. Karnataka is faced with continued health threats characterized by spread of infectious diseases like Malaria, Dingu, Swine Flu (HINI), Cholera, Typhoid, Diarrhea, Mal nutrition, high levels of infant and maternal mortality, low level of life expectancy and deteriorating health care facilities.

The debilitating crisis caused by HIV/AIDS is appalling. The AIDS incidence diminishes the life expectancy, decreases the work productivity and increases the mortality. All the effects to improve the economic situation will be undermined by the diseases if comprehensive measures are not designed. The threat of diseases in Karnataka put pressure on economics and stresses the availability of health information.

The knowledge in medicine is expanding rapidly worldwide. But Karnataka is facing with the problem of inadequate health information resources and poor coordination among medical professionals in information exchange. Improved system in Karnataka will make a profound change in the efficiency of health care. Poverty of medical information is one of the obstacles faced by faculty members in Karnataka. Medical Education and information have been felt vital tools in promoting health, controlling diseases and raising the qualities of life.
The problems faced by faculty members in Karnataka can be traced as lack of accurate and timely information. Many of the deaths could have been avoided and several problems faced could have been overcome by adequate timely information at hand when needed. Therefore in Karnataka medical information and its uses are the focus of the research investigation. A medical college attached with hospitals is an example of information rich environment and is a natural site for investigation. Most studies of the role of information in medical work throws light on information needs and information records and how the two can be brought together successfully to answer the question of faculty members. Information cannot be seen as distinct from other features of environment in which medical work is carried out. Information seeking is an aspect of the competent practice of the faculty members. It is not separable from other activities.

Information needs and Information seeking behavior of faculty members is one of the important areas of user study. In simple terms it involves a study of the user of the information, the ways and means used for searching the required information, the use of obtained information, the satisfaction/dissatisfaction arising from the use of information obtained, the flow of information and the relationship of the user with the information system.

In medicine, the need to enhance information access skills has been intensified by the volume of new information being generated information that modifies, reverses, or adds to the existing collective body of knowledge. A growth in the variety of resource formats and methods of dispersion of information has had a compounding effect on skill level demands. It has become increasingly important for faculty members with a life-long learning ethic, to develop an ability to seek out sources on their own and gain facility in exploring new resources. In order for medical colleges to nurture skills in information access and use, explicit attention needs to be paid to the students patterns of resource use and habits in resource selection.

Research has supported the contention that use of a variety of resources is associated with the use of deep learning strategies (i.e., learning strategies associated with seeking and understanding of information through critical self-directed inquiry), their use in resource selection.

The present investigation of information needs and information seeking behavior of faculty members working in Government Medical Colleges of Karnataka is carried out in three dimensions teaching, research and clinical management.
1.4. Statement of the Research title

“A study on Information Needs and Information Seeking Behaviour of Faculty Members in Government Medical Colleges of Karnataka”

1.4.1. Concepts of the title

Each phrase of the title reveals a concept. These concepts have been analyzed for a clear understanding of the study.

1.4.2. Information needs

Information needs refer the individual faculty members interests in seeking information for education, research and for clinical treatment. The information needs of the faculty members is likely to differ from one to one individual within the profession.

1.4.3. Information seeking behaviour

Information seeking behaviour (ISB) is an activity of an individual in the process of identifying a message that suits his knowledge pursuit. It is synonymously used with information gathering or information seeking pattern. It is an act of searching or finding or locating information need by an individual, be a professional, academician, researcher, consultant etc. The process of searching information through various channels of communication is termed as information seeking behaviour. In this study ISB is related to the faculty members working in Government Medical Colleges of Karnataka. How faculty members seek information for their teaching, research and for clinical management is the focus of this investigation.

1.4.4. Faculty members

Faculty members working in Government Medical Colleges in Karnataka are designated in four categories namely: 1. Professors 2. Associate Professors 3. Assistant Professors 4. Tutors/Lecturers.
1.4.5 Karnataka

Karnataka is one of the constituent states in Indian Republic situated on the south west side of Indian peninsula with an area of 1,91,976 Sq.KM. The capital is Bangalore and the official language is Kannada. It has 30 revenue districts. There are 10 Government Medical Colleges affiliated to Rajiv Gandhi University of Health Sciences, Bangalore

1.5. Significance of the study

The significance of the study is argued on the basis of the following points:

- This study throws light on the present state-of-the-art of faculty members of Government Medical Colleges in Karnataka with respect to information seeking behavior.
- This study brings to light the status of the library services being provided by the libraries by the libraries of the Government Medical Colleges.
- This study focuses on the need for adopting standards for the libraries of Government Medical Colleges in Karnataka.
- This study of information needs of the faculty members of Government Medical Colleges provides an understanding about their needs which directs the library and information centres of Medical Colleges should develop from its present status.
- To help the faculty members to understand that better management of clinical information will improve their treatment of patients and the management of their practices.
- This study encourages rigorous evaluation of information management systems, particularly with respect to patient care.
- To generate enthusiasm among faculty members by demystifying clinical information management.
- To help faculty members understand the information demands that will be made of them.
• To consider how information management can enhance the academic and research career of faculty members and their relationship with patients.

• This study provides the base for research at the national level.

1.6. Statement of the Problem

The structural components of any library consist of books, staff, and the readers. The basic aim of a library and information centre is to provide maximum library and information service to its user group and there by getting user satisfaction. Libraries and information centers are the repositories of books as well as depositories of information and knowledge. It is not necessary to emphasis that information is indispensable for any human activity aiming at social progress. Therefore, any library and information services should be based on the information needs of the users.

In order to identify the information needs or users requirements, it is need to conduct systematically and periodically the information seeking behaviour of users. User study is the one, which mainly focuses on ‘users’ to measure their information needs, their use behaviour and use pattern. User study is the means for systematic examinations of the system and services provided by library and information centre. The user study is directly linked with the effectiveness of library and information services as they aim at satisfaction of user’s needs. It implies a willingness to relate product or system design to the perceived needs of those for whom the product or system design in intended. This urges to conduct information seeking behaviour studies so as to collect organize and disseminate what is needed or required by the users. Information seeking behaviour is concerned with who needs and what kind of information and for what purposes. It is also concerned how information is found, evaluated and used.

The libraries need to have all the up-to-date and accurate information about the users as the knowledge of users is one of the prerequisites for the proper planning and development of resources and services of libraries. Therefore, the libraries need to know: who the users are, what their functional responsibilities are and areas of interest how much time they spend on reading information sources, what the sources of information are most frequently used by them, what are the factors that motivate the information seeking behaviour of the users, how useful the
collections of library are, information services used by the users, methods adopted for searching various print and electronic information sources and problems encountered in using and searching information sources. All people involves on information process, since we notice thing seek and use information gathering and shifting of one kind antoher merely looking at people involves on information process and rapid assessment. Some will be content with abstract of may articles. Some will prefer oral channels, some will prefer to see information in print so that they can pore over it. Some enjoy computing searching some have technophobia and when people do search they use internet in very different ways.

Hence, an attempt has been made in this work to study the “Information Needs and Information Seeking Behaviour of Faculty Members in Government Medical Colleges of Karnataka”.

1.7. **Objectives of the study**

The study has been conducted with the following objectives:

- To know the collection and infrastructure statues of medical college libraries in Karnataka.

- To compare the information seeking behaviour of respondents by age, gender and designation.

- To examine the motivating factors for information seeking behaviour among the respondents.

- To examine the faculty members opinions about the comprehensiveness of respective institution’s library collection

- To identify the various channels of information, the faculty members make use in information seeking.

- To analyze the extent of use and dependence on various sources of information for teaching and research.
1.8. Hypotheses of the study

Based on the objectives, the following hypotheses were framed:

- There exists uniformity in the information seeking behaviour of the faculty members of Government Medical Colleges in Karnataka

- The designation of the faculty members influences the information seeking behaviour.

- The faculty members of Government Medical Colleges mostly depend on host/parent institution’s library for information and are satisfied.

- The faculty members of Government Medical colleges avail and depend on more than one channel of information sources.

- There exist differences in the degree of relevance and dependence on the nature and type of information sought by the faculty members.

- There exists heterogeneity in the motives for information seeking by faculty members.

- Formal and documentary sources dominate the informal and interpersonal sources in the information seeking behavior.

1.9. Limitations of the study

- This study has been limited to the faculty members working in Government Medical Colleges in Karnataka.

- This study is based on the data collected from 10 Government Medical Colleges in Karnataka and Private Medical colleges are not undertaken for this study.
1.10 Conspectus:

The thesis has been presented in six chapters

**Chapter I** Introduces concepts of information seeking behavior and presents the need for the proposed research. Further it highlights objectives, hypothesis, significant of the study and statement of the problems.

**Chapter II** Deals with the review of related literature of present study.

**Chapter III** Provides the research methodology adapted to analyse the data collected for the present study which include sample size, sampling technique adopted, method of data collection, scope and limitation and statistical tools used.

**Chapter IV** Presents a brief history of Medical Education in India and in Karnataka. This chapter also given on over view of Government Medical colleges and its libraries in Karnataka.

**Chapter V** Discusses the results of the analysis and interpretations of the data collected through Questionnaire by means of statistical techniques.

**Chapter VI** Provides the summary of the major findings, suggestion and conclusion and followed by appendices and bibliography.
References:


