ABSTRACT

This study outlines the communication pattern and Information seeking behaviour of Engineering Teaching Faculty of Regional Engineering Colleges in India. The "Grounded Theory" (Glaser and Strauss, 1967) approach is used to develop a behavioural model. In this study an attempt is being made to analyse the sample of seven hundred faculty members from 17 Regional Engineering Colleges. The resulting model describes the information seeking behaviour of engineering faculty in terms of six categories: Starting, Chaining, Browsing, Differentiating, Monitoring and Extracting.

The information generation and Communication possible impediments to information communication by the engineering faculty are analysed and discussed in detail. Problems of effective utilisation of information and improvement of communication pattern within and outside the organisation are analysed based on the findings of the data. The analysis of the data takes into cognisance the general comparison among the social scientists, scientists and experts in humanities in order to determine the similarities and dissimilarities.

The model comprises of three components viz., Information Generation, Information Seeking, and Information Communication. The information communication and seeking behaviour in this model has much more subtle effect than the simple theoretical presentation specifically information seeking behaviour with computerised information retrieval systems. The information search behaviour had significant effect on both process and product measures. Process model refers to those matrix which characterise the information seeking strategy of the engineering subjects. Product measures refer to the end results of the generation of information and communication of the information. The spiral of development of engineering information has got a direct bearing on the information seeking behaviour as well as communication pattern processes. The data and analysis of Information Seeking Communication pattern represents a coherent and practical useful basis for the design of exploratory Information Retrieval Systems for Engineering Faculty.