CHAPTER – 1

Introduction: Problem and Methodology

1.0 Introduction

The present study entitled “Information Seeking Behaviour of Visual Artists in North Western India: A study” is an attempt to reveal the information seeking behaviour of the Visual Artists with special reference to North western India in order to provide them library and information services more efficiently and effectively. In this chapter, brief introduction of the concept of information seeking behaviour and Visual art has been provided before discussing problem and methodology of the study.

1.1 Information Seeking Behaviour

In this era of information, information has become a necessary commodity for any individual /organization to perform in the most efficient and effective manner. Information is of maximum use when it reaches the right person at the right time. Information has been defined as “which reduces the uncertainty”. (Bouazza 1989)¹. At some places, information has also been defined as raw data. Though the terms “data” and “information” has been used interchangeably by the authors, Debons² (1985) has defined the data and information as under:

Data: “a representation of facts, concepts, or instructions in the formalised manner, suitable for communication, interpretation or processing by human or automatic means.”

Information: “the meaning that a human assigns to data by means of the known conventions used in their representation.”

The objective of the libraries and information centres is to collect, organize and disseminate information. In this process of collection and

dissemination of information, the identification of users’ need of information is critical as only the needed information can satisfy a user. The “needs” as defined by Havelock\(^3\) (1979), are "very significant messages within the human system. They are dynamic forces which create instability within the person system and which lead to a cycle of behaviours that ultimately will correct this instability.”(p.11)

**Information needs**

The concept of information needs is very difficult to define, to isolate and to measure as it involves “a cognitive process which may operate on different levels of consciousness and hence may not be clear even to the enquirer himself”. (Crawford\(^4\), 1978 p.61). Brittain\(^5\) (1975) opined that, demand that a user makes upon the information service can be recorded. Similarly the use made of services and documents can be recorded in order to identify the information needs of the user.

To make the meaning of need, demand and requirement more clear, it is significant to reproduce here the definitions given by Line\(^6\) (1974) as under:

<table>
<thead>
<tr>
<th>Needs</th>
<th>Want</th>
<th>Demand</th>
<th>Use</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>What an individual ought to have</td>
<td>What an individual would like to have</td>
<td>What an individual asks for</td>
<td>What an individual actually uses</td>
<td>A generic term to cover all the above categories</td>
</tr>
</tbody>
</table>

The extensive studies of the users, use and uses help the researcher to find out the information needs. This is the reason that user studies form one of the most extensive areas of research in the field of library and information science over the fast five decades.

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Devadason and Lingam\textsuperscript{7} (1996) has considered the process of identification of users’ needs as a complex process and emphasised its importance as it “is a very vital link in the chain of operations from information gathering to dissemination”. Information needs may be of three types, first is that which a user need to fill the gap in the current knowledge and being expressed and the second is the user wants but don’t want to express and the third may be a dormant need, the user is unaware of, which can be brought to light by the information service providers.

According to Crawford\textsuperscript{8} (1978), information needs depend on:

- Work activity
- Discipline/ Field / Area of interest
- Availability of facilities
- Hierarchical position of individuals
- Motivation factors for information needs
- Need to take a decision
- Need to seek new ideas
- Need to validate the correct ones
- Need to make professional contributions
- Need to establish priority for discovery etc.

Whereas Paicey\textsuperscript{9} (1968) has identified following factors influencing information needs:

- The range of information sources available;
- The uses to which the information will be put;
- The background, motivation, professional orientation and other individual characteristics of the user;


• The social, political, economic, legal and regulatory systems surrounding the user; and
• The consequences of information use.

Thus the identification of information needs is important but a complex process. The individual preferences and behavioural aspects add to the complexity of the concept.

The user need situation has been explained by King and Palmour\(^\text{10}\) (1974), in his scientific information system. He opined that information needs and its uses are not two isolated processes rather they constitute the components of a system. Users interact with the information communication system in formulating information needs and its usage. So the various system aspects such as information needs, its seeking, exchange along with usage impact the users’ behaviour.

**Figure-1.1**

**Scientific Information System**

![Diagram of Scientific Information System]

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Sensing the complexities in the concept of information needs, Wilson\(^{11}\)(2005) suggested that concept of information need should be abandoned and replaced with the term information-seeking behavior. He wrote "the term "information-seeking behavior" should be adapted as behavior is observable, whereas needs being internal mental states, are not". (p.32)

Information seeking behaviour involves;

- personal reasons for seeking information,
- the kinds of information which are being sought,
- And the ways and sources with which needed information is being sought (Leckie, Pettigrew & Sylvain\(^{12}\), 1996).

Information seeking behavior is expressed in various forms, from reading printed material to research and experimentation. The universal notion that man is born innocent or ignorant naturally leads it towards the process of seeking Information for one reason or the other. "Information seeking is thus a natural and necessary mechanism of human existence" (Marchionini\(^{13}\), 1995). Information seeking behavior can be taken as purposive seeking for information as a consequence of a need to satisfy some goal/s. In the course of seeking, the individual may interact with manual information systems (such as a newspaper or a library), or with computer-based systems (such as the Web) (Wilson\(^{14}\), 2000).

Scholars, students and faculties actively seek current information from the various media available in libraries, printed as well as electronic. Abels\(^{15}\)

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(2004) has mentioned that for the purpose of information seeking the frequency of use of the Internet in 1998-2000 had increased many folds. A number of studies conducted in the past decade about the impact of ICT on library and information centres also points towards the changing pattern of information seeking behaviour of the users. At the same time, Library expenditures on monographs has also showed tremendous increase which indicates toward changing trends in Information seeking.

In the process of information seeking in modern society the library is the most widely used source of information available. The library and information professionals in the present Information seeking context is essentially expected to be aware of what kind of information is being sought, and how it can be obtained. Beside the serious challenge is being faced by the library and information institutions owing to the rapid escalations in the cost of scholarly reading material i.e. to maintain information provision standards with in budgetary constraints. The impact of ICT in library and information centres has also complicated the situation as a sea of information is available in the variety of formats. Now it's not only the information sources are to be selected for the users rather the format of information to be decided upon. In this scenario, the information seeking behavior studies become more essential to attain the efficiency & effectiveness in providing library and information services to the library users.

1.2 Art: Definition and Classification

Art is the manifestation of delight that man finds in its surroundings. This delight is divine in character because it takes man from individuality to divine, from physical to metaphysical status. Noble laureate Gurdev Rabindranath Tagore through his writings in Geetanjali opined that art is not freedom but it is the state of captivity when thousands bounds of delight capture the man.(Paul16, 2006) Thus the word ‘art’ refers to a diverse range of human activities, creations, and expressions that are appealing to the senses

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or emotions of an individual. The term ‘art’ has very broad connotations. Loosely defined the term denotes anything and everything that is aesthetically appealing, visually delightful, and requires certain skills. Accordingly art includes a number of things; painting, sketching, cartooning, sculpture, printmaking, dance, literature, photography, interior designing and so on. Thus the word may be used to cover all or any of the artistic dimensions.

The term “art” sounds very common and interesting but most difficult to define. Two types of people have tried to define this term, one is the artists and others are the philosophers. Numerous books and articles have been written to make clear the theory and meaning of art. Collingwood\(^{17}\) (1974) tried to explain art as representation, amusement, magic, sensation, imagination and the interpretation of art depends upon the thought process of the viewer. The nature of art has been described by Wollheim\(^{18}\) (1980) as “one of the most elusive of the traditional problems of human culture” (p.1). While Tolstoy\(^{19}\) (1995) identified art as a medium for the transmission of feelings and Plato\(^{20}\) (1955) defined art as imitation or representation. The great philosopher Croce found art as the expression of the intuitions, emotions which stir the mind of the creator and for Bell the art is just a significant form. (Graham\(^{21}\), 1997). All these definitions by great thinkers are not satisfactory as art is such a diverse phenomenon that it is difficult to mention all the basic characteristics of art in one definition. In a more recent attempt, Gaut\(^{22}\) (2000) has suggested that something is art if it meets a sufficient number of art-relevant criteria.


In Indian context, the mention of art has been reported in the ancient texts like Vedas, epics like Mahabharata and Ramayana. The 64 types of arts have been mentioned in the Kamasutra by Vatsayan. The Vishnudharmotaram Puran identifies the Chitrakala as the supreme form of art. For Indians, art is meditation, a way to divinity, a medium to please the God, the ultimate truth of the world. It is the spirituality and religion which is manifested in the ancient Indian art. India remained an epitome of art through its temples, sculptures, cave paintings. Dancing figure from Indus civilization, Lion Capital from the Maurans (Sarnath), Ajanta paintings, Ellora caves and Kailashnath temple of Ellora, Sun temple of Konark, Rathas of Mahabalipuram, erotic sculptures of Khajuraho, Lingaraja temple of Bhuvaneshwara, bronzes from Kashmir, miniature paintings, pahari paintings are the few examples of great art being created in India. (Craven23, 1976).

Earlier the art was created for the artists' satisfaction of his inner urge and it travelled from generation to generation and then being learned in Guru Shishya parampara. Now in the present scenario art has become a profession. It is being learnt and taught in art institutions. The art works are exhibited in the exhibitions and sale purchase of art works is a trade.

Classification of Art

The classification of art is as difficult as its definition. Traditionally, the Arts has been divided into two sub-streams i.e. the ‘Fine Arts’ and ‘Liberal Arts’, where the former, are concerned with purely aesthetics ends or in short what is beautiful while later relates itself to the skill of expression in language, speech or reasoning. However the modern times has depicted the art along with three dimensions i.e. performing arts, fine arts and visual arts where the visual art involves itself in an arrangement of colors, forms, or other elements in a manner that affects the sense of beauty, specifically the production of the beautiful in a graphic or plastic medium. Thus the visual arts are art forms with focus on the creation of works which are primarily visual in nature, such as painting, photography, printmaking, and filmmaking. Many artistic disciplines

such as performing arts, language arts, textile arts, and culinary arts make immense use of visual arts as well as other types, so sub-streams fringes are intermingling. Contemporary Indian artists as Anjolie Ela Menon, M.F. Hussain, S.H. Raza, Sohan Qadri, Satish Gujral, have earned laurels from the world for India.

As discussed, Art is a wide term, very difficult to define thus in the present study, now after brief introduction of art and visual art, the terms ‘art’ and ‘visual art’ has been used interchangeably in the present study.

1.3 Visual Art Education in India

Art is unique discipline, so the teaching of art. Art is creativity and it is not possible to teach creativity but only the creative ideas of the art students can be encouraged. There are no strict rules in the creation of art works, yes there are some basic principles but those also vary from artist to artist. One thing which is wrong for one artist may be the best concept for the others. So the teaching of art owing to its unique disciplinary nature cannot be compared with teaching of other disciplines of Universe of knowledge as history, economics, geography, physics, mathematics, chemistry and biology etc. Art is a display of emotional expression where style of expression belongs to art student individually. Every individual has his/her set of thoughts, so the artistic expression and the way to express it. In the process of learning of artistic expressions students are taught to create their own style of emotional expressions. Art exist in the mind of the creator. Therefore the teaching and learning of art is very different from the other disciplines and thus the art institutions.

Visual Art Institutions in India

Visual art is being taught in India at various colleges of art and departments of universities, leading to bachelor and masters degrees in fine arts/ visual arts in specializations like painting, printmaking, sculpture and applied Art. The first college of art in India was started by Britishers by the name of Madras School of art in 1850 which was followed by establishment of
School of Art Calcutta in 1854, School of Art in Bombay in 1857, Mayo School of Art Lahore in 1875, Mayo School of Art, Jaipur and School of Art, Lucknow in 1913.

Presently the educational institutions pertaining to ‘art’ includes colleges of art and universities, which offers BFA (Bachelor in Fine Arts)/BVA (Bachelor in Visual arts) and MFA (Masters in Fine Arts)/MVA (Masters in Visual Arts) programmes, with further specializations like painting, graphics (printmaking), sculpture and applied art etc. There are many art institutions now in India which are providing professional art education. The learning style is basically practical in nature and students are taught about art history, aesthetics, art method and material along with environmental studies. The libraries attached with these institutions through their range of library and information services assist the teachers and the students in their studies and artistic endeavours. The modern concept of LICs calls upon the incorporation of all sorts of users within their entire range as the 2nd law of library science, as propounded by the Dr. S.R. Ranganathan states that “Every reader his/ her book” so in this context, visual Artists can not be ignored and must be provided with best library and information services as they form an integral and significant part of the society.

1.4 Significance of the Study

The LIPs in the modern library and information systems are essentially expected to be aware of actual information needs, demands & requirements in their respective perspective in clear most terms. The extensive studies of users, use and uses assist the LIPs and researchers to locate exact information needs and ways & means through which information is sought by the users. This is the prime reason that such ISB studies formed one of the most exclusive area of research in library and information science domain for last five decades or more. ISB studies also gained momentum because of on going impact of ICT in the LICs and thus emergence of complicated scenario on the information seeking fronts. Whereby for the LIPs, it is not only the information sources which are to be selected but the attention is also to be paid to the format of the sources. The continuous increase in the cost of the
scholarly reading material is the another reason for managing the library collection more efficiently within the budgetary constrains and for the efficiency of the collection development and the services provided, knowledge of users needs is the prerequisite. Therefore in the present scenario, ISB studies become all the more significant to achieve ultimate efficiency and effectiveness in the provision of library and information services to the library users.

On the other hand visual arts are considerably valued by genius of man as an emotional expression through high degree of creativity. These naturally form integral part to all the civilizations of the World and at all times. In-fact the cultural richness of a nation is adjudged by its appreciation for the artistic talent. Nations have been judged by their cultures, and the appreciations we owe to a country relies upon its achievement in human and cultural aspects. However, progressive a nation may be in terms of its scientific or industrial advancement but it is the artistic and cultural legacies left by great masters of poetry, literature, sculpture, music and other arts which elevates the civilization and evoke the word “civilized” from the lips of the people. The native artistic capacities can be motivated or suppressed due to many underlying factors. For instance, the information support being extended through the art libraries, which are among the inspiring factor for motivating the artists for expressing their talents with excellence through provisions of vast corpora of classic images of rare genius along with other information services. Thus this study finds its significance in an attempt to applaud this special category of the library users’ i.e. Visual Artists through library and information services.

1.5 Statement of Problem

An extensive review of literature revealed certain apparent facts to the Researcher including the fact that prevailing ISB among artists is different from information seekers from other disciplines. artists come to library while seeking pertinent piece of information with various reasons such as; seeking inspiration, collecting knowledge about some person or place, to learn from other artists’ works and when they wish to create a new work based on an old
one. Therefore the artists make use of libraries basically as reservoirs of images and visual information whereas written texts are of secondary importance to them. The use of computers in the creation, preservation and dissemination of art works has also forced the Researcher to anticipate new information needs of the artists. Hence an urgent need for finding new ways of organizing, archiving and disseminating information for the Visual Artists is also being felt by the Researcher.

As the Researcher have had a long experience of serving in a visual art library, she has been familiar with the significance of carrying out ISB related studies with a focus on Visual Artists as a prerequisite for planning and designing ideal library and information services for them. But she was disheartened to find that neither a librarian nor a library and information science researcher has explored this area of research in India. It is needless to mention that state of development of library and information services is not parallel to their counterparts in the developed countries. Besides ISB also depends upon the availability of information sources and services to the users, therefore the research results of the ISB studies being carried out on Visual Artists in the West can not be applied in India at least without conformation. So it was considered to take up the present area of research with an objective to ascertain the information needs of the Visual Artists along with the current status in terms of infrastructure and services of the libraries serving them.

1.6 Objectives of the Study

The general objective of research on users according to Ford quoted by Cronin\(^\text{24}\) (1981) is “understanding the process of information transfer. The research may be expected to lead to the improvement of information transfer systems of all types and to have implications for the organization of communication, the distribution of resources and the relationship between systems.”

The objective of a market survey and those of user survey is different. Market surveys have the ultimate objective, the benefit of the manufacture, while user surveys are conducted for the benefits of the users. Naturally, the present study has general objectives to know the users, their information needs and information seeking behavior better so that the users may be served with the library and information services, in a way which can be most beneficial to them. Besides, the objectives of the study in particular are as under:

1. To ascertain the information needs of the Visual Artists in North Western India.
2. To know the type of information resources used by Visual Artists.
3. To find out the various problems faced by the Visual Artists in accessing the required information.
4. To know the impact of Information and communication technology (ICT) on information needs.
5. To ascertain the infrastructural facilities available in the Art College Libraries providing services to the Visual Artists in North Western India.
6. To suggest the ways and means for developing library and information services in accordance to the needs of Visual Artists.

1.7 Scope of the Study

The present study successfully recognized various information needs of the Visual Artists in North Western India. The Researcher investigated into the environment of their work, their use of information sources and services along with their level of satisfaction with the services being provided by the various art college libraries. In order to meet the predetermined objectives of the study, an attempt was made to look into the current status of the library and information services being offered by the libraries in selected art colleges. As it was not feasible to cover entire unorganized sector of art education, the current research work confined to the formally organized Government colleges of art in North Western India. For respondent population consideration, faculty and the students (at undergraduate and postgraduate
level) dealing with four specializations of art i.e. applied art, painting, graphics (printmaking) and sculpture in the selected art colleges were considered as Visual Artists and thoroughly analysed.

1.8 Hypotheses

The Researcher of the study tested the following hypotheses in order to achieve objectives of the study:

1. Visual Artists require information on a wide range of subjects rather on Art only since they require information for their artistic works pertaining to various subject areas.
2. Reproductions of artist’s works (images of art) are the most popular information resource used by the Visual Artists as they serve as chief source of inspiration.
3. Visual Artists prefer browsing over library catalogue because they are more interested in the visuals.
4. Visual Artists prefer print resources over electronic resources due to easy availability of print resources as compared to electronic resources.
5. Art College Libraries serving the Visual Artists are not providing adequate services to them due to lack of funds and infrastructure.
6. Visual Artists are somewhat hesitant to approach Librarians for assistance as they prefer to consult peers or colleagues.
7. There is a need of developing digital libraries due to inculcation of new technologies in the art curriculum.

1.9 Need of the study

Librarians have a prime responsibility of collecting, organizing and disseminating information for the library users. When the library users are unique as the Visual Artists, it becomes a complicated affair for the library professionals to deal with the situation. In recent times, exposure of Visual Artists to the world through internet on one hand and changing scenario of art field where art works have become an investment, has transformed the
information needs of the Visual Artists considerably. The art students and faculty of the art colleges are the active Visual Artists in India. These Visual Artists are the live users of the libraries of the art colleges. As the Researcher herself is a librarian at one of the prominent art colleges of India, through her practical dealing with the Visual Artists over a number of years, she realised the fact that the traditional library and information services in the libraries cannot satisfy these unique library users. There is an imperative need to know the information needs of the users to manage and develop these art libraries in the most competent manner and to serve the community of Visual Artists with the information they require or may require but are not aware of themselves.

The other apprehension of the researcher has been the current status of the infrastructure and services of the libraries of the art colleges. The personal visits of the researcher to some of the art colleges in India revealed the fact that the libraries of art colleges have a very special and unique collection of books in the field of art. The art books which are a piece of art in itself are the soul of the library but these libraries are working in the most traditional way and have not utilized the benefits of ICT to a satisfactory level.

To warrant the potential and maximum utilization and preservation of this special and unique collection is the other area of attention for the researcher. Thus this study aimed at collecting the information about libraries of the art colleges in the North-Western India along with information seeking behaviour of the Visual Artists. The gathered information through this study facilitated the researcher to a great extent in outlining the suggestions and recommendations in the collection development, technical aspects, human resource development, and user education in the libraries of the art colleges.

1.10 Universe of the Study

As the researcher is located in Chandigarh, North-Western region was chosen for study. There are only 6 government art colleges in this part of the country. Out of these, four art colleges were selected for study. These colleges are prominent art institutions of India and are currently providing professional art education at graduate and postgraduate level in the specializations like applied art, painting, graphics (printmaking) and sculpture.
As the art has been considered as the vehicle for social change, the product of these art colleges, the artists have contributed a lot in the art field and have created a niche for themselves in the contemporary art scenario of India and at international level.

Table 1.1

List of selected Art Colleges for study

<table>
<thead>
<tr>
<th>S.No.</th>
<th>State/UT</th>
<th>Name of the Art College</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chandigarh</td>
<td>Government College of Art, Chandigarh</td>
</tr>
<tr>
<td>2</td>
<td>National Capital Territory of Delhi</td>
<td>College of Art, Delhi</td>
</tr>
<tr>
<td>3</td>
<td>Rajasthan</td>
<td>Rajasthan School of Arts, Jaipur</td>
</tr>
<tr>
<td>4</td>
<td>Utter Pradesh</td>
<td>College of Arts &amp; Crafts, Lucknow</td>
</tr>
</tbody>
</table>

Art students at under graduate and postgraduate level, faculty members, librarians/ library professionals in the selected colleges formed the universe of the study. The strength of various categories of the Visual Artists is indicated in the table 1.3.

Table 1.2

Universe of the study

<table>
<thead>
<tr>
<th>Name of Institute</th>
<th>UG Art Students</th>
<th>PG Art Students</th>
<th>Faculty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government College of Art, Chandigarh</td>
<td>308</td>
<td>80</td>
<td>39</td>
<td>427</td>
</tr>
<tr>
<td>College of Art, Delhi</td>
<td>700</td>
<td>100</td>
<td>34</td>
<td>834</td>
</tr>
<tr>
<td>Rajasthan School of Arts, Jaipur</td>
<td>288</td>
<td>64</td>
<td>18</td>
<td>370</td>
</tr>
<tr>
<td>College of Arts &amp; Crafts, Lucknow</td>
<td>372</td>
<td>150</td>
<td>20</td>
<td>542</td>
</tr>
<tr>
<td>Total</td>
<td>1668</td>
<td>394</td>
<td>111</td>
<td>2173</td>
</tr>
</tbody>
</table>
1.11 Research Methodology

Research is an objective, impartial, logical analysis and recording of scientific observations. In other words, it is a systematic attempt to obtain answers to meaningful questions about phenomena or events through the application of scientific procedures. Therefore an appropriate methodology and procedure is required for the logical analysis of the problem.

Keeping in view the objectives set for the study, various research methods available to the library and information science researchers were studied in detail. It was discovered that survey method would be most befitting to the study undertaken. As Busha and Harter25 (1980) also suggest that “survey research techniques can save time and money, without sacrificing efficiency, accuracy and information adequacy in the research process.”(p.54).

Using the survey method, the present researcher chose to employ the traditional technique of questioning through the questionnaire. The questionnaires prepared for the present study was a careful attempt to translate the objectives of the investigation into a set of questions in a simple, clear and unambiguous language. Two separate questionnaires were prepared, one for the Visual Artists and the second for library professionals serving in the art colleges libraries selected for the study. The questionnaire for the Visual Artists had 24 questions in all, most of them being structured questions (with a multiple choice among alternatives and mutually exclusive answers). The questions were grouped in various categories such as personal information, areas of interest, type of information sources they use, search strategy, satisfaction level with the library services and suggestions for the improvement of library services. For collecting the information about the libraries, researcher herself visited the libraries of the art colleges and got the questionnaires filled from the library staff. The observation and informal talks with the library staff of the art college libraries facilitated the researcher to get a comprehensible view of the collection, infra structural facilities and functioning of the libraries.

1.12 Sampling

A sample is a small proportion of the population that is selected for observation and analysis. Certain inferences about the characteristics of the population can be drawn by observing the characteristics of the sample. Samples are not selected haphazardly, rather they are chosen in a systematic way. At times, it is advisable to subdivide the population into smaller homogeneous groups to get more accurate representation. In the context of present research work, as the universe of the study is made up of three different categories of Visual Artists i.e. under graduate art students, post graduate art students and faculty members of the selected art colleges, the stratified random sampling technique is used to form a representative sample of all these categories. For deciding upon the size of the sample, the table given by Krejcie & Morgan (1970) (quoted in Das⁶, 2005) is employed. The corresponding sample size to each of the category of the Visual Artists is taken as indicated in the table 1.4

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG Art Students</td>
<td>1668</td>
<td>313</td>
</tr>
<tr>
<td>PG Art Students</td>
<td>394</td>
<td>210</td>
</tr>
<tr>
<td>Faculty</td>
<td>111</td>
<td>92</td>
</tr>
<tr>
<td>Total</td>
<td>2173</td>
<td>615</td>
</tr>
</tbody>
</table>

1.13 Field Experiences

Two questionnaires were formulated in consultation with the supervisor. One questionnaire was for the users covering all the aspects of their information needs and information seeking behaviour and another for library professionals to gather information about infrastructural facilities and

services being provided to the users. Thus the two questionnaires were used to gather data. Every possible effort is made to collect the data from a representative sample of respondents.

The researcher personally visited all the four selected art colleges for collecting the information. She herself distributed the questionnaire to the art students and faculty with the help of some already known students and faculty members. As the researcher herself is a Librarian at one of the art colleges under study, she managed to make links at all the art colleges selected and students from her own college now in other colleges were really a great help. The environment of the art colleges is different from other educational institutes as students are busy in creating art works in their classes. The researcher had a cup of tea with them in the canteen and got the questionnaires filled and even in the classroom, the researcher got a chance to simultaneously appreciate the art works being created or in process along with her target of questionnaires. The researcher faced some problems of language at Jaipur and Lucknow, as the art students were not very reluctant to read the questionnaires in English, so she has to explain them the questions in Hindi and then they were quite happy to tick mark the objective questions and on the motivation of the researcher they wrote their suggestions in Hindi, the language they were more comfortable with.

The data thus collected from the questionnaires was treated and analyzed using the computerized data processing techniques. The analyzed data have been presented in the form of tables and figures (diagrams) and interpreted appropriately to highlight the findings.

1.14 Limitations

It is not possible for the researcher to cover all the Government Colleges of Art in India. Hence, the present study is limited to the Government Colleges of Art in North Western India. There are two Govt. Colleges of fine art in Jammu & Kashmir. The Institute of Music & Fine Arts at Jammu affiliated with Jammu University and Institute of Music & Fine Arts, Srinagar affiliated with Kashmir University is providing courses in fine arts in three
The present research work has been divided into five chapters as detailed below:

Chapter 1: Introduction: Problem and Methodology

This chapter forwards an introduction regarding the concept of art, and information seeking behaviour along with the significance of the study, statement of problem, objectives of the study, scope of study, hypotheses, universe of the study, research methodology, sampling, field experience, limitations of the present study and the design of the chapters.

Chapter 2: Review of the literature

The chapter covers the review of literature in which the literature pertaining to the problem has been reviewed to avoid duplication of work as well as to acquaint the Researcher with the pertinent studies all over the world. This chapter includes the published literature on the information needs and information seeking behaviour in various disciplines at the world level along with India. The review of studies pertaining to the information needs and information seeking behaviour of Visual Artists at the international level have been compiled in a different section thus in this chapter a comprehensive
review of the related studies on the pertinent subject has been presented in chronological order under various sub headings with highlights on the major findings and the inferences drawn.

Chapter 3: Profiles of the Government Colleges of Art and their Libraries in North Western India

An attempt has been made to provide profiles of the selected art colleges and the libraries attached to these colleges selected for the present study. As the art colleges are unique institutions, photographs of the colleges have been included for providing a link to the environment of the colleges. The profiles of the colleges include the history of the college, courses offered, infrastructural facilities along with some information about the city in which respective college is located. The profiles of the libraries include their year of establishment, collection, infrastructure and library services being provided.

Chapter 4: Data Analysis and Interpretation

The chapter is devoted to the tabulation and analysis of the data collected. The current status of infrastructure and services provided by the Art Colleges’ Libraries has been analysed along with information seeking behaviour of the Visual Artists on the basis of data collected. The data analysis has been presented in this chapter with the help of figures and tables.

Chapter 5: Suggestions and Conclusions

This concluding chapter puts forth the findings reached at by the Researcher on the basis of thorough analysis of the data collected. And these findings formed the basis of recommendations thus made.

A comprehensive bibliography listing alphabetically references from various books, periodicals, e-resources, and websites have been provided at the end of the thesis. The investigator of this study referred and consulted these sources for the present study which have been organized in the APA format to attain uniformity throughout the listing of the bibliography. The
references within the text of this study have been given in the footnotes, wherever required.

At the end, appendix has been provided which contains two questionnaires employed to collect the data.