Chapter 2
Review of Related Literature
REVIEW OF RELATED LITERATURE

Study of related literature implies locating, reacting and evaluating reports of research as well as reports of casual observation and opinion that are related to the individual’s planned research project.

In any worthwhile study in a field of research, the researcher must have an adequate knowledge of the work that has already been done in the area of his research. Research worker must have up-to-date information about what has been thought and done in the area of his research.

In brief this chapter presents an overall review of studies conducted abroad as well as in India on the topic information seeking behaviour, the investigator reviewed only those studies which are similar to the present study.

Spagnoli, Caetano, Tanucci and De souza (2012) conducted a study under the title “Information-seeking behaviour: Implicit and explicit strategies during the organizational entry process”. The purpose of this study is to investigate the mediating role played by information-seeking behaviour during the organizational socialization process. The results show that the two information-seeking behaviors (implicit and explicit) seem to be related to different paths that link personality
and social-exchange variables to organizational outcomes. The study's findings provide useful clues for a better understanding of the role of information-seeking behaviour during the socialization process and highlight the importance of social support in predicting newcomer adjustment.

**Dougan (2012)** made a study under the title “Information seeking behaviors of music students”. It explores how and via what tools music students are identifying, locating, and accessing music materials—specifically scores and recordings—for use in their music studies. It also examines similarities and differences in the information seeking behavior of students in various music sub-disciplines and students at different points in their academic tenure. This study found that students use myriad library and non-library tools to discover and access scores and recordings. It identified the frequency and specificity with which students seek scores and recordings. There are more similarities between performers and music educators than musicologists or other areas. This study also identified some of the reasons students become frustrated in searching for music materials and from where they seek help.

**Mansour and Alkhurainej (2011)** in their study “Information seeking behaviour of Members of the Kuwaiti Parliament (MKP’s)”,
use of the most readily available information, sacrificing quality in favor of ease of access.

Beverley, Bath and Barber (2007) conducted a study under the title “Can two established information models explain the information behaviour of visually impaired people seeking health and social care information”. The purpose of this study is to determine the extent to which two existing models of information behaviour could explain the information behaviour of visually impaired people seeking health and social care information. This study identified several factors that may affect a visually impaired person's information behaviour. These related to the presence of other health conditions or disabilities, participants' understanding of the word “information”, their interactions with information providers, their degree of independence, the support they received from friends and family, their acceptance of their own visual impairment, as well as their awareness of other visual impairments, their registration status and their willingness and ability to pay for aids, adaptations and equipment.

Liew (2006) conducted a study under the title “A qualitative study of the information seeking behavior of ethnomusicologist”. It investigated the information seeking behavior of fourteen ethnomusicologists in New Zealand via-interviews. The findings shed
light on what information ethnomusicologists seek, the sources and services they use, and the barriers they face in information seeking and use. A number of ways in which libraries can create collection and design services that will meet the information needs of ethnomusicologists were proposed.

Weiler (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 student’s 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.

Mostert and Ocholla (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, services 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 the use of questionnaires targeting all parliamentarians in South Africa and a response rate of 23% (167) was received. This study has
retrieved 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 model of information seeking.

Shenton (2004) conducted a research under the title "Research into young people’s information seeking perspectives and methods". The 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 piecemeal, and few efforts have been made to explore, as an entirely, studies of young people’s information seeking and to isolate the methods, perspectives and strategies that researches 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. The specific focuses that have been under scrutiny, the techniques that have been employed for gathering and analyzing data, and stances that have been taken with regard to the generalisability/transferability of findings.

Boyd (2004) conducted a study under the title “Multi-channel information seeking: a fuzzy conceptual model”. Information seeking is a fluid and situation dependent activity where a seeker’s actions are influenced by access to information perceived quality 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 communication strategies.
Nicholas and others (2003) conducted a study under the title “Digital information consumer player and purchasers: Information seeking behaviour in new digital interactive environment”. The main objectives of the study are: to provide early intelligence as to how the new digital information consumer behaves when seeking information, advice and services online, to show how the information finger prints, the first foot falls of millions of people can be charted and evaluated.

The major findings were: performance measurements have been important to information and computer professionals. There is more than a little suspicious that the government believes that the consumer will go some way to reducing the pressures on the health service.

McKenzie (2003) conducted a study under the title “A model of information practices in accounts of everyday life information seeking”. Many research-based models of information seeking behaviour 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 behaviour. The model is derived from a constructionist discourse analysis of individual’s accounts of everyday life information seeking.

Whitmire (2002) conducted a survey under the title “Disciplinary differences and undergraduates information seeking behavior”. It applied the Biglan model of disciplinary differences to the information seeking behaviour patterns of 5,175 undergraduates responding to questions on the college student experiences questionnaire. The Biglan model categorizes academic disciplines along three dimensions; hard soft; pure applied; and life non-life systems. Using t-tests, this model proved to be valid for distinguishing differences in undergraduate’s information seeking behaviour patterns among various academic disciplines. The result indicates that the Biglan model has implications for the redesign of academic library services and use as a valid theoretical framework for the future library and information science research.

Abdoulaye (2002) conducted a study under the title “Information seeking behaviour of African students in Malaysia a research study”. Information seeking behaviour of African students at the International Islamic Universities Malaysia and explore the effect of students, 20
students were interviewed. All respondents agreed that the library has changed their information seeking behaviour.

**Mahapatra and Panda (2001)** conducted a study under the title “State of information seeking and searching behaviour of working journalists in Orissa: A study”. The main objective of the study is to provide an insight into various behaviour approaches of working journalists in seeking and searching for information mode of communication. A strategy employed in seeking needed information, their priority on information sources. Analyses data received from 226 working journalists representing the leading news of the state of Orissa.

**Shokeen and Kaushik (2001)** conducted a study under the title “Information seeking behaviour of social scientists of universities in Delhi”. The aim of the study is to collect the data about information seeking behaviour of social scientists working in the universities in Delhi. The data was collected through the questionnaire. The result shows that qualification and teaching experience have a significant effect on the visit to the library by the social scientists. Books are the most used source of information and periodicals are the most important source of information.
individuals, groups and associations. MPs are also expected to be knowledgeable about a wide variety of issues, while information need is frequently unpredictable and reactive. Members must be efficient information gatherers and managers and they must be flexible in their attitudes to information seeking, while retaining the capacity to critically appraise the quality of sources.

Nicholas, William, Cole and Martin (2000) made a study under the title “The impact of the internet on information seeking in the media”. The aim of the study was to examine qualitatively the impact of internet on a strategic information community of whom it might be assumed to be of immense significance. The interview, questionnaire and observation methods were used to collect the data over 300 people from more than 50 media organizations in the UK. The major findings of the study were: poor access to the internet; good access to other information sources was largely the reason for this; journalists and librarians were also significant user of internet. Searching the World Wide Web was the principal internet activity and newspapers and official sites were favored and searches were mainly fact checking nature. E-mail was used on a very limited scale. Internet has been used, it has not been at expense of other information sources or
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