



**INFORMATION SEEKING BEHAVIOUR: A CASE STUDY OF FACULTY MEMBERS
AND STUDENTS OF INSTITUTE OF HIGHER LEARNING OF BHAGAT PHOOL
SINGH MAHILA VISHWAVIDYALAYA, SONIPAT, HARYANA (INDIA)**

Nafay Singh*

Dinesh Kumari**

Abstract: *The information seeking behaviour play a vital role to develop the library collections, increase in availability of information, facilities and improving services for meet the information needs of users. World Wide Web (www) has affected information seeking behaviour. A detailed questionnaire has been circulated and the data analyzed in relation to the availability of information services, the frequency of visits to the library, the nature and type of information required, the major information services used, the purpose of information seeking and the level of satisfaction. "It is important to explore the information behaviours of the students who are being educated in the field of information management since the role they are going to play in establishing connections between information sources and users is crucial"(Ucak, 2007). This study focuses on the identification of the information seeking behaviour of faculty members and students in the Bhagat Phool Singh Institute of Higher Learning, Sonipat, Haryana.*

Keywords: *Information, Information needs, Information seeking behaviour, Search strategies, Search engines, Faculty members and students of Institute of Higher Learning.*

*Assistant Librarian, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, Haryana

**Librarian, BPS Inst. of Teacher Training & Research, Khanpur Kalan, Sonipat, Haryana



INTRODUCTION

The study was undertaken to determine the information seeking behaviour of faculty members and students of BPS Institute of Higher Learning, Sonipat, Haryana. The motives of users give rise to information needs and requirements. The thirsts for information, users adopt numerous ways and means to access various channels of communication of information. Information seeking behaviour is mainly concerned with who needs what kind of information for what reasons; how information is found, evaluated and used.” (Kumar, 1990). Information seeking behaviour is a set of actions that an individual takes to express information needs, seek information, evaluate and select information, and finally uses this information to satisfy his/her information needs. Information and communication technologies have changed the way the information is being produced, processed and accessed. Due to the availability of information in electronic form internet has become a powerful medium for access of information. There is a universal assumption that man was born innocent and should actively seek knowledge. ‘Information seeking is thus a natural and necessary mechanism of human existence’ (Marchionini, 1995). Scholars, students and faculty actively seek current information from the various media available in libraries, e.g. encyclopedias, journals and more currently, electronic media. The present era is the era of information and knowledge revolution. The increase in information available on the web has greatly affected information seeking behaviour.

INFORMATION NEEDS

According to Grover (1993) “information is that of diagnosing needs, prescribing a service that meets those needs, implementing that service and evaluating the outcome of this interactions”. Rath (1996) found the requirements of the user needs as follows which are self-explanatory.

- i. Current information
- ii. Exhaustive information
- iii. Everyday information
- iv. Catching-up information



INFORMATION SEEKING BEHAVIOUR

Information seeking behaviour is relation to sources and channels of information, including an integrated activity at various levels of information processing and use.

ABOUT BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA

Bhagat Phool Singh Women University, North India's first State Women University, located at Khanpur Kalan, Sonipat, Haryana and established in August 2006. BPSMV has undergone a complete transformation; a 75 years old Gurukul started with only three girls has turned into a modern university with approximately 7000 girls on its rolls juxtaposing tradition with modernity. The University provides placement and counseling assistance to all its students. The University imparts coaching for competitive examination like UGC-NET, Judiciary, and International Examinations, of Proficiency in English like Business English Certificate (BEC). The University situated in a pollution free 500 campus and provides, free networked facilities, new hostels equipped with modern amenities, state of the art gymnasium, central library state of the art language labs, round the clock medical care, smart classrooms, shopping complex etc. The University has also introduced PhD programmes in English, Education, Engineering Sciences, Management, Home Science and Laws.

Bhagat Phool Singh Institute of Higher Learning was established in 1967; BPS Memorial Girls' College is one of the oldest women colleges of Haryana State. The college has passed out illustrious women students who are serving society in different capacities. The college is well equipped with science laboratories, computer laboratories, playgrounds, internet facility and other modern amenities for girl students. The BPS IHL courses offered like Ph.D in Food & Nutrition, M.Sc in Home Science (Food & Nutrition), B.A., B.Sc (Medical), B.Sc (Non-Medical), B.Sc (Computer Science) and B.Sc (Home Science), well equipped department library, class rooms & Internet connectivity. The Institute offered the scholarships for the topper students.

OBJECTIVES

1. To know the frequency of library visit
2. To know the purpose of seeking information
3. To know the type of information sources used by faculty and students
4. To know the awareness and use of library resources



5. To know the problems faced by users for searching information
6. To examine the satisfaction level of students & faculty members.

REVIEW OF THE RELATED LITERATURE

The literature survey reveals that the published literatures in this field are numerous and scattered. It was not possible to record all the literature for this review. So few related studies have been observed before conducting this study.

Kaur and Mahajan (2012) The result of the survey showed that about 50% of users are not aware of the provision of quality check of the research, many are unaware of the terms like Citations, h-Index and Impact factors.

Karlsson et al (2012) studied the information seeking competencies, practices and knowledge of university actors. It was done through the interview and observation study for the Finnish students, researchers and information specialists.

Chopkar and Khaparde (2011) The study conducted through survey and reveals that 120 (89%) research scholars visit the library. Most of the research scholars visit the library twice in a week. The first preferred sources of the information are books following by news papers and journals.

Shokeen and Krishik (2002) studied about information seeking behaviour of social scientists working in the universities located in Haryana. They reported most of the social scientists visit the library daily. The social scientists use current journals followed by books.

Suriya, Sangeetha and Nambi (2004) mentions that most of respondents 61 (38.12%) visited the library several times a week to meet their information needs. Regarding the type of search work by the respondents the majority of the respondents 91 (56.87%) work their search by subject.

ANANLYSIS OF THE STUDY

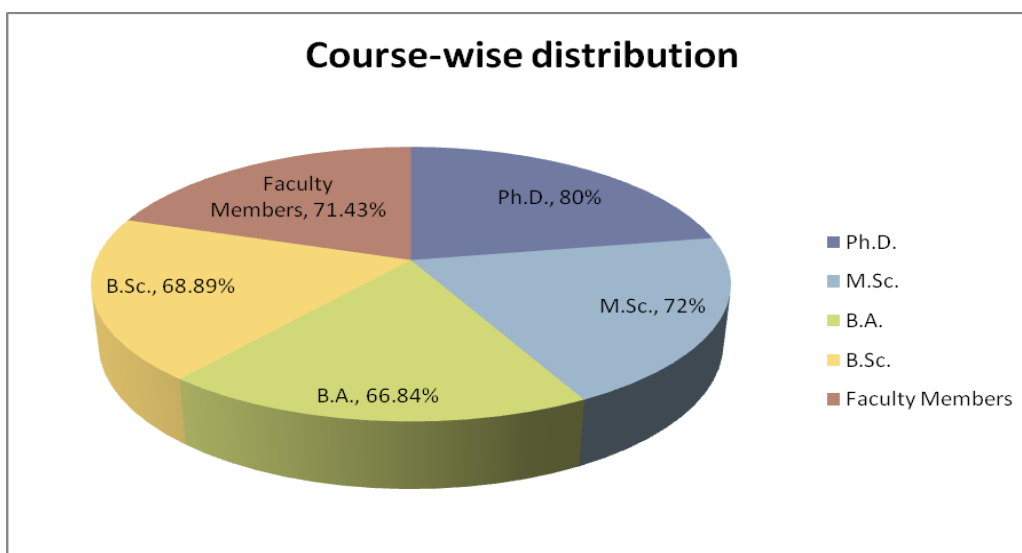
Information seeking behaviour by the faculty members and students of Institute of Higher Learning. Questionnaires are distributed among the respondents of Institute of Higher Learning, BPSMV. The course-wise distribution of the respondent are given in the Table-1 shows that out of 293 questionnaires distributed, 200 are received. Hence the total rate of respondent is 68.26%. The analysis shows that in the Ph.D. response rate is 80%, M.Sc. response rate is 72%, B.A. response rate is 66.84%, B.Sc. response rate is 68.89% and faculty members response rate is 71.43%.



Course-wise distribution of respondents

Courses-wise Distributions	Students					Faculty Members	
	Ph.D.	M.Sc.	B.A.	B.Sc.	Total	All	G. Total
No. of Questionnaires distributed	5	25	190	45	265	28	293
No. of Questionnaires received	4	18	127	31	180	20	200
Per Cent	80%	72%	66.84%	68.89%	67.92%	71.43%	68.26%

Table-1

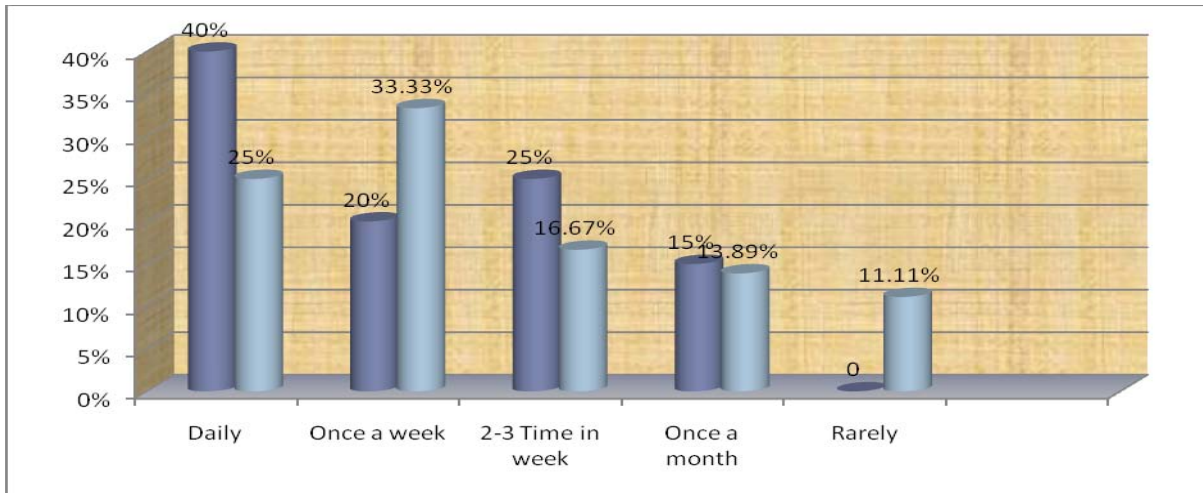


It is observed from the analysis that 8(40%) of the faculty members and 45(25%) of the students visit the library daily, 4(20%) of the faculty members and 60(33.33%) of the students visit the library 2-3 times in a week, 5(25%) of the faculty members and 30(16.67%) of the students visit the library weekly, 3(15%) of the faculty members and 25(13.89%) of the students visit the library once a month and only 20(11.11%) of the students visit the library rarely.

Frequency of Library visit

Library Visit	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Daily	8	40%	45	25%
2-3 Time in week	4	20%	60	33.33%
Weekly	5	25%	30	16.67%
Once a month	3	15%	25	13.89%
Rarely	-	-	20	11.11%
Total	20	100%	180	100%

Table-2

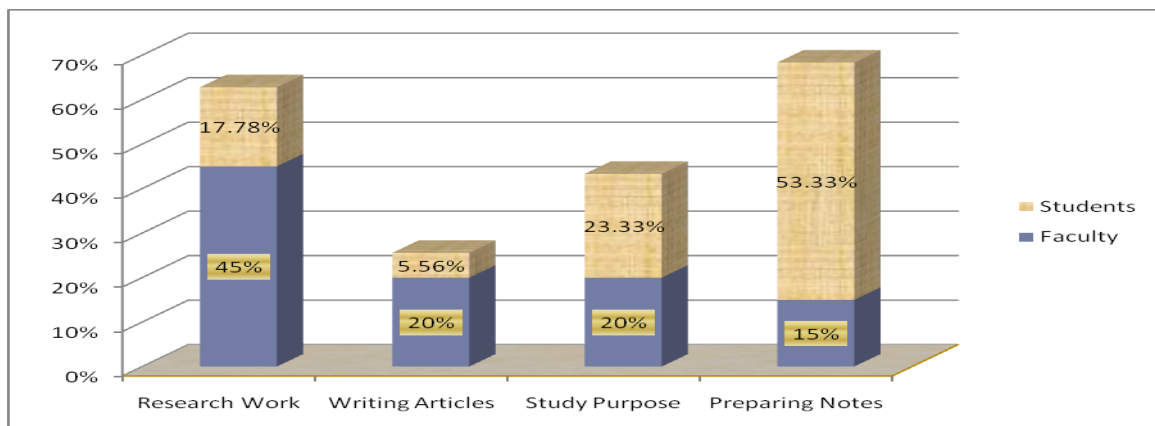


From the table 3, it is clear that 9(45%) of the faculty members and 32(17.78%) of the students their purpose of information seeking is research work, 4(20%) of the faculty members and 10(5.56%) of the students their purpose of information seeking for writing articles, 4(20%) of the faculty members and 42(23.33%) of the students their purpose of information seeking for student purpose and 3(15%) of the faculty members and 96(53.33%) of the students their purpose of information seeking is preparing notes.

Purpose of Information Seeking

Purpose	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Research Work	9	45%	32	17.78%
Writing Articles	4	20%	10	5.56%
Study Purpose	4	20%	42	23.33%
Preparing Notes	3	15%	96	53.33%
Total	20	100%	180	100%

Table-3





The majority of the respondents shows that 11 (55%) of the faculty members used the both version (Print & Online). While 91(50.56%) of the students used the print version format to access the information.

Formats to access the information

Formats of information	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Print	5	25%	91	50.56%
Online	4	20%	26	14.44%
Both	11	55%	63	35%
Total	20	100%	180	100%

Table-4

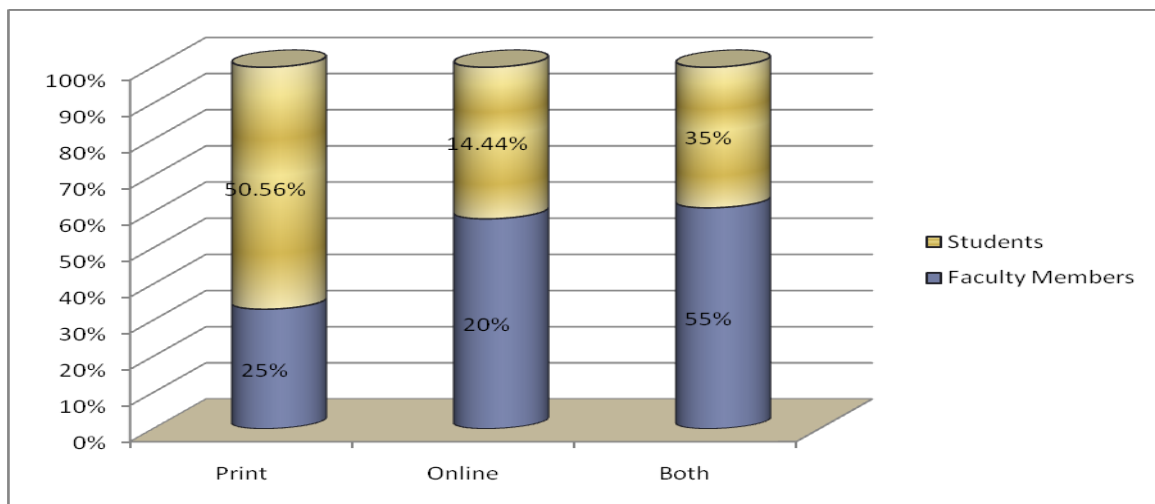
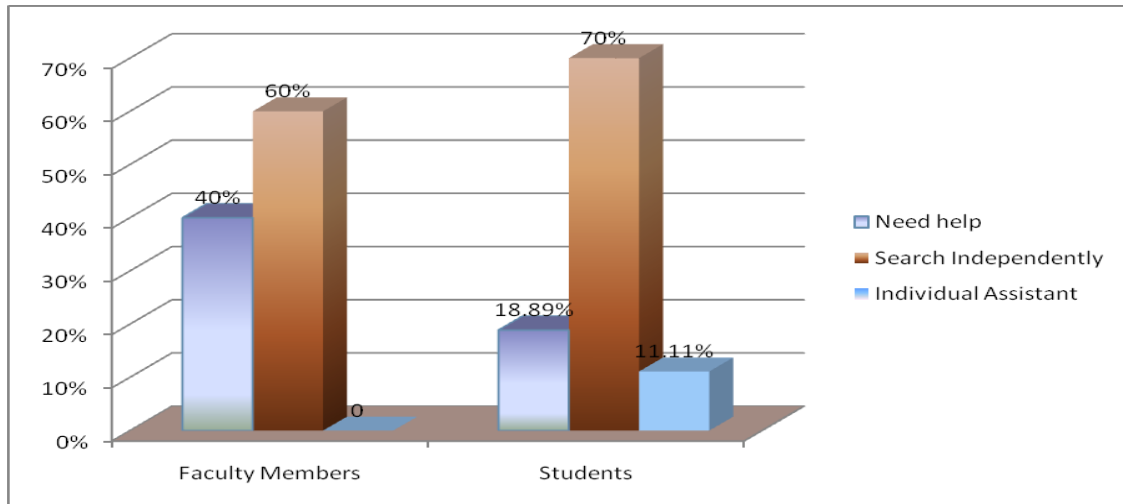


Table 5 shows that the 8(40%) of the faculty members and 34(18.89%) of the students need help from library staff for access the information, most of the respondents i.e. 12(60%) of the faculty members and 126(70%) of the students search the information independently and only 20(11.11%) of the students individual assistant for access the information.

Role of Library Staff for access the information

Assistant from the Library	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Need help	8	40%	34	18.89%
Search Independently	12	60%	126	70%
Individual Assistant	-	-	20	11.11%
Total	20	100%	180	100%

Table-5

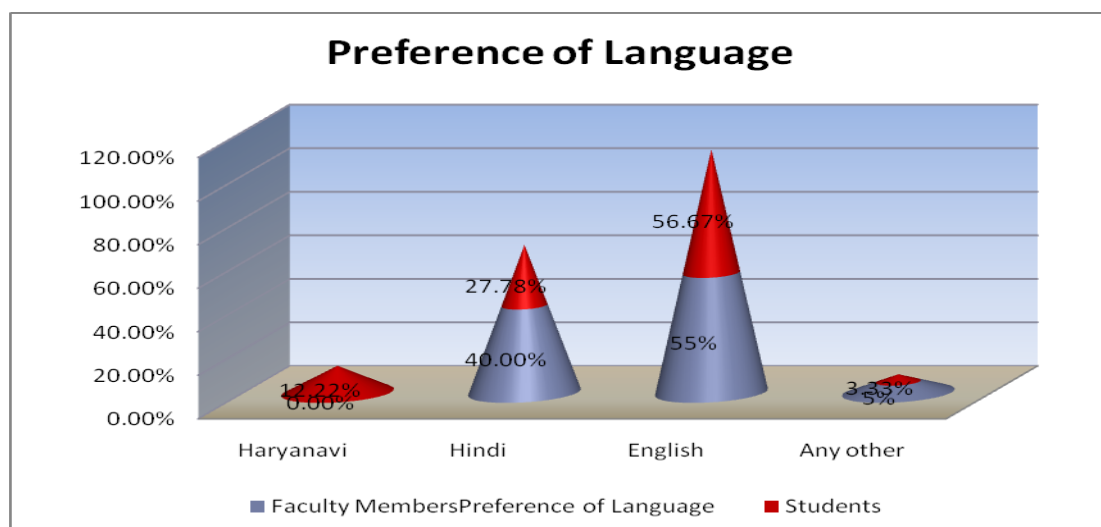


The table 6 shows that majority of the users prefer English language reading materials for searching the desire information. 22(12.22%) of the students preference Haryanavi Language reading materials, 8(40%) the faculty members and 50(27.78%) of the students preference of Hindi Language, 11(55%) of the faculty members and 102(56.67%) of the students preference of English Language, 1(5%) of the faculty members and 6(3.33%) of the students preference any other language reading materials.

Preference of using language

Language	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Haryanavi	-	-	22	12.22%
Hindi	8	40%	50	27.78%
English	11	55%	102	56.67%
Any other	1	5%	6	3.33%
Total	20	100%	180	100%

Table-6





The study revealed that 14(70%) of the faculty members prefer PDF documents to access the information is most prominent method preferred by the respondents. 2(10%) to HTML, 3(15%)to MS-Word, and 1(5%) to PPT documents to access the information. Most of students that 88(48.89%) prefer PDF documents to access the information, 18(10%) to HTML, 49(27.22%) to WS-Word and only 25(13.89%) of the respondents prefer PPT documents to access the information.

Preference formats to access the information

Formats to access the information	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
HTML	2	10%	18	10%
PDF	14	70%	88	48.89%
WS-Word	3	15%	49	27.22%
PPT	1	5%	25	13.89%
	20	100%	180	100%

Table-7

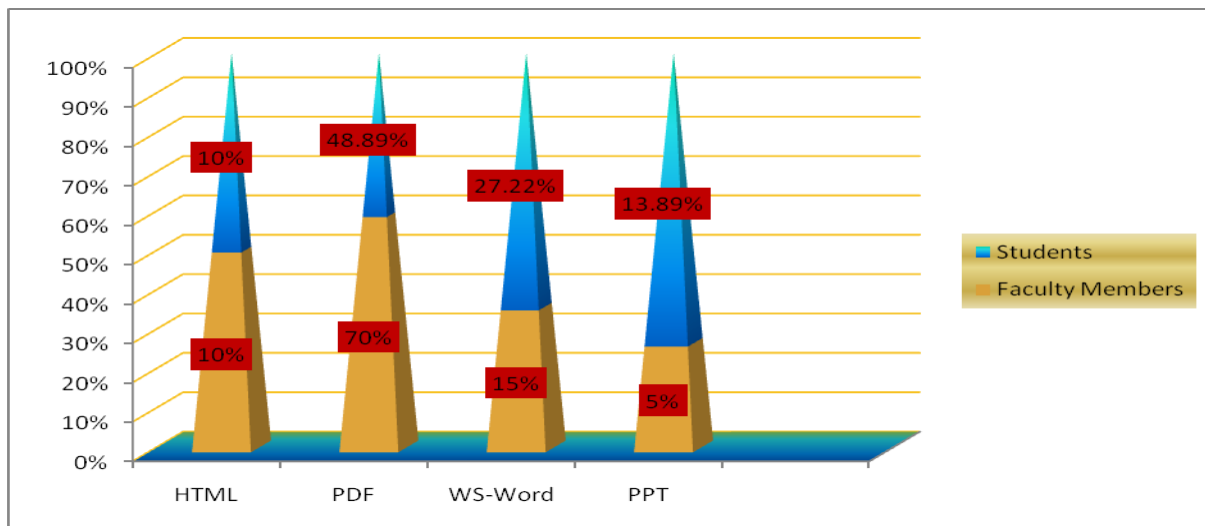


Table 8 indicating that the problems faced by the faculty members and students shows that 4 (20%) of the faculty members and 32 (17.77%) of the students response materials is not available in the library, 3 (15%) of the faculty members and 19(10.56%) of the student response library staff is unwilling for service, 2 (10%) of the faculty members and 22 (12.22%) of the student to response Information is too vast, 4 (20%) of the faculty members and 28(15.56%) of the student response Information scattered in too many sources, 5(2.78%) of the student response lack of instruction by library staff, 3 (15%) of the faculty members and 26(14.44%) of the student response lack of time, 1 (5%) of the faculty



members and 15(8.13%) of the student response do not know how to use the catalogues, 5(2.78%) of the students response out dated information materials, 2 (10%) of the faculty members and 8(4.44%) of the students response to incomplete information materials, 1 (5%) of the faculty members and 6(3.33%) of the student response to language problems and only 14 (7.78%) of the students response to any other problem faced to seeking information.

Problem with seeking information

Problems	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Materials is not available	4	20%	32	17.77%
Library staff is unwilling for help	3	15%	19	10.56%
Information is too vast	2	10%	22	12.22%
Information scattered in too many sources	4	20%	28	15.56%
Lack of instruction by library staff	-	-	5	2.78%
Lack of time	3	15%	26	14.44%
Do not know how to use the catalogues	1	5%	15	8.33%
Out dated information materials	-		5	2.78%
Incomplete information materials	2	10%	8	4.44%
Languages problem	1	5%	6	3.33%
Any others problem	-	-	14	7.78%
Total	20	100%	180	100%

Table-8

The majority of the respondents shows in table 9 that 5 (25%) of the faculty members and 56 (32.22%) of the respondents use library catalogues to access the document, 2 (10%) of the faculty members and 15 (8.33%) of the respondents use Indexing Journals, 1 (5%) of the faculty members and 10 (5.56%) of the respondents use Abstracting Journals, 3 (15%) of the faculty members and 30 (16.67%) of the respondents use References from a book, 3 (15%) of the faculty members and 13 (7.22%) of the respondents use References from a periodical article, 4(20%) of the faculty members and 35 (19.44%) of the respondents use Book Review, 2 (10%) of the faculty members and 18 (10%) of the respondents use Bibliographic produced by library staff and 3 (1.66%) of the students use any other search method to get access the documents.



Search method to get access the document

Search method	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Library catalogues	5	25%	56	32.22%
Indexing Journals	2	10%	15	8.33%
Abstracting Journals	1	5%	10	5.56%
References from a book	3	15%	30	16.67%
References from a periodical article	3	15%	13	7.22%
Book Review	4	20%	35	19.44%
Bibliographic produced by library staff	2	10%	18	10%
Any other	-	-	3	1.66%
Total	20	100%	180	100%

Table-9

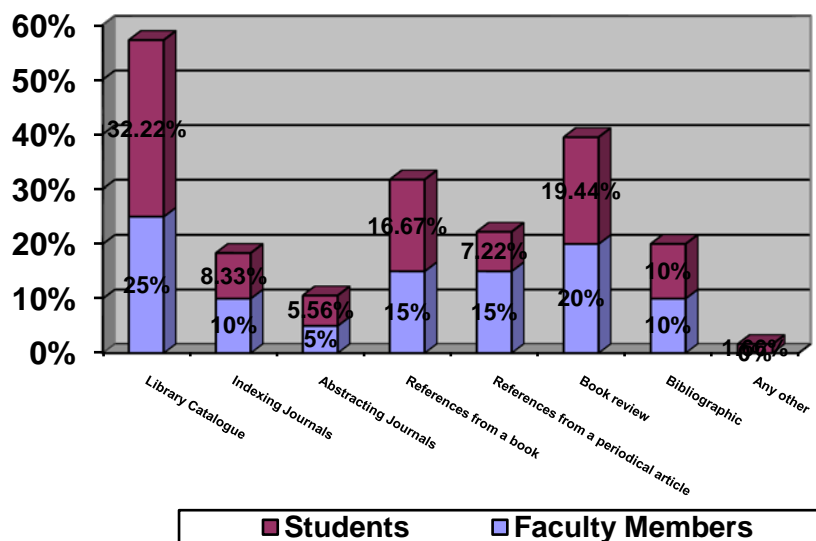
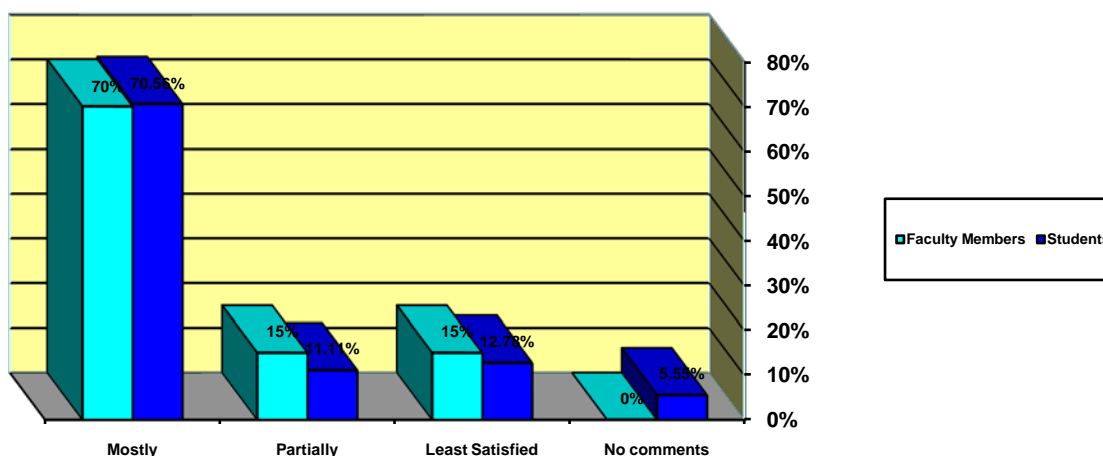


Table 10 shows that More than 70% of the students and faculty members success in finding information, 3 (15%) of the faculty members and 20 (11.11%) of the students are partially success, 3 (15%) and 23 (12.78%) of the students are least satisfied success in finding and 10 (5.55%) of the students no comments at success in finding information.

Success in finding information

Finding information	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Mostly	14	70%	127	70.56%
Partially	3	15%	20	11.11%
Least satisfied	3	15%	23	12.78%
No comments	-	-	10	5.55%
Total	20	100%	180	100%

Table-10



The majority of the faculty members availed on priority bases i.e. 17 (85%), 13 (65%), 9 (45%) and 15 (75%) Browsing privilege, Reference services, Photocopy services and e-resources. Rarely used of these services i.e. 15 (75%) Inter-library loan and 11 (55%) Newspapers clipping.

Majority of the students i.e. 152 (84.44%), 121 (67.22%) and 130 (72.22%) for Browsing privilege, Reference services and e-resources frequently used of these services. Rarely used of these services i.e. 110 (61.11%), 153 (85%) and 76 (42.22%) for Photocopy services, Inter-library loan and Newspapers clipping.

Services availed and its priority

Services	Faculty members			Students		
	Frequency	Moderately	Rarely	Frequency	Moderately	Rarely
Browsing privilege	17(85%)	2(10%)	1(5%)	152(84.44%)	23(12.78%)	5(2.78%)
Reference services	13(65%)	5(25%)	2(10%)	121(67.22%)	32(17.78%)	27(13%)
Photocopy services	9(45%)	7(35%)	4(20%)	23(12.78%)	47(26.11%)	110(61.11%)
Inter-library loan	1(5%)	4(20%)	15(75%)	12(6.67%)	15(8.33%)	153(85%)
Newspapers clipping	4(20%)	5(25%)	11(55%)	42(23.33%)	62(34.45%)	76(42.22%)
E-resources	15(75%)	3(15%)	2(10%)	130(72.22%)	22(12.22%)	28(15.56%)

Table-11

It is observed from the analysis that the faculty members frequently used of these e-journals i.e. 13 (65%) JSTOR, 18 (90%) Oxford University Press, 8 (40%) Hein Online, 10 (50%) Economic & Political weekly, 15 (75%) wiley-blackwell, 14 (70%) Cambridge University Press,



16 (80%) Delnet, 12 (60%) Springer Link, 16 (80%) JCCC and 15 (75%) Elsevier. Moderately used 8 (40%) West Law India and 10 (50%) Manupatra.

The students frequently used of these e-journals i.e. 82 (45.55%) JSTOR, 113 (62.78%) Oxford University Press, 128 (71.11%) Economic & Political weekly, 98 (54.44%) wiley Blackwell, 123 (68.33%) Cambridge University Press, 142 (78.89%) Delnet, 122 (67.78%) Springer Link and 131 (72.78%) JCCC. Moderately used 121 (67.22%) Hein Online. The students rarely used of these e-journals i.e. 79 (43.89%) West Law India and 82 (45.55%) Manupatra.

Awareness about the e-journals (Databases)

Databases	Faculty members			Students		
	Frequency	Moderately	Rarely	Frequency	Moderately	Rarely
JSTOR	13(65%)	4(20%)	3(15%)	82(45.55%)	46(25.56%)	52(28.88%)
Oxford University Press	18(90%)	2(10%)	-	113(62.78%)	38(21.11%)	29(16.11%)
Hein Online	8(40%)	6(30%)	6(30%)	35(19.44%)	121(67.22%)	24(13.34%)
West Law India	5(25%)	8(40%)	7(35%)	23(12.78%)	78(43.33%)	79(43.89%)
Economic & Political Weekly	10(50%)	2(10%)	8(40%)	128(71.11%)	22(12.22%)	30(16.67%)
Manupatra	3(15%)	10(50%)	7(35%)	48(26.67%)	50(27.78%)	82(45.55%)
Wiley-Blackwell	15(75%)	2(10%)	3(15%)	98(54.44%)	42(23.33%)	40(22.23%)
Cambridge Uni. press	14(70%)	4(20%)	2(10%)	123(68.33%)	27(15%)	30(16.67%)
DELNET	16(80%)	1(5%)	3(15%)	142(78.89%)	20(11.11%)	18(10%)
Springer Link	12(60%)	3(15%)	5(25%)	122(67.78%)	35(19.44%)	23(12.78%)
JCCC	16(80%)	2(10%)	2(10%)	131(72.78%)	20(11.11%)	29(16.11%)
Elsevier	15(75%)	3(15%)	2(10%)	88(48.89%)	42(23.33%)	50(27.78%)

Table-12

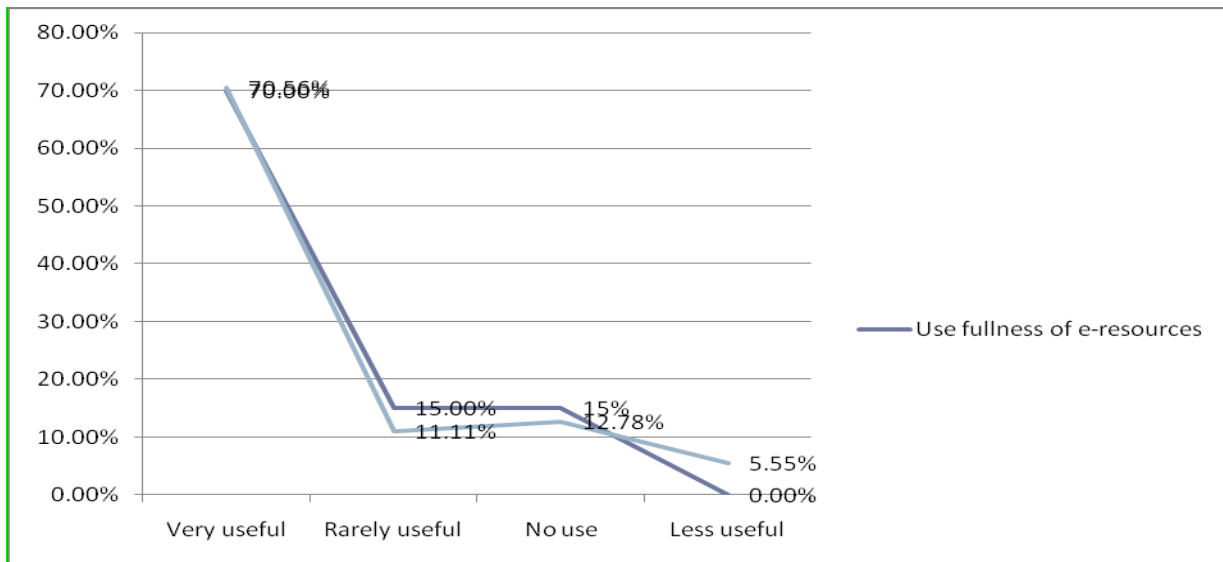
The majority of the respondents shows that the 14 (70%) of the faculty members and 127 (70.56%) of the students response e-resources are very useful, 3 (15%) of the faculty members and 20 (11.11%) of the students e-resources are rarely useful, 3 (15%) of the faculty members and 23 (12.78%) of the students response no use of these e-resources and 10 (5.55%) of the students response less useful of these e-resources.



Use fullness of e-resources

Use fullness of e-resources	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Very useful	14	70%	127	70.56%
Rarely useful	3	15%	20	11.11%
No use	3	15%	23	12.78%
Less useful	-	-	10	5.55%
Total	20	100%	180	100%

Table-13

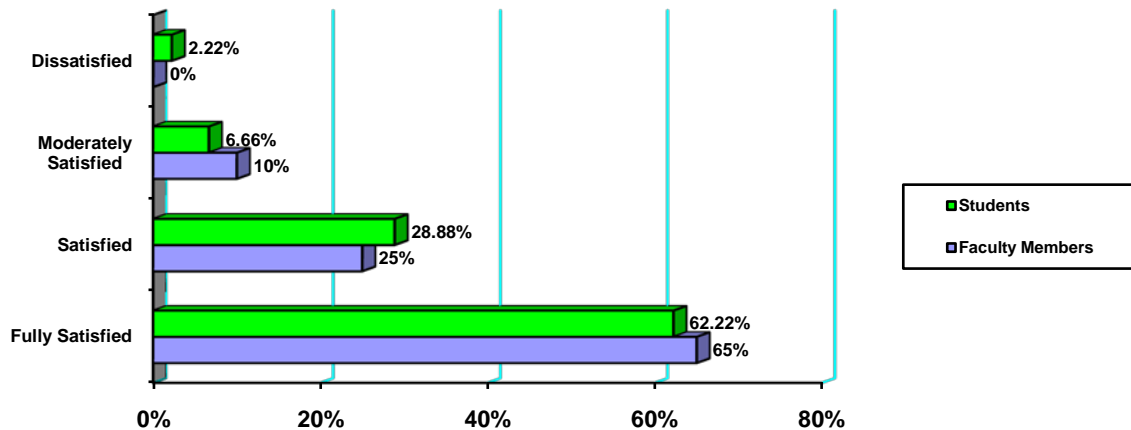


The result reveals that 13 (65%) of the faculty members and 112 (62.22%) of the students are fully satisfied with library services, 5 (25%) of the faculty members and 52 (28.88%) of the students are satisfied, 2 (10%) of the faculty members and 12 (6.66%) of the students are moderately satisfied with library services and 4 (2.22%) of the students are dissatisfied with library services.

Satisfaction with Library services

Satisfaction	Faculty members		Students	
	Frequency	Percentage	Frequency	Percentage
Fully satisfied	13	65%	112	62.22%
Satisfied	5	25%	52	28.88%
Moderately satisfied	2	10%	12	6.66%
Dissatisfied	-	-	4	2.22%
Total	20	100%	180	100%

Table-14



CONCLUSION

The present study on the Information seeking Behaviour: A case study of faculty members and students of Institute of Higher Learning at Bhagat Phool Singh Mahila Vishwavidyalaya, Sonipat shows that the majority of the faculty members that 40% visit the library daily and 33.33% of the students visit the library 2-3 time in week. The faculty members indicated the purpose of information seeking for research work and student purpose of information seeking for preparing notes. 50.56% students used the print format to access the information and 55% of the faculty members both (Print & Online) formats to access the information. More than fifty percentage respondents preference of English language. 70% of the faculty members and 48.99% of the students preference PDF formats to access the information. More than 70% of the respondents are success to find the information. Browsing privilege and reference services frequently used by the respondents. Inter-library loan and Newspapers clipping services rarely used by the respondents. Majority of the respondents preferred information in electronic format. More than 62% of the respondents are satisfied with library services.

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