Information seeking behavior of faculty of Soura Medical Institute (SKIMS) Kashmir

Ishfaq Ahmad Bhat

Allma Iqbal Library, University of Kashmir
Malikjavaid321@gmail.com, Ishfaqmajeed786@yahoo.com

Abstract: the main purpose of this study was to investigate the information seeking behavior of doctors of medical institute of Soura. The sample for this study was 100 doctors of medical institute Soura. The self-constructed questionnaire was employed for data collection. It was found that All the users are using library for one or the other reason. However their approach towards the library varies as different users seek information through different sources of information. All the users are consulting both documentary and non-documentary sources of information for seeking information. Non documentary sources of information Like audio visuals are not so much popular among the users, while as they show response towards the microfiche as their library lacks this facility. Majority of the users are more inclined towards internet as the internet has affected the seeking behavior of users because it retrieves current and up to date information. Indexing and abstracting services, catalogues are not being used frequently by the users in the library as the study reveals that the users are not fully aware about the importance of these tools and no response was shown towards OPAC.

Keyword: Information; behavior; faculty

Introduction:

Information seeking behavior means the way users seek information, The way they go about finding it and they used it as the complex patterns of actions and interactions which people engage in, when seeking information of any kind and for any purpose. The user's information behavior is reflected in his relationship to the information unit and its various services.

The present era is the era of information and knowledge revolution. Many electronic resources are available in the library. The increase in information available on the Web has affected information seeking behavior. Innumerable types of information, in a large variety of containers and in many different locations, are all available in one place. In the modern society, the types of information and the media which present them have become manifold and multifarious, offering men and women a vast selection. Regardless of which group in a human society is discussed, each one bases its actions upon current information and discards the earlier data. Philosophies emphasize the direct, experiential acquisition of knowledge in the material, physical plane of existence as the most proper form of information. So, no one can deny that knowledge and information are vital. There is a universal assumption that man was born innocent or ignorant and should actively seek knowledge. "Information seeking is thus a natural and necessary mechanism of human existence". Information seeking behavior is the purposive seeking for information as a consequence of a need to satisfy some goal. 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). Information seeking behavior 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. Information seeking behavior is expressed in various forms, from reading printed material to research and experimentation. Scholars, students and faculties actively seek current information from the various media available in libraries, e.g. encyclopedias, journals and, more currently, electronic media, mentioned that the frequency of use of the Internet in 1998-2000 had greatly increased. At the same time, expenditures on monographs showed steady increase. The library, therefore, is the most widely used source of information available to literate societies. The librarian should be aware of what kind of information is being sought, and how it can be obtained. Due to the rapidly escalating cost of purchasing and archiving printed scholarly journals and electronic media, the library has the duty to provide and maintain efficient services.

Statement Of The Problem:-

With the emerging trends, the behavior of the user consistently fluctuates for seeking the information. To quench the thirst, this behavior is to be detected & analysis is to be made for its fulfillment in different dimensions. So the present study is to describe the various facets of use of

information services provided by Library of SKIMS to the faculty members.

Scope:-

The Scope of the Study will be confined to the Faculty members of SKIMS. This study will also cover the Information services provided by the Library at SKIMS to the different Users. Stress will be given on the use of services provided by the Library to the Faculty members.

Objectives:-

1. To examine information seeking behavior of faculty members in SKIMS.
2. To determine the kind of information are used by faculty members for seeking information;

3. To study the purpose of information seeking by faculty members;
4. To explore the use of information technology;
5. To reveal the use of language of reading material

Methodology:-

A high representative survey will be carried out, For carrying out the study, a questionnaire will be framed and distributed among the Faculty members of SKIMS to collect the data for analysis and interpretation. And also the Interview method will be applied for collection of data.

Data Analysis Interpretation and Presentation
Table 1: USE OF LIBRARY

Designation	No. Of users	Daily	Once in a week	Once in a month	Rarely.
Doctors	20	65%	30%	5%	0%
Students	80	48%	25%	18%	10%

Table 1 gives the exact presentation about how users are making use of the library. the data in the table clearly shows that 65% of doctors use library daily, 30% visits once in a week and 5% once in a month while as the percentage decreases in case of students as only 48% are making use of library daily,

25% once in a week, 18% once in a month and 10% rarely.

Thus it is analyzed from the date that Doctors are using library more frequently in order to keep themselves updated with the latest developments in their respective fields so that they can use it for the benefit of society.

Table 2: TIME SPENT IN LIBRARY

Designation	No. Of Users`	One Hour	Two Hour	Three Hour	More than Three Hour
Doctors	20	85%	10%	5%	0%
Students	80	85%	13%	3%	0%

Table 2 indicates that 85% of lecturers and 85% of students prefer to spend one hour daily in the library. The table II elucidates that only 10% of lecturers and 13% of students are willing to spend two hours in library.

The data in the table points to the fact that spending more than one hour in library seems to be boring for the users as only 5% of lecturers and 3% of students have opted to spent three hours in library.

Table 3: DOCUMENTARY SOURCES OF INFORMATION

Designation	No. Of Users	Govt. Publication	Text Books	Reference Books	Periodicals
Doctors	20	2%	15%	60%	23%
Student	80	10%	26%	40%	24%

Table 3 presents the use of documentary sources of information among the users of SKIMS library. The table shows that reference books are consulted mostly both by Doctors and students ie 60% and 40% followed by text books Ie 15% and 26% respectively. It is also clear from the table that the 23% of doctors and 24% of students seek information through periodicals. While in the case of Govt. publications,

there is no response by doctors, but 10% of students seek information through Govt. Publications.

It is interpreted from the analyzed data that the behavior of seeking information by users has been considerably affected by the use of reference books and text books as it helps them in their respective fields in gaining maximum information and they can use it in teaching / Curricular need.

Table 4: NON DOCUMENTARY SOURCES OF INFORMATION

Designation	No. Of Users	Audio visuals	Conversation with colleagues	Participation in seminars	Microfiche
Doctors	20	30%	55%	30%	0%
Students	80	19%	53%	30%	0%

The table 4 elucidates various non documentary sources of information that are analyzed for the study. The study shows that 55% of Doctors seek information through conversation with colleagues followed by audio visuals and participation in seminars, conferences i.e. 30% each respectively. The other category of users i.e. students also give highest preference to conversation with colleagues followed by participation in seminars conferences for seeking information i.e. 53% & 30% respectively, 19% of students seek information through audio visuals. It is evident form the table that the behavior of seeking information among the users is highly affected by interactions with their colleagues. The data also indicates that electronic source of information are least preferred by users. No one responded to microfiche as users are not aware of it.

Table5: USE OF INTERNET

Designation	No. Of Users	Every Day	Once in a week	Thrice in a month	frequently
Doctors	20	35%	35%	15%	15%
Students	80	11%	58%	10%	20%

Table 5 gives the data of the users who are browsing internet for the purpose of seeking up to date information. The table shows that 35% of Doctors use internet everyday and also once in a week followed by 15% thrice a week and 155 frequently. The percentage
.
increases as 58% of students browse internet once in a week while as 20% of students browse internet frequently, 11% and 10% of students are using it every day and thrice a week respectively. Only 1% responded negatively against the use of internet

Table6: Reasons for browsing the Internet

Designation	No. Of Users	Effect of internet	Retrieval of information is quick and easy	Document retrieval are relevant	Current and up-to-date information is retrieved
Doctors	20	75%	20%	20%	65%
Students	80	84%	0%	0%	58%

Table 6 elucidates that reasons for browsing internet and the effect of internet on information seeking behavior of users. The data in then table gives the exact presentation about the effect of internet as 75% of doctors and 84% of students show positive response towards it. Interpretation of the given data shows that the information seeking behavior of users have changed to greater extent by the application of internet as retrieval of current and up to date information has changed their approach in seeking information.

Conclusion:

1. The SKIMS library, if we compare it with other libraries because it lacks basic and modern facilities and as such the needs of the users have been neglected till date.

2. The response I got during my survey was not overwhelming as some Doctors were not willing to help me even after visiting more than twice at their respective Departments. The response from Students was also contradictory and most of the students are un aware about the significance of the library.

3. All the users are using library for one or the other reason. However their approach towards the library varies as different users seek information through different sources of information.

4. All the users are consulting both documentary and non documentary sources of information for seeking information. Non documentary sources of information Like audio visuals are not so much popular among the users, while as they show response towards the microfiche as their library lacks this facility.

5. Majority of the users are more inclined towards internet as the internet has affected the seeking behavior of users because it retrieves current and up to date information.

6. Indexing and abstracting services, catalogues are not being used frequently by the users in the library as the study reveals that the users are not fully

aware about the importance of these tools and no response was shown towards OPAC.

7.   As the library lacks an effective Tool in retrieving information easily & quickly.

8.   The main purpose of seeking information by Users is to keep them up to date and they also seek it for teaching and research purposes.

9.   All the users are of the opinion that the Librarian/Information manager can do justice to his/her profession by playing the important role in fulfilling academic needs by introducing internet other services which are needed by users.

 Suggestions.

1. Most of the students are not fully aware about the signifance of library. They are not serious about the Library, So the need of the hour is to encourage students to develop the habit of visiting and using the library daily.

2. In the survey, I have observed that the library services need improvement in terms of manpower, fully trained staff so that they can provide help to right user at right time. So my humble suggestion is that the concerned authority should help to improve the services of the library and provide training for the staff members in improving the services.

3. As has been observed by me during survey that most of the users wish to have updated version of books and large collection of books, periodicals and daily news papers.

4. Most of the users in the study have common opinion about the internet.so my humble suggestion is that the concerned authority should implement internet based reference desk in library as soon as possible because it will help in attracting more and more users towards the library and will help in changing the information seeking behavior of users.

5.The Non Availability of OPAC in the library is another predicament so the arrangements for providing OPAC like facilities in the library will definitely help in flourishing its services as the users want to have the entire collection of information sources at the click of a finger tip., as it saves the time of the user.

1/20/2013

6. As has been observed during my survey that some of the users do not even know about the concept of catalogue, indexing, and abstracting services as they are not being informed about the significance of these tools by the staff members, necessary steps should be taken to provide information about the use of these tools in retrieving information sources. So the Librarian needs to be fully Conversant with the latest trends in library science. He should fully equip himself in computer applications use of internet and should take into considerations the4 needs of the user.

 Bibliography
  I. BOSE H. Information Science Principle and practice, Sterling publishers, New Delhi, 1989, P-9-29.
 II. Kumar Krishan, Refrence Services, Vikas Publishing house, New Delhi, 1984, P-27-30.
III. Laloo Bikkika Tariang, Information Need, If seeking behavior, B.R Publishing House, P. 1-20, 40-60.
IV. Riaz Mohammed, Documentation and Information Work, 1989, P.55-70.
 V. Ahmad Bashir, Gazetter Of India, Jammu & Kashmir state, P, 77-79.
VI.Haris, J. (1992). You can't ask if don't know what to ask: a survey of the information needs and resources of hospital outpatients. Newzeeland medical Journal, 105, 199-203.
VII. JohnMills, damian Lodge (2006). Affect, emotional intelligence and Librarian user interaction. Library review, 55(9), pp587-597, retrieved on march 22, 2008 from, www.emeraldinsight.com/10.1108/0024253061 0706770.
VIII. Stigler, G. (1961). The economics of information Journal of Political economy, 69, 213-225.
 IX. William, A Katz (1992), introduction to reference work, 6th edu. New York: Macgrawhill, Vol 1, pp 62.