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INFORMATION SEEKING BEHAVIOR OF FACULTIES OF SHREEYASH COLLEGE OF POLYTECHNIC: A STUDY.



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ABSTRACT:

This study throws light on Information seeking Behavior of faculties of Shreeyash Polytechnic, Aurangabad. For this study the survey methods is used. This study covers the various information sources mostly used by the scientist like formal & informal sources. It also covers the purpose of visiting library, methods for up-to-date knowledge & current awareness. It also reveals the difficulties encountered in accessing the information.

KEYWORDS

Information, seeking, Survey, Information seeking behavior, faculty.

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INTRODUCTION

Today information is considered as essential phenomena for all round development of the society. Information brings people & thoughts together. It is the exchange of ideas, news & data that makes a society what it is. As a matter of fact, economist treat it Fetter man (1977) "as critical a resource to man as food, water, light & heat." He further states that "especially in a welfare state the success of its benefit system largely depends upon the flow of information".

In the planning of information centers & services one of the first steps to be undertaken is the assessing of information needs of the users. Such type of needs assessment studies have been named as "User Studies", Information need studies" or Information Seeking Behavior Studies".

2. PURPOSE OF THE STUDIES:-

1. To identify the levels & kinds of user needs.
2. To enhance the quality of resources & services.
3. To judge the limitations of the information demands & requirements.
4. To predict future information demands & requirements.
5. To design & develop need based & user oriented information system & services.

Thus the area of information seeking behavior of users assumes special significances. This is an area of active interest among the librarians & researches in library & information science.

3. DEFINITIONAL ANALYSIS:-

3.1 Information:-

Shera (1972) defines "Information is that, which is transmitted by the act or process of communication, it may be a message, a signal, a stimulus. It assumes a response in the receiving organism & therefore, possesses response-potential". Krishan Kumar (1990) states "after information has been assimilated, correlated & understand then it is identified as knowledge". Wilson (1981) states that "a physical entity or phenomena, the channel of communication through which messages are transferred or the factual data are empirically determined & presented in a document or transmitted orally.

3.2 Information Seeking:-

According to Marchionini (1989) "Information seeking includes recognizing & interpreting the information problem, establishing a plan of search, conducting the search, evaluating the results & if necessary interacting through the process again". Summers (1983) add "this process is dynamic in nature & constitutes the following 5 stages:

1. Perceiving
2. Responding

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- 3.Valuing
- 4.Organization
- 5.Characterization of a value.”

3.3 Information Seeking Behavior:-

According to Krikelas (1983) “ any activity of an individual that is undertaken to identify a message that satisfies a perceived need.” Manda (1991) defines information Seeking behavior as “a manner in which a users conducts himself in relation to a given information environment. It is therefore regarded as essentially a process of interaction between the users & the rest of the information system”.

Therefore, information seeking behavior is an activity which is undertaken to identify a message that satisfies a perceived need.

3.4 Faculty:-

All the teachers in a university, college, or school.

3.5 Shreeyash College of Polytechnic (SYP):-

Shreeyash College of Polytechnic has been started by Shreeyash Pratishtan in the academic year 2008.It is one of the newly started college with excellent infrastructure in the region. It is nicely placed in the surroundings of the hills which make it more beautiful.

4. OBJECTIVES:-

The objectives of this study are:

- 1) To examine the methods of seeking information adopted by the faculties.
- 2) To ascertain types of information sources used by them.
- 3) To find out whether the existing library sources & services are adequate enough to meet their needs.
- 4) To examine the awareness of electronic or computer based sources.

5. SCOPE & LIMITATION:-

The scope of the study is limited to 64 faculties of Shreeyash College of Polytechnic.

6. METHODOLOGY:-

A Structured questionnaire was prepared & distributed amongst the faculty members of Shreeyash College of Polytechnic, Aurangabad. This preliminary study is limited to the survey of faculties from Shreeyash College of Polytechnic, Aurangabad. The data analysis is based on the response received by the faculties.

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7. DATA COLLECTION:-

The main purpose of the present study is to study the information needs & use pattern of faculty members of Shreeyash College of Polytechnic. A questionnaire is used as a tool of research for data collection.

The questionnaire was distributed amongst 64 faculty members of Shreeyash College of Polytechnic of which 100 percent response was received.

8. DATA ANALYSIS & INTERPRETATION:-

Part 1:- Personal Questions

Table 1: Academic Qualification:-

Sr no.	Qualification	No. of respondents	% of Respondents
A	PhD	-	-
B	Post graduation	53	82.81
C	Under graduation	11	17.18
D	Any other	-	-
	Total	64	100

Table number 1 show that maximum number of faculties is having post-graduation degree i.e.53 (82.81%) & 11 (17.18%) respondents is having under graduate.

Table 2: Designation wise distribution

Sr no.	Designation	No. of respondents	% of Respondents
A	HOD	6	9.37
B	Lecturer	58	90.62
	Total	64	100

Table no 2 shows that maximum number of respondents are Lecturer i.e.58 (90.62%) whereas 6 (9.37%) are HOD of each department..

Table 3: Year of Experience:-

Sr no.	Years	No. of respondents	% of Respondents
A	1-10 years	57	89.06
B	11-20 years	6	9.37
C	21-30 years	1	1.56
	Total	64	100

Table no 3 reveals that most of the faculties are having 1-10 years of experience in teaching field i.e.57 (89.06%). &6 (9.37%) faculties having 11-20 years experience and only one faculty are having (1.56%). 21-30 years experience.

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Part 2:- Questions about Information seeking Behavior

Table 4: Frequency of visiting library:-

Sr no.	Frequency	No. of respondents	% of Respondents
A	Once in a week	47	73.43
B	Twice in week	9	14.06
C	Once in fortnight	6	9.37
D	Occasionally	2	3.12
5	Total	64	100

Figure no.1

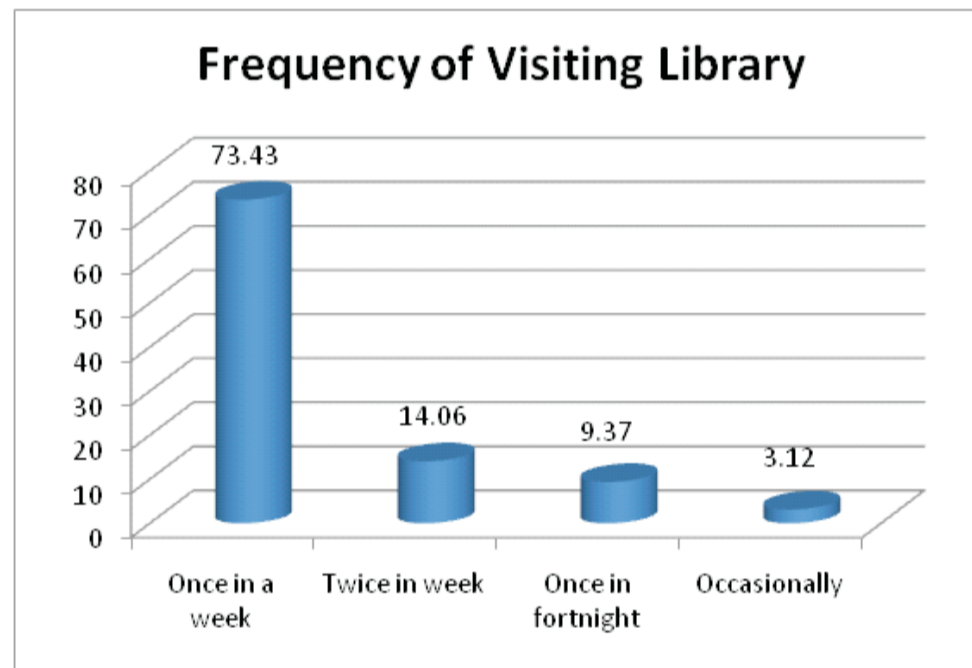


Table no 4 & figure no.1 shows that maximum number of respondents visit the library at least once in week i.e.47 (73.43%), 9(14.06%) visit to library twice in week, 6(9.37%) visit to once in fortnight and occasionally visit to library 2 (3.12%) .

Table 5:- Purpose of visit to library:-

Sr no.	Purpose	No. of respondents	% of Respondents
	To borrow books	30	46.87
A	To locate information in books & journals	18	28.12
B	For study /research	11	17.18
C	To read some light reading material	5	7.81
	Total	64	100%

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Figure no.2

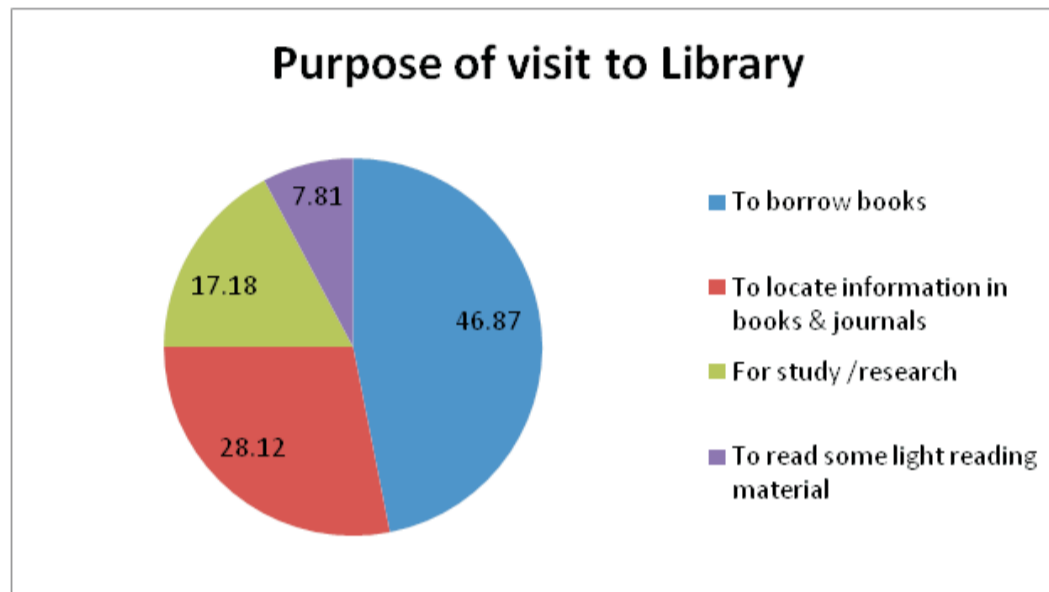
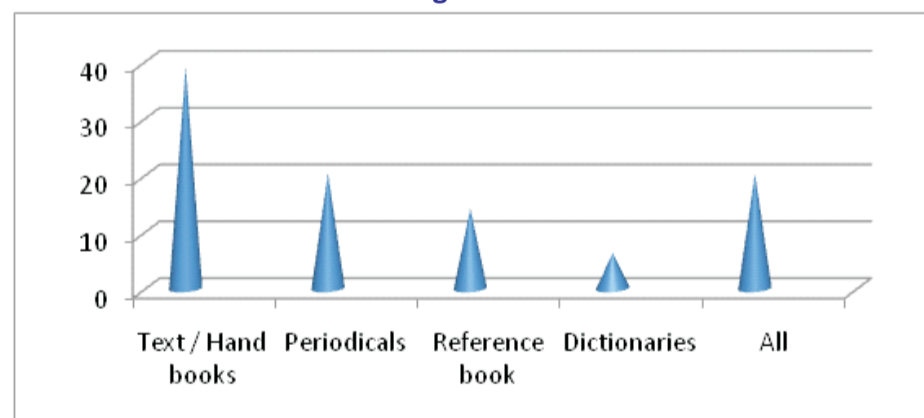


Table no 5 & figure no.2 reveals that maximum number of respondent's i.e. 30(46.87%) respondents visit library for borrowing books, 18 (28.12%) visit library for to locate information in books & journals. Whereas 11 (17.18%) visit the library for study & research & 5 (7.81%) respondents visit library to read some light reading materials.

Table 6: Use of different formal information sources:-

Sr no.	Formal information sources	No. of respondents	% of Respondents
A	Text / Hand books	25	39.06
B	Periodicals	13	20.31
C	Reference book	9	14.06
D	Dictionaries	4	6.25
E	All	13	20.31
	Total	64	100

Figure no.3



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Table no 6 & figure no.3 shows that majority of the faculties i.e. 25 (39.06%) use text /hand books as the formal source for their study whereas 13 (20.31%) respondents use periodicals. The 9 (14.06%) respondents use reference books & 4 (6.25%) use dictionaries. There are 13 (20.31%) respondents who use all the formal information sources

Table 7: Use of electronic information sources:-

Sr no.	Electronic information sources	No. of respondents	% of Respondents
A	Internet	29	45.31
B	E-Journal	16	25
C	CD- ROM Database	13	20.31
E	All	6	9.37
	Total	64	100

The above table number 7 shows that maximum faculties used internet as an electronic sources i.e. 29 (45.31%) followed by 16 (25%) uses e- journals & 13(20.31%) faculty use CD-ROM database whereas 6 (9.37%) faculties use all the electronic information sources.

Table 8: Types of information used:-

Sr no.	Types of information	No. of respondents	% of Respondents
A	Current information	28	43.75
B	R & D information	16	25
C	Conceptual information	11	17.18
D	Factual information	5	7.81
E	Statistical information	4	6.25
	Total	64	100%

Table number 8 reveals that current information is mostly used by respondents i.e. 28(43.75%). Then followed by R& D information 16(25%) Conceptual information are used by 11(17.18%), Factual Information is used by 5 (7.81%) respectively 4 (6.25%) respondents are used for statistical information.

Table 9: Form wise distribution

Sr no.	Form of information	No. of respondents	% of Respondents
A	Electronic	34	53.12
B	Print	18	28.12
C	Both	12	18.75
	Total	64	100

Table no 9 shows that most of the respondents i.e.34 (53.12%) use electronic form of information & 18(28.12%) respondents use print form. whereas 12 (18.75%) respondents who use both form of information i.e. print & electronic.

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Table 10: Difficulties encountered in access & use of information:-

Sr no.	Difficulties	No. of respondents	% of Respondents
A	Lack of time	29	45.31
B	Lack of access to all the information	12	18.75
C	Lack of knowledge of information	6	9.37
D	Unfriendly library staff	5	7.81
E	Lack of reading material	4	6.25
F	Both B& C	5	7.81
G	Both A & E	3	4.68
	Total	64	100%

The above table shows that 29(45.31%) respondents have lack of time, 12(18.75%) have difficulties like lack of access to all information. 5 (7.81%) respondents stated that library staff is unfriendly.

CONCLUSION:-

The survey regarding Information seeking behavior by faculties of Shreeyash College of Polytechnic, Aurangabad is concluding;

- The above study reveals that information seeking behavior would be referring to faculties use of formal & informal communication channels & with a predominantly, quantitative flavors.
- Most of faculties are used text/hand books as formal sources & internet as an electronic source of information. Tools & techniques used for current awareness & up-to-date
- Information seeking behavior is influenced by a number of factors, such as knowledge about information unit, use of information products, services, accessibility, to information products, competition in gaining access to information, etc.

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