# INFORMATION SEEKING BEHAVIOUR : A STUDY OF FACULTY MEMBERS OF GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA

**Manpreet Singh and Major Singh**

Prof. Asstt. GNDEC, Ludhiana .
Asstt. Librarian GNDEC, Ludhiana .

## Abstract

*The main purpose of writing this paper is to highlight the Information seeking behavior of faculty members of GNDEC, Ludhiana. Due to Information Technology and its impact on libraries and information centers the information seeking behaviour has become more complex in these days. A challenge facing libraries is to develop and update collections and services to meet the needs of the multiple generations of users with differing approaches to information seeking. So to provide maximum utilities to the users the library professionals has provide different methods for users satisfactions. The finding show that majority of faculty members are preferred online databases, and visit to library for update their research developments.*

**KEYWORDS :**

Information behaviour, Information-seeking, Information needs.

**INTRODUCTION:**

Information seeking behaviour is an area of active interest among information scientists. It is results and analysis from the recognition of some needs perceived by the users, who as a consequence demands upon formal systems such as library information centers, Online services in order to satisfy the perceived needs.

The information seeking behaviour is mainly concerned with who need what kind of information and for what reasons. In changing information landscape , provision of right information to the right users at the right time has become more complex. Therefore understanding information seeking behaviour of users is imperative for improving the existing information system and for designing and developing new information services for meeting up the information needs of users.1 Stresses that a thorough understanding of user in information needs and information seeking behaviour is fundamental to the provision of successful information services .2

**DEFINITION:**

**1.1 Information:**

Information " as data that has been gathered, processed and analyzed to provide a useful result called information". According to Saracevic and Wood (1981: 11) information is the meaning that a

human assigns to data by means of the known conventions used in their representation" and mostly the definition is influenced by the discipline with which they are associated.3

## 1.2 Information Behaviour:

Information behaviour is the term which best encompasses the focus of the current study. Ingwersen and Järvelin (2005:384) define information behaviour as the "human behaviour dealing with generation, communication, use and other activities concerned with information, such as, information-seeking behavior and interactive IR [information retrieval]." According to this definition, information behave will include all aspects of human behaviour (such as work roles and tasks) that require users to generate, communicate and seek information that is relevant to their information needs. This term also embraces information retrieval activities.

## 1.3 Information Seeking:

In information need may lead to a decision to seek information. Information- seeking is a form of human behaviour that involves seeking for information by means of the active examination of information sources or information retrieval systems to satisfy the information need, or to solve a problem (Ingwersen & Järvelin 2005: 386). According to Krikelas "Information seeking behaviour refers to "Any activity of an individual that is undertaken to identify a message that satisfies a perceived need".4 In order to acquire information the user has to select information from a particular source, system, channel or service. According to Ellis (2005:138) the information-seeking process involves the activities of

* starting
* Chaining
* Browsing

In this study the concept information-seeking also refers to the Faculty Members of GNDEC, Ludhiana' use of information services and systems, such as, libraries and computerized databases as well as personal and formal sources of information, such as, textbooks and technical journals and others library services .5 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.6

## About GNDEC, Ludhiana:

Guru Nanak Dev Engineering College was established by the Nankana Sahib Education Trust [NSET]. NSET was founded in memory of the most sacred temple of Nankana Sahib, birth place of Guru Nanak Dev ji. Shiromani Gurudwara Prabandhak Committee, Amritsar, a premier organization of universal brotherhood, was the main force behind the mission of "Removal of Economic Backwardness through Technology". With this mission, a Polytechnic was started in 1953 and Guru Nanak Dev Engineering College was established in 1956. The Trust deed was registered on 24th February 1953 with a commitment by The Nankana Sahib Education Trust to uplift the vast weaker section of Indian polity comprising Rural India by admitting 70% students every year from Rural Areas. This commitment was made to the nation on 8th April, 1956. The day when foundation stone of the College Building was laid by Late Dr. Rajendra Prasad Ji, the First President of India.7 Nearly 10,000 graduate and 3000 Post Graduate Engineers have passed out from this college during the last 50 years and are at present successfully employed in India & abroad. The college is now ISO 9001-2008 Certified, NBA accredited and have signed Mo U with IOWA University [USA] for exchange of students and faculty. Guru Nanak Dev Engineering College is the First Engineering College of Punjab, to be declared as an "Autonomous Engineering College" by University Grants Commission.

**Statement of the Problem:**

The problems selected for the present study is entitled "Information Seeking Behaviour : A study of faculty members of Guru Nanak Dev Engineering College, Ludhiana ".

**Purpose of Research:**

The study aim was to establish the faculty members of GNDEC, Ludhiana "information seeking behaviour which comprise information needs, seeking and use. Such a study would help determine whether the services that are provided by the central library meet the information needs of this particular group or not.

**OBJECTIVES OF THE STUDY:**

To know the frequency of faculty visit in the library.
To find out the faculty's purpose of seeking information.
To find out the faculty's preference for electronics and print sources of information.
To know the level of satisfactions of faculty members with the library services.
To find out the problems faced during the collect information.
To know why they seek information.
To find out how to keep update current developments in their fields.

**SCOPE AND LIMITATIONS OF THE STUDY:**

The scope and limitation of the present study is limited with entitled "Information Seeking Behaviour : A study of faculty members of Guru Nanak Dev Engineering College, Ludhiana ".

To find out the Information seeking behaviour of faculty members of GNDEC, Ludhiana.
The geographical area is restricted in the GNDEC, Ludhiana

**METHODOLOGY:**

Research methodology revolves qualitative approach, the qualitative approach involves methods that collect verbal or textual data. Keeping in view the objective in mind, a questionnaire was prepared to collect data from GNE faculty members. In order to save time and ensure better response rate, the questionnaires were personally filled by faculty members and e-mails.

**Sample Population and Data Collection Method:**

The research population is considered a critical part of any survey. A target population consists of all elements or units of analysis about whom survey information is collected. Questionnaires method were used as data collection methods for this study. The present study is conducted on a sample of a total numbers of 138 questionnaires out of which 110 questionnaires were distributed, personally visit faculty members offices and E-mail to faculty members of GNDEC. Out of which 87 filled questionnaires were received with the response rate being 79.09%.

**Review of literature:**

The review of literature is the study of which have been done others researchers. Nirmal Singh & Mamta Rani (2013) in his study "Information Seeking Behaviour of Faculty of Chitkara University (Punjab): A case Study" to find out the purpose of information seeking by faculty and use of electronics and print information. Prakash, S. Jeya and others (2012) in his study "Information Seeking Behaviour and use Pattern of Faculty Members of VLB Group of Institutes: A Study " to find out the various aspects of seeking information. Adio, Gboyega (2012) in his study "Information Needs and Information-

Seeking Behaviour of Agricultural Students" to find out information needs of Agricultural students at LAUTECH .Fatima, Nishat & Ahmad, Naved (2008) "Information Seeking Behaviour of the students at Ajmal Khan Tibbiya College, AMU: A Survey" described the awareness and use of library resources by the students and use of information sources. K.P. Singh & M.P. Satija (2007) in his study "Information seeking behaviour of agricultural scientists with particular reference to their information seeking strategies" described the seeking behaviour of ICAR Scientists Delhi and PAU Scientists Ludhiana.

**Data Analysis:**

In terms of the data analysis that it is important to ensure that the format of data analysis which is employed matches the research paradigm and data, and can answer the research question. As mentioned earlier, data that was collected for this study was largely qualitative.8 The collected data are organized and tabulated by using tables , Charts and percentages. In this study we have analysis 87 questionnaires.

**Distribution of respondents according to sex.**

| Variables | | Frequency | % |
|---|---|---|---|
| **Sex** | Male | 69 | 79.31 |
| | Female | 18 | 20.68 |
| | Total | **87** | **79.09** |
| **Category** | Professor | 01 | 1.14 |
| | Associate Prof. | 01 | 1.14 |
| | Asstt. Prof. | 85 | 97.70 |
| | Total | **87** | **79.09** |

**Table -1**

It is observes from the analysis that 69 (79.31 %) out of 87 respondents are male and 18 (20.68 %) are female. As well as category wise 85 (97.70 %) out of 87 respondents are Asstt. Professor and 01 (1.14 %) are professor who given response.
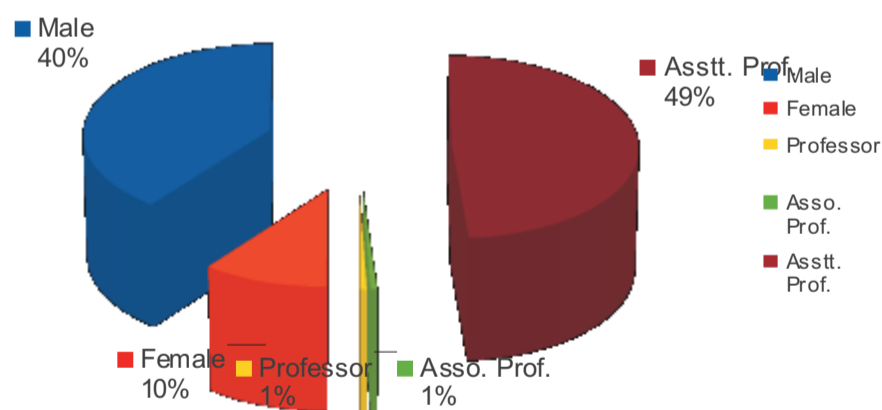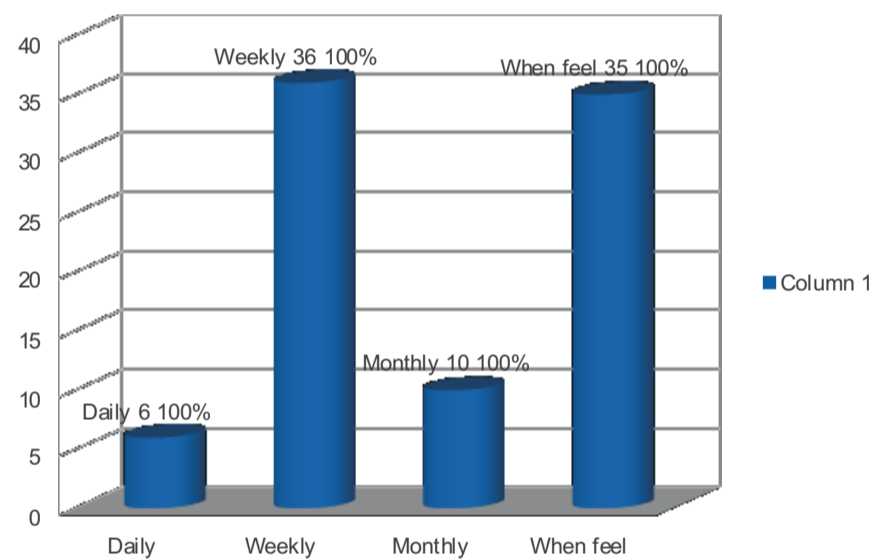
**Frequency of visit library**

| Library Visit | Frequency | Percentage |
|---|---|---|
| Daily | 06 | 6.89 |
| Weekly | 36 | 41.37 |
| Monthly | 10 | 11.49 |
| When feel | 35 | 40.22 |

**Table -2**

A further study was conducted to identify the various reasons attributed by some respondents to their visiting the library for seeking information. It is observed from the analysis 36 (41.37 %) faculty members are visit the central library weekly and 35 (40.22 %) when they feel, 06 (6.89 %) members are visit the library daily. So the majority of faculty members are (41.37) visit to library weekly.



**Purpose of visit library**

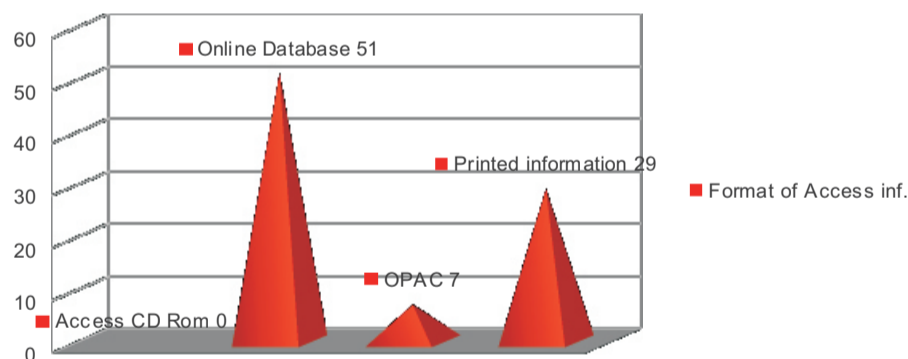| Purpose | Frequency | Percentage |
|---|---|---|
| Access CD Rom | 00 | 00 |
| Consult Thesis | 00 | 00 |
| Issue Books | 13 | 14.94 |
| Preparing Lecture | 11 | 12.64 |
| Reading Journals | 09 | 10.34 |
| Reading Newspapers | 09 | 10.34 |
| Reading Reference Books | 11 | 12.64 |
| Research Work | 18 | 20.68 |
| Self Improvement | 16 | 18.39 |
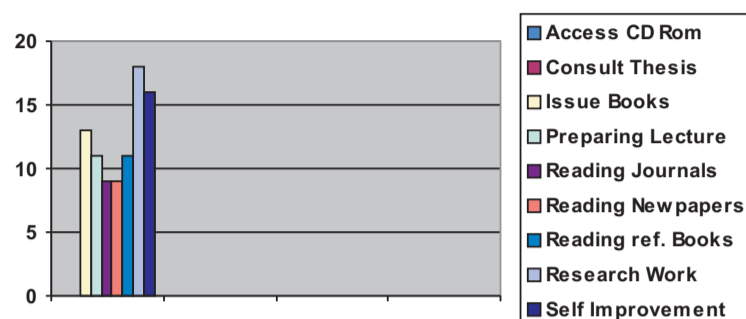
The above table -3 show that 13 out of 87 (13.94 %) faculty members issued the books from library , 11 (12.64 %) visit the library for preparing the lecture , 9 (10.34 %) faculty members are visit library for reading new papers and reading journals , the table also show that 18 (20.68 %) faculty members visit library for their research developments and 16 (18.39 %) show their interest for self improvement. 00 show that not given any responses.

### Types of access the information

| Format of information | Frequency | Percentage |
|---|---|---|
| Access CD Rom | 0 | 00 |
| Online Database | 51 | 58.62 |
| OPAC | 07 | 8.04 |
| Search printed information | 29 | 33.33 |

**Table -4**

From table 4 it is clear that 51 (58.62 %) faculty members come to library access online data, 29 (33.33 %) members search printed information from library and only 07 (8.04 %) members access OPAC system for their information seeking.



### Purpose of use E-Resources

| Purpose | Frequency | Percentage |
|---|---|---|
| Time saving | 26 | 29.88 |
| Easy to use | 24 | 27.58 |
| More informative | 37 | 42.52 |

**Table -5**
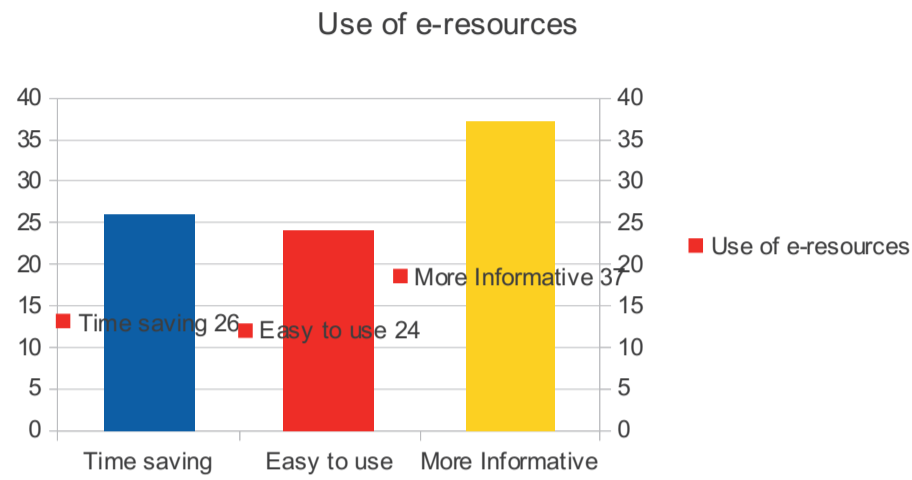
Use of e-resources



The above table -5 show that the majority of the respondents 37 (42.52 %) of the faculty members used the e-resources for more informative , 24 (27.58 %) faculty members say that easy to use and 26 (29.88 %) show that it is time saving.

**Use of information resources keeps update of current developments**

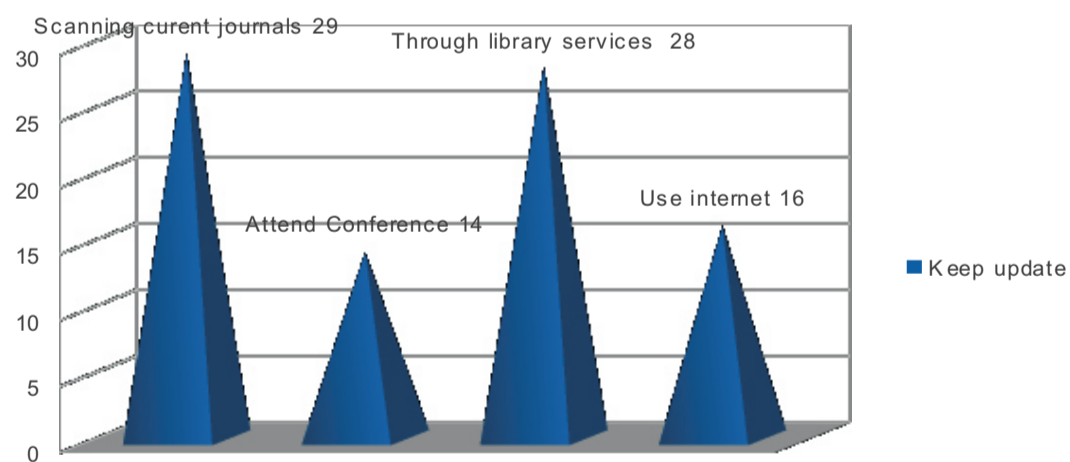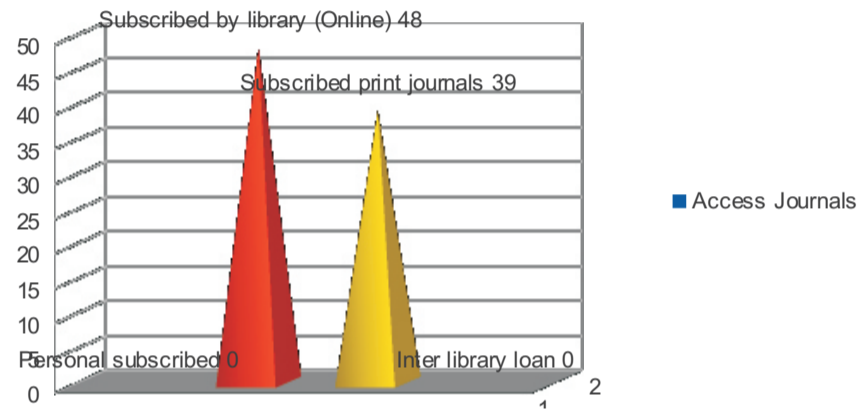| Sources | Frequency | Percentage |
|---|---|---|
| Scanning current journals | 29 | 33.33 |
| Attend conferences | 14 | 16.09 |
| Through library services (CAS) | 28 | 32.18 |
| Use of Internet | 16 | 18.39 |

**Table -6**



Table -6 show that the majority of faculty members 29 (33.33 %) show interest to read current journals , 14 (16.09 %) faculty members keep update through attend conferences , 28 (32.18) keep them self update through library services and 16 (18.39 %) keep them self through use of internet.

**How to obtain journals / Journals Articles**

| Sources | Frequency | Percentage |
|---|---|---|
| Personal subscribed | 0 | 00 |
| Subscribed by library (Online) | 48 | 55.17 |
| Subscribed print journals by library | 39 | 44.82 |
| Inter library loan | 0 | 00 |

**Table -7**

The data analysis show that table -7 the majority faculty members are 48 (55.17 %) used subscribed online journals by library and 39 (44.82 %) used print copy of journals.



**Awareness about information technology used in the library**

| Technology used | Frequency | Percentage |
|---|---|---|
| Computers | 87 | 100 |
| OPAC | 47 | 54 |
| Multimedia | 87 | 100 |
| Digital resources | 87 | 100 |

**Table -8**
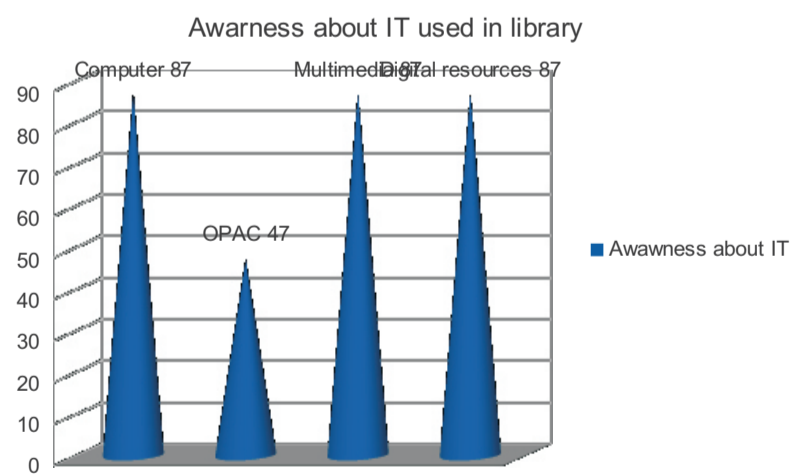
From table -8 it is clear that 87 (100 %) faculty members aware information technology like computer, Multimedia and Digital Resources used in the library and 47 (54 %) faculty members aware about OPAC system for seeking information.

**Problem faced during seeking information**

| Problems face | Frequency | Percentage |
|---|---|---|
| Lack of facilities | 01 | 1.14 |
| No awareness of library materials | 44 | 50.57 |
| Out dated information | 03 | 3.44 |
| Slow internet speed while download e-database | 23 | 26.43 |
| Difficulty in finding information | 16 | 18.39 |

**Table -9**

Table -9 shows the difficulties faced by faculty members during seeking information. Data analysis shows that 01 (1.44 %) say about lack of facilities, 44 (50.57 %) faculty members no awareness about library reading material, 03 (3.44 %) say that out dated information, 23 (26.43 %) members say that slow speed of internet during download e-resources and 16 (18.39 %) members faced difficulty during search the information.
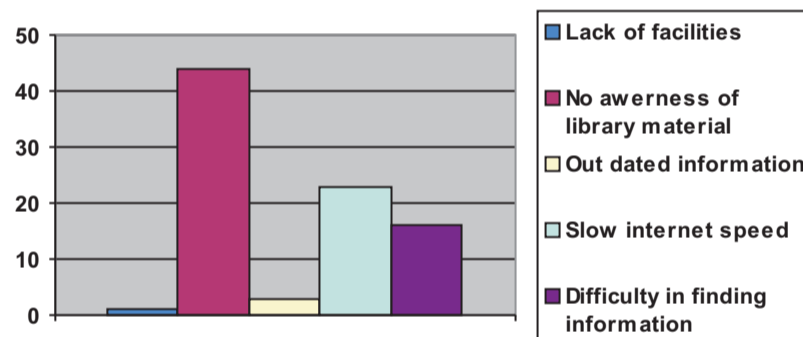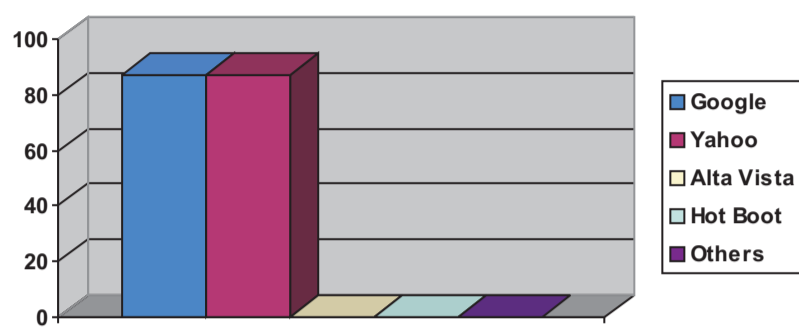


**Preferred search engine for getting information**

| Search engine | Frequency | Percentage |
|---|---|---|
| Google | 87 | 72.5 |
| Yahoo | 87 | 72.5 |
| Alta vista | 0 | 0 |
| Hot Boot | 0 | 0 |
| Others | 0 | 0 |

**Table -10**

It is observed that 87 (72.5 %) faculty members search information through Google and Yahoo search engine.
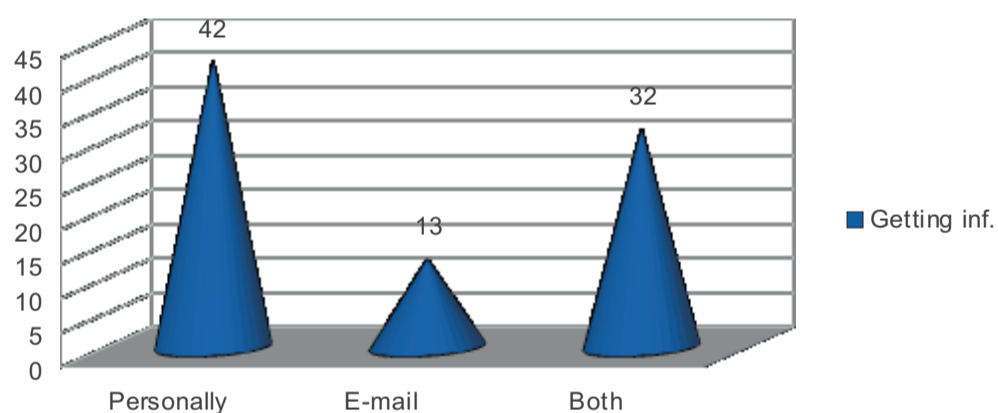
**How to get information**

| Getting information | Frequency | Percentage |
|---|---|---|
| Personally | 42 | 48.27 |
| E-mail | 13 | 14.94 |
| Both | 32 | 36.78 |

**Table -11**

Table -11 show that 42 (48.27 %) faculty members seek information from library visit personally , 13 (14.94 %) preferred getting information through e-mail and 32 (36.78 %) members get information through both.
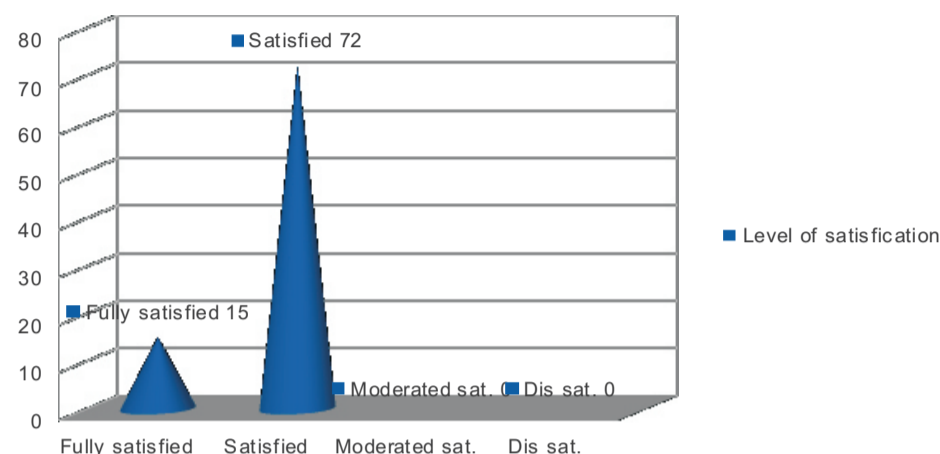


**Satisfaction with Library services**

| Getting information | Frequency | Percentage |
|---|---|---|
| Fully satisfied | 15 | 17.24 |
| Satisfied | 72 | 82.75 |
| Moderated satisfied | 0 | 0 |
| Dissatisfied | 0 | 0 |

**Table -12**

Table -12 show that 15 (17.24 %) faculty members are fully satisfied from library services and 72 (82.75 %) members are satisfied with library services.

## FINDING AND SUGGESTION:

Based on the data analysis mostly faculty members visit library weekly, as indicate table no.2

It is find out that mostly faculty members visit library to keep update themselves through scanning current journals.

Data analysis show that the lending services of books , internet services , reading newspapers , reading periodicals etc are the most well known services , but mostly faculty members shown their interest to seek information for their research developments.

It is also find out that mostly faculty members prefer the online databases.

Mostly members are access journals subscribed by the library.

It is also find out that each faculty members has suggested their different point of view only one members shown interest that library timing may by extended, Some members say that all data should be online, one members show interest that weekly library web page should be updated.

It is also find out that mostly faculty members are satisfied with library services.

Google and yahoo most preferred search engines among respondents.

It is also find out that mostly (50.57 %) faculty members have no information about library material.

It also clear cut that all faculty member aware about the use of IT services in the library.

## CONCLUSION:

The study investigated the information-seeking behaviour of faculty members of Guru Nanak Dev Engineering College, Ludhiana. It was found that respondents used a variety of information sources. It is concluded that majority of faculty members seek information from different sources for updating themselves with current development in their fields. It is also observed that mostly faculty members are visit library weekly and also preferred to access online database.

## REFERENCES:

1.Nirmal Singh & Mamta Rani (2013) Information Seeking Behaviour of Faculty of Chitkara University (Punjab): A case Study : International Journal of Inforamtion Dissemination & Technology 3 (2) P-94

2.www.jalis.in (Accessed on 29/10/2013).

3.Majyambere, Moise (2012) Information needs and information seeking behaviour of international students at the University of KwaZulu-Natal, Pietermaritzburg campus.
http://hdl.handle.net/10413/8686 (Accessed on 22/10/2013). p-6

4.Khan, M. Haroon (2008) Information seeking behaviour of Medical students in J.N. Medical College, AMU Aligarh. In H. K. Kaul (Ed.), Knowledge Library and Information Networking, New Delhi :DELNET P-99

5.Preez, Madely DU. Information needs and Information seeking Behaviour of Consulting Engineers : A Qualitative Investigation Dissertation of Master Degree : South Africa : University of South Africa , 2008 p-21-23. (Access online on 22/10/2013)

6.http://unllib.unl.edu/LPP/  (Accessed on 28/10/2013).

7.www.gndec.ac.in     (Accessed on 28/10/2013).

8.Durrheim, K. 2002. Quantitative analysis. In Terre Blanche, M. and Durrheim, K. (eds.) Research in practice: applied methods for the social sciences. Cape Town: UCT Press.
 http://books.google.co.in/books (Accessed on 22/10/2013).

9.Bhati, R. (2009) Information need and inforamtion seeking behaviour of faculty members at the islamia university of bahawalpur . http://www.webpages.uidaho.edu/~mbolin/bhatti.htm (Accessed on 14/11/2013).

10.Miriam Kakai and others (2004) Astudy of the infomation seeking behavior of undergraduate students of Makerere Univversity , Uganda (Vol. 14 No.

1)http://www.worlib.org/vol14no1/print/kakai_print.html  (Accessed on 14/11/2013).