INFORMATION SEEKING BEHAVIOUR OF FACULTY MEMBERS IN THE DIGITAL AGE: A STUDY OF DEEN BANDHU CHHOTU RAM UNIVERSITY OF SCIENCE AND TECHNOLOGY MURTHAL, SONEPAT

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Abstract:-Study focused on how the digital era influence the information seeking process among the different faculty member of Deen Bandhu Chhotu Ram University of Science and Technology, Murthal. Out of 89, 64(71.91%) of the faculty members frequently visit the library 'daily' to seek their information and 31(34.84%) of the respondents mostly used the text books.Faculty members with 58(65.17%) and 45(50.56%) frequently visit the library for the purpose of teaching works and reading books respectively.42 (47.19%) of the faculty members use periodicals and 53(59.55%) use the internet 'Daily'Majority of the faculty members with 48 (53.93%) use information in the format of Power Point. 59(66.29%) of the faculty members use Science Direct and 48(53.93%) respondents 'mostly' use internet at home. A majority of the respondents i.e. 63(70.79%) have lack of time to seek information.

Keywords: Information Needs, Information Seeking Behavior, Faculty Members, Digital age, DCRUST Library

INTRODUCTION

Libraries and other information providers strive to understand users' information needs and how they try to fulfill these needs. This understanding helps design and offer appropriate user-centered information systems/services. Libraries are essential in bridging the gaps that information seekers from various backgrounds may have. They are seen as the gatekeepers of access to knowledge and are liable for disseminating it to fulfill information needs. Through the years people of all professions have been searching for information needed for various reasons. In the past, this has been done through books, magazines, journals, conferences and meetings to mention a few sources. Due to exponential growth in Information and Communication Technology (ICT), more and more information is available to scholars today, more quickly than ever before. The development of digital technology and its applications in library and information centers, the concept of library management has been changed to information management and again in the 21 century, the entire scenario of information management has started its change in knowledge management. Electronic networks and different information formats are changing information access operations worldwide. The rise of the Internet has led to 'free information services'. The web documents are significantly different from traditional versions in their presentation and also the ways to organize and retrieve them. In this "overloaded" information environment, many information users tend to experience a sense of information inadequacy and anxiety. In this complex information environment, insight into information seeking can be gained by understanding - how users seek information sources and how they choose content to meet their needs.

Information play a most important role in the field of science and technology education and

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it becomes very necessary to evaluate the information seeking habits of faculty members, their genuine information needs and their interaction with information communication channels. The procedure of information realizing, using and implementing are known as information seeking behaviour.Identifying the sources of information and information seeking behavior of library users will help to understand users' challenges, addressing these challenges, which will in turn improve the overall quality of information obtained from the library.

INFORMATION NEEDS AND INFORMATION SEEKING BEHAVIOUR

Information is needed in every fields of life. Everybody needs information in everyday life like in education, health, political, physical, research etc. The information need is different from one person to another which means that it will not be the same though it might be similar. Chen (1982) defined "information need as an abstract construct used to represent why people seek, find and use information". Information seeking behavior has been defined variously by different authors. Krikelas (1983) "information seeking behavior is any activity of an individual undertaken to identify a message that satisfies a perceived needs". Wilson (1999) "those activities a person may engage in when identifying their own needs for information, searching for such information in any way, and using or transferring that information". Information Use Behaviour consists of the physical and mental acts in incorporating the information found in the person's existing knowledgebase for example, comparison of new information with existing knowledge (Wilson, 2000).

Various terms are used interchangeable for Information seeking behavior which is information behavior, information searching behavior and information use behavior. Information Behaviour is the totality of human behavior in relation to sources and channels of information, including both active and passive information seeking and information use. Thus, it includes face to face communication with others for example, watching TV advertisements, without any intention to act on the information given.

NEED OF THE STUDY

Today, information technology has developed rapidly and has a huge impact on access to information and on information seeking behavior. Faculty members of Deen Bandhu Chhotu Ram University of Science and Technology (DCRUST) Murthal, Sonepat are expected to optimally utilize the university library as one of their major sources of information. It is assumed that university faculty members could be experiencing technical problems in the accessing information resources. Library information resources are very costly in terms of their acquisition and retention. The librarians need to manage these resources and make them accessible.

Deen Bandhu Chhotu Ram University of Science and Technology (DCRUST)

Deenbandhu Chhotu Ram University of Science and Technology, formerly Chhotu Ram State College of Engineering, Murthal (CRSCE) started in 1987 is a premier government engineering college in the State of Haryana. The university is considered as top most in the state of Haryana and Delhi-NCR for studies. The University Library has more than 54,480 books and other reading materials and 343 e-books and subscribes 101 printed Indian Journals. It also subscribes 67 Magazines and 19 Newspapers to cater the needs of users for current awareness and leisure reading. The University has also access of two databases i.e. ISID and JCCC through INFLIBNET. It also maintains a separate Reference Section consisting of fact finding resources such as Dictionaries, Directories, Handbooks, Encyclopedias, Yearbooks and a copy of a title meant for reference only. Using LSEase Software of Libsys Corporation has computerized its actively used collection searchable through Online Public Access Catalogue (OPAC). The University Library is an institutional member of the British Council Library, New Delhi, Tata Energy Research Institute, New Delhi and Indian Science Congress Association, Kolkata.

Related Literature: A sizable number of studies have been carried out from time to time to study the information seeking behaviour of faculty members.

Babariya et al (2014) investigated that how many innovative services like library software, classification and cataloguing schemes, RFID systems and Barcode system are used in library. It was

also indicated that which types of information sources are available in library, which information services are provided and with the access of internet, user can get various information as per their requirements. Hussain and Ahmad (2014) analyzed the information seeking behaviour of the teachers and students at College of Engineering, King Saud University, Riyadh, Kingdom of Saudi Arabia. The results found that journals, textbooks and electronic information sources were the most popular sources of information for the students' course work. The respondents recommended that latest edition of textbooks and reference materials should add to the library collections and the CD-ROM databases of journal archives and reference books should be added and users should be guided to use the resources of the library.Mostofa M. (2013) focused on how electronic information resources influence the information-seeking process in the different faculty members of Darul Ihsan University. Teachers of various faculty members were interviewed about their use of electronic information resources for research purposes, their perception of electronic and print materials and the problems faced by the faculty members during information search. Thanuskodi(2012) identified the information channels and information sources used by the Tamil Nadu Dr. Ambedkar Law University faculty members. It was found that the faculty members use various sources for acquiring the needed information and books were ranked as the most important sources for teaching and research purposes. The On-line Public Access Catalogue (OPAC), CD-ROM and internet-based services and applications were the most frequently used by them. Sati et al (2012) analyzed the information seeking behaviour among the faculty members of physics and mathematics in the state of Uttarakhand for various colleges and Universities. The majority of the respondents used internet in the college library and university library for getting their information. It was also found that physics 71% and mathematics 69% teachers get their information from the discussion with their colleagues. Library timing and not well qualified and experienced staff were the main problems faced to fulfill the information need of the faculty members.

OBJECTIVES OF THE STUDY

i.To study the library information sources used by the faculty members of Deen Bandhu Chhotu Ram University of Science and Technology (DCRUST);
ii.To identify the types of information tools used by the faculty members to access their information;
iii.To find out the purposes of visit the library to seek information by the Faculty members;
iv.To identify the frequently used of information communication to seek their information and
v.To indicate the problems encountered while seeking information by the faculty members.

METHODOLOGY

The target populations in the study were faculty members at the Deen Bandhu Chhotu Ram University of Science and Technology (DCRUST) Murthal, Sonepat. A survey method was used to collect the primary data. A total of 100 were distributed randomly among the faculty members of which 89duly filled in questionnaires were returned back by the respondents with a response rate of 89%.

DATA ANALYSIS

The collected data was analyzed to understand the information needs, information-seeking behaviour of faculty member and the extent to which these needs have been fulfilled by the university library system and its services. Analysed data was presented in the form of tables and figures.

Table No 1: Frequency of Library Visit

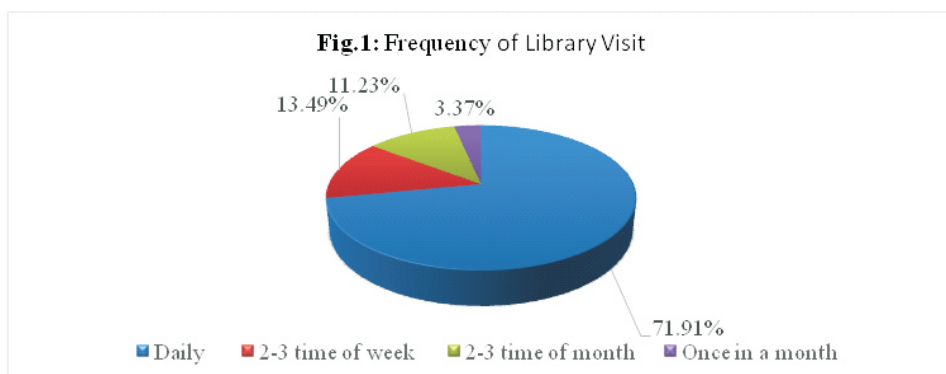| Daily	2-3 time of week	2-3 time of month	Once in a month	Total
64 (71.91%)	12 (13.49%)	10 (11.23%)	3 (3.37%)	89 (100%)

Fig.1: Frequency of Library Visit

Fig.1shows that most of the faculty members with 64(71.91%) visit the library 'daily' followed by 12(13.14%) faculty members who visit the library '2-3 times of a week'. Least of the faculty members i.e. 3(3.37%) visit the library 'once in a month' to seek their information.

Table No 2: Information Sources Used

Information Sources	Always	Mostly	Sometime	Rarely	Never	Total
Text books	25 (28.1%)	31 (34.84%)	18 (20.22%)	11 (12.36%)	4 (4.49%)	89 (100%)
Periodicals	42 (47.19%)	20 (22.47%)	7 (7.87%)	19 (21.35%)	1 (1.12%)	89 (100%)
Thesis and Dissertations	23 (25.84%)	36 (40.45%)	12 (13.84%)	13 (14.61%)	5 (5.61%)	(100%)
Review articles	12 (13.48%)	17 (19.10%)	53 (59.55%)	5 (5.62%)	2 (2.25%)	89 (100%)
Indexing/abstracting	14 (15.73%)	23 (25.84%)	42 (47.19%)	4 (4.49%)	6 (6.75%)	89 (100%)
Conferences/workshops /seminars	9 (10.11%)	17 (19.10%)	55 (61.80%)	5 (5.62%)	3 (3.37%)	89 (100%)
E-resources	15 (16.85%)	56 (62.93%)	17 (19.10%)	1 (1.12%)	-	89 (100%)
Reference books	9 (10.11%)	16 (17.98%)	11 (12.36%)	49 (55.06%)	4 (4.49%)	89 (100%)

Table 2 indicates the different kinds of library information sources used by the faculty members. It was clearly found that periodicals are 'always' used by majority of faculty members with 42 (47.19%). E-resources and text books are 'mostly' used by 56 (62.93%) and 31(34.84%) respondents, respectively. Review articles and conferences are used 'sometimes' by 53(59.55%) and 55(61.80%) faculty members. 6(6.75%) of the respondents 'never' used indexing and abstracting.

Table No 3: Information Tools used

Kinds of Tools	Highly	Frequently	Occasionally	Rarely	Never	Total
Search engine (e.g. Google)	50 (56.18%)	14 (15.73%)	21 (23.60%)	4 (4.49%)	-	89 (100%)
Electronic Journals	23 (25.59%)	42 (47.19%)	19 (21.35%)	2 (2.25%)	3 (3.37%)	89 (100%)
Library online database	18 (20.22%)	3 (3.37%)	22 (24.71%)	39 (43.82%)	7 (7.86%)	89 (100%)
University website	15 (16.85%)	11 (12.36%)	52 (58.42%)	2 (2.25%)	9 (10.1%)	89 (100%)
OPAC	7 (7.86%)	18 (20.22%)	13 (14.61%)	47 (52.81%)	4 (4.49%)	89 (100%)
Library catalogue	12 (13.48%)	21 (23.59%)	19 (21.35%)	32 (35.95%)	5 (5.62%)	89 (100%)
Indexing	10 (11.23%)	15 (16.85%)	36 (40.45%)	17 (19.10%)	11 (12.36%)	89 (100%)
Abstracting	13 (14.61%)	12 (13.48%)	40 (44.94%)	15 (16.85%)	9 (10.11%)	89 (100%)
References from the books/articles	44 (49.43%)	19 (21.35%)	12 (13.48%)	10 (11.23%)	4 (4.49%)	89 (100%)
Personnel contact	18 (20.22%)	15 (16.85%)	38 (42.70%)	8 (8.99%)	10 (11.23%)	89 (100%)

The above Table 3shows the use of information tools by the faculty members. It was also found that 50(56.18%) respondents 'highly' used search engine and 42(47.19%) respondents frequently used electronic journals. University website 'occasionally' used by 52(58.42%) respondents and references from the books/articles are 'highly' used by 44(49.43%) of the faculty members to seek their information.

Table No 4: Purpose of visit the library

Purposes	Highly	Frequently	Occasionally	Rarely	Never	Total
Reading books	14 (15.73%)	45 (50.56%)	19 (21.34%)	4 (4.49%)	7 (7.86%)	89 (100%)
Reading newspapers/magazines	21 (23.59%)	13 (14.61%)	40 (44.94%)	5 (5.62%)	10 (11.23%)	89 (100%)
Reading journals	27 (30.34%)	29 (32.58%)	19 (21.34%)	8 (8.99%)	6 (6.74%)	89 (100%)
For updating knowledge	16 (17.98%)	40 (44.94%)	11 (12.36%)	20 (22.47%)	2 (2.25%)	89 (100%)
Entertainment	11 (12.36%)	24 (26.97%)	32 (35.95%)	14 (15.73%)	8 (8.99%)	89 (100%)
For research work	23 (25.84%)	28 (31.46%)	13 (14.61%)	25 (28.1%)	-	89 (100%)
For teaching works	12 (13.48%)	58 (65.17%)	7 (7.86%)	10 (11.23%)	2 (2.25%)	89 (100%)

Table 4 indicated the purpose of visit the library for seeking information by the faculty members. Analysis shows that majority of the faculty members with 58(65.17%) 'Frequently'visit the library for the purpose of teaching works and for reading books with 45(50.56%) respectively to seek their information. 27(30.34%) of the faculty members 'Highly' visit the library to read the journals, while more than 25% visit the library for the purpose of research work.32 (35.95%) of the faculty members visit the library 'Occasionally' for the purpose of entertainment.

Table No 5: Frequency of internet use

Daily	Weekly	Fortnight	Monthly	Occasionally	Rarely	Total
53 (59.55%)	9 (10.11%)	8 (8.99%)	6 (6.74%)	10 (11.23%)	3 (3.37%)	89 (100%)

Fig. 2 : Frequency of Internet Use
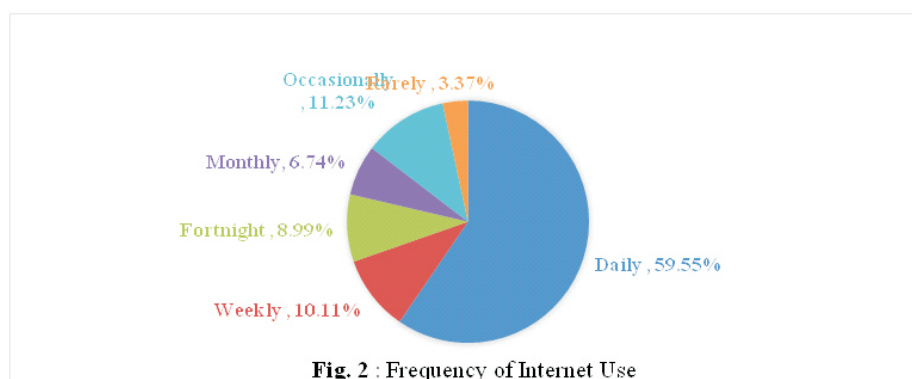
The aboveFig.2 indicated the frequency of internet used by the respondents. The result shows that maximum of the faculty members with 53(59.55%) use the internet 'Daily' followed by 10(11.23%) respondents who used internet 'Occasionally'. Only 3(3.37%) of the faculty members 'Rarely' use the internet for the seeking of their information.

Table No 6: Search Engine Used

Google	Yahoo	MSN	Alta Vista	Info seek	Total
61 (68.54%)	10 (11.23%)	3 (3.37%)	7 (7.86%)	8 (8.99%)	89 (100%)

Fig.3: Search Eangine Used
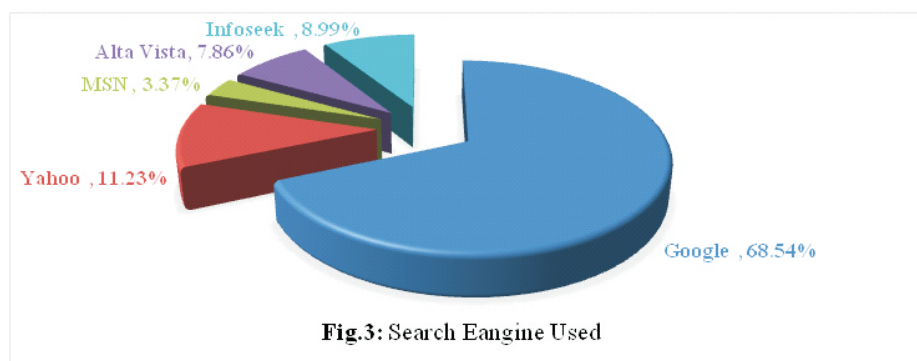
Among the respondents, maximum of them i.e. 61(68.54%) were given first rank to Google, followed by 10 (11.23%) of the faculty members who used Yahoo. The other search engines are least preferred by the respondents i.e. Infoseek 8(8.99%), Alta Vista 7(7.86%) and MSN with 3(3.37%). It can be found out from the analysis that Google and Yahoo are the most preferred search engines.

Table No 7: Place of Internet Use

Place	Always	Mostly	Sometime	Rarely	Never	Total
University Library	14 (15.73%)	18 (20.22%)	29 (32.58%)	18 (20.22%)	10 (11.24%)	89 (100%)
University Computer Lab.	21 (23.59%)	27 (30.33%)	19 (21.35%)	8 (8.99%)	14 (15.73%)	89 (100%)
Home	15 (16.85%)	48 (53.93%)	10 (11.23%)	7 (7.86%)	9 (10.11%)	89 (100%)
Internet café	2 (2.25%)	5 (5.62%)	6 (6.74%)	14 (15.73%)	62 (69.66%)	89 (100%)

It is revealed from the above Table 7 that the majority with 62(69.66%) of the faculty members 'never' use the internet on the internet café, while 48(53.93%) respondents 'mostly' use internet at home. 21(23.59%) of the respondents always use the internet at the university computer lab. and more than 20% of them rarely visit the university library to use the Internet.

Table No 8: Use of Format of E- resources

Format	Always	Mostly	Sometime	Rarely	Never	Total
PDF	18 (20.22%)	49 (55.06%)	11 (12.36%)	11 (12.36%)	-	89 (100%)
HTML	7 (7.86%)	20 (22.47%)	47 (52.81%)	15 (16.85%)	-	89 (100%)
Word Processing	18 (20.22%)	38 (42.70%)	13 (14.61%)	20 (22.47%)	-	89 (100%)
Power Point	15 (16.85%)	17 (19.10%)	48 (53.93%)	9 (10.11%)	-	89 (100%)
Excel	17 (19.10%)	20 (22.47%)	37 (41.57%)	15 (16.85%)	-	89 (100%)

Table 8 indicated the format of information E- resources used by the faculty members to seek information. Majority of the faculty members with 48 (53.93%) and 47(52.81%) use the e-resources 'Sometime' in the format of Power Point and HTML, whereas more than 20% of the faculty members 'Always' use the information in PDF and word processing format respectively. PDF format was 'Mostly' used by the maximum of the respondents with 49 (55.06%). 15(16.85%) of the respondents 'Rarely' seek information in the 'Excel' format.

Table No 9: Use of Online Database

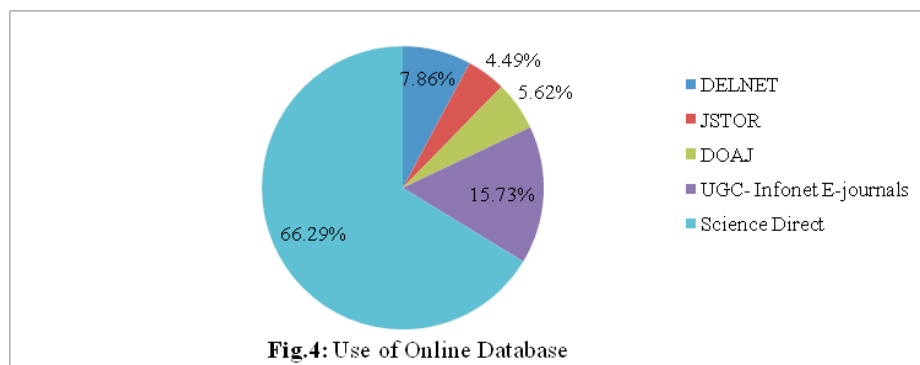| DELNET	JSTOR	DOAJ	UGC- Infonet E-journals	Science Direct	Total
7 (7.86%)	4 (4.49%)	5 (5.62%)	14 (15.73%)	59 (66.29%)	89 (100%)

Fig.4: Use of Online Database

A question was also asked to faculty members about the use of online database to seek their information. It is clearly found from Fig. 4 that majority of the faculty members with 59(66.29%) use Science Direct followed by UGC - Infonet E-journals with 15.73% of the respondents. JSTOR and DOAJ were used by 4.49% and 5.62% respectively.

Table No 10: Use of Information Communication Channels

Communication Channels	Always	Mostly	Sometime	Rarely	Never	Total
Face to face	17 (19.10%)	56 (62.92%)	8 (8.99%)	5 (5.62%)	3 (3.37%)	89 (100%)
Face book/what 'sap	20 (22.47%)	16 (17.98%)	37 (41.57%)	4 (4.49%)	12 (13.48%)	89 (100%)
Twitter	3 (3.37%)	7 (7.86%)	16 (17.97%)	12 (13.48%)	51 (57.30%)	89 (100%)
LinkedIn	5 (5.62%)	2 (2.25%)	7 (7.86%)	7 (7.86%)	68 (76.40%)	89 (100%)
Text massaging	7 (7.86%)	6 (6.74%)	59 (66.29%)	10 (11.23%)	7 (7.86%)	89 (100%)
Online chatting	14 (15.73%)	19 (21.35%)	42 (47.19%)	6 (6.74%)	8 (8.99%)	89 (100%)
Blogs	10 (11.23%)	8 (8.99%)	13 (14.61%)	22 (24.71%)	36 (40.45%)	89 (100%)
E-mail	15 (16.86%)	18 (20.22%)	39 (43.82%)	13 (14.61%)	4 (4.49%)	89 (100%)

Faculty members were asked to indicate information communication channels used for getting the needed information. It was found from Table 10 that maximum i.e. 56(62.92%) of the respondents 'Mostly' use face to face as information communication channels, while 59(66.29%) of them use text messaging. 20 (22.47%) of faculty members 'Always' Face book/whatsap, although 42(47.19%) of them 'Sometime' use Online Chatting. Maximum of the faculty members with 68(76.40%) and 51(57.30%) 'Never' use LinkedIn and Twitter respectively.

Table No 11: Problem Faced by the Faculty Members

Problems	Always	Frequently	Sometime	Seldom	Never	Total
Reading Materials is not available	18 (20.22%)	22 (24.71%)	38 (42.70%)	4 (4.49%)	7 (7.86%)	89 (100%)
Lack of IT knowledge to effectively utilized the resources	2 (2.25%)	4 (4.49%)	7 (7.86%)	7 (7.86%)	69 (77.53%)	89 (100%)
Understanding of English Language	-	-	-	9 (10.11%)	80 (89.89%)	89 (100%)
Information is too Vast	11 (12.36%)	14 (15.73%)	42 (47.19%)	12 (13.48%)	10 (11.23%)	89 (100%)
Information materials are old	8 (8.99%)	11 (12.36%)	39 (43.82%)	16 (17.98%)	15 (16.85%)	89 (100%)
Lack of Effective Tools	20 (22.47%)	28 (31.46%)	31 (34.83%)	6 (6.74%)	4 (4.49%)	89 (100%)
Poor Resolution	17 (19.10%)	19 (21.35%)	42 (47.19%)	9 (10.11%)	2 (2.25%)	89 (100%)
Lack of Time	63 (70.79%)	12 (13.48%)	7 (7.86%)	3 (3.37%)	4 (4.49%)	89 (100%)

The above table indicated the problem faced by faculty members while accessing their information. A majority of the respondents i.e. 63(70.79%) 'Always' faced the problems as lack of time, while 22(24.71%) respondents 'frequently' faced the problem of non-availability of reading materials and 'Sometime' 42(47.19%) of the faculty members face the problem of too vast of

information. Most of the 80(89.89%) of the faculty members had no problem as understanding of English language to seek their information.

CONCLUSION

This study was designed to evaluate the information seeking process in the different faculty member of Deen Bandhu Chhotu Ram University of Science and Technology, Murthal. Most of the faculty members visit the library 'daily' to seek their information. The use of text books as library information sources by the faculty members were 'mostly' used. Most of the respondents used 'sometime' the library information sources.The faculty members 'highly' used search engine (e.g. Google) to seek their information.The purpose of visit the library by them was for teaching works and for reading books 'frequently'.The respondents were given first rank to Google, followed by Yahoo. The study revealed that majority of the respondents 'never' used the internet on the internet café as majority of the respondents used internet in the college library 'mostly'.Power point and PDF format 'mostly' used by them. The respondents were used Science Direct and UGC- Infonet E-journals online database to seek their information.The respondents 'mostly' used information communication channels was face to face.

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