

INFORMATION SEEKING BEHAVIOUR IN ELECTRONIC ENVIRONMENT: A STUDY OF JOURNALIST IN DHARWAD DISTRICT, KARNATAKA

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Abstract

This article focuses on how information seeking behaviour of journalists and for this data was gathered by the questionnaire method and randomly selected the journalists of Dharwad District, Karnataka. It has been found the core purposes of accessing electronic information resources. In order to overcome the hindrances in accessing the electronic information resources of journalists, the study recommends that the awareness programs, hands on training sessions, product demos, orientation on web searching and retrieval skills should be organized at regular intervals.

Keywords: Information Seeking, ISB, Electronic Environment and Dharwad District.

1. Information Seeking Behavior

Information Seeking Behavior (ISB) is a favourite subject of research by library and information scientists. ISB is an important part of user studies which studies the casual relationship between the user of information and the information system. The concept of Information system is of recent origin. More generally, a system is defined as an assembly of inter-related components which are organized either naturally or by design in such a way as to achieve a specific common objective or purpose. System concept applied to information is called information system. In an Information system the various components like people, procedures and information resources are organized in such a way they interact to perform a series of functionally related tasks, such as storing and retrieving information to satisfy the information needs of variety of user.

Austere defines ISB as “The field, composed of studies that are concerned with who need what kind of Information and for what reason: how information is found, evaluated and used, and how these needs can be identified and satisfied.” ISB is thus concerned with establishing relationship with people, information and system of an order so as to obtain the best results. That Information system is the best, which provide maximum satisfaction to the users with

minimum cost within a very short time. The process of ISB includes defining information needs, use of sources of information, satisfaction and dissatisfaction derived in the process of seeking information, etc.

2. Need of the Study

As processors of information, it is important to gain an understanding of journalists' behaviors to assist them in conducting their daily routines more efficiently. With the adoption of new technologies in its early stages in Dharwad District, it was important to study information behaviors in relation to these new technologies. Technology can be an effective means of improving, and evolving, the journalism profession in hence there is need to conduct this kind survey to set updated state art information about journalist.

3. Objectives of the Study

The main objectives of the study are:

1. To find the types of information sources consulted by Journalists.
2. To find the purposes and areas of information seeking of Journalists.
3. To determine the frequency of use of various sources of Information by the Journalists of Dharwad District.

4. Research Methodology

Well-structured questionnaire on Information seeking behavior of journalists of Dharwad District. The research investigation is restricted to the existing/potential Journalists in Dharwad District. The primary data was collected using a well structured questionnaire. The descriptions also involve cross analysis of respondents. Respondents were mostly selected from the Journalists segments, who were the major respondents of the survey. The advantage of this technique is that it is both economical and reasonably reliable. There are around questions has been distribute to the working Journalists of Dharwad District. 47 filled in questions are received back the some has been interpreted for this survey.

5. Limitation of the Study

The study was restricted to working Journalist of Dharwad District only. The study was conducted for academic purpose only. The primary data was collected by survey method. We are prepared a detailed questionnaire was prepared personally distributed to Journalists Totally 60 questionnaires were distributed to the Journalists of Dharwad District. Out of 60 questionnaires distributed 47 filled in questionnaires were received back.

6. Data Analysis and Interpretation

Table: 1 Type of work

Type of work	Respondents	Percentage
Government	02	4.25
Private	45	95.75
Others	-	-

Table 1 represents Journalist type of working that 02 (4.25%) Government journalists and 45 (95.75%) Private Journalists are working in Dharwad District. It means more than 90% respondents are from private sector or independent journalists.

Table: 2 Language known by Journalists

Language	Respondents	Percentage
Kannada	47	100
English	40	85.10
Hindi	42	89.36
Others	16	34.04

Table 2 above given the information about the languages known by journalists in Dharwad District level that is all the journalists known kannada, English and Hindi language i.e. kannada language known by 100% respondents, followed by Hindi 89.36% and English 85.10%.

Table: 3 Information channels

Generally seek information from	Respondents	Percentage
Television	35	72.34%
Library	28	59.57
Internet	42	89.36
Print newspaper	30	63.88
If any others	09	19.14

Table: 3 reveals that 89.36% journalists seek information from internet, 72.34% of journalist seek information from television, 63.88% journalist seek information from print newspaper, 59.57% journalists seek information from library and 19.14% journalists seek information others sources. Here most of journalists seek information from internet.

Table: 4 Inspiration for make use of the Library

Makes to use the Library	Respondents	Percentage
Easy access to materials	18	38.29
Availability of materials	18	38.29
Atmosphere of the Library	27	57.44
Reading Habit	38	80.85

Table 4 represents majority of respondents make use of library because of their reading habits i.e.80.85%, 57.44% of respondents makes use for atmosphere, and 38.29% of respondents makes use the library for availability and easy accessing of materials.

Table: 5 Time spend by respondents in library

Time	Respondents	Percentage
Less than 15 minutes	09	19.14
15-30 minutes	11	23.40
1 to 2 hours	21	44.60
2 Hours or more	06	12.76

Table 5 reveals the spending time of respondents in library. Highest number of journalist spend 1 to 2 hours in library i.e. 44.60%, 23.40% of journalist spend 15-30 minutes in library, 19.14% of respondents spend less than 15 minute and least number of respondents spend more than 2 hours time.

Table: 6 Opinions about the services of library

Opinions	Respondents	Percentage
Very effective	09	19.14
Effective	13	27.66
Some what you effective	18	38.29
Ineffective	06	12.76
Very ineffective	01	2.12

Table 6 provides information about opinion about the services of library. 38.29% journalist says service of library somewhat effective and 27.66% journalist says service of library is effective, 19.14% says service library is very effective, 12.76% says service library is ineffective and lastly 2.12% says service library is very ineffective.

Table: 7 Purpose of library by respondents

Purpose	Respondents	Percentage
To barrow materials	18	38.29
back volumes of journals & newspapers files	15	31.91
To search database	17	36.17
To read material there	36	76.60
Others	04	8.51

Table 7 shows for which purpose you use library 76.60% journalists use the library to read material there and 38.29% to barrow materials, 36.17% use the library for the purpose of search database and some other journalist to study back volume of journals & newspapers files and others 31.91% & 8.51% respectively.

Table: 8 Sources used for the purpose of specific information

Sources for specific information	Respondents	Percentage
Government publication	32	68.08
Encyclopedia	19	40.42
Periodicals	21	44.68
Handbooks	16	34.04
Archival sources	28	59.57

Table: 8 represents 68.08% responds says the purpose of specific information is from publication and 57.57% information archival sources, 44.68% specific information is from periodicals, and other specific information is from encyclopedia and handbooks that is 40.42% and 34.04% respectively.

Table: 9 Sources used for the purpose of updating current information.

Purpose to update the current issues	Respondents	Percentage
Government publication	18	38.29
Periodicals	21	44.68
News magazines	22	46.80
News paper	42	89.36
TV and Radio Channel	38	80.85
Others	11	23.40

Table 9 this above table we can analyses that 89.36% journalists updated their current issues from newspapers, 80.85% from TV radio channels, 46.80% from newsmagazines and

46.68% from periodicals and other like government publication. Others that is 38.29% and 23.40% respectively.

Table: 10 Reading newspapers

Reading newspapers	Respondents	Percentage
Regular	42	89.36
Sometimes	05	10.63
Never	-	-

Table 10 this table says that 89.36% respondent read newspapers regularly and 10.63% journalist read newspapers sometime in a day.

Table: 11 Reading of different Newspapers

Reading of different newspapers	Respondents	Percentage
Times of India	35	74.46
The Hindu	38	80.85
Deccan Herald	30	63.82
Indian Express	26	55.31
Kannada Prabha	23	48.93
Vijayavani	32	68.08
Vijayakarnataka	28	59.57
Prajavani	33	70.21
Samyukta Karnataka	17	36.17
any others	03	6.38

Table 11 show the analyses that most of the journalist read the hindu newspapers i.e. 80.85% and secondly 74.46% respondent read Times of India, 70.21% read Prajavani newspapers and 68.08% Vijayavani newspapers, next The Deccan herald, Vijaykarnataka, Indain Express, Kannada Prabha, Samyukta karnataka and othrs i.e 63.82%, 59.57%, 55.31%, 48.93%, 36.17% & 6.38% respectivel

Table: 12 Specific areas in the newspapers

Specific areas	Respondents	Percentage
Political activities	26	55.31%
Government affairs	19	40.42%
Social activities	17	36.17
Economic activities/development	12	25.53%
Educational activities	11	23.40%
Business/finance	08	17.02%
Others	06	12.76%

Table 12 represents 55.31% responds specific area of need information is from political activities 44.42% government affairs and 36.17% of specific area of need information is social activities. 25.53% from economic activities, and also from educational activities, business / finance and other areas i.e. 23.04%, 17.02% and 12.76% respectively.

Table: 13 Purpose of background information.

Purpose of background information	Respondents	Percentage
Newspaper clipping files	32	68.08
Back issues of news paper	42	89.36
Archival sources	38	80.85
Periodicals	16	34.04
Handbooks	06	12.76
Others	00	0

Table 13 Shows 89.36% responds used for the purpose of background information from that issue of newspapers and 80.85% information is from archival sources. Than 68.08% is from newspaper clipping files also used for background information, periodicals handbooks also used for background information that is 34.04% and 12.76% respectively.

Table: 14 Useful of library for Professional study of the journalists

Opinion about useful of libraries	Respondents	Percentage
More useful	18	38.29
Useful	21	44.68
Less useful	08	17.02

Table 14 Interpret that 44.68% library is useful for their professional study, 38.29% says library is more useful and 17.02% respondent says library is less useful for their professional study.

Table: 15 Access the internet

Access the internet	Respondents	Percentage
Library	15	31.91
Internet cafe	18	38.29
Home	23	48.93
Office	39	82.97
Mobile access	23	48.93

Table 15: shows most of the journalists access the internet in office i.e. 82.97%. and some of the journalists equally access internet from home and mobile i.e. 48.93%, and other journalists access internet from library and internet cafe i.e. 31.91% and 38.29% respectively.

Table: 16 Formal sources used by journalist to collect information

Formal sources for getting information	Respondents	Percentage
Your personal collection	08	17.02
Internet	38	80.85
News agency reports	18	38.29
Television	22	46.80
Radio broadcast	06	12.76
Others	02	4.25

Table 16 Represent 80.85% responds are use this information us a major sources of collecting information and 46.80% is from television. Apart from that there are other sources used to collected information i.e. new agency report 38.29% personal collection 17.02% and radio broadcast 12.76% and lastly they collect information from other sources i.e. 4.25%.

Table: 17 Attending of training Programmes on how to use databases or Internet

Attending of training Programmes	Respondents	Percentage
Yes	18	38.29
No	29	61.70

Table 17 Shows 38.29% respondents are attending the training programs for the use of databases. And 61.70% respondents says they are not attending any training program

Table: 18 Opinion about Training

Training for journalist is important	Respondents	Percentage
Strongly agree	18	38.29
Agree	13	27.65
Strongly disagree	09	19.14
Disagree	07	14.89

Table shows most of the journalists strongly agree i.e. 38.29%for training is important for information searching 27.65% journalists says training is agree for information searching. 19.14% responds strongly disagree and lastly 14.89% responds disagree for training they say it's not necessary for searching this information.

7. Findings and Suggestions

In this attempt has been made to analyze and interpret the collected data and the student's opinion about information seeking behaviour of journalists of Dharwad District. On the basis of information collected, results are presented in tables. Some of the major findings of the study are listed here:

Majority of the journalists i.e. 45 (95.75%) are working in private institutions in Dharwad District as compared to government organization's journalists.

1. Majority of the journalists of Dharwad District are aware and use Kannada language i.e. 45 (100%).
2. Majority of journalists are having 5 to 7 years of experience in current position. Junior journalists are having 2 to 4 years (36.17%) experience.
3. Most of the journalists are having the habit of collecting the relevant information directly through the Internet (89.36%). It clearly indicates that they are largely seeking the information from the internet.
4. Majority of journalists access the Internet in the office i.e. (82.97%) but a few number of journalists are access the internet in library and internet cafe. Almost, i.e. 11 (23.41%) respondents use library daily and 12 (25.53%) respondents visit library twice a week.

8. Suggestions

1. The Institutional library should subscribe to more number of information sources in electronic format.
2. Majority of the respondent's refers resources in Kannada language, hence it suggested that Kannada resources in abundant number should be made available.
3. Parent organization library should be collect and provide the materials on the basis of the information needs and requirements of the working journalists.
4. More number of reference sources in different languages, general reading and bestseller books of the year should be included in the collection of the institute library,

9. Conclusion

Journalists worldwide generally agree that sources who are given a guarantee of confidentiality need to be protected from having their identities made public. A complex and often misunderstood set of protocols has evolved whereby journalists agree to receiving "off-the-record" information. Confusingly, it is seldom clarified whether this status means (a) that absolutely nothing at all can be revealed; (b) that the information may be used as an anonymous tip-off if the journalist can get it confirmed by other sources; (c) that the information may be used directly, but without attribution to the specific source.

If a seeker of information discovers that an information source is unreliable in the quality and accuracy of the information delivered he or she is likely to regard the source as lacking in credibility. As may be expected, this is a subject of considerable interest in consumer research, since advertisers must persuade consumers to believe their claims for products and services.

10. Reference

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