

Information Seeking Behavior of Newspaper journalists

Dr Gurdev Singh

Librarian,

Sri Guru Gobind Singh College of Commerce, University of Delhi Pitam Pura
Delhi-88, India

Monika Sharma

Research Scholar, NIMS University ,Rajasthan, India

Abstract

Sufficient knowledge about the information needs and seeking behavior of users is very important in order to develop the good library collection and to provide effective and efficient services to the users. This article reports the results of a study conducted to determine the information seeking behavior of newspaper journalists working in Delhi, India. It was found that different categories of journalists used various types of sources for acquiring the needed information. The periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information by them. The main difficulties faced by them are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

Keywords: Media professionals; Newspaper journalists; Information services; Information needs; Information seeking behavior; media practitioners ; print journalists.

Introduction:

Information Seeking Behavior (ISB) is a favorite 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 that 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 .

Auster 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.

1. Objectives

The main objectives of the study are:

1. To find the types of information sources consulted by various categories of journalists.
2. To finds the purpose of information seeking by different categories of journalists.
3. To find out the areas of information needs of various categories of journalists.
4. To determine the frequency of use of various sources of information by the different
5. Categories of journalists.
6. To finds out various difficulties faced by different categories of journalists in their information
7. Seeking activities.

2. Methodology

For the purpose of collecting data, survey approach was adopted. The data was collected through the questionnaires and interview methods. A total of 618 questionnaires were distributed among the three categories of journalists (editorial, reporting and senior editorial staff) working in 15 newspapers in Delhi, India. Besides, some journalists from the two main news agencies, namely PTI (Press Trust of India) and UNI (United News of India) are also included in order to make the study more comprehensive. Out of 618 questionnaires, 278 (45%) were received back duly filled in. The questionnaires were distributed personally at the place of their work. Some questionnaires were also distributed at the time of their visit to their institutional libraries either personally or with the help of the library staff.

3 Purpose Of Use Of Sources Of Information By Different Categories Of Journalists

3.1 Use of information sources for specific purpose

Table 1 show that dictionaries and biographical dictionaries are used heavily by the journalists for the purpose of specific information (62.23%), followed by govt. publications (48.56 %) and encyclopedias (45.32%). These sources are the most used source for the purpose of specific information and are ranked 1st, 2nd and 3rd respectively for specific purpose by the journalists. The use of these sources for other purposes is found to be very less.

Category wise distribution shows that little higher percentage (65.51%) of editorial staff use dictionaries and biographical dictionaries as compared to other two categories for the purpose of specific information. It is followed by reporting staff (60.60%) and Senior editorial staff (56.56%).

The analysis reveals that dictionaries/biographical dictionaries, government publications, encyclopedias, books and newspaper clipping files are the five main sources consulted to journalists for the purpose of specific information. Consulting periodicals, newsmagazines, current issues of newspapers and photographs are ranked 5th, 6th, 7th and 8th respectively. Whereas, use of Maps/Atlases, back issues of newspapers, census publications, handbooks, book reviews, archival sources, indexes and newspapers in microforms ranks low by them.

Table 1: Sources used for the purpose of Specific Information

Sources	Rept.Staff		Edit.Staff		Sr.Edit.Stf		Total	%	Rank
	No	%	No	%	No	%			
Dictionaries/Bio graphical dictionaries	80	60.60	76	65.51	17	56.66	173	62.23	1
Governments Publications	60	45.45	63	54.31	12	39.99	135	48.56	2
Encyclopedic	67	50.75	51	43.96	8	26.66	126	45.32	3
Books	50	37.87	42	36.20	15	49.99	107	38.48	4
Newspaper Clipping Files	51	38.63	45	38.79	11	36.66	107	38.48	4
Periodicals	50	37.87	38	32.72	13	43.33	101	36.33	5
News Magazines	40	30.30	32	27.58	13	43.33	85	30.37	6
Current issues of Newspapers	33	24.99	30	25.86	10	33.33	79	28.41	7
Photographs	46	34.84	29	24.99	3	9.99	78	28.05	8
Map/Atlases	43	32.57	29	24.99	6	19.19	78	28.05	8
Back issues of Newspapers	33	24.99	30	25.86	10	33.33	73	26.25	9
Census Publications	36	27.27	23	19.82	7	23.33	66	23.74	10
Handbooks	34	25.75	22	18.96	3	9.99	59	21.22	11
Book Reviews	21	15.19	21	18.10	5	16.66	47	16.90	12
Archival Sources	24	18.18	16	13.79	2	6.66	42	15.10	13
Indexes	17	12.87	19	16.37	3	9.99	39	14.02	14
Newspapers in Microform	12	9.09	18	15.51	2	6.66	32	11.51	15

2. Use of information sources for keeping up-to-date

Table 2 Shows that journalists use current issues of newspapers mainly for the purpose of keeping up-to-date (58.63%), followed by news magazines (53.95%) and periodicals (46.40%).

Category wise distribution shows that higher percentage of reporting staff (64.39%) uses these sources as compared to senior editorial staff (59.99%) and editorial staff (51.72%) for the purpose of keeping up-to-date. It shows that these sources are more useful to reporting staff. Thus, for keeping up-to-date, current issues of newspapers, news magazines and periodicals are the chief sources consulted by the journalists in the descending order of preference for keeping up to date.

Table 2: Sources used for the purpose of keeping up-to- date, by Rank

Sources	Rept.Staff		Edit.Staff		Sr.Edit.Stf		Total	%	Rank
	No	%	No	%	No	%			
Current issues of Newspapers	85	64.39	60	51.72	18	59.99	163	58.63	1
News Magazines	79	59.84	57	49.13	14	46.66	150	53.95	2
Periodicals	64	48.48	55	47.41	10	33.33	129	46.40	3
Book Reviews	24	18.18	16	13.79	02	6.66	42	15.10	4
Government Publications	23	17.42	15	12.93	02	6.66	40	14.38	5
Books	18	13.63	19	16.37	02	6.66	39	14.02	6
Census Publications	10	7.57	11	9.48	02	6.66	23	8.27	7
Newspaper Clipping Files	09	6.81	08	6.89	04	13.33	21	7.55	8
Photographs	09	6.81	11	9.48	01	3.33	21	7.55	8
Handbooks	06	4.54	07	6.03	01	3.33	14	5.03	9
Back Issues of Newspapers	09	6.81	02	1.72	01	3.33	12	4.31	10
Indexes	05	3.78	05	4.31	02	6.66	12	4.31	10
Maps /Atlases	05	3.78	04	3.44	01	3.33	10	3.59	11
Dictionaries/Biographical dictionaries	03	2.27	05	4.31	01	3.33	9	3.23	12
Archival Sources	02	1.51	05	4.31	02	6.66	9	3.23	12
Encyclopedias	04	3.03	02	1.72	02	6.66	8	2.87	13
Newspapers in Microform	05	3.78	01	0.86	00	0.00	6	2.15	14

3. Use of information sources for Background information

Table 3 shows that journalists use newspaper clipping files mainly for the purpose of background information (54.31%), followed by back issues of newspapers (52.87%) and books (28.05%). Newspaper clippings ranked first for the purpose of background information by all categories of journalists. In order to make the story more complete and understandable to the reader, newspaper clipping files play a very significant role in providing background information.

For the purpose of background information, newspaper clipping files, back issues of newspapers, books and archival sources are the main sources consulted in descending order of preference by the journalists.

Category wise distribution shows that press clippings, back issues of newspapers are more useful for reporting staff as compared to editorial and senior editorial staff.

Table 3: Sources used for the Purpose of Background Information, By Rank

Sources	Rept.Staff		Edit.Staff		Sr.Edit.Stf		Total	%	Rank
	No	%	No	%	No	%			
Newspaper Clipping Files	99	74.99	36	31.03	16	53.33	151	54.31	1
Back issues of Newspapers	78	59.09	55	47.41	14	46.66	147	52.87	2
Books	45	34.09	30	25.86	03	9.99	78	28.05	3
Archival Sources	29	21.96	24	20.68	03	9.99	56	20.14	4
Periodicals	23	17.42	21	18.10	05	16.66	49	17.62	5
Government Publications	25	18.93	15	12.93	02	6.66	42	15.10	6
Encyclopedias	22	16.66	15	12.93	03	9.99	40	14.38	7
Current issues of Newspapers	24	18.18	11	9.48	03	9.99	38	13.66	8
News Magazines	18	13.63	06	5.17	06	19.99	30	10.79	9
Census Publications	19	14.39	10	8.62	01	3.33	30	10.79	9
Handbooks	10	7.57	06	5.17	02	6.66	26	9.35	10
Book Reviews	16	12.12	06	5.17	03	9.99	25	8.99	11
Newspapers in Microform	13	9.84	06	5.17	03	9.99	22	7.91	12
Photographs	10	7.57	14	12.06	02	6.66	18	6.47	13
Dictionaries/Biographical dictionaries	08	6.06	08	6.89	01	3.33	17	6.11	14
Indexes	08	6.06	01	0.86	03	9.99	13	4.67	15
Maps/Atlases	05	3.78	04	3.44	00	0.00	11	3.95	16

4. Frequency of use of Information Sources

To determine the frequency of use of various sources of information, journalists were asked to indicate the frequency with which they used various sources of information in their day to day work.

Table 4 shows that 88.18 % of journalists use news magazines frequently, followed by current issues of newspapers (86.27%) and periodicals (74.77%).

Table 4: Frequency of use of Information Sources

Sources	Frequency of Use						Total
	Frequently		Sometimes		Never		
	No	%	No	%	No	%	
Periodicals	169	74.77	57	25.22	0	0.00	226
Books	85	45.69	100	53.76	1	0.53	186
News Magazines	209	88.18	27	11.39	1	0.42	237
Current issues of Newspapers	220	86.27	32	12.54	3	1.17	255
Back issues of Newspapers	125	55.30	97	42.92	4	1.76	226
Newspaper Clipping Files	179	70.75	70	27.66	4	1.58	253
Book Reviews	21	16.27	76	58.91	32	24.80	129
Photographs	25	18.79	81	60.90	27	20.30	133
Newspapers in Micro forms	9	8.10	43	38.73	59	53.15	111
Encyclopedias	37	19.27	133	69.27	22	11.45	192
Dictionaries/Biographical Dictionaries.	116	57.14	78	38.42	9	4.43	203
Handbooks	22	18.64	68	57.62	28	23.72	118
Archival Sources	11	7.74	83	58.45	48	33.80	142
Govt. Publications	70	31.24	141	62.94	13	5.80	224
Census Publications	14	9.39	113	75.83	22	14.76	149
Indexes	13	12.62	49	47.57	41	39.80	103
Maps/Atlases	16	12.30	88	67.69	26	19.99	130

Note: % is out of total number of respondents against each source.

Table 5 shows that periodicals, news magazines and current issues of newspapers are the most used kind of source by the journalists. Category wise distribution shows that periodicals were ranked first by the reporting staff and ranked third by the editorial and senior editorial staff respectively. It shows that periodicals are important source for reporting staff as compared to other two categories. News magazines and current issues of newspapers were ranked second and third by the reporting staff, were as editorial staff ranked them 1st and 2nd respectively. Senior editorial staff ranked 2nd. It shows that periodicals, newsmagazines and current issues of

newspapers are most important source for all the three categories of journalists.

Thus, a large majority of the respondents used newsmagazines and current issues of newspapers frequently. This shows the heavy dependence on these sources by the journalists in their day-to-day work. The other most frequently used sources are newspaper clippings and back issues of newspapers. Information sources such as handbooks, archival sources, Government publications, Census publications, Indexes and Map/Atlases are not frequently used by the journalists.

Table: 5 Frequency of use of Information Sources, By category and Rank

Sources	Reporting Staff		Editorial Staff		Senior Editorial		W.I*	Rank
	W.I*	Rank	W.I*	Rank	W.I*	Rank		
Periodicals	2.69	1	1.78	3	1.83	3	2.10	1
Books	1.39	11	1.52	8	1.42	9	1.44	8
News Magazines	1.84	2	1.93	1	1.85	2	1.87	2
Current issues of Newspapers	1.80	3	1.88	2	1.93	1	1.87	2
Back issues of Newspapers	1.56	9	1.50	9	1.54	7	1.53	7
Newspaper Clipping Files	1.69	7	1.68	6	1.72	5	1.69	4
Book Reviews	0.75	25	1.11	18	0.90	17	0.92	20
Photographs	0.92	22	1.09	19	0.75	20	0.92	20
Newspapers in Micro forms	0.51	28	0.57	27	0.71	21	0.59	24
Encyclopedias	1.00	20	1.19	15	0.93	16	1.04	17
Dictionaries/Bio graphical Dic.	1.31	14	1.71	5	1.60	6	1.54	6
Handbooks	0.81	23	1.06	20	1.42	9	1.09	16
Archival Sources	0.70	26	0.76	26	0.81	19	0.75	21
Govt. Publications	1.32	13	1.20	14	1.11	14	1.2	14
Census Publications	0.95	21	0.94	23	0.90	17	0.93	19
Indexes	0.66	27	0.82	25	0.66	23	0.71	22
Maps/Atlases	0.80	24	1.09	19	0.88	18	0.92	20

4. Usefulness of press Clippings

Among all these sources, clipping files or press clipping is considered an important source for all categories of journalists. Before writing any major story, the journalists call the library for relevant clipping files on various events. Every reporter generally use clipping files for the purpose of background information. These clipping files can provide information on

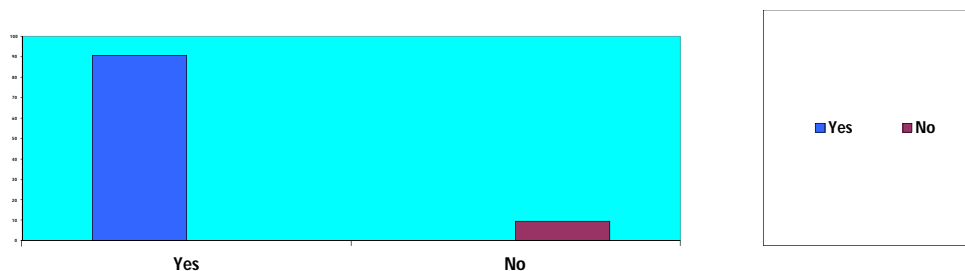
various events such as election statistics, records of major crimes, trials, disasters or anything that made big headlines in the past. It is a common practice to clip every local story of consequence, and no reporter can tackle an unfamiliar subject without first checking in clipping files.

Respondents were asked to indicate the usefulness of press clippings in their day to day work.

Table 6 shows that 90.64% of respondents find the press clippings very useful for their day to day work. Only some respondents (9.35%) pointed out that these are not very useful to them. They explained that they prefer to get information directly from the sources because finding the information from clippings is time consuming. Some of the respondents explained that clipping files are not useful to them "because we are working with the 'situation vacant' column, where we do not need the help of clipping files".

Table 6: Usefulness of press Clippings

Useful	Respondents	
	No	%
Yes	252	90.64
No	26	9.35
Total	278	100.0



Specific Areas of information needs

Journalists, like their counterparts in their professional groups demonstrate a wide diversity of information needs. They need all kinds of information on variety of subjects. The larger the newspaper, greater the demand for precise and diversified information. In order to find out their areas of greater information needs, the respondents were asked to rank the 12 areas of their information needs.

Table7 shows that journalists mainly needed information on political activities and ranked first by all the three categories of journalists. It shows that politics is the major area of specialization of all the three categories of

journalists . The government affairs and social activities are other important areas of information needs and ranked second by them.

The area of government affairs is ranked second by the reporting staff, ranked fourth by the editorial staff and ranked sixth by the senior editorial staff. It shows that this area is most significant area of information needs for reporting staff as compared to other two categories of journalists. Economic activities /development are ranked third by the journalists. Reporting staff ranked it fourth , editorial staff third and senior editorial staff ranked it fifth. Sports activities are considered as the sixth important area of information needs by the journalists. This area is most important for the senior editorial staff as compared to the other two categories of journalists. Health and religious activities are the areas of lesser information needs and is ranked low by all categories of journalists.

It can be concluded that political activities, government affairs and social activities are the important areas of their information needs for all the categories of journalists. Therefore, more coverage is being given to these areas in the newspaper. The areas of lesser information needs are environment, law, fashion, science and technology, health and religious activities.

Table7: Specific Areas of Information Needs, By Category

Areas	Reporting Staff		Editorial Staff		Senior Edit. staff		Mean	Rank
	W.I†	Rank	W.I†	Rank	W.I*	Rank		
Political Activities	10.60	01	10.45	01	10.83	01	10.62	01
Government Affairs	10.68	02	9.06	04	9.15	06	9.43	02
Social Activities	9.74	03	9.57	02	9.00	07	9.43	02
Economic Activities /Development	9.45	04	9.39	03	9.22	05	9.35	03
Religious Activities	4.79	11	6.00	11	3.85	12	4.88	11
Hobbies and Recreational activities	7.11	09	6.53	09	7.27	09	6.97	09
Sports	6.65	10	6.58	08	9.61	03	7.61	06
Educational Activities	7.76	06	6.86	07	7.09	10	7.23	08
Health	7.25	08	6.03	10	7.00	11	6.76	10
Personalities	7.11	09	7.41	05	7.42	08	7.31	07
Business/Finance	7.65	07	7.11	06	9.72	02	8.16	04
Other Areas	7.90	05	5.95	12	9.33	04	7.72	05

Purpose of Information Search

The journalists obtained information from the library for different purposes to meet their information needs in their day to day work. Library is very useful for the working journalists who often make news on current events and write feature articles, report an event with its historical background to a newspaper. The library staff of a newspaper provide in-depth information for reporters and editors. The library plays an important role and helpful for working journalists for making news on current events and to write feature articles.

Table 8 shows that information obtained from the library is most often used for writing feature articles, closely followed by for writing an article, writing a news item and for writing a personality profile. Mahapatra and Panda in their study also concluded that the information which journalists obtained from the library is used mainly for writing feature articles, news items and news. The use of information for general knowledge, editing a news item, writing a column, writing an editorial, and writing stories received somewhat lower scores and were ranked fifth, sixth, seventh, eighth, and ninth respectively. Significantly lower scores were recorded in respect of writing on sports, for getting a photograph and other purpose, being ranked tenth, eleventh and twelfth respectively. Thus, library documents/ information is much less used for these purposes.

Category-wise distribution shows that purpose of information search for writing an article was ranked first by senior editorial staff, while editorial staff assigned first rank to writing a feature article and reporting staff assigned first rank to writing a news item. The use of information in writing a feature article was ranked second by senior editorial staff and reporting staff respectively. The use of information for writing a news item and for writing an article was ranked third by editorial and reporting staff respectively. For writing an editorial was ranked third by senior editorial staff.

Thus, information so obtained from the library is heavily used for the purpose of writing feature article (rank 1), writing article (rank 2), writing news item (rank 3), writing personality profile (rank 4) while it is less used for the purpose of writing stories, for writing on sports, for photograph and other purpose.

Table 8: Purpose of Information Search

Purpose	Reporting Staff		Editorial Staff		Senior Editorial		Mean	Rank
	W.I*	Rank	W.I*	Rank	W.I*	Rank		
Writing a Feature Article	10.66	2	10.72	1	10.66	2	10.68	1
Writing an Article	10.56	3	10.44	2	10.75	1	10.56	2

Writing a News Item	11.27	1	9.59	3	9.14	5	10.00	3
Writing a Personality Profile	8.73	4	8.14	5	8.18	7	8.35	4
General Knowledge	8.18	5	8.02	6	8.42	6	8.20	5
Editing a News Item	6.79	9	8.18	4	9.61	4	8.19	6
Writing a Column	8.17	6	7.44	7	7.69	8	7.76	7
Writing an Editorial	6.90	8	6.13	9	10.07	3	7.7	8
Writing Stories	7.76	7	7.07	8	6.80	10	7.21	9
Writing on Sports	5.18	10	5.68	10	7.33	9	6.06	10
For a Photograph	5.03	11	5.55	11	5.25	11	5.27	11
Other Purpose	4.00	12	2.50	12	0	12	2.16	12

(N1=reporting staff;N2=editorial staff;N3=sr. editorial staff)

Time spent in the Library

Table 9 shows the average amount of time that each journalist spent in the library on each visit .It is the duration of time spent in browsing /reading literature etc. in the library .It shows that 3.59% of the respondents spent an average of less than 15 minutes in the library in their information seeking activities .While 26.97% of respondents spent between 15 to 30 minutes and 36.33% spent between 30 minutes to one hour and rest of the respondents (33.09%) spent 1hour to 2hours in the library each time they visit .

It shows that nearly 67% of the respondents spent an average of an hour or less on each visit .Another 33 % said that they spent between 1to2 hours on each visit .It shows that a large majority of journalists spent an hour or less in the library on each visit .On an average 52 minutes per visit (weighted average) was spent by the journalists in their information seeking activities .

Category -wise distribution in the table shows that 80.16% of editorial staff spent about 30 minutes to 2 hours, followed by senior editorial staff (69.99%) and reporting staff (about 60 %). On an average reporting staff spent about 48 minutes per visit and editorial staff spent about 59 minutes .whereas senior editorial staff spent about 50 minutes per visit in the library for their information seeking activities .It shows that editorial staff and senior editorial staff spent more time on an average on each visit in their information seeking activities in the library as compared to reporting staff .It may be due to the fact that editorial and senior editorial staff have more time to spend in the library (due to their nature of job) ,while reporting staff mainly doing field job ,have less time to spend in the library .No respondent has indicated that they spent more than 2 hours. Majority of the respondents (36.33%) spent 30 minutes to 1 hour in the library. One reason for spending shorter time in the library may be that they have to work

against deadlines most of the times . They may not have much time to spend in the library .Dissatisfaction with library services, lack of properly organized library material ,lack of physical facilities ,also discourage them from spending more time in the library .These may be some of the reasons for not visiting the library more frequently and spending more time in the library by the journalists.

Table 9 Time spent in the Library

(N=278)(N1=132; N2=116;N3=30)

Time Spent	ReportingStaff		EditorialStaff		SeniorEditorial		Total	%
	No	%	No	%	No	%		
Less than 15 min	04	3.03	05	4.31	01	3.33	10	3.59
15-30 min.	47	35.60	20	7.24	08	26.66	75	26.97
30 min. to 1 h	42	31.81	46	39.65	13	43.33	101	36.33
1 to 2 hour	37	28.03	47	40.51	08	26.66	92	33.09
Total	132	100	116	100	30	100	278	100

(N1=reporting staff;N2=editorial staff;N3=sr. editorial staff)

Frequency of visit

Frequency of visit to the library is an important indicator of its relative importance in terms of its resources and services. Therefore, frequency of visit by the users has been taken into account to find the use of the library. The frequency of visit to the library is studied by means of how frequently they visited the library in their day to day information seeking activities. Distribution of respondents according to their frequency of visit to the library is shown in the table 10. It shows that highest percentage of users (33.45%) visited the library two times a week, followed by 26.97% daily, 14.38% occasionally, 13.66% once in a week, 6.47% once in a fortnight, 3.95% once in a month and never by only 3 (1.07%) respondents.

Category-wise distribution of respondents in the table shows that twice a week visit to the library was indicated by the highest percentage of all the three categories of respondents. It is also noted that senior editorial staff visited the library twice a week, little more frequently as compared to other two categories of journalists. The table also shows that frequency of library visit is quite high, with 74.08% of the respondents visiting the library at least once in a week.

It also indicates the importance of library in their routine work. Somewhat similar conclusion was drawn by Joseph (1) in her study, shows that 87% respondents visited the library at least once in a week. Out of that highest percentage (27%) of respondents used the

library two or more times a week. The above analysis shows that the journalists are good users of the library sources. They mentioned that their work needs to be finished and written up by the evening. Therefore, they do not have enough time to think and to get required information.

Table 10: Frequency of visit

Frequency	Reporting Staff		Editorial Staff		Senior Editorial		Total	%
	No	%	No	%	No	%		
Daily	37	28.03	30	25.86	8	26.66	75	26.97
Twice a Week	47	35.60	35	30.17	11	36.66	93	33.45
Once in a Week	18	13.63	15	12.93	05	16.66	38	13.66
Once in a Fortnight	07	5.30	09	7.75	02	3.33	18	6.47
Once in a Month	04	3.03	04	3.44	03	6.66	11	3.95
Occasionally	16	12.12	23	19.82	01	3.33	40	14.38
Never	03	2.27	00	00	00	00	03	1.07
Total	132	100	116	100	130	100	278	100

Difficulties To Seeking Information

Journalists face many difficulties while seeking information in their day to day work. These difficulties are generally observed to hinder or come in the way of information seeking by the journalists.

The six main difficulties faced by them are: Lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available, inadequate library resources and inadequate library services.

(i). Lack of modern communication gadget

Table 11 shows that lack of modern communication gadgets is a serious problem and were ranked first by them. This is a serious problem for all the three categories of journalists. It shows that this barrier presented extreme difficulty to 10.12% and no difficulty to 10.122% of respondents.

Most of the journalists feels that media houses should provide modern communication gadgets such as latest computers with internet facilities, fax machines, etc., for easy and quick retrieval of information. The use of these modern communication gadgets as information retrieval tools can enable journalists in the news room or in field to gather, analyze, and /or transfer information electronically within a very short time. This may mean timely

publication of stories that would have seemed old if journalists had to wait for access to the information by traditional methods.

Table 11: Difficulties faced in seeking Required Information, By Level

Kind of Difficulty	Level of Difficulty								Total
	No difficulty		Very little difficulty		Considerable difficulty		Extreme difficulty		
	No.	%	No.	%	No.	%	No	%	
Lack of time to look for or read information	42	16.21	64	24.71	131	50.57	22	8.49	259
Inadequate Library Resources	36	14.51	93	37.49	87	35.08	32	12.90	248
Information scattered in many sources	35	14.11	73	29.43	103	41.53	37	14.91	248
Lib. Staff is not qualified enough to locate information	151	61.38	53	21.54	24	9.75	18	7.31	246
Information not readily available	39	16.45	86	36.28	77	32.48	35	14.76	237
Lack of Modern Communication Gadgets	24	10.12	24	10.12	118	49.78	71	29.95	237
Inadequate Library Services	35	15.28	85	37.11	76	33.18	33	14.41	229
Lack of Xerox facilities	117	49.57	45	19.06	47	19.91	27	11.44	236
Not Aware of the Availability of Lib. Material	78	36.11	85	39.35	34	15.74	19	8.79	216
The Lib. Materials are disorganized	60	26.31	93	40.78	48	21.05	27	11.84	228
Working hours of the Lib. Are not Sufficient/Suitable	175	72.91	28	11.66	17	7.08	20	8.33	240
Inadequate Physical Facilities (Space, furniture etc.)	78	34.21	44	19.29	64	28.07	42	18.42	228
Lack of Transportation facilities to the place of events for collecting Information	120	64.17	22	11.76	30	16.04	15	8.02	187
Lack of Finance (To undertake journey, pay to eye witness etc.)	119	63.97	23	12.36	19	10.21	25	13.44	186
Bureaucracy	33	21.71	39	25.65	53	34.86	27	17.76	152
Language	58	40.55	39	27.27	36	25.17	10	6.99	143
Professional risks while carrying out official Duties	46	39.99	35	30.43	26	22.60	8	6.95	115
Other Difficulties	2	40.00	2	40.00	1	20.00	0	0	5

Note: percentage is out of total number of responses against each difficulty.

(ii). Information Scattered in many sources

Information scattered in many sources is considered to be an extreme difficulty by 14.92%, considerable difficulty by 41.53%, little difficulty by 29.43% and no difficulty by 14.11% of respondents. Thus, majority of the respondents feel that information scattered in many sources is presents a considerable difficulty. This barrier is second greatest barrier faced by them. This barrier is faced more by senior editorial staff as compared to reporting and editorial staff .

(iii).Lack of time to look for or read information:

Lack of time to look for a read information as a barrier for seeking information presented extreme difficulty to 8.49%, considerable difficulty to 50.57%, very little difficulty to 24.71% and no difficulty to 16.21 of respondents. This barrier is the third greatest barrier faced by the journalists in their information seeking activities. This barrier is faced more by editorial and senior editorial staff as compared to reporting staff . Thus, time seems to be one of the major factor to look for or read information either from the library or from other outside service.

(iv) Information not readily available

Information not readily available is considered to be an extreme difficulty by 14.7 4%, considerable difficulty by 32.48% and no difficulty by 16.45% of the respondents. This barrier is ranked fourth by the journalists. This barrier is faced more by senior editorial staff as compared to editorial and reporting staff.

5. Inadequate Library Resources

Inadequate library resources (such as lack of reading material, staff, finance, etc.) is considered as an extreme difficulty by 12.90%, considerable difficulty by 35.08%, very little difficulty by 37.49% and no difficulty by 14.51% of respondents.

It shows that inadequate library resources are the 5th greatest problem faced by them while seeking information. This difficulty is faced more by reporting and editorial staff than to senior editorial staff .It may be due to the fact that reporting and editorial staff are good users of library. The nature of duty of editorial staff is such that they have to consult the library frequently and can spent more time..

The majority of the respondents have pointed out that library collection (such as reference books, clippings, etc.) is inadequate to meet their information needs. During the interview with same of the librarians, they mentioned that it is none of their fault. According to them, the management is not enthusiastic about developing a good reference collection. They do not provide sufficient funds for the library.

(vi) Inadequate Library Services

Inadequate library services present an extreme difficulty to 14.41%, considerable difficulty to 33.18%, very little difficulty to 37.11% and no difficulty to 15.28% of the respondents. This difficulty is felt equally by all the categories of journalists.

Rest of the difficulties poses less of the problems to the journalists while seeking information in their day to day work.

Conclusion

It can be concluded that journalists use wide range of sources of information in their day -to-day work. The analysis indicates that their varied information needs cannot be satisfied with one type of source. The use of sources of information is determined by various factors such as their information needs and purpose of use of information. Journalists used information sources for various purposes. For the purpose of seeking specific information, the five important sources are dictionaries/biographical dictionaries, Government publications, encyclopedias, books and newspaper clipping files. The most used sources consulted by the journalists for the purpose of keeping upto -date are current issues of newspapers, newsmagazines, periodicals, book reviews and Government publications and for the purpose of background information the five important sources are newspaper clipping files, back issues of newspapers, books, archival sources and periodicals.

As far as frequency of use of these sources is concerned, periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information (Table 5). Thus, in order to provide an effective library service and to satisfy their information needs, the libraries of their respective newspapers should have good collection of these sources. The findings further reveal that the journalists face many difficulties while seeking information. The main difficulties faced by journalists are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

As journalists cited lack of modern communication gadgets as the major problem faced by them in their information seeking activities. Most of the journalists suggested that media houses should be equipped with modern communication gadgets such as latest computers with internet facilities, fax machines, etc. Like foreign journalists, Indian journalists should also be equipped with advanced communication gadgets such as laptops etc. This will enable the journalists to produce news and features with greater speed and accuracy whenever required. The findings have also shown the inadequacy of library resources and services available to the journalists. Majority of the journalists suggested that more news magazines, newspapers and reference books need to be added in the present collection of these libraries. This problem could also be solved by

resource sharing with other newspaper libraries. At present no such system is existing. There is a need to develop a system of resource sharing among the media libraries in order to have sufficient resources.

The low use of information retrieval tools such as library catalogue, newspaper indexes and other bibliographical tools suggests that journalists need instructions and training to search information from those services. The low use is due to lack of awareness of various library services and sources among the journalists. Therefore, there is need to organize user education programs in newspaper libraries by the management. They should allocate separate and sufficient budget for this purpose.

References:

1. Ansari, M. "Information needs and seeking behavior of media practitioners in Pakistan." (2007), Unpublished PhD thesis, the Department of Library and Information Science, University of Karachi, Karachi.
2. Ansari, Zuberi. 'Information seeking behavior of media professionals in Karachi
3. *Malaysian Journal of Library & Information Science*, Vol. 15, no. 2, August: (2010) 71-84
4. Anwar, M. A. and Asghar, M. "Information seeking behavior of Pakistani newspaper journalists. *Pakistan Journal of Library and Information Science*, Vol.10: (2009), 57-79.
5. Anwar, M. A. Al-Ansari, H. and Abdullah, A. N. "Information seeking behavior of Kuwaiti journalist". *Libri*. Vol. 54: (2004). 228-236
6. Attfeld, S. and Dowell, J. "Information seeking and use by newspaper Journalists" *Journal of Documentation*. Vol. 59, no.2: (2003), 187-204.
7. Auster(Ethel) Organizational behavior and information seeking: Lessons for libraries. *Special Libr.* 73,3; (1982).173-182.
8. Butt,A.W "Information needs of Pakistan television news producers" .(1975), Unpublished master's theses, Dept. of Library and Information Science, University of Punjab.
9. Campbell, F. "Journalistic construction of news: information gathering", *New Library World*. Vol. 98, no. 1133: (1997). 60-64.
10. Chinn, L. " *Information seeking behavior and needs of journalists in context*, (2001), Unpublished master's thesis", University of North Carolina, Chapel Hill.

11. Edem US "Information needs and information seeking behavior patterns of journalists in Nigeria". *American Journal of Library Archives and Information Science*. 3(2): .(1993), 167-174.
12. Garrison, B. "Journalists' newsroom roles and their World Wide Web search habits". A paper presented to the Newspaper Division, Southeast colloquium, Association for Education in Journalism and Mass Communication, Chapel Hill, NC, March (2000). 17-18, [Online] URL: <http://www.miami.edu/com/car/chapelhill00.htm> [Viewed October 31,2003]
13. Gurdev Singh "The role of newspaper clippings in news making: user's point of View". *J of Library and Information Science*. .(1997), 22,1-2,.
14. Hansen (Kathleen A) and McLeod(Douglas M). " The news library's contribution to news making". *Special Libraries*. 79; (1988), 143-7.
15. Joseph R "How Indian journalists use libraries". *Information & Development*.;9(1-2) : .(1993), 70-4.
16. Mahapatra (RK). And Panda(KC)., " Information needs of working journalists in Orissa". *IASLIC Bulletin*. 46, 2; (2001) 105-110.
17. Nicholas, D., P.E. William, P. Cole, & H. Martin. "The impact of the Internet on nformation seeking in the media". *Aslib proceedings* ,52(3): (2000). 98-114.
18. Nicholas, D. and Martin, H. "Assessing information needs: a case study of
19. Journalists" *ASLIB Proceedings*. Vol. 49, no. 2: (1997), 43-52.
20. Poteet, A.R. "Newspaper journalists' information seeking behavior with online
21. information sources" (2000),.MSLS Thesis, University of North Carolina at Chapel Hill.
22. Wainwright, D. (1982). "Journalism: made simple" (3rd ed.), London: Heineman Wien, C.Teaching online information retrieval to students of journalism. *ASLI proceedings*. Vol. 52, no. 1:(2000)39-47.
23. Wien, C. "Teaching online information retrieval to students of journalism". *ASLIB proceedings*. Vol. 52, no. 1: 39-47.Wilson, T. D. 2000. Human information behavior. *Information science*. Vol. 3, no. 2:49- (2000), 56 20.
24. Wilson(TD). On user studies and information needs. *J Doc*. 37; (1981),3-15