HOW EFFICIENT ARE INFORMATION SEEKING BEHAVIOR OF FACULTY'S MEMBERS OF NIRF RANKED INDIAN UNIVERSITIES? : A PRACTICAL APPROACH

Dr. Shiv Kumar
Assistant Professor (Guest Faculty)
Department of Library and Information Science
Dr. RML Avadh University, Ayodhya, Uttar Pradesh, India
Email: Shivkumar.dlisc@gmail.com

Abstract

This paper presents an outline of information seeking and other faceted of information behavior of faculty members of NIRF ranked Indian universities, the purpose of the study to identify the practical mechanism used by faculty members of NIRF ranked Indian universities and determine their problems during information seeking. An online survey method was used for this study. The data were collected using a structure questionnaire containing both open and close questions. It was found that most of the faculty members were used URL as practical approach for searching information, and found that problems during seeking information due to scatters of information

Keywords: Faculty members, Information resources, seeking behavior.

1. Introduction

As we are living twenty first century, we are seeing dramatic paradigm towards information access era. Due to drastically change of information communications and technologies, and changing information needs of the clientele, internet is vast role play to access information to the databases. Adoption of web based search strategies and marketing of information in the present scenario, libraries has vital role to play the provide the facilities to access of information. With the advent of emerging technologies to access information behavior is widely changing over the world clientele. In this context, online information seeking behavior is a most important area to determining the users seeking behavior studies. To availability of information resources and information needs are motivate to the users to access information. To thirsty of knowledge and requirement of information, users are adopted various method and means to access information through using of numbers of communication channels of information. Due to information explosion has paved the accessing of information is sifted multidimensional way of access information in diversified form and format. Information is a power, resources and commodity which is required for each and every man over the world, no person of the world cannot alive without it. It is essential to teaching, learning and innovation. The present era is known as the information era and the whole world is

divided into two group- information rich and information poor. Due to changing of information conservation and preservation; changing user's information taste day to day it has affected the information seeking behavior of human being. Innumerable types of information resources, presented in the various format and worldwide accessibility of information has also changed the information seeker behavior. Gegan and Jayprakash (2018) opined that emergence of emerging technology pivotal role played in the changing seeking information behavior. Ellis (1987) mentioned their study, the following activities consist of information seeking process-starting, chaining, browsing, differentiating and monitoring. Information seeking behavior is an important aspect of clientele behavior study. In this study, to examine the needs and requirement of users, search techniques and strategies, information seeking behavior refer to evaluate the activities of users concerned to way of seek information according to their needs.

2. Review of Literature

Several studies have been conducted on the research problems of online seeking behavior of faculty's members. These studies has investigate the practical approaches like use of tools to access information, problems , types of resources, and prefer information resources in library.

Natarajan(n.d.) conducted a study entitled "Information seeking behaviour of students of Management Institutions in NCR of Delhi".This study investigate information seeking behavior pattern of student in library and information centres. For this study, structure questionnaire was used for data collection from respondents of management institutions libraries in NCR of Delhi.

The study showed that nature and types of information resources required, major information services used by students, aim of information seeking as well as level of satisfaction. It found that most of the users were used daily library and information resources were utilized effectively. Most of them, internet is used a main source of information. Similarly, Marouf & Anwar (2010) evaluate the information seeking behavior of social science faculty members and which information sources was mostly effect of information seeking pattern. They also analyzed the information searching tools were mostly used by social sciences faculties, they evaluate the library services were more used by them. They found that google search engine were mostly used as searching tools, and mostly faculties member were used almost all the library services to according needs.

Several case studies are available on information seeking behavior of students and faculties member. Hemminger, Lu, Vaughan & Adams (2007) conducted a study to investigate the information seeking behavior of academic scientist. They evaluate, how availability of information resources are transform the information seeking behavior of the academic scientists. The authors surveyed using a structure questionnaire containing both closed and opened questions. After interpretation of responses, author found that most of the academic scientists are using web based searching techniques, a few academic scientist usually visit the library. In a similar study,Ge (2010) influence of electronic resources on research scholars in the changing information seeking behavior in the digital environment. They also to examine David Ellis model of information seeking behavior

among social scientists. The authors surveyed method to collection of data using a questionnaire containing both closed and open ended questions. The findings of study, most of the social scientist the current library services and product for adequate to serve to fulfill the needs of the scientists. Similarly, Kadli & Kumber(2013) Conducted a study to examine the information seeking behavior of users in the accessibility of library resources, services in the ICT environment. They evaluate the satisfaction level of users to the library resources and to investigate which resources are mostly used by users. They found that most of the users are satisfied the accessibility of journals and books but few of them users are not satisfied due to poor quality of library staff and less quantity available of resources in Arabic. Rafig & Ameen (2009) discussed the information seeking behavior and users satisfaction to the accessibility of library resources. They conducting a case study to examine seeking information behavior approach of users and also investigate which sources are most preferred by users. they found that majority of the users are traditional search strategies used to access information, and out of them most of the users preferred to access online databases.

Some consolidated comparative studies of information seeking behavior are available; Lewis & Mallaiah (2014) conducted a comparative study using a information resources in engineering college libraries, to showed the significance level of users satisfaction8. They evaluate library resources, facilities, and services those effects the information seeking behavior of users. They found that most of the users are partially satisfied to the library resources and services. They suggested a few improve the quality of library resources and services. Fatima & Kumari (2017) discussed the information seeking behavior of visual impaired users of Maulana Azad library AMU: A case study. They evaluate the purpose of using information resources in study period. They found that most of the visual impaired users are seeking information for growth of career. The study indicates that majority of the users are preferred information in audio format.Kehinde & Obi (2016) conducted study on the ' Information needs and seeking behavior of master students in the faculty of communication and information science, University of Ilorin Kawara State. They evaluate the purpose of seeking information's, and their impact of practical approach of information seeking behavior . They found that most of users information seeking for reading purpose, few of them usages information for knowledge, and majority of the users are used internet as tools.

3. Objectives

- To find out the information seeking behavior of NIRF ranked Indian universities faculty members
- To ascertain the information seeking practical approach tools used by faculty members.
- To explore the problems of faculty members during information seeking.

4. Scope and Limitation

The scope of the present study is in areas of the practical approach of online information seeking of faculty members. This study is covered only top 10 Indian universities which is adopted in the 2019 version of National Institutional Ranking Framework(NIRF), those

achieved by the Ministry of Human Resource Development, Government of India for ranking the colleges, universities and other higher educational institutions of India. The limited universities are Indian Institute of Science(IISC), Jawaharlal Nehru University(JNU), Banaras Hindu University(BHU), University of Hyderabad(UoH), University of Calcutta(UoC), Jadavpur University(JU), Anna University(AU), Amritha Vishwa Vidyapeetham (AVV), Manipal Academy of Higher Education(MAHE), Savitribai Phule Pune University(SPPU).

5. Research Approach

A structure questionnaire was prepared related the practical approach of online information seeking behavior and distributed to the faculty members through online forums, personal e-mail besides, the researcher conducting a interviewed a few respondents via using of social media likewise messenger and WhatsApps . In this study, 400 questionnaire were distributed among faculty members of top ten NIRF universities in India, out of them 282 questionnaire were received .In the present study, Ms-Excel was used as a tools for data analysis and presentation of data both in table and figure as per required to presented a clear picture in the context of questions. An effort has been made by the researcher to know the practical aspects of online seeking behavior of faculty members in the context of learning, teaching and research activities.

6. Data Analysis and Discussion

Table.1 Response Rate

Category	Distributed Questionnaire	Received Questionnaire	Percentage
Faculty Members	400	282	70.5

Table.1 shows the response rate of faculty's members under the scope of the study. The result indicates that 70.5 % respondents were response.

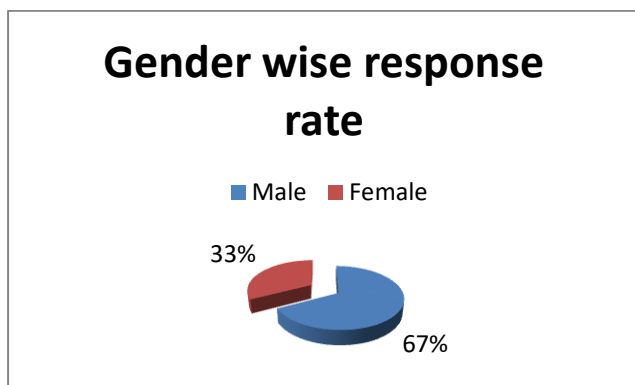Figure .1 Gender Wise Response Rate

Figure.1

Figure .1 shows the gender wise response rate of the respondents. It was found that 67 % male were responses while 33 % female were responses for this study. The result indicates on the basis of responses that male was the dominant in the conducted study.

Table.2 Opinion towards frequency of visit library

S.N.	Frequency of library visit	Number of respondents	Percentage
1	Daily	15	5.32
2	Alternative day	11	3.90
3	Weekly	17	6.03
4	Monthly	21	7.45
5	Occasionally	201	71.28
	Never	17	6.03
Total		282	100.00

Frequency of library visit is pivotal role played in the given rating of the library services and resources. In this study, examine the faculty members about to frequency of visited library. Table.2 the result presented that 71.28 % respondents were visited library occasionally. Followed by 5.32 % respondents were visited library daily; 3.90 % (alternative day); 6.03 % (weekly); 7.45 % (monthly) and 6.03 % respondents were not visited library.

Table.3 Place of seeking information

S.N.	Place of information access	Number of respondents	Percentage
1	Library	29	10.28
2	Own Office	156	55.32
3	Home	90	31.91
4	Cyber library	7	2.48
Total		282	100.00

Table. 3 show the place of information seeking of the respondents. The result reveals that 55.32 % respondents were seeking information to the own office. Followed by 10.28 % respondents were seeking information to the library; 31.91 % (home) and 2.48% respondents were seeking information to the cyber library.
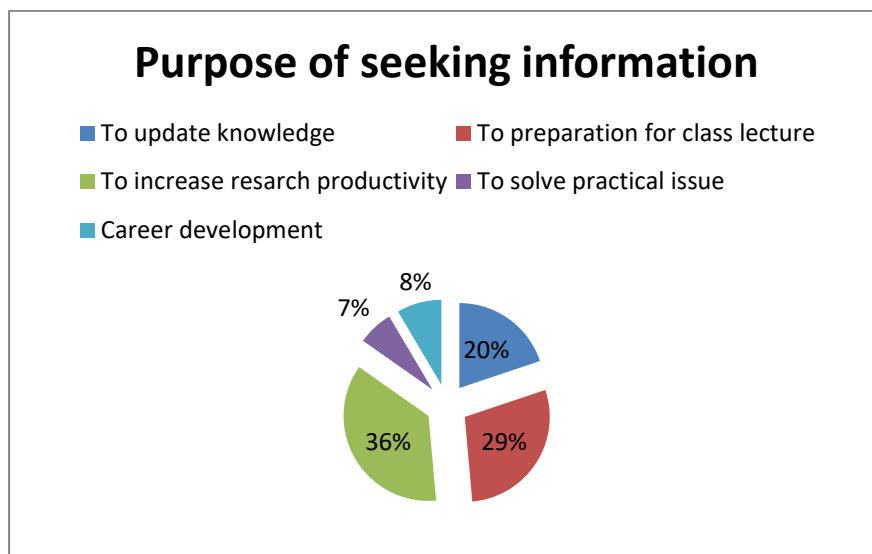
Figure.2 Purpose of seeking information

Figure.2

Figure .2 shows the purpose of seeking information by respondents. The result indicates that 36 % respondents were seeking information to the increase their research productivity. Followed by 29 % respondents were seeking information to the preparation for class lectures; 20 % respondents were seeking for short out the practical issue; 8 % were seeking information for career development whereas only 7% respondents were seeking information for update their knowledge. Over all the result indicates that majority of the respondents were seeking information to increases the scholarly productivity.

Table. 4 Satisfaction towards online resources

S.N.	Satisfaction towards online resources	Number of respondents	Percentage
1	Highly satisfied	78	27.66
2	Satisfied	126	44.68
3	Partially satisfied	50	17.73
4	Unsatisfied	21	7.45
5	Can't say	7	2.48
Total		282	100.00

Table.4 shows the satisfaction level of respondents about the library online resources. The result indicates that 44.68 % respondents were satisfied the online resources. Followed by 27.66 % was highly satisfied; 17.73 % were partially satisfied; 7.45 % were unsatisfied about the library online resources while 2.48 % respondents were not saying about the online resources.

Table.5 Language preference for reading materials

S.N.	Language preference for reading materials	Number of respondents	Percentage
1	Hindi	11	3.90
2	English	196	69.50
3	Sanskrit	9	3.19
4	Urdu	66	23.40
Total		282	100.00

Table .5 shows the language preference of reading materials by respondents. The result indicates that 69.50% respondents were preferred in English language materials. Followed by 3.90% were preferred Hindi language; 3.19 % (Sanskrit); 23.40% were preferred in Urdu language materials.

Table.6 Usage of tools for seeking information

S.N.	Usage of tools for seeking information	Number of respondents	Percentage
1	OPAC/Web OPAC	56	19.86
2	Book review	29	10.28
3	Abstracting Journals	93	32.98
4	Indexing Journals	104	36.88
Total		282	100.00

Table.6 shows about the usage of tools by respondent for seeking information. It was found that 36.88% respondents were used indexing journals as a tools for information seeking. Followed by 19.86 % respondents were used OPAC/Web OPAC as a tools for information seeking; 10.28 % (used book review) whereas 32.98 % were used abstracting journals as a tools for seeking information.

Table.7 Practical approaches of seeking information

S.N.	Approaches of seeking information	Yes	No	Total
1	Search engine	38.30	36.17	100.00
2	Using URL	67.38	32.62	100.00
3	Using Authors name	43.62	56.38	100.00
4	Title	63.12	36.88	100.00
5	Key word	23.05	76.95	100.00
6	Year of publication	3.55	96.45	100.00

Note: Percentage exceeds 100 per cent because respondents were allowed multiple answers

Table.7 shows the practical approaches to seeking information by respondents. In this table tries to examine the search strategies of the respondents. It was observed that 67.38 respondents were using URL to seeking information. Followed by 38.30 % respondents were used a search engine; 43.62 % used author name; 63.12 % used through title; 23.03 % used key word and 3.55% respondents were used a year of publication to seeking information. Overall the result of the table indicates that mostly respondents were used URL a practical approach to seeking information.

Table.8 Problems during information seeking

S.N.	Problems during information seeking	Number of respondents	Percentage
1	Lack of ICT skills	3	1.06
2	Lack of ICT infrastructure	90	31.91
3	Information scatters	101	35.82
4	Less numbers of required databases	33	11.70
5	Partially access facilities	55	19.50
6	Lack of knowledge about search strategies	0	0.00
Total		282	100.00

Table.8 shows the problems during information seeking. The result indicates that 35.82% respondents were facing problems due to scatters of information. Followed by 31.91 % (lack of ICT infrastructure); 11.70 % (less numbers of required databases; 19.50 % partially access facilities. Overall it was found that most of the respondents were faces problems due to unorganized information while seeking information.

7. Conclusion

Due to drastically development of information communication technology and changing pattern of information storage has tremendous impact on information seeking behavior. In this context, NIRF ranked Indian university faculty members are not escaped from its. The findings of the present study, indicates that most of the faculty members were visited occasionally library to seek their information needs. The study, it was found that 36 % respondents were information seeking for increases the scholarly productivity. The majority NIRF ranked Indian university faculty members were URL used a practical approach to seek information. Over all the conducted study found that faculty members under the scope of the study is faced problems due to scatters of information while seeking information, abstracting and indexing journals were used a tools for information seeking.

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