

## **INFORMATION SEEKING BEHAVIOR OF STUDENTS AT JAWAHARLAL NEHRU UNIVERSITY (JNU), NEW DELHI**

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### **Abstract**

The paper examines the information seeking behavior of Students at Jawaharlal Nehru University, New Delhi. The study was based on survey method and a structured questionnaire was prepared and randomly distributed among the users to collect the primary data. The result reveals that 66.32% respondents go to the library to get information for their subject specific syllabus whereas 50% respondents seek information for the preparation of competitive exam. This study recommended that to improve user's information-seeking librarians should assist teachers and to find the types of information that fulfill the users need. The librarians as instructors and library as an information organization play an important role in influencing the standard of education.

**Keywords: Information Seeking Behavior (ISB), Library Users, JNU University**

### **INTRODUCTION**

Information is the most valuable tool of society, it plays tremendous role in growth and development of any nation. Authenticity and reliability are the major characters of information. Information without correctness is harmful and leads to the wrong direction. Information Communication Technology has changed the world into a worldwide village. The use of ICT in libraries has become very important method to explore knowledge for the users in the scenario of information explosion and widespread use of digital information resources. Information and communication technology applications help libraries to perform their services and operations most effectively. The success of an organization depends upon the method of flow of information.

The procedure of information gathering, using and implementing is known as information seeking behavior. It is the most favorite subject of researchers in the field of information science. Information seeking Behavior is an important part of user studies which examines the casual relationship between the user, the information need and information technology.

The broad objectives of this study are described as below:

- 1) To explore the frequency of library, visit by the students.
- 2) To find out the purpose of seeking information by the students.
- 3) To find out the most preferred library resources widely used by the students.
- 4) To know about the students' level of satisfaction and comfort about the services offered by the library.
- 5) To understand the problems faced by the students in seeking information
- 6) To identify the time spent by the user in the library.
- 7) To find out the importance of various information resources for the students.
- 8) To find out the qualities of internet services provided by the library to their users.

## REVIEW OF LITERATURE

A number of studies have been carried out on Information Seeking Behavior, some of the relevant reviews are discussed as below:

**Gyesi (2020)** explored a study among 121 respondents of the Professional Studies, university of Accra (UPSA). The study found that working jointly with the information centre is important for the university authorities to address these problems hence the information needs of students are fully met to enrich their academic work. **Bala, Subramanian and Vanitha (2020)** revealed that university libraries have adopted all the new information technologies regarding ICT and online resources and they are efficiently used by the academic faculties. Majority of the engineering institutes were provided with the innovative tools in the departments for making effective teaching and effective research usage. **Bindhu and Balasubramanian (2019)** the research article revealed that half of the women respondents visit library daily. The study indicates that a good number of the Research Scholars and Post graduate students refer to online resources to bring up to date their latest information as well general knowledge regarding their subjects. **Tolulope, Gideon and Olorunwa (2018)** investigated a study on information behavior of the respondent regarding the use of information resources available in the university library in Oyo State, Nigeria. The study shows that independent variables of formation behavior between the students which include information seeking, information sources and information needs only information needs meaningfully affect the use of information. **Kaushik (2016)** analysis that type and amount of information received would directly have its impact and has become the most important aspect of today's social development. It depends on the standard of living of that specific civilization.

## RESEARCH METHODOLOGY

Present study deals with Jawaharlal Nehru University, which is a Central University situated at New Delhi. The primary data was collected using a questionnaire design to

elicit the response and opinion of the library users. Total 110 questionnaires were randomly distributed among the library users out of which 98 questionnaire received back and found fit for analysis. The data collected carefully, analyzed and presented in tabular form.

## DATA INTERPRETATION

**Table-1: Frequency of Library Visit**

Frequency	Number of Respondents
Daily	75 (76.53%)
Weekly	12 (12.24%)
Fortnightly	2 (2.04%)
Occasionally	9 (9.01%)

Table 1 shows that majority of the respondents i.e. 75(76.53%) visit library daily whereas 12 (12.24%) respondents visit library weekly. 9 (9.01%) respondents visit the library occasionally or as and when they have some need.

**Table-2: Purpose for Information Seeking**

Purpose	Number of Respondents
For research work	15 (15.30%)
For updating knowledge	15 (15.30%)
Subjects specific preparation	65 (66.32%)
Guiding others	2 (2.04%)
Competitive Exams	49 (50%)

Table 2 shows that 65(66.32%) respondents said that the main purpose of seeking information is for their subject specific preparation. The result reveals that 49(50%) respondents go to the library to get information for their competitive exams whereas 15(15.30%) respondent seeks information for updating their knowledge and research work respectively and 2(2.04%) respondents seek information to guide the others.

**Table-3: Most Preferred Library Resources by students**

Source	Number of Respondents
Books	80 (80.16%)
References	5 (5.10%)
Journal	6 (6.12%)
Magazine	4 (4.08%)
Newspaper	17 (17.34%)
Electronic media	17 (17.34%)
Internet	49 (50%)
Others	2 (2.04%)

Table 3 reveals the most preferred library resources by the respondents and found that 80 (80.16%) respondents visit library to get Books. Internet is the second most preferred resource which is opted by 49(50%) respondents, followed by Newspaper 17 (17.34%), Electronic media 17(17.34%), Journals 6(6.12%), Magazine 4(4.08%), References 5(5.10%) and 2(2.04%) others sources also used by the students in the library for getting relevant information

**Table-4: Frequency of Using Search Strategy**

Search Technique	Number of Respondents
Key words	21 (21.42%)
Author	52 (53.06%)
Title	58 (59.18%)
Subject	62 (63.26%)
Date of publication	-
ISBN Number	-
Publisher name	25 (25.51%)

Table 4 represents the basic search strategy adopted by the respondents for information retrieval. Subject wise is the most preferred search strategy as majority of the respondents opted, it followed by title-wise search strategy with 58(59.18%) responses, followed by author 52(53.06%), by Key words 21(21.42%) and by Publisher name 25(25.51%). Most of the students make the use of multiple options to search information

**Table-5: Level of Satisfaction and Comfort Regarding E-Resources**

Level of Satisfaction	Number of Respondents
Fully satisfied	25 (25.51%)
Partially satisfied	64 (65.30%)
Least satisfied	7 (7.14%)
Not satisfied	2 (2.04%)

Table 5 indicates satisfaction and comfort level of respondents towards e-resources and found that majority of the respondents i.e. 64(65.30%) feels partially satisfied whereas only 25 (25.51%) respondents feels fully satisfied. As per the above table 2(2.04%) respondents are not satisfied with e-resource management, therefore JNU Library need to strengthen collection of e-resources.

**Table-6: Problems faced by Respondents in Information Seeking**

Problems Faced	No. of Responses
Lack of knowledge of information sources	20 (20.40%)
Slow internet speed	20(20.40%)
Lack of Time for Searching	10 (10.20%)
Information Scattered in too Many Sources	30 (30.61%)
Cannot Locate the Target Resources	20 (20.40%)

Table 6 shows the problem faced by the respondents during information retrieval and observed that majority of the respondents i.e. 30(30.61%) face the problem of scattered information in too many sources. Lack of knowledge of information sources, cannot locate the target resources and slow internet speed is faced by the 20(20.40%) students each. The data shows that 10 (10.20%) respondents feel lack of time is the problem for searching information.

**Table-7: Time Spend for Information Seeking**

Duration	No. of Responses
Less than 1 hours	15(15.30%)
1 to 2 hours	19(19.38%)
2 to 3 hours	53(54.08%)
More than 3 hours	31(31.63%)

Table 7 reveals the time devoted by the students for information seeking to the library and found that 53(54.08%) respondents devote 2 to 3 hours for information seeking followed by 31(31.63%) respondents who spend more than 3 hours in information seeking, 19(19.38%) respondents devote 1 to 2 hours in information seeking whereas 15(15.30%) students spend less than 1 hour for the same. Results of this table shows that majority of the respondents spend sufficient time in information seeking.

**Table 8: Who Helps you for Seeking Information?**

Source	No. of Responses
Library Staff	30(30.61%)
Teacher	37(37.75%)
Colleagues/Classmates	55(56.12%)
Any other person	5(5.10%)

Table 8 shows that 55 (56.12%) respondents said that their colleagues/class mates helped them for seeking information. The data also shows that 37(37.75%) respondents seek help from Teachers and 30 (30.61%) respondents seek help from Library staff respectively in information retrieval. Result of the table shows that classmates are the most effective factor in helping information seeking.

**Table-9: Source/ Place of Accessing the Information**

Source/ Place	Number of Respondents
University Library	75(76.53%)
Other Libraries	3(3.06%)
Internet	60(61.22%)

Table 9 reveals that university library is the best place of accessing information with 75(76.53%) respondents. The study also observes that 60(61.22%) respondent response

that internet is very convenient sources of accessing information whereas 3(3.06%) respondents use other libraries for their information needs.

**Table-10: Satisfaction with the Services Provided by University Library**

<b>Satisfaction</b>	<b>Number of Respondents</b>
Fully satisfied	43(43.87%)
Partially satisfied	51(52.04%)
Dissatisfied	4(4.08%)

Table 10 reveals that the satisfactions with the services provided by the university library and observed that the majority of the respondents i.e. 51 (52.04%) are partially satisfied followed by 43(43.87%) which are fully satisfied and only 4(4.08%) respondents are dissatisfied with the services provided by university library.

**Table-11: Source to Learn About E-Resources**

<b>Source</b>	<b>No. of Responses</b>
University Website/ Newsletter	47(47.95%)
Library Guidelines	15(15.30%)
Colleagues	16(16.32%)
Internet Sources	35(35.71%)
Printing Journal/ Magazines	5(5.10%)
Workshops/ Seminars	3(3.06%)

Table 11 shows that majority of the respondents i.e. 47 (47.95%) learnt about e- resources via the university website whereas 35 (35.71%) respondents learnt about e-resources from Internet. Library guidelines 15(15.30%) and colleagues 16(16.32%) are also very helpful tool in learning e-resources respectively. A few numbers of respondents i.e. 5(5.10%) and 3(3.06%) are chosen printing journals/magazines and workshop/seminars where they learn about e-resources.

## **CONCLUSION**

The result of the study reveals that information seeking may be motivated by a wide variety of needs, entertainments, including personals, etc. The successful operation of a library depends on the large number of services that is provided by the library to its users. The library staff or reference librarians should focus on assisting users to develop a better image for the university library. It is also recommended that information manager cum librarian should help users to improve their information-seeking and to find the types of information they need. The librarians as instructors and library as an information organization play an important role in influencing the standard of education. If possible, the library staff should encourage to organize a refresher course for public relations.

## SUGGESTIONS

- Library should promote the awareness regarding various services among library staff and users by providing the short term courses, in house training programs, workshops and seminars.
- Information seeking and ICT should be a core component of syllabus in library and information science education.
- Sufficient funds should be made available by the academic authorities for developments of infrastructure of the library for ICT equipment.
- The library authorities need to review their policy regarding the implements of technological developments in libraries.

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