A STUDY OF DIGITAL ENVIRONMENT INFORMATION SEEKING BEHAVIOUR OF USERS OF IIHMR UNIVERSITY

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Abstract: *The significance and scope of information seeking behaviour in this study is to consist of the objectives and purpose of seeking information, the scenery and type of information required, the behaviour and meaning of accessing, searching, identifying and acquiring work related to information.*

The topic of the research study is "A Study of Digital Environment Information seeking behaviour of users of IIHMR University" to collect for this study, faculty members, research scholars and IIHMR University Users. The area of the study focused on IIHMR University Jaipur. The geographical area of this study is confined only to IIHMR University Users. This study related to the Information seeking behaviour accessible information centres such as IIHMR University Users.

A questionnaire was circulated to 397 User and 389 filled-in questionnaires were returned. the library is the most preferred place for 44 % of users who daily visit the library for their research related need, 79.4 % of users use the internet for Study material, 78.4% of users use Both print and e-media they agreed that journals are the best source of information but the print media is also a very important part of their study.

There are good percentages of users (88.2%) who are satisfied with the services of the library, but others wish for improvements. The study recommends orientation programs for research scholar to make awareness of e-resource and better utilization of the library services; it is also recommended that library should join some consortium for more resources and services. The study recommends orientation programmes for research scholar to make awareness of e-resource and better utilization of the library services; it is also recommended that library should join some consortium for more resources and services.

Key Words: *Information Seeking Behaviour, Library resources, User Satisfaction, Digital Environment.*

1. INTRODUCTION

Digital libraries are an emerging concept, as today's libraries routinely provide information and services in digital form. As the nature and role of libraries have changed in response to the new digital environment, new applications and services have been developed. Many practitioners have reported on these changes in the digital workplace. Digital libraries have unique characteristics that differ from traditional libraries and their approaches to information provision. The evolutionary view of digital libraries has been addressed by practitioners in the library and information fields. From a traditional librarian's point of view, digital libraries present a transformative model of a large-scale, user-centric organization that is moving towards an integrated form with various components However, the main purpose of digital libraries remains consistent with that of traditional libraries in that the purpose of digital libraries is to organize, distribute, and preserve information resources just as it is for traditional libraries.

Information seeking behaviour essentially refers to the strategies and actions undertaken to locate discrete knowledge of elements. It is concerned with the integrated utilization of the three basic resources. Users, information and system. Information seeking behaviour involves individual reasons for seeking information, the kinds of information which are being sought, and the conduct and sources with which needed information is being sought. Information seeking behaviour is articulated in various forms, from reading printed material to research and conducting tests. Scholars, students and facilities actively seek current information from the various media available in libraries electronic media the frequency of use of the Internet has been increasing since 1995.

The present era is the era of information and knowledge revolt. Many electronic resources are accessible in the library. The increase in information available on the web has affected information seeking behaviour.

Information seeking Behaviour is a lane Term. Which involves a set of actions that an personality takes to express information needs, seek information evaluate and select information and after all uses this information to satisfy his/ her information needs, information seeking is a term recitation the ways persons seed, evaluate, select and use information. In the course of seeking new information the individual may interact with different people, tools and computer based information systems.

The term Information seeking behaviour is used to include all activities comprising information seeking, information gathering, information receiving, and communication information seeking proceeds gathering and information gathering most of the times implies seeking, the users actively undergoes the information seeking process. The challenge of the user in obtaining the needed information results from the restructuring of some need supposed by the user this is called Information seeking behaviour.

2. OBJECTIVES OF THE PROPOSED STUDY
The objective of the study is:

- To establish the Information seeking behaviour of the IIHMR University in the changing Digital Information environment
- To find out the various information Sources encountered by them
- To estimate the collections of information sources, e-resource & services in the library of IIHMR University.
- To establish the kind of information are users for seeking information.
- To examine information seeking behaviour of IIHMR University users.
- To study the problems faced by users of IIHMR University while seeking and use of information
- To study about the preferred Library service utilized by them.

3. REVIEW OF LITERATURE:
Review of related literature is very important in a any research work.

According to Shera, "Information is transmitted by the act or process of communication. It may be a message, a signal and a stimulus. It assumes a response in the receiving organism and therefore, possesses response potential. Its motivation is inherently utilization.it is instrumental and it is usually communicated in an organized or formalized pattern, mainly because such formalisation increases potential utility."

Viswanathan says, "Information is the product of the human brain in action. It may be abstract or concrete. When an individual begins to think a variety of images and sensations flash in his mind and his memory retains some piece of knowledge. "

According to Krikelas (1983) "nformation seeking behaviour refers to "any activity of an individual that is undertaken to identify a message that satisfies a perceived need."

Mick (1980) observed that "Information producing and information seeking behaviour are closely linked and are the reasons why most information systems are not better accepted as they tail to provide linkage between the two activities."

Reneker (1992) "investigated the information seeking activities of 31 members of the Stanford University academic community were examined over a two-week period during the 1990-91 academic year. She adopted the naturalistic approach and employed qualitative techniques for the data collection using mainly personal interviews. Informants' perception of their information environment is expressed in positive terms, and there is a close relationship between knowledge of the information environment and the sources used. Information seeking is embedded in the day-to-day activities and relationships of the participants and is triggered both by the articulation of need and availability of information. A large number of needs are satisfied by sources the informants created or organized themselves and by interpersonal information sources. The findings of the study indicated that the action of information seeking originated from a wide variety of needs like personal, professional, entertainment, etc. "

Zondi (1992) "for instance conducted a study among first year undergraduate students at the University of Zululand, South Africa. She established that the majority of students showed a very low level of competence in the use of a library and displayed poor information seeking patterns. Kamanda (1999) did a similar study at the East African School of Library and Information Science Library, Makerere University, Uganda."

A number of models had been developed in this respect like Ellis'1993 model, Eisenberg and Berkowitz's 1992 model, and Kuhlthau's 1992 model. These models have been applied in a number of instances to follow up the patterns used in seeking information or to explain how information could be sought systematically.

"There is a universal assumption that man was born innocent or ignorant and should actively seek knowledge. In this regard, Marchionini (1995) stated that "Information seeking is thus a natural and necessary mechanism of human existence." He observed that more than half of the students experience problems in locating library information materials. He noted that the majority of them either located materials through browsing the shelves or sought assistance from library staff, but they did not make full use of the card catalogue."

Challener (1999) "investigated artists and art historians teaching in five liberal arts colleges and three universities. Results found that they need information for teaching. The participants almost all subscribe to art journals, and many read newspapers. They visit libraries frequently, usually more than one library, and unlike previous reports,

the majority are willing to ask the librarian for help. A large percentage of both art historians and artists are using computers for teaching. All 27 participants use slides extensively in the classroom, supplemented in most cases by textbooks."

Shokeen and Kushik (2002) "studied about information seeking behaviour of social scientists working in the universities located in Haryana. They reported most of the social scientists visit the library daily. The first preferred method of searching the required information by the social scientists followed by searching through indexing and abstracting periodicals, and citations in articles respectively. The social scientists use current journals followed by books."

Suriya, Sangeetha and Nambi (2004) "carried out a research work on "Information seeking behaviour of Faculty Members from Government Arts Colleges in Cuddalore District." The purpose of their study was to investigate, how faculty members seek information from the library. It mentions that most of the respondents 61 (y 38.12 percent) visited the library several times a week to meet their information needs. Regarding the type of search made by the respondents the majority of the respondents 91 (56.87 percent) made their search by subject."

Morey (2007) "made a study on the Health Information seeking behaviour of an African-American community. He found that most respondents rely on a health service professional for health information followed by a web site. Most respondents sought information for themselves, although 22.2 percent sought health information on behalf of another person. The findings of the study confirm the important role of health service professionals in health information seeking by under-served populations and suggest the need for investigation on the information giving behaviour of these professionals."

Bronstein (2007) "Studied on the application of Ellis's behavioural model to the information seeking behaviour of Jewish studies scholars. He concluded that all the information strategies in Ellis's model are present in the participants information behaviour, they are not used randomly a Ellis's had suggested. Findings point to a strong relationship between the information strategies used and the stage of the research a purpose of the research, ie. Researchers will use different strategies according to the stage of research or to the purpose of the research itself."

Jamali et al. (2008) "investigated two aspects of information seeking behavior Physicists and Astronomers at University College, London. The scope of the study was limited to the techniques adopted by the academics for keeping up-to-date and methods used for finding articles. 114 (47.1%) responded to the survey.

Rubina, Bhatti (2010) conducted a study of information needs and Information seeking behaviour of faculty members at the Islamia University of Bahawalpur. The study Highlights that Information seeking may be motivated by various factors such as Personal, Professional and Entertainment."

Rupp-Serrano and Robbins (2013) "explores the information seeking behavior of academic education faculty from twenty public research universities. The study highlights about the electronic resources and emphasize the importance of electronic scholarly journals and databases provided along with the printed books to meet their information and research needs. The investigation carried out on how frequently education faculty access information to stay up to date on current developments in the field."

4. DELIMITATION OF STUDY (SCOPE):

The significance and scope of information seeking behaviour in this study is to consist of the objectives and purpose of seeking information, the scenery and type of information required, the behaviour and meaning of accessing, searching, identifying and acquiring work related to information.

The topic of the research study is "A Study of Digital Environment Information seeking behaviour of users of IIHMR University" to collect for this study, faculty members, research scholars and IIHMR University Users. The area of the study focused on IIHMR University Jaipur and Centre Situated in Bangalore, Delhi, and Calcutta. The geographical area of this study is confined only to IIHMR University Users. This study related to the Information seeking behaviour accessible information centres such as IIHMR University Users.

IIHMR is a specialized organization in health research with a clear mission. It has completed 33 years as institution that has focused exclusively on the health sector with an emphasis on management research, education, and training. IIHMR has strived to fulfill the need for promoting research and innovations in health systems and services within the framework of National Health Policy of the Government of India. IIHMR is primarily a research, education and training organization with focus on the health sector and related areas that has dedicated itself to research to generate new knowledge to provide evidence and inputs for developing effective policies and interventions.

5. RESEARCH METHODS AND METHODOLOGY:

Research methods and methodology is an important one while collecting and analysing the data in a method that aims to come together relevance to the research purpose with economy in process. The present study is descriptive, analytical and comparative in nature. It is very important for a researcher to see and pose a specific problem for research.

A design which is flexible, appropriate, efficient, and economical, minimizes bias and maximizes the reliability of data collected is considered a good design. The following methods will be used for conducting study:

- The study will use a combination of methods for data collection like observations, survey, questionnaire, interview and discussion.
- Annual reports and prospectus will be reviewed to collect the basic information about their current state of affairs.
- Web sites of these institutions as well as of their libraries will also be scanned to supplement the above information.
- The data on usage as provided by the publishers/ database producers will be used.
- Statistical Methods and techniques will be used for analysis and interpretation of collected data for findings of study.

6. DATA ANALYSIS:

PURPOSE OF INFORMATION SEEKING:

Purpose	Yes	Percent	NO	Percent
Reading	324	83.3	65	16.7
Class notes and tutorials	220	56.6	169	43.4
Updating knowledge	314	80.7	75	19.3
Research work	190	48.8	199	51.2
Entertainment	116	29.8	273	70.2

Total User-389 and Percent 100.0

Table-1

Above analysis show that 83.3% respondents said they seek information forReading,80.7% respondents seek information to Updating knowledge, 56.6% respondents seek information to class notes and tutorials, and 48.8% respondents seek information to Research work only 29.8%respondents said that they seek information for Entertainment. It is clear and obvious from the above data that the majority of respondents seek information for their Reading, Updating knowledge and class notes and tutorials.

INFORMATION SOURCES USED FOR SEEKING INFORMATION

Sources	Yes	Percent	NO	Percent
Textbooks	317	81.5	72	18.5
Reference books	308	79.2	81	20.8
Newspapers	290	74.6	99	25.4
Research projects	190	48.8	199	51.2
journals	213	54.8	176	45.2
dissertation	137	35.2	252	64.8

Total User-389 and Percent 100.0

Table-2

Above analysis shows that the most popular source of information is textbooks there are other sources of information also usedby respondents like Reference books, Newspapers, journals, dissertation etc.

FREQUENCY OF VISIT TO LIBRARY:

Library visit per week

		Frequency	Percent
Valid	Daily	171	44.0
	Weekly	155	39.8
	Fortnightly	55	14.1
	Never	5	1.3
	No Respone	2	.5
	No Visit	1	.3
	Total	389	100.0

Total User-389 and Percent 100.0

Table-3

In order to assess the frequency of visit the library It has been found that 44% of the respondents visit the library daily, 39% visit weekly, 14% fortnightly.

TIME SPENT IN THE LIBRARY:

Time spent in library for information gathering per day

		Frequency	Percent
Valid	1-2 hours	300	77.1
	2-4 hours	70	18.0
	4-6 hours	5	1.3
	No Response	2	.5
	No	12	3.1
	Total	389	100.0

Total User-389 and Percent 100.0

Table-4

According to above analysis, 77.1% respondent spent their time in the College Library, 1hour to 2hours, 18% said 2 to 4 hours and 1.6% said that they spend more than 4 to 6 hours of their time in the library.

USE OF INTERNET:

How often do you use the Internet

		Frequency	Percent
Valid	Daily	309	79.4
	Once in a week	45	11.6
	Once in a fortnight	6	1.5
	Once in a month	6	1.5
	Rarely	23	5.9
	Total	389	100.0

Total User-389 and Percent 100.0

Table-5

On the basis of above data, it's clear that majority of respondent use Internet in central library, it's clear from above data that almost every respondent is aware of Internet and its importance.

PURPOSE OF USING INTERNET

PURPOSE	Yes	Percent	NO	Percent
Study material	337	86.6	52	13.4
E-mail browsing and sending	294	75.6	95	24.4
General reading	291	74.8	98	25.2
Entertainment	213	54.8	176	452

Total User-389 and Percent 100.0

Table-6

The user was asked to indicate their purpose for using the Internet; it is evident from above table that 86.6% of the respondent use the Internet primarily for the Study material, followed by75.6% respondents for the E-mail browsing and sending purpose, 74.8% for the General reading, 54.8% for the Entertainment. Hence it can be inferred that a majority of the user use the Internet for research purpose.

Which form of media do you prefer for consultation of literature

		Frequency	Percent
	Only print media	53	13.6

Only e-media	23	5.9
Both print and e-media	305	78.4
No Response	8	2.1
Total	389	100.0

Total User-389 and Percent 100.0

Table-7

According to above analysis, 78.4% respondent use both print and e-media in the University Library, and 13.6% respondent use Only print media only 5.9% respondent use Only e-media. Hence it can be inferred that most of the respondent use the both print and e-media in the University Library.

Familiar with e-documents

		Frequency	Percent
	Yes	346	88.9
	No	43	11.1
	Total	389	100.0

Total User-389 and Percent 100.0

Table-8

Above analysis shows that 88.9% user of IIHMR University agreed that they Familiar with e-documents and 11.1% respondents they are not Familiar with e-documents.

PROBLEMS IN INFORMATION USE:

Problems	Yes	Percent	No	Percent
Material is not available	74	19.0	315	81
Library staff are unwilling for service	32	8.2	357	91.8
Information sources are located at different places	98	25.2	291	74.8
Lack of knowledge of using the library	74	19.0	315	81.0
Information is too vast	123	31.6	266	68.4
Some information materials are too old	107	27.5	282	72.5
Incomplete information available in library	67	17.2	322	82.8

Total User-389 and Percent 100.0

Table-9

The respondents were asked to mention the problems they faced while seeking information. From the above data analysis, it is clear that (31.6%) of user faced the problem of Information is too vast to be dealt with satisfactorily in the time allotted It is also clear from the above data that the respondents faced many other problems like old collection of libraries, Lack of knowledge of using the library, Incomplete information available in library, and Information sources are located at different places etc.

SATISFACTION LEVEL WITH LIBRARY RESOURCES / SERVICES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	343	88.2	88.2	88.2
	No	46	11.8	11.8	100.0
	Total	389	100.0	100.0	

Total User-389 and Percent 100.0

Table-10

Based on data, the 82.2% user of IIHMR University Library are satisfied with library and 11.8% respondents are not satisfied with the collection.

7. CONCLUSION:

The study has brought out some major facts and figures in terms of information needs, seeking behavior, Digital Environment, utilization library resources, and services offered by the library of IIHMR University, Jaipur(Rajasthan).The study reveals that E-Resources have become the vital part of information dissemination. Users accepted the digital reading culture and use of E-Resources. Training among users in the library is the major motivating factor in the use of E-Resources.

The findings of the study indicated that the guidance in the use of library resources and services was necessary to help students meet some of their information requirements. A good number of users are unaware of the E-Resources available in their library. The library should organize more awareness programs and seminars to educate the students on seeking information from E-Resources to enhance the use of library resources and services. The library should also conduct feedback/users survey to know the need of users from time to time. In order to increase usage of E-Resources, ties, and resources required.

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