INFORMATION SEEKING PATTERN OF STUDENTS OF P.V.P. COLLEGE OF ARTS AND SCIENCE, DINDIGUL, TAMILNADU: A CASE STUDY

Dr.A.Baladhandayutham

Assistant Professor, Department of Library and Information Science,
Madurai Kamaraj University, Madurai 625 021

Abstract

The concept of information use pattern of students, which advocates the preparation of people to be successful users of information, addresses the concerns librarians have with the evolving nature of information sources and the overwhelming amount of information available. Those outside of the field library science have also acknowledged the effects of the exponential growth of information. In this study, 30% of the students visit the library daily. 31.81% of the students visit the library for Academic Improvement. More than half of the students preferred to read textbooks in the Library. A majority of the students use the Internet for the preparation of examination.

***Key Words:** Information, Information use pattern, Information seeking behavior, use of Information*

Introduction

The information seeking behavior is the way in which the user goes about seeking and obtaining information. The user's information behavior is reflected in his relationship to the information unit and its various products and services. Information is rightly regarded as the power where information is concerned. There are the information haves and the information have-nots. The second law of library science "Every reader his/her information" conveys the message to librarian that any reader coming to the library in search of information must have it.

Information has become a basic ingredient of man's life cycle; that there is no life in the modern society without information. It enables man to perform his day-to-day duties. The behavior comprehends a number of components like attitude approach positive activity, information gathering, pattern of seeking information and also psychological temperament. Information is used in variety of ways by different people in different disciplines in order to allow them to make a particular case as they seek to advance understanding of their discipline, and as they attempt to relate various aspects of their discipline to the broader field of information.

Objectives of the Study

The following are the objectives of the study:

- To study the frequency of use of the library by the students.
- To study the purpose of visiting the library.
- To find out the information searching methods of students.
- To find out the preferred to use of reading materials.

- To find out the problems of seeking information.
- To study the purpose of using internet.

Methodology

The method of collected data is purely based on the primary data Questionnaire tool was used and survey method has been employed in the present study. A total number of 110 Questionnaires were randomly distributed to P.V.P. College of Arts and Science, Dindigul, Tamil nadu. It is affiliated with Madurai Kamaraj University, Madurai. The study covers a period of six months from November 2014 to April 2015.

Analysis and Interpretation of Data

Table 1: Distribution of Respondents by Gender- wise

S. No.	Gender	No. of Respondents	Percentage
1.	Male	66	60
2.	Female	44	40
Total		110	100

Sources: Primary data

Table 1 discusses the gender-wise distribution of respondents. Among the overall 110 respondents, 66 respondents (60%) are male whereas 44 respondents (40%) are female. Hence a majority of the respondents belong to male.

Table 2: Distribution of Respondents by Age- wise

S. No.	Age	No. of Respondents	Percentage
1.	Under 18 years	40	36.36
2.	18-20	29	26.36
3.	21-25	17	15.45
4.	Above 25	24	21.82
Total		110	100

Sources: Primary data

Table 2 discusses the age-wise distribution of respondents. Forty respondents (36.36%) are under 18 years. This is followed by 29 respondents (26.36%) belong to age category of between 18-20, 17 respondents (15.45%) between 21-25, 24 respondents (21.82%) are the age level of above 25. Hence most of the respondents belong to the category of age below 18 years.

Table 3: Frequency of Visiting the Library

S. No.	Frequency	No. of Respondents	Percentage
1	Daily	33	30
2	Twice in a week	12	10.91
3	Weekly	34	30.90
4	Fortnightly	15	13.63
5	Monthly	9	8.18
6	Rarely	7	6.36
	Total	110	100

Sources: Primary data

Table 3 shows the frequency of visiting the library. Thirty three respondents (30%) use the library daily, 12 respondents (10.91%) twice in a week, 34 respondents (30.90%) weekly, 15 respondents (13.63%) fortnightly, 9 respondents (8.18%) monthly and 7 respondents (6.36%) use the library rarely. Hence a majority of the respondents use the library weekly.

Table 4: Purpose of Visit the Library

S. No.	Purpose	No. of Respondents	Percentage
1	Reading Newspaper	25	22.73
2	Research purpose	10	9.09
3	E-Resources	23	20.91
4	Entertainments	11	10
5	Academic Improvement	35	31.81
6	General Knowledge	23	20.91
7	To prepare Competitive Examination	10	9.09
8	Others	3	2.73
	Total N=110		

Sources: Primary data

Table 4 shows the purpose of visit the library. In this study 25 respondents (22.73%) visit the library for reading newspaper. This is followed 10 respondents (9.09%) visit the library for research purpose, 23 respondents (20.91%) e-resources, 11 respondents (10%) entertainment information, 35 respondents (31.81%) academic improvement, 23 respondents (20.91%) general knowledge and 10 respondents (9.09%) visit the library for prepare competitive examination related information. Therefore a majority of the respondents visit the library for Academic Improvement.

Table 5: Searching methods

S. No.	Options	No. of Respondents	Percentage
1.	Subject-wise	38	34.54
2.	Author-wise	24	21.82
3.	Publisher-wise	22	20
4.	Title-wise	29	26.37
5	Other	8	7.27
Total N=110			

Source: Primary data

Table 5 discusses the searching methods for information materials. Thirty eight respondents (34.54%) search the materials in the library by subject-wise, 24 respondents (21.82%) author-wise, 22 respondents (20%) publisher-wise and 29 respondents (26.37%) title-wise respectively. Besides cited above all, there are some other types of search materials also (7.27%). Hence a majority of the respondents search the materials by Subject-wise.

Table 6: Preferred to use of reading materials

S. No.	Types of material	No. of Respondents	Percentage
1	Textbooks	62	56.36
2	Periodicals	9	8.18
3	Newspaper	26	23.63
4	Reference books	9	8.18
5	General books	22	20
6	Patents	6	5.45
7	Thesis /research paper	5	4.54
8	Government publications	8	7.27
9	Pamphlets	3	2.73
10	Any other	10	9.09
Total N=110			

Source: Primary data

Table 6 discusses the preferred to use of reading materials. In this study, 62 respondents (56.36%) preferred to read text books, 9 respondents (8.18%) Periodicals, 26 respondents (23.63%) news papers, 9 respondents (8.18%) reference books and 22 respondents (20%) general books, 6 respondents (5.45%) patents, 5 respondents (4.54%) thesis /research paper, 8 respondents (7.27%) government publications and 3 respondents (2.73%) pamphlets. Besides cited above all, there are some other types of reading materials also (9.09%). Hence a majority of the respondents preferred to read Textbooks in the Library.

Table 7: Problems of seeking information

S. No.	Problems	No. of Respondents	Percentage
1	Material is not available	42	38.18
2	Library staff are not willing to service	30	27.27
3	Incomplete information materials	43	39.09
4	Information sources are far located	25	22.72
5	Lack of time	23	20.91
6	Do not know how to use the catalogue	14	12.72
7	Lack of knowledge in using the library	15	13.64
8	Understanding of English language	14	12.72
9	Information is scattered in too many sources	18	16.36
10	Information is to vast	14	12.73
11	Any other	18	16.36
	Total N=110		

Source: Primary data

Table 7 discusses the problems of seeking information. Forty two respondents (38.18%) report that material is not available, 30 respondents (27.27%) library staff are not willing to service, 43 respondents (39.09%) incomplete information materials, 25 respondents (22.72%) information sources are far located and 23 respondents (20.91%) lack of time, 14 respondents (12.72%) do not know how to use the catalogue, 15 respondents (13.64%) lack of knowledge in using the library, 14 respondents (12.72%) understanding of English language, and 18 respondents (16.36%) report that information is scattered in too many sources. Besides these cited above are also some other problems (16.36%). Hence a majority of the respondents report that their problem of seeking information is incomplete information materials.

Table 8: Frequency of use of Internet by rural and urban users

S. No.	Residing sector	Frequency				Total
		Daily	Once in a week	Once in a fortnight	Once in a month	
1.	Rural	28 (43.75%)	12 (18.75%)	19 (29.69%)	5 (7.81%)	64
2.	Urban	14 (30.44%)	11 (23.91%)	12 (26.09%)	9 (19.56%)	46
Total		42	23	31	14	110

Source: Primary data

Table 8 shows the frequency of use the internet by rural and urban respondents. Among the overall rural respondents, 28 respondents (43.75%) use the internet daily,12 respondents (18.75%) use once in a week, 19 respondents (29.69%) once in a fortnight and five respondents (7.81%) once in a month. This is followed by among the urban respondents, 14 respondents

(30.44%) use the internet daily, 11 respondents (23.91%) use once in a week, 12 respondents (26.09%) once in a fortnight and nine respondents (19.56%) once in a month. Hence a majority of the rural and urban respondents use the internet daily.

Table 9: Purpose of using internet

S. No.	Purpose	No. of Respondents	Percentage
1	Preparation for examination	32	29.09
2	Research purpose	18	16.36
3	Entertainment	28	25.45
4	News papers	30	27.27
5	Sports	16	14.54
6	For participation in seminar/ conference	6	5.45
7	To conduct seminar/ conference	14	12.72
8	To write and publish papas	3	2.73
9	To know the current developments	4	3.64
10	Any other	5	4.54
	Total N= 110		

Source: Primary data

         Table 9 describes the purpose of using Internet. In this study, 32 respondents (29.09%) use the Internet for preparation of examination, 18 respondents (16.36%) research purpose, 28 respondents (25.45%) entertainment and 30 respondents (27.27%) use for reading newspapers. Sixteen respondents (14.54%) use internet for sports, 6 respondents (5.45%) participation in seminar/ conference, 14 respondents (12.72%) conduct seminar/ conference, 3 respondents (2.73%) write and publish papers, 4 respondents (3.64%) know the current developments. Besides cited above all, there are some other purposes also (4.54%). Therefore a majority of the respondents use the Internet for preparation of examination.

Table 10: Opinion about the College Internet Services by male and female students

S. No.	Gender	Opinion					Total N
		Very Good	Good	Satisfactory	Poor	No Comments	
1.	Male	12 (18.18%)	17 (25.76%)	12 (18.18%)	5 (7.57%)	20 (30.30%)	66
2.	Female	10 (22.73%)	13 (29.55%)	6 (13.64%)	6 (13.64%)	9 (20.45%)	44
	Total	22	30	18	11	29	110

Source: Primary data

         Table 10 shows the opinion about the college internet services by male and female students. Among the overall male respondents, 12 respondents (18.18%) report that college internet service is very good, 17 respondents (25.76%) good, twelve respondents (18.18%)

satisfactory, five respondents (7.57%) poor and twenty respondents (30.30%) have not expressed any comments. This is followed by among the female respondents, 10 respondents (22.73%) report that college internet service is very good, 13 respondents (29.55%) good,6 respondents (13.64%) satisfactory,6 respondents (13.64%) poor and nine respondents (20.45%) have not expressed any comments.

Testing of Hypothesis
Ho: Null Hypothesis
          There is no association between the Gender of the respondents and their opinion about the college internet services.
H_1: Alternative Hypothesis
          There is an association between the Gender of the respondents and their opinion about the college internet services.

Chi-Square Summary Result

Chi-Square Calculated Value	Degrees of Freedom	Chi-Square Table Value @ 5%
2.68	4	9.49

          The table value of x^2 for 4 degrees of freedom at 5% level of significance is 9.49.The calculated value of x^2 is lower than this table value and hence the Null hypothesis is accepted and hence Alternative hypothesis is rejected. It is concluded that there is no association between the Gender of the respondents and their opinion about the college internet services.

Findings
- Three fifth of the respondents belong to male.
- 36.36 % of the respondents belong to the category of age under 18 years.
- 30.90% of the respondents use the library weekly in P.V.P College of Arts and Science, Dindigul.
- 31.81 % of respondents visit the library for Academic Improvement.
- More than one third of the respondents search the materials by Subject-wise.
- 56.36 % of the respondents preferred to read Textbooks in the Library.
- 39.09 % of the respondents' problems of seeking information is the incomplete information materials.
- Majority of the male and female respondents use the internet daily.
- 29.09% of the respondents use the Internet for the preparation of examination.
- Majority of the male and female respondents are satisfied with the internet services rendered by the P.V.P College of Arts and Science, Dindigul.

- There is no association between the Gender of the respondents and their opinion about the college internet services.

Conclusion

Good Library service aims at providing speedy access to information sources. In academic libraries users are students, teachers, research scholars and staff. They need the information for study, teaching and research purpose. Information needs are affected by many factors like range and knowledge of information sources, facilities available, the background, motivation, type and area of work, professional orientation and other individual-characteristics of users. In this study, a majority of the respondents visit the library for Academic Improvement and also they use the library daily. Now a day the library plays a vital role in the academic institutions. Hence the college authority should develop the libraries for appointing a number of Library Professionals and procure documents based on the needs of the students.

References

1. Ammini, V. K. "Information needs of the students of ship technology: A survey". Herald of library science 38.3-4 (1999): 45-67.
2. Bawden, David and Robinsonkay. "Information behavior in nursing specialties: A case study of midwifery." Journal of documentation 23.6 (1997): 12-24.
3. Blythe, J.A. "Information Seeking Patterns of health science professionals." Journal of documentation 14.2 (1994): 123-135.
4. Boakye, Joseph, "Users' Awareness and use of science and technology collection at the university of science and technology (UST) libraries." journal of librarianship and information science 31.4 (1999): 76-65.
5. Devi, A,S. and Lahiri, R. "Information seeking behavior of agriculture extension agencies: A Case Study." International Information communication and education 16.2 (1997): 13-21.
6. Lambert, S. D., and Loiselle, C. G. Health information—seeking behavior.Qualitative health research 17.8(2007): 1006-1019.
7. Lie, D. A., and Boker, J."Comparative survey of Complementary and Alternative Medicine (CAM) attitudes, use, and information-seeking behaviour among medical students, residents & faculty." BMC medical education 6.1(2006): 58.
8. Lobo, Bikikatariang. "Information needs, information seeking behavior and users, New Delhi: ESS ESS, (2002): 122-130.
9. Marcella, R., Baxter, G., Davies, S., and Toornstra, D. "The information needs and information-seeking behaviour of the users of the European Parliamentary Documentation Centre: A customer knowledge study." Journal of Documentation 63.6(2007): 920-934.