Information Seeking Behaviour of the User of Vinayaka Mission’s Medical College & Hospital

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Introduction

Information plays a very important role in every aspect of human life and it is especially true in the context of fast pace of today’s life. The value of information as a crucial factor in the social and economic development and progress of a nation is increasingly recognized. To a remarkable extent, information is a source of power. It consists of statements made by individuals or groups of individual about ideas, which they assimilated, into their knowledge store. Information is an elements of knowledge that is publicly available which can be shared and pass through the world.

The user community in an academic library system constitutes the faculty, students, from the view of point of the user whether he is the student, he needs variety of information. The information which is quite recent to the user is continuously being recorded and the user needs selective services to keep him abreast with current development. In order to maximize the use of the resource of the library, surveys should be under-taken to as certain the users retirement and information seeking behavior.

Knowledge in general and information in particular become more meaningful when they are transferred and communicated. The concepts “information’ and communication are so coexistent that they are often used synonymously without much distinction in common usage and one often implies the other in many situations. The purpose of transfer and communication of information is ‘use’ A wide range of information called ‘use and user-studies have cropped up in the last four decades.
Information seeking behavior can be defined as a process of construction in which a user progresses from uncertainty (or) confusion to understanding. Information seeking behavior includes actions or strategies undertaken to locate information. The filed is composed of studies that are concerned with who needs what kind of information and for what reasons, how information is found, evaluated and used and how these needs can be identified and satisfied.

Theories of Information seeking behavior:

a. Wilson theory
b. Oliga and lendway theory
c. Allen’s theory

Allen simplified paisley’s model by reducing the number of concentric circle, given each one a different name and also introducing a new one; the user:

i. as an information processor
ii. in connection with work team
iii. as an individual in an organization.
iv. as a member of a professional society
v. as a member of an invisible college; and
vi. as part of a formal information system.

User studies are a difficult area of knowledge to define. It can include conventional surveys of library borrowers and this may be main from of activity which comes to mind when the term: user studies” mentioned. In light of the above definition a study which is focused on user to understand directly or indirectly their information needs, use behavior and access pattern is usually called user study. We understand that the Information seeking behavior or user. So far no systematic research has been done in this area, Particularly in Vinayka Mission’s Medical College Library; in Karaikal. Therefore conducts the user survey to evaluate the application of information seeking in the libraries in Vinayka Mission’s Medical College.

Review of Literature: Information seeking behavior studies is one of the important areas in user studies. The motives and purposes of users give rise to information needs ad requirements. To satisfy such needs and requirements, users adopt many ways and means of accessing and
searching sources of information. The study of the information seeking behavior of scientists can be dated to the late 1940’s. Aina studied on the information needs of agricultural extension workers, 73 extension workers were surveyed in Ibandan area as a sample. Anderson and Hung discussed the need for training of paraprofessional library users in new technologies with an emphasis of reference service. Bawden and Robinson conducted a study on the information needs and information seeking behavior of nurses. Bijimol Joseph analyzed the utilization of library facilities of the sree Chtra Tirunamul Institute of Medical sciences and Technology. Birdar and Sampath kumar in their study attempt to evaluate the services and facilities offered by DVE Polytechniques College Library Shimoga. Cherry J.M. et al. made an experiment to evaluate the effectiveness of ac concept based computer tutorial for training on like public access catalogue users. Hari Krishna Reddy and Karisidappa conducted a survey on information seeking behavior of 160 Medical scientists on the use of formal and informal channels of communication, which showed that journals are preferred for formal source of information for preparing course/teaching materials. Books are used more for providing consultation and offering therapeutic/diagnostic services. The time spent borrowing/reading literature for various purpose has also been studied.

Research Methodology:

Research Design: Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method sampling.

Objectives of the study: The majority objective of library or information centre is to satisfy the information needs of users. There are two types of needs. One related to means of supplying item, information need of a user depends on a number of factors such as work activity, discipline and availability of facilities. Information needs can be primarily divided into 2 types viz., current awareness and need. In the current awareness n=mode the user require current information in their field for specialization or interest whereas in the informal types it’s needed to satisfy a specific purpose.

The following were selected as the specific objectives of the study:-
1. To find out the information needs of the students of Vinayka Missions’ Medical college – Karaikal
2. To find out the extent of time spend by the students for searching for information.
3. To examine the pattern of library used by the users.
4. To examine the extent of use of the library facilities and services made to the users.
5. To identify factors motivating the information seeking behavior or respondents.
6. To determine the relative of different sources of information used by them.
7. How the users select and utilize the documents available in the library.
8. What types of documentary source are sought by them and to identify such documentary sources for their study.

Methodology:
A questionnaire (Appendix) was designed for the purpose of collecting the required data from the chosen sample user population. The questionnaire comprehensively includes broadly all the aspects regarding library, with an ultimate objective to reflect the user’s opinion on the library. In this study 225 questionnaire were distributed among the users of the medical college. Out of 225 questionnaires distributed, 200 were received back, making the response rate 75%. Twenty-five questionnaire were not taken into consideration for did not include complete answers. In all 200 questionnaires were analyzed for the present study.

Limitations of the study:

1. The responses from the respondents could be casual in nature. This may be due to lack of interest or time on their part.
2. The correctness of information provided by the respondents in the personal data could not be established.
3. Some of the information provided by the respondents might not be correct.
4. Getting timely responses from the respondents was a difficult task.
5. The reason for this may attributed to their busy schedules.
Application of Statistical Tools:
In order to test the objectives and the formulated hypotheses here used some standard tools such as Percentage analysis and Chi-square test.

1. Purpose of Library visit.

<table>
<thead>
<tr>
<th>Purpose of Library visit</th>
<th>Large extent</th>
<th>Some Extent</th>
<th>Less Extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation</td>
<td>97(48.5)</td>
<td>83(41.5)</td>
<td>20(10.0)</td>
</tr>
<tr>
<td>To get bibliographic Information</td>
<td>78(39.0)</td>
<td>89(44.5)</td>
<td>33(16.5)</td>
</tr>
<tr>
<td>To get current Information</td>
<td>58(29)</td>
<td>117(58.5)</td>
<td>25(12.5)</td>
</tr>
<tr>
<td>Conceptual Information</td>
<td>70(35.0)</td>
<td>54(24.0)</td>
<td>76(38.0)</td>
</tr>
<tr>
<td>Statistical Information</td>
<td>48(24)</td>
<td>82(41.0)</td>
<td>70(35.0)</td>
</tr>
</tbody>
</table>

Hy:- Respondents do not differ in their purpose of library visit.
The above tables reveals that, irrespective of respondents library visit large amount of them (48.5%) library visit for relaxation, some amount of them (58.5%) library visit to get current information some amount of them (38%) library visit for conceptual information. The chi-square value (8.44) is also shows that it not significant. Hence the stated hypothesis is accepted.

2. Use of Information Channels

<table>
<thead>
<tr>
<th>Information Channels</th>
<th>Large Extent</th>
<th>Some Extent</th>
<th>Less Extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colleagues</td>
<td>103(51.5)</td>
<td>52(26.0)</td>
<td>45(22.5)</td>
</tr>
<tr>
<td>Experts</td>
<td>123(61.5)</td>
<td>45(22.5)</td>
<td>32(16.0)</td>
</tr>
<tr>
<td>Librarian</td>
<td>13(605)</td>
<td>104(52.0)</td>
<td>83(41.5)</td>
</tr>
<tr>
<td>Documentary Sources</td>
<td>64(32.0)</td>
<td>64(32.0)</td>
<td>72(36.0)</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Periodicals</td>
<td>45(22.5)</td>
<td>116(58.0)</td>
<td>39(19.5)</td>
</tr>
</tbody>
</table>

Hy: Respondents do not differ, their use of information channels.

From the above table that irrespective of information channels among them 61.5% collect large amount of information from experts, 58% of them collect some information from periodicals and 41.5% of them collect less amount of information from librarian. So most of them collect large amount of information from experts. The chi-square Value (7.11) is also shows that it is non significant. Hence the stated hypothesis is accepted.

**Suggestions:**

The present study is aimed to know the user satisfaction of library at Vinayka Mission Medical College and Hospital – Karaikal. The result found that few of the user are not satisfied about the services endured in the library. The also feel the present classification system is difficult. Therefore the institution take steps to adopt easy method of classification and they also try to improve that library services further.

In the present era, role of information technology play a vital role in most of the libraries to access the resources easily. Further plenty of information also available. Therefore the colleges have to take steps fully computerized method and also implement on-line information gathering method. It will help the user to collect necessary information then and there.

The environment of the library is very essential to the readers it create enthusiasm and happiness. So the college provide better infrastructure in the reading rooms. This will give motivation to the user to read more books and spend more times in the library.

The research also found that, majority of the students collects information related with their higher studies entrance examination. Therefore the institutions try to provide up-to-date material and try to purchase more journals and recent edition books. This will helps to the user to assess
that latest information. In the above suggestions are tries to be carried out the users are satisfied fully.

Conclusion:
The present study aimed to know the user satisfaction of Vinayka Mission Medical College and Hospital-Karaikal. The research framed some objectives; on the basis of objective the questionnaire was prepared. The sample was selected randomly among the staffs and students 200 samples were selected. The data were collected through questionnaire method, after collecting the questionnaire they were analyzed by standard statistical tools such as chi-square test. The result found that majority of the users satisfied about the library services.

References:


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