

INFORMATION SEEKING BEHAVIOUR OF THE FACULTY MEMBERS OF UNIVERSITIES IN CHATTISGARH: A STUDY

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Abstract - This research paper investigates the information search behavior of management faculty members in the digital age, with a focus on the unique context of Chhattisgarh, India. In today's knowledge-driven society, digital technology has transformed the way individuals seek and access information. This study aims to shed light on how management faculty members navigate the vast landscape of digital information resources, evaluate their credibility, and adapt their information-seeking strategies to meet their academic and professional needs. By understanding the specific needs and challenges faced by management faculty in Chhattisgarh, this study seeks to inform strategies for enhancing their digital information literacy and ensuring effective information retrieval and utilization in the rapidly evolving digital age.

Keywords: Information search behavior, Digital age, Management faculty, Chhattisgarh, Digital information Literacy, Information-seeking Strategies, Educational Technology, Research Behavior, Knowledge Management, Educational Research etc.

1. INTRODUCTION

These days, knowledge is seen as a commodity everyone may utilize in their daily lives. There are several sources from which one might glean information.

When it comes to getting the appropriate piece of information to the right person at the right time, libraries play a crucial role. The services provided by libraries and information centers have evolved from their conventional print-based models to more modern, digital ones. The age of information has arrived. Today, we are a part of the information age. Many people believe that information is a crucial resource for personal and societal growth. Libraries have evolved into a centralized hub of knowledge with a wealth of useful resources.

Libraries are undergoing a period of transition as a result of the rapid and profound changes brought about by advances in information and communication technology.

Once only a place to borrow books, libraries have evolved into hubs where people can go to access a wide range of resources. High-quality services may be supplied to the user in order to get the necessary information if it is understood that different users have different sorts of requirements.[1]

These days, a community wouldn't function without a central hub of knowledge. It is one of the most significant vehicles for disseminating knowledge and is thus indispensable to professionals, especially academics.

Information:

This data is absolutely crucial to human survival. There has to be an in-depth investigation of where and how this data is coming from. Research is one of the most well-known locations where knowledge takes root, and while this is not an easy process, it is not impossible. Most of what we know today is the outcome of investigations conducted in the past. Information useful to everyone of society is constantly being born from the efforts of professionals in science, technology, the social sciences, and the humanities. Recognizing the vital importance of R&D, the government continues to invest heavily in these areas, leading to a proliferation of new knowledge that has been dubbed the "information explosion" by those who study this phenomenon.

Nowadays, it's easy and quick to get your hands on any piece of data you could need. Whether or not they realize it, governments and non-government organizations generate data as they go about their daily operations. In the course of its regular job to protect law and order, the police department, for instance, offers crucial information on such hot-button issues as terrorism and corruption. Similar amounts of data are also provided to us by other government agencies. The actions of businesses and factories produce business and industrial data.[2]

Information Seeking Behavior:

The term "information seeking behavior" refers to any action made by a person in the search for a message that meets an actual or imagined requirement.

The quest for knowledge begins when an individual realizes their present store of information is insufficient to deal with a particular issue or problem. When that idea is no longer held, the procedure is complete. There is a wide range of contexts and resources from which people seek knowledge. Information scientists are affected by innovations in information storage, retrieval, and derived distribution technologies. A person looking for information should not worry about how much data is saved or what sort of data is kept. The distribution techniques will have the greatest impact on the user, while the depth of the retrieval

procedures will be a secondary consideration. Concerned with empirical knowledge, as well as corporate human experience and entertainment, are all areas where the new technology is expected to influence information seeking behaviors.[3]

Seekers of both individual and group human experiences are unlikely to see any significant changes in the near future. As more people come to appreciate the breadth of subject matter covered by collective human experience, it's possible that more data of all formats will be preserved in the future. Then consumers' use patterns will shift significantly.

Many disciplines, including library science, information science, communication science, sociology, and psychology, study how people seek for information. Users seek out knowledge because they have a need that they believe can only be met by consulting a formal system like libraries, information centers, online services, or even another person. Many variables affect people's propensity to look for information. As the primary goal of libraries and information centers, it is intrinsically tied to the quality of services provided to the public.[4]

In other words, information seeking behavior is the deliberate pursuit of knowledge in response to the imperative to achieve particular ends. An individual's search journey may involve interactions with both human beings and non-digital information resources. Academics' information habits are a hot topic in library and information science. No one in the information industry, including libraries, can figure out how to meet users' information requirements. The information-seeking habits of professionals in academia are the subject of a large body of research. An individual's information-seeking behavior is determined by three factors: the information that is readily available, the individual's effort level, and the individual's prior experience with the information. Seeking knowledge is as fundamental to being human as breathing. To "seek" denotes an effort to locate something which the seeker intends to employ in satisfying the need.

Seeking out new information is the bedrock of intellectual

growth. Since information is so crucial to societal progress, it's important that it be both precise and exhaustive. Before lecturing to students, the professor obviously has to do some research on the topic at hand. They needed a wide variety of references from which to get relevant data.

Libraries play a key role in facilitating access to information and knowledge for members of the academic community. Information seeking is the process of a user looking for, evaluating, selecting, and using information. The purpose of this research was to learn more about how university staff in Chhattisgarh go about finding the information they need.

2. OBJECTIVES:

- To find out the respondent's Purpose and methods of information seeking.
- To explore the usage of e-resources in purpose of information seeking.
- To examine the hindrances that interferes with Information seeking attitude of the respondents.

3. LITERATURE REVIEW

A literature review is a discussion of the published information in a certain field of study within a specific time period. The integration of prior and current research will be the primary focus of the literature review. Using electronic resources such as the Internet and a variety of articles from reputable publications to fill gaps in one's knowledge is an example of good information seeking behavior. Journals in the field of library and information science are mentioned.

Journals such as the Bulletin of Information Technology, the Journal of the American Society for Information Science and Technology, the Journal of Educational Media and Library Science, the Journal of Applied Science Research, the Annals of Library and Information Science, libri, and the Journal of Documentation were consulted. Reviewing the literature, it becomes clear that there is a dearth of information about the information-seeking habits of academic staff.[5]

The study noted that the information creation, use, and search process may be thought of as a sequence of steps

through which individuals pass, and that these processes may occur simultaneously. A person's or a community's pattern of responding to an information demand is known as information seeking behavior.[6]

Though everyone now has easy access to the Internet, many respondents still make frequent trips to the library; the frequency with which they do so varies widely.[7] Except for a small number of schools, the respondents from all of the universities in the study regularly use the library. College faculty and administration rely on books and monographs as their primary formal sources of information, while face-to-face discussions with colleagues and friends are among their most frequent informal information resources.[8] When they have an unexpected need for knowledge, they either consult their personal library or the library at their place of employment.[9]

Most professors looked for materials to help them with their teaching, continuing education, and scholarly pursuits. Researchers at Indian universities discovered that the majority of their 256 social science faculty members turned to journals, books, government papers, and reference sources to satisfy their knowledge demands.[10]

Humans actively seek out information for a wide variety of reasons, including expanding their knowledge and understanding, staying up to speed with current events, and finding solutions to issues.[11]

The data gathered here should satisfy the needs of the target audience. Teachers at Bangkok's Rajbhat University rank textbooks, magazines, and newspapers as their top three reading sources. They realized they needed it for lecture prep, knowledge maintenance, and research projects.[12]

Knowledge is stored in libraries, which are an essential aspect of every educational system. A library is considered to have made progress when it is able to meet the information needs of its patrons.[13]

4. RESEARCH DESIGN

The study used a survey to collect information about the demographics of the sample, as well as their informational demands and information-seeking activities. It is possible to extrapolate the results of a survey to the whole population it is meant to represent.

Twenty-five questionnaires were given out to RSU professors as part of the preliminary test's limited sampling. The correctness was determined by analyzing the responses of the respondents. Further adjustments were made to the questionnaire in light of the feedback we received. Once the survey had been revised, it was sent out to university professors.

Collected Data:

Population and Sampling:

The purpose of this research is to examine the information-

seeking habits of university professors in Chattisgarh. Chattisgarh is home to a whopping 54 different educational institutions.

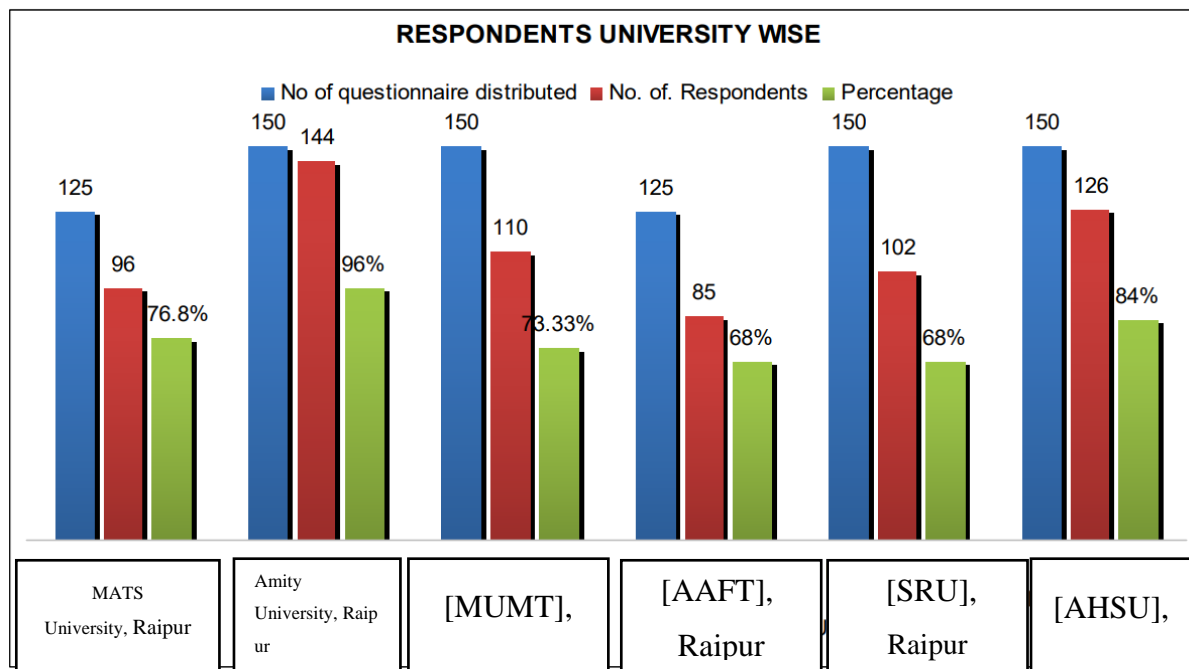
Only five of the 54 institutions were used as an examination body. These universities' examination boards eventually amalgamated with RSU University.

- MATS University, Raipur
- Amity University, Raipur
- Shri Rawatpura Sarkar University - [SRU], Raipur
- Maharishi University of Management and Technology Bilaspur Campus - [MUMT], Bilaspur
- AAFT University of Media and Arts - [AAFT], Raipur
- Pt. Deen Dayal Upadhaya Memorial Ayush and Health Science University - [AHSU], Raipur.

Table 1 Universities wise Distribution of the respondents

S.No.	Universities	No. of Questionnaires Distributed	No. of Respondents	Percentage
1.	MATS University, Raipur	150	96	76.80
2.	Amity University, Raipur	125	144	96.00
3.	Shri Rawatpura Sarkar University - [SRU], Raipur	150	110	73.33
4.	Maharishi University of Management and Technology Bilaspur Campus - [MUMT], Bilaspur	125	85	68.00
5.	AAFT University of Media and Arts -	150	102	68.00

	[AAFT], Raipur			
6.	Pt. Deen Dayal Upadhaya Memorial Ayush and Health Science University - [AHSU], Raipur	150	126	84.00
Total		850	663	78.00



Research is grounded on the methodology, which is a scientific set of clear norms and process against which knowledge claims are assessed. The research technique describes the overall strategy employed by the researcher. In layman's words, research methodology refers to the overarching theories and ideals that guide academic inquiry. We used a well-structured questionnaire to obtain the necessary information from the user community, here representing the faculty members at the six designated state institutions. Respondents were prompted to be as open and honest as possible. About 850 questionnaires were sent at random, but only 663 were returned with usable data, making them the sample for this investigation. There were 78 responses, which is a 78.

5. CONCLUSION

It's not enough to just give people the information they're looking for. we need to take into account their information-seeking behavior as a whole. Instead, much of the work that has to be done involves figuring out how to structure and execute the arrangement so that it smoothes over any relationship problems that may arise, as well as looking into the format and location of the data to make sure it is transferred in its entirety. In other words, the success or failure of an information use pattern attempt is not just determined by the activities employed (such as document exchanges, presentations, etc.), but also by the elements that

might hinder, confuse, or even hurt the internalization of the knowledge. Several factors

influence how productively people seek and use knowledge. This is largely a human, process, and technological issue. The five parts of this are as follows: study, talk about, utilize, and work together.

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