INFORMATION SEEKING BEHAVIOUR: A STUDY OF HIGHER EDUCATION STUDENTS OF KURUKSHETRA DISTRICT (HARYANA)

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Abstract: Information technology plays a vital role in day to day affairs of human kind in every country of the world in general and India is not an exception of this. Over the period of time, the emerging technologies have completely changed the traditional library system into the modern system. As a result, the information seeking behavior of students and faculty has changed completely. Analysis of Information looking behavior of different strata of students helps us to improve the library system in form of collection of various kinds of books, journals, availability of information, infrastructure facilities etc. Keeping this aspect in mind, the present research work is an attempt to study and analyze the information seeking behavior of higher education students of Kurukshetra district of Haryana. The present study is exclusively based on primary data which will be collected through questionnaire. The available data will be presented in form of suitable tables and graphs.

Keywords: Information Seeking Behavior, Library and Students

1.0 Introduction

In the present fastest growing world, information technology is playing a very critical role in routine activities of human beings irrespective of their age, education status, gender etc. Last few decades are witnessed that advances in technologies have brought basic changes the mode information is stored, gathered, retrieved, access and ultimately utilized for our final purpose. Due to which, role of libraries also have changed completely. Information seeking behavior of teaching faculty and students are changing in the modern library system. In the present time, internet is one of the powerful means to access the information. The web has completely changed the conventional library system into a virtual library in which part of the information can be retrieved in a digital format. The usage of ICT tools works as a facilitator in this e-learning process on the one hand and role of Social Networking Sites (SNSs) in spreading the information on the other.

Keeping this aspect in mind, the present research paper is a modest attempt to study and analyze the information seeking behavior of the students of higher learning in Kurukshetra district of Haryana State. There is hardly any shortage of literature on this issue of information searching behavior of students and faculty. The present study is exclusively based on primary data which have been collected through questionnaire from various UG/ PG students of Kurukshetra district of Haryana. They have revealed their behavior on different aspects of information searching. More than 170 questionnaires have been circulated, Out of which, we have received 138 filled successfully and completely. The response rate of questionnaires was around 81.2 per cent which is quite satisfactory and justified for pursuing and conducting the present research. The collected data through filled questionnaires have been analyzed and presented in the form of suitable tables and graphs. To make a comparison in different heads, percentage share of responses have been estimated.

2.0 Information Seeking Behaviour

It is a practice or practice where people explore the information and the use the same to fulfill the desired task in general and to achieve the goals. Information is the life line which is very much essentials all the walks of life of every human being. Vast literature is available on the present issue of the research. Sultana, Ayesha (2016) stated that the phrase Information seeking behavior engages a set of actions like information needs, seek information, evaluate and select information and ultimately utilize this information.

Information seeking is a high level cognitive process of problem solving. To seek information implies the need to change the state of one's knowledge. Due to IT revolution all over the world, information seeking behavior of faculty and students are changing on one hand and traditional libraries are transforming into digital libraries on the other.

3.0 Implications of Information Seeking Behaviour: Data Analysis

For the purpose of study, collected responses from various higher education students were analyzed on different basis and presented the same in the form of suitable tables and graphs. The following table 1 analyzed the information/response on the basis of course wise distribution of respondents:

Table 1: Distribution of Respondents Course-Wise

Distributions	Students			
S. No.	UG	PG	Ph.D.	Total
Number of Questionnaires Distributed	90	50	30	170
Number of Questionnaires Received	73	39	26	138
Response Rate	81.1%	78%	86.7%	100%

Source: Data Analysis by Researcher

It is clear from the above table that 170 total questionnaires were distributed among UG, PG and doctorate students in Kurukshetra district of Haryana. 90, 50 and 30 questionnaires were distributed among UG, PG and doctorate students respectively. Out of them, 73, 39 and 26 questionnaires received from UG, PG and doctorate students respectively. The response rate was highest in Ph.D. students which are followed by UG students.

The following table 2 presents the frequency of accessing the library by the students. It is clear from the table that out of total respondents, 33.3% students are visits the library 3-4 days in a week which is followed by those students (29.7%) who are the regular visitors of library on the daily basis. Approximately 8 % students reveal that they are visiting the libraries 3-4 times in a month. Around 10% students are the rarely visitors of libraries. The table 2 presents the analysis of frequency of accessing the library by the students.

Table 2: Frequency of Accessing / Visits the Library by Students

Library Visits	Frequency	Response in Percentage
Regularly (Daily)	41	29.7%
3-4 time in week	46	33.3%
Weekly	26	18.8%
3-4 time in a month	11	7.9%
Rarely	14	10.14%
Total	**138**	**100%**

Source: Data Analysis by Researcher

The following table 3 analyzes the data about the objective/purpose of information seeking by the students. As we have discussed earlier, the primary data have been collected from the various students of UG, PG and Ph.D. Due to which, they have different searching information requirements.

The maximum respondents that are 34.05% have revealed that they are using the library for preparing contents/notes which is followed by the purpose of study that is 32.60%. Out of total respondents, only 18.8% are searching the information for research work. It may include the Ph.D. scholars, who may search the information for their thesis purpose. And around 14% respondents have not defined the purpose of their information searching. It may be due to the lack of interest in library visiting.

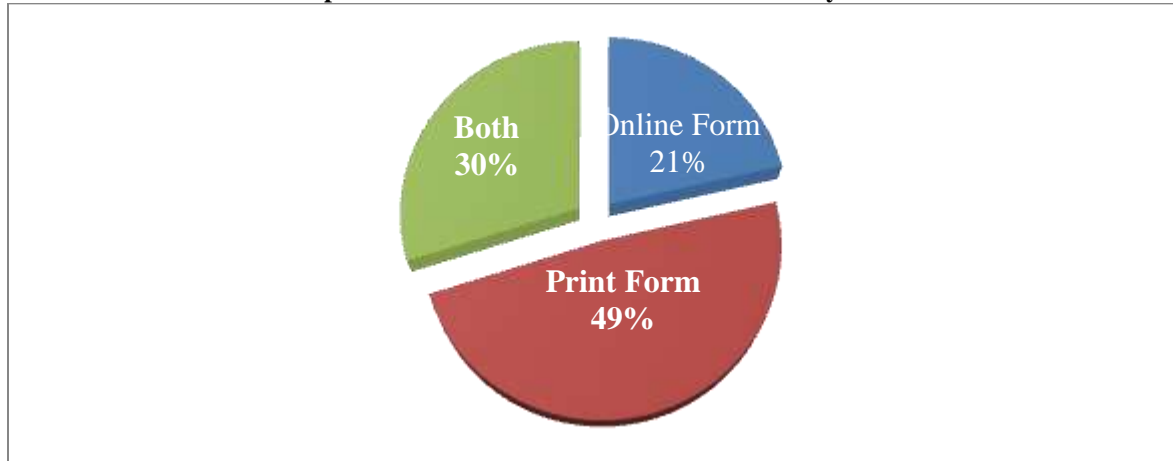**Table 3: Objective/Use of Information Searching**

Purpose/Use	Frequency	Response in Percentage
Study Purpose	45	32.60%
Preparing Contents	47	34.05%
Research Work	26	18.8%

Any Other	20	14.4%
Total	**138**	**100%**

Source: Data Analysis by Researcher

The following graph 1 presents the way/formats to access the information seeking by the different levels of students. Data reveals that 49 % students are using the print form, while 21% are using only online form. And around 30 % students are using the information in both online and print form. Data reveals that most of the students are still using print format for seeking the information.

Graph 1: Formats To Access The Information By The Students

Source: Data Analysis by Researcher

The following table 4 highlights the problems faced by the students while searching the information. It is clear from the table that around 29 % students highlights that matter not available is the main problem while searching the information in the library which is followed by the problem of time constraint that is 26% approximately. Students also highlight the language issue is also one of the problem while searching/seeking the matter in the library.

Table 4: Issues faced while Searching Information

Problems	**Students Response**	**Response in Percentage**
Matter not available	**40**	28.9%
Time Constraint	**37**	26.1%
Non-Cooperation of Library Staff	**17**	12.3%
Language Issues	**23**	16.6%
Any Other	**21**	15.2%
Total	**138**	100%

Source: Data Analysis by Researcher

The following table 5 analyzes the level of satisfaction of students with the library services that they are using. Analysis reveals that around 66 % students are fully satisfied with the library services while 26 % students have revealed that they are satisfied with the library facilities. Only 3.5% students have revealed that they are completely dissatisfied with the library facilities.

Table 5: Level of Satisfaction with Library Services/ Facilities

S. No.	**Level of Satisfaction**	**Response in Percentage**
1.	**Fully Satisfied**	66.4%

2.	**Satisfied**	26.1%
3.	**Moderately Satisfied**	4.0%
4.	**Dissatisfied**	3.5%

Source: Data Analysis by Researcher

4.0 Conclusion & Policy Implications

In the nut shell, the present study entitled Information Seeking Behaviour: A Study of Higher Education Students of Kurukshetra District exclusively based on the primary data which was collected from the various levels of students of Kurukshetra district of Haryana State. The analysis reveals that mostly students visit the institution library either regularly or 3-4 days in a week. Libraries are using either for preparing notes or study purpose. Data reveals that 49 % students are using the print form to access the information. In their response, student's respondent that matter not available is the problem which is followed by the problem of less time availability. And lastly, maximum student reveals that they are fully satisfied with the library facilities of their institution.

On the basis of above findings, we can rightly conclude that students of Kurukshetra districts are very much energetic or active in using the library services. The whole research concluded the different dimensions of information seeking behavior of various levels of students of Kurukshetra district. It is clear that these readers are not employ similar kinds of methods while searching the information. Research also confirms that this may be due to different levels of their education, time availability and their different purpose of searching. IT revolution in general and SNSs in particular has opened the doors for knowledge seekers.

Due to which, information seeking behavior of students is changing. To what an extent we can get the benefits from it, its exclusively depends upon the users conduct about using these sources. IT revolution has developed an ecosystem in which role of libraries has changed completely from traditional libraries to the digital libraries which is no doubt more learner friendly. Consequently, information seeking behavior of all the level of students is changing with the passage of time.

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