

## **Information Seeking Behaviour of Faculty Members in MES's Institutions**

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### **Abstract:**

There is a tremendous impact of ICT on the users. Today, users are not completely dependent on the libraries for getting the required information. They are using various means to retrieve the same. The academic library users are also not exceptional for that. Academic library users mainly consist of faculty members and students of the academic institution. The faculty members of any institution have varied demands in these days and are using various printed and non-print material for getting the information.

The present work is conducted to study the information seeking behaviour of MES's institutions. It is found that there are total 187 faculty members in the higher education institutions of MES. These users are having their own information needs for the purpose of completing their research work including their research projects, preparation for teaching as well as presentations etc. and are using variety of internet search engines and on-line databases along with the printed resources. It therefore required studying the information seeking behaviour of the faculty members in MES's Institutions in present scenario.

This study will help the libraries of these institutions in understanding the information seeking behaviour of faculty members in a better manner and to serve this group more efficiently.

**Keywords:** Information seeking Behaviour, MES's Institutions

**Introduction:**

Information seeking behavior is the important area of user's behavior study. To satisfy such needs & requirements of users, adopt many ways & means of accessing & searching source of information. Information seeking behavior refers to those activities a person engages in when identifying his or her own need for information, searching for such information in any way and using or transferring of information. Information behavior is the totality of human behavior in relation to the sources and channels of information, including both active and passive information seeking and information use. Information need and information-seeking behavior are affected by many factors. Information seeking behavior is expressed in various forms, from reading printed material to research and experimentation. Scholars, students and faculties actively seek current information from the various media available in libraries, for example encyclopedias, journals and more currently, electronic media.

The information is a social process & can be defined in relation to the needs. The information needs related to the very reason for a lookout for a sort of relevance of information to a given user & to his areas of concern, interests, like & dislikes. The very need of the user decides which information is relevant so as to be accepted & which one not, so that the same can be tolerated.

**About MES Institutions:**

Maharashtra Education society founded in 1860 is one of the oldest private education institution in Pune. It was founded by pioneering revolutionary Late Shri. Vasudeo Balwant Phadke in collaboration with Shri Waman Prabhakar Bhawe & Shri Laxman Nahar Indapurkar to impact education with a nationalist spirit of the students. At present Maharashtra Education Society runs around forty educational institutions, military school for girls, vocational training institutions etc. Some of them are located at Pune, Saswad, Baramati, Shirwal, Navi Mumbai, Chiplun and Ahmednagar.

In the present study the faculty members of MES's Institutions imparting higher education are only focused. Thus Maharashtra Education Society has three Higher Education Institutions which occupy high position, M. E. S. in Pune. They are as:

- MES's Abasaheb Garware College of Arts and Science(AGC) (Est-1945)
- MES's Garware College of Commerce (GCC) (Est-1967)
- MES's Institute of Management Career Courses (IMCC) (Est-1983)

**Objectives of the study:**

- The study is conducted on the base of following objectives
- To examine information seeking behavior of faculty members in MES's Institutions.
- To study the purpose of information seeking by faculty members.

- To study the problems faced by users of MES's Institutions while seeking information.
- To suggest the means for more effective utilization of library services.

**Scope of the study:**

The present study has focused the three higher education institutions of MES that is MES's Abasaheb Garware College of Art's & Science, MES's Garware College Commerce & MES's Institute of Management & Career Courses. In this work the study of information seeking behaviour of only faculty members is focused. The results of this study are limited to three higher education institutions of MES as MES's Abasaheb Garware College of Art's & Science, MES's Garware College Commerce & MES's Institute of Management & Career Courses

**Research Methodology:**

A study is mainly based on the primary data collected from faculty members through a well designed questionnaire. The survey research method including questionnaire technique is used for the data collection purpose. Further no sampling method is used for the data collection purpose. The questionnaires are distributed to the entire population of faculty members of MES's Institutions.

**Data Collection:**

The data is collected from the faculty members in of the MES's Abasaheb Garware College, MES's Garware College of Commerce, & MES's Institute of Management Career Courses for getting the information regarding their information seeking behaviour.

**Response:**

Category	Questionnaire Circulated	Questionnaire Response	Percentage
Faculty members	187	130	69.51%

As mentioned earlier, the faculty members of MES's Institutions imparting higher education are only focused. Thus there are total 187 faculty members in those MES's Institutions running higher education programs. During the study, the questionnaires are distributed to the entire 187 faculty members. The study has received total 69.51% response.

**Distribution of the Response****Table-1: Distribution of the Response**

Category	Questionnaires Circulated	Questionnaire Response	Percentage
AGC	138	86	62.31%
GCC	035	32	91.42%
IMCC	014	12	85.71%
<b>Total</b>	<b>187</b>	<b>130</b>	<b>69.51%</b>

Table 1 has analysed the total response of the faculty members from 3 respondent MES's Institutions. Out of 130 received responses, the study has received 62.31% (86) response from Abasaheb Garware College, 91.42% (32) response from G--CC and 85.71% (12) response got from IMCC.

**Designation and Academic Qualification of Faculty Members Designation of Faculty Members****Table-2: Designation of Faculty Members**

Sr. No.	Designation	No of Respondents	Percentage
1	Asst. Professor	44	34%
2	Associate Professor	69	53%
3	Professor	17	13%
	Total	130	100%

Table 2 shows that 53% (69) respondents are Associate Professor, 34% (44) respondents are Asst. Professor, followed by 13% (17) respondents are Professor.

**Qualification of Faculty Members****Table-3: Qualification of Faculty Members**

Sr. No	Qualification	No of Respondents	Percentage
1	Master Degree	100	70%
2	Ph. D	30	23%

Out of 130 faculty respondents, 23% (30) are doctorates (completed Ph.D.) and remaining 70 % (100) are master degree holders.

**Frequency of Library Visit**

**Table-4: Frequency of library visit**

Sr. No	Timing	No of Respondents	Percentage
1	Daily	11	8%
2	Three times in a week	24	18%
3	Twice in a week	40	31%
4	Once in a week	58	45%

One of the most vital aspects of the study was to determine the frequency of visits of the respondents to the library in pursuit of information. The respondent's views on such enquiry are depicted in Table 4. The analysis of the gathered opinions indicate that, most of the respondents use library once in a week 45% (58), followed by Twice in a week 31% (40), 18% (24) respondents visiting the library Three times in a week and only 8% (11) faculty members visit to the library daily.

**Purpose of Information Seeking**

**Table-5 purpose of information seeking**

Sr. No	Purpose	No of Respondents	Percentage
1	General Awareness	44	34%
2	Discussions	0	0%
3	For preparing class lectures	83	64%
4	For writing paper & presenting paper	36	28%
5	For updating knowledge	98	75%
6	For doing Ph. D.	43	33%
7	For doing research work	67	51%
8	For guiding students & researchers	38	29%
9	For entertainment	46	35%
10	Other	0	0%

As shown in the table-5, 75% (98) respondents seeking information for updating knowledge, 64% (83) respondents seeking information for preparing class lectures, 35% (46) respondents seeking information for entertainment, 34% (44) respondents seeking information for general awareness, 33% (43) respondents seeking information for doing research work, 29% (38) respondents seeking information for guiding students & researchers, followed by 28% (36) respondents seeking information for writing paper & presenting paper.

### Tools for seeking Information

**Table-6 Tools for seeking Information**

Sr. No	Tools	No of Respondents	Percentage
1	Library catalogue/ OPAC	75	58%
2	Indexing journals	31	29%
3	Abstracting journals	31	29%
4	Book review	71	55%

As shown in Table 6-58%(75) faculty members of MES institutions are using Library Catalogue / OPAC for seeking information, 55% (71) respondents are using Book review for seeking information, 29% (31) respondents are using Indexing journals, and 29% (31) respondents are using Abstracting journal

### Use other Information Sources

**Table-7 Use other information sources**

Sr. No.	Information sources	No of Respondents	Percentage
1	Discussion with colleagues	119	91%
2	Consult a knowledgeable person in the field	84	65%
3	Discussion with Librarian or reference staff of your library	56	43%

It is found that majority of the respondents (91%) using the way of "Discussion with colleagues", for seeking the information, 65% (84) of the faculty members also "Consulting a knowledgeable person in the field" whereas 43% (56) are discussing with Librarian or reference staff for seeking the information.

**Printed sources for Information seeking**

**Table-8 Printed sources for Information seeking**

Sr. No	Printed sources	No of Respondents	Percentage
1	Theses	47	36%
2	Abstracting Journals	18	14%
3	Indexing journals	37	28%
4	Text Books/Reference book	65	86%
5	Printed Journals	53	41%

A question was asked that about the method used by the faculty members for information seeking. The result (Table: 8) shows that, 86%(65) respondents seeking information from Text Books &Reference book, 41% (53) respondents are using Printed Journals, 36% (47) faculty members are used Review Articles / theses for information seeking, 28% (37) faculty members are using Indexing journals & 14% (18) faculty members are using Abstracting Journals for information seeking.

**Use of Electronic sources**

**Table-9 Electronic sources**

Sr. No	Electronic sources	No of Respondents	Percentage
1	Internet / Intranet sources	121	96%
2	Google	121	96%
3	Yahoo	75	58%
4	MSN	45	35%

Table no 9 shows that majority of the faculty members of MES Institutions 96% (121) are using Internet / Intranet sources. Further major population using Google (96%) followed by Yahoo (58%) and MSN (35%) search engines.

**Use of other On-line Sources (paid)**

**Table-10 On-line Sources (paid)**

Sr. No.	On-line Sources	Percentage
1	N-LIST resources	52%
2	IEEE / ASPP package	85%
3	IMC Info-Trac Database	85%

It is investigated that 52% faculty members are using N-LIST resources, 85% respondents are referring ASPP/IEEE package as well as IMC Info-Trac Collection Database.

Further it is also found that all the respondents (100%) are aware and are using Institutional Website.

### Language of reading material

**Table-11 Language of reading material**

Sr. No	Languages	No of Respondents	Percentage
1	Hindi	16	12%
2	English	126	97%
3	Marathi	78	60%

Majority of the respondents (97%) prefer English language Reading material, 60% (78) of the faculty members prefer Marathi language & remaining used 12% (16) Hindi language reading material.

### Library service Rating: Rating the services

**Table-12: Rating the services**

Sr. No	Rating the services	No of Respondents	Percentage
1	Excellent	46	36%
2	Good	54	41%
3	Average	30	23%
4	Poor	0	0%
	Total	100	100%

It is found that majority of the respondents rated the library services as excellent (36%) and Good (41%). Only 23% rated it as average, whereas nobody rated poor.

**Perceptions and Awareness about Library Facilities**

Sr. No	Facilities	No of Responses	Percentage
1	Reading Room facility	35	27%
2	Conducive Library Environment	103	79%
3	Internet facility	130	100%
4	Suitability of Library Hours	130	100%
5	Library Orientation	80	62%
6	Awareness regarding college website	130	100%

It is found that only 27% respondent faculty members are using library reading hall facility. The effort has been done for investigating the reasons for the less use of the same. The faculty members mentioned the lack of space for reading, as well as availability of on-line resources at the desk tops of the members also affecting the reading hall use of faculty members of MES's Institutions.

**Use of Information services**

**Table-19 Type of information services**

Sr. No	Information services	No of Respondents	Percentage
1	Home Lending Service	72	96%
2	SDI	16	13%
3	Online database/ E-journals	69	57%
4	CAS	49	38%
5	Abstracting & Indexing	26	20%
6	Reprographic services(Xeroxing)	32	25%
7	OPAC search	90	70%
8	Inter library loan	2	1%

The question was asked regarding the use of library services. Table 19 shows the response to the question, 70% (90) respondent mention that they use OPAC search, 56% (72) respondents says that they use Book Borrowing service, 57% (69) faculty member mention that they use Online database/ E-journals, 38% (49) respondent mention that they use CAS service, 25% (32) faculty member mention that they use Reprographic services(Xeroxing), 20% (26) says they use Abstracting & Indexing & followed by 1% (2) respondent mention that they use Inter library loan service.

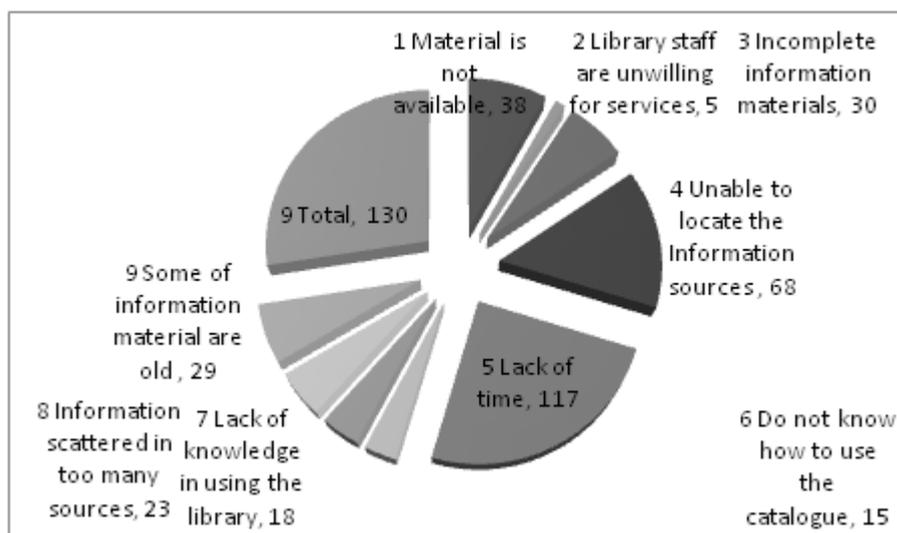
**Method of Literature Search****Table-20 Method Literature search**

Sr. No	Searching Tool	No of Respondents	Percentage
1	Using OPAC	101	78%
2	Browsing through the shelves	103	80%
3	Seeking assistance from library staff	28	22%

Table 20 shows that 78% (101) faculty members are searching reading material through the using OPAC, 80% (103) members search reading material by browsing through the shelves & remaining 22% (28) respondent search by seeking assistance from library staff.

**Problems faced by faculty members****Table-25 Problems faced by faculty members**

Sr. No	Problems	No of Respondents	Percentage
1	Material is not available	38	29%
2	Library staff are unwilling for services	05	3%
3	Incomplete information materials	30	23%
4	Unable to locate the Information sources	68	52%
5	Lack of time	117	90%
6	Do not know how to use the catalogue	15	11%
7	Lack of knowledge in using the library	18	14%
8	Information scattered in too many sources	23	18%
9	Some of information material are old	29	22%
	Total	130	100%



The faculty members of MES's Institutions were asked to mention the problem they faced while seeking information. Table 25 shows that the majority of faculty members 90% (117) respondents faced the same common problem i.e. Lack of time, 52% (68) respondents faced with Information sources are so far located, 29% (38) respondents faced with unavailability of information, 23% (30) respondents faced with Incomplete information materials, 22% (29) respondents faced with Some of information material are old, 18% (23) respondents faced with Information scattered in too many sources, & 14% (18) respondents don't know how to use the library & 3% (5) faculty members opinion is that Library staff are unwilling for services.

### Opinion regarding training program

**Table-26**Opinion regarding training program

Sr. No	Importance	No of Respondents	Percentage
1	Yes very important	115	88%
2	No not Required	15	12%
	Total	130	100%

Table 26 shows that 88% (115) respondents mention that training programs is very important, while 12% (15) respondents say that training programs is not required

**Research Findings**

The major findings of the survey from the data analysis & interpretation are being summarized below. Total 35 questions with multiple & optional choices were asked in the survey.

**Frequency of Library Visit**

It is found that the percentage of faculty members is increasing with the decreasing frequency period of library visits, as it is 8% for daily visits and 45 % for once in week (Table No-4). The reasons of fewer visits may be due to long duration of borrowing period, extra facilities of borrowing number of documents as well as availability of on-line resources at the desk tops for the faculty members. Further the investigator found that 96% faculty members are using on-line resources such as Internet / Intranet sources, Online Journals, N-LIST resources, IEEE resources (ASPP package), and Information track database.(Table no-9, 10)

**Purpose of information seeking**

Majority of faculty (75%) says that the purpose of information-seeking is knowledge updating, whereas 64% seek information to preparing class lectures, further 51% seek information for their research work 51%. (Table No-5). From above it is clear that major group accessing information for updating their knowledge.

**Tools for seeking Information**

After investigation it is found that mostly (58%) faculty members are using Library catalogue, whereas 55% faculty members are using Book review for seeking information, further 29% faculty members are using Indexing & Abstracting journals as tool.

**Sources for Information seeking****Non-printed sources**

Mostly (96%) faculty members seek information through Internet; majority of them (96%) used Google. It is also found that, 100% faculty members are aware regarding college website.

Further the investigator found that faculty members are using subscribed non printed information resources such as N-LIST resources (52%), IEEE resources (85.71%) and Information track database (85.71%).(Table No-10).

This shows that the faculty members of MES's Institutions are using subscribed non-printed information resources as well as Internet is the major information resource for them.

### **Printed sources**

After investigation it is found that faculty members are using variety of printed and non printed information resources. Such as Theses, Abstracting Journals, Indexing Journals, Text Books/Reference book, Printed Journals. (Table No-8). This shows that faculty of MES's Institutions are using various types of information sources and equally need information in print as well as in electronic in the present scenario.

### **Library Services**

It is found that 71% respondents are satisfied about the present Library services by rating Good and Excellent, whereas remaining respondents (23%) rated it as average and nobody rated poor. Among the various library services OPAC (70%) and Home Lending Service (56%) are the mostly used services indicated by the respondents. Further the 100% respondents indicated the time suitability of the libraries. The services such as SDI (13%) and Inter Library Loan (1%) are used by the respondents in lesser percentage. Further the need for reading space is indicated by (73%). (Table No-19)

### **Problems faced in information-seeking**

It is observed from the data that lack of time is the major problem faced by the respondents (90%) because of their busy schedule in seeking information, whereas 52% respondents are Unable to locate the Information sources. Further the problems such as 'Non availability of the Material available in library' (29%) & Old editions are also considerable problems faced by the respondents (22%) (Table No-25)

### **Use of Other Sources:**

It is found that majority of the respondents are using other sources also for seeking information as discussing with colleagues and consulting knowledgeable person in the field for getting awareness regarding how to use the electronic sources for finding out the require information, while only 44% are discussing with the librarians or library staff for resolving the information seeking problems (Table No-7). It is also important to note that 88% respondents feel that the Library Training Programs are essential but only 62% are aware about the training or user education programs conducted by the Libraries of MES's Institutions.

### **Suggestions & Recommendations**

- It is found that from the MES's Institutors only 8% faculty members is visiting daily in their institutional libraries further maximum respondents (45%) are visiting once in week. Further is it investigated that the faculty members are using both the documents (print and non-print)

equally, therefore it is suggested that the libraries should try to develop a balance collection by focusing on not only print but as well non-print resources of information. Majority of the faculty members (56%) from MES's Institutions expressed the need for a digital library collection.

- It is found that only 62 % respondent users are aware about the training programs or user education organized for the faculty members. It is therefore suggested that the libraries of these institutions can organized the Information Literacy programs by finding out the exact requirement of the faculty members which will be beneficial for them. This will also assist them in finding out exact location of the documents in library. Further the advance level training program for Use of N-List resources can be organized for promoting the use as only 52% of the respondents indicated its use.
- The faculty members also mentioned the problems in aNon availability of the Material, Lack of time;some of information material isold. The up gradation of the collection is required for any library as far as user satisfaction is concerned. The efforts should be done for continuous purgation of the collection. Whereas better application of SDI service also by the libraries is also required for which also can help the faculty members in getting the required information, as the SDI service use is mentioned only by 13 % faculty members?
- Faculty members also have expressed the need for accessibility to the library catalogue (OPAC) through the Institutional website. During the study it is found that at present the libraries of MES's Institutions are providing access to the catalogue on Intranet only, it therefore suggested that the libraries should provide the access to Library catalogue through the Institutional website.
- As it is found that the libraries are not having their library blogs and the option of "discussing with librarian" as other source of information is used by only 43% users. Further users also mentioned the problem busy schedule in seeking information. Therefore the Libraries also can create the Library blogs for increasing the user interaction.
- It is found that 73% faculty member required more space for the reading purpose in the library. Therefore it is suggested that the libraries of these institutions should try to develop a sufficient space for the faculty members.

### **Conclusion:**

ICT has a tremendous impact on the information seeking behaviour of the faculty members of MES. Faculty members of MES prefer remote access to the information resources and also using both printed as well as non-print information resources.

Adopting continuously for improving the quality of library services is the need of present era.

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