
**Information seeking behavior of Faculty members
and PG Students of Institute of Management
Technology (IMT) & ICFAI Business School
(IBS), Hyderabad: A study**

Medi Vijay Kumar

Research Scholar

Department of Library and Information Science

Osmania University, Hyderabad 500 007

e-mail: vijaygoudwarangal@gmail.com

K. Bharathi

Associate Professor

HoD and Chairperson, Board of Studies

Department of Library and Information Science

Osmania University, Hyderabad 500 007

e-mail: bharathikandimalla@yahoo.com

Abstract

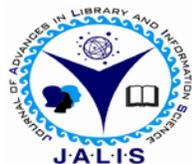
Study analyses information seeking behaviour of faculty members and post graduate students of Institute of Management Technology (IMT) and ICFAI Business School (IBS), Hyderabad. The research data collected by using survey method from 150 faculty members and 250 post graduate students; tabulated and analyzed using MS-Excel. The data are analyzed to identify the information needs and use of the faculty members and students and determine the satisfaction of the of the library resources and services. It is found that the 70.5% of the respondents are male, and remaining 29.5% of them are female respondents. Among 400 respondents 37.5% are faculty members and 62.5% are PG students. 14.28% of the respondents seek information for research work, 13.73% for updating knowledge, 12.53% for writing a presenting paper, 11.93% for studying course material.

Keywords

Information seeking behavior; Library resources;
Library services; User studies, IMT; IBS

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Introduction

Information generated from various sources is recorded and made available for dissemination to the users in different forms such as : books and journals, research papers, technical reports, conference papers, dissertations, patents, standards, etc. Users are expected to refer to any one or more of these sources for obtaining a piece of information. The enormous growth of information (information explosion) in all spheres of activity in an organised form facilitates easy access and identification on the part of the users in a Library and Information Centre. Any information organisation dealing with users which is otherwise known as customers is expected to give special attention in collecting, organising and disseminating original information according to the needs of the users.

Information Seeking Behaviour

Information behaviour encompasses information seeking as well as the totality of other unintentional or passive behaviours (such as glimpsing or encountering information) as well as purposive behaviours that do not involve seeking, such as avoiding information (Case, 2002). The phrase Information-Seeking Behaviours has been defined variously by different authors. According to Krikelas (1983) information seeking behaviours refers to — any activity of an individual that is undertaken to identify a message that satisfies perceived needs.

Institute of Management Technology Hyderabad (IMT) was established in 2011 as an institution that would be managed by a society. The institute is governed by a council led by Shri. BakulNath, Educationalist and philanthropist, proactively supported by Shri. DipankarChatterji, Smt. SimranNath, Shri. Satish Kaura, Shri. Rajeev karwal, Dr. A.H Kalro and Shri. S.S Mundra. IMT Hyderabad offers 2-year full time residential Post Graduate Diploma in Management (PGDM) Program and also Post Graduate Diploma in Management Program for Executives. The collections of the library is ranging from the latest business management books, textbooks and audio-visual materials, e-books, e-journals and databases and also provide access to the various other resources as and when required.

ICFAI Business School (IBS): Since its inception in 1995, IBS has been one of the best B-Schools in the country, providing excellent academic delivery and infrastructure to its students. IBS Hyderabad, is a

constituent of the ICFAI Foundation for Higher Education (IFHE), which was declared a deemed to be University under section 3 of the UGC Act, 1956. The programs offered at IBS Hyderabad are: Two year full time MBA program and PhD program. IBS campuses are located at Bangalore, Hyderabad, Ahmedabad, Gurgaon, Kolkata, Dehradun, Jaipur, Mumbai and Pune. They offer two-year, full-time Management Programs to prepare the students and equip them for successful corporate careers.

Library is equipped with latest software packages and a large collection of books, CDs, videos, Indian and international journals; magazines and research reports, relating to management and allied subjects. IBS subscribes to several academic online databases like Ebsco business source complete, Econlit, Academic search complete, Emerald management extra, ProQuest, JSTOR and Cabells directory; industry databases like the World Development Indicators; CMIE databases (including Prowess, Aefa, CapEx, Business Beacon and Industry Analysis Survey) and Capitaline and business and research oriented online databases like Reuters, Business Insights and Marketline etc. Library is fully equipped with LAN, Wi-Fi, computing facilities.

Review of literature

Natarajan, M. (2012) in his study "Information seeking behaviour of students of Management Institutions in NCR of Delhi." Discussed about most important aspects of Information seeking behaviour of the students, for whom the library and information centres are being maintained. It deals with the libraries of management institutions in National Capital Region (NCR) of Delhi. It is found that most of the students use the library daily and the resources are utilized effectively. Internet is used as the major source of information. The respondents are satisfied with the library facilities and services. Dilek-Kayaoglu, Hulya (2014) in his survey "Information-Seeking Behavior of Undergraduate, Graduate, and Doctoral Students: A Survey of Istanbul University, Turkey." Examined the research habits of undergraduate, graduate, and doctoral students at Istanbul University. Based on survey findings, the author makes recommendations for improving both students' information literacy levels and library services to better meet the needs of users. Poongodi, K. & Santhi, J. (2017) in their paper "Information Seeking Behavior among Students in Selected Arts & Science Colleges at Salem District affiliated to Periyar University – A Case Study." Discussed about

the information leads the day-to-day activities of the people. Everyone needs information. Effective usage of information determine the level of satisfaction on the fulfillment of needs. This study aims at analyzing the information seeking behavior of students of selected arts and Science College in Salem district. Shukla, Akhandanand & Lalrinenga, C. (2018) Study analyses information seeking behaviour of post graduate students of School of Life Sciences of Mizoram University, Aizawl. Rich collection increases library users but time constraints and isolated library location reduce the number of library visitors and frequency of visits. Based on findings and conclusions, some suggestions have been given for improvement of library services. Nair, Sreena N. & Yasmin, M., (2020) study aimed to in information-seeking behavior of management students in Madras Metropolitan Area. The random sampling method is used to select 200 students of management discipline. The results show that 51% of respondents are frequently use library and 53% of management student accesses Proquest Database and 56 % of the respondents prefer "Title" while using the search engine.

Objectives of the study

- To identify the frequency of visits by male and female faculty and PG students;
- To identify the purpose of seeking information;
- To identify the information sources consulted by the faculty and PG students;
- To find out the information services used by them;
- To determine the extent of use of library services and the satisfaction level;
- To study the problems faced by the students while seeking the information.

Methodology

This study is carried out for two libraries of management institutions in Hyderabad, using a detailed questionnaire to the faculty and PG students of Institute of Management Technology (IMT) and ICFAI Business School (IBS). For the proposed study, a method of random sampling was adopted. It received a total response of 400 respondents from among the 200 Faculty members 150 were received, among 300 PG students 250 were received. The filled questionnaires were collected from the respondents. The data obtained through

questionnaires were tabulated and analyzed with the help of Microsoft Excel.

Data analysis

Table 1: Gender and category of respondents

Gender	IMT		IBS		Total	Percentage
	Faculty members	PG students	Faculty members	PG students		
Male	32(8%)	60(15%)	67 (16.75%)	123(30.75%)	282	70.5
Female	18(4.5%)	40(10%)	33(8.25%)	27(6.75%)	118	29.5
Total	50(12.5%)	100(25%)	100(25%)	150(37.5%)	400	100

It is evident from the table-1 & fig.1 that (70.5%) of the respondents are male, and remaining (29.5%) of them are female respondents. Among 400 respondents (37.5%) are faculty members and (62.5%) are PG students.

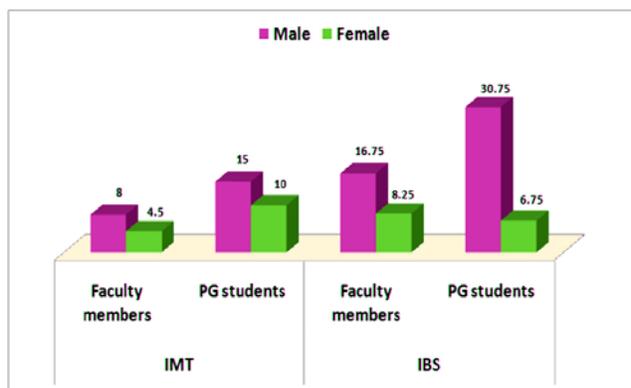


Figure.1 Gender and category of respondents

Frequency	Faculty members	PG Students	Total	%
Daily	12	32	44	11
Twice in a week	34	67	101	25.25
Once in a two weeks	73	105	178	44.5
Once in a month	14	38	52	13
Some times in a year	17	8	25	6.25
Never	0	0	0	0
Total	150	250	400	100

Table-2 illustrates the frequency of the library visit. Nearly half of the (44.5%) respondents visit 'twice in a week', one fourth (25.25%) of the respondents visit 'once in a two weeks', (13%) of them visit 'once in a month', (11%) of them visit 'daily' and (6.25%) of the respondents visit 'some times in a year'.

Table-2 Frequency of library visit

Table 3: Purpose of seeking information

Purpose	Faculty members	PG Students	Total	Percentage
For borrowing documents	52(9.59%)	146(11.35%)	198	10.83
For database searching	37(6.83%)	127(9.88%)	164	8.97
For guiding students	91(16.79)	(0%)	91	4.98
For Internet browsing	20(3.69%)	145(11.28%)	165	9.03
For preparing class lectures	64(11.81%)	117(9.10%)	181	9.90
For research work	79(14.58%)	182(14.15%)	261	14.28
For studying course material	44(8.12%)	174(13.53%)	218	11.93
For updating knowledge	53(9.78%)	198(15.40%)	251	13.73
For writing a presenting paper	80(14.76%)	149(11.59%)	229	12.53
To read newspaper/ magazines	22(4.06%)	48(3.73%)	70	3.83
Total	542(100%)	1286(100%)	1828	100

Further an attempt has been made to know purpose of seeking information. Table-3 indicates that the

(14.28%) of the respondents seek information for research work, (13.73%) for updating knowledge, (12.53%) for writing a presenting paper, (11.93%) for

studying course material, (10.83%) for borrowing documents, (9.9%) for preparing class lectures, (9.03%) for Internet browsing, (8.97%) for database searching, (4.98%) for guiding students, and only

(3.83%) of the respondents seek information to read newspaper/ magazines purpose.

Table 4: Types of information used

Type material	Most frequently	Frequently	Not at all
Books	138(34.5%)	262(65.5%)	0(0%)
Current Periodicals	129(32.25%)	264(66%)	7(1.75%)
Thesis & Dissertations	126(31.5%)	197(49.25%)	77(19.25%)
Back volumes of Periodicals	120(30%)	182(45.5%)	98(24.5%)
Government documents	37(9.25%)	105(26.25%)	258(64.5%)
Annual Reports	15(3.75%)	67(16.75%)	318(79.5%)
Internet	267(66.75%)	133(33.25%)	0(0%)
Electronic Books	64(16%)	127(31.75%)	209(52.25%)
Electronic Journals	69(17.25%)	195(48.75%)	136(34%)
E-Thesis & Dissertations	81(20.25%)	137(34.25%)	182(45.5%)
Online Databases	87(21.75%)	254(63.5%)	59(14.75%)
CD-ROM Databases	26(6.5%)	82(20.5%)	292(73%)
Electronic Reports/Digital documents	43(10.75%)	179(44.75%)	178(44.5%)
Institutional Repositories (IRs)	36(9%)	89(22.25%)	275(68.75%)
Audio & Video materials	46(11.5%)	102(25.5%)	252(63%)
Any Other (News papers, Spl. books)	19(4.75%)	21(5.25%)	360(90%)

Table-4 presents the types of information used by faculty members and students. Most of the respondents (66.75%) internet used 'most frequently', most of the respondents (65.5%) frequently materials are books, (66%) current periodicals (49.25%) Thesis & Dissertations, (45.5%) Back volumes of Periodicals, (48.75%) Electronic Journals, (63.5%) Online Databases, (44.75%) Electronic

Reports/Digital documents used frequently. Most of them not at all used items are (64.5%) Government documents, (79.5%) Annual Reports, (52.25%) Electronic Books, (45.5%) E-Thesis & Dissertations, (73%) CD-ROM Databases, (68.75%) Institutional Repositories (IRs), (63%) Audio & Video materials and (90%) Any Other (News papers, Spl. books) are not used at all.

Table 5: Services used by the respondents

Services	1	2	3	4	5	Total	Mean	Rank
Bibliographic service	52	194	471	368	10	1095	219	7
CD-ROM search service	27	204	480	232	265	1208	241.6	8
Current Content service	21	170	381	636	40	1248	249.6	10
Databases search service	52	248	411	336	15	1062	212.4	4
E-book service	29	174	402	520	100	1225	245	9
Inter-Library Loan	2	62	72	220	1440	1796	359.2	12
Internet service	59	276	348	348	0	1031	206.2	3
Issue/Return of books	108	336	291	96	15	846	169.2	1
Online Public Access Catalogue (OPAC)	134	258	255	208	0	855	171	2
Online SDI service	21	68	165	248	1140	1642	328.4	12
Reprographic service	59	274	291	376	65	1065	213	5
Scanning of images and documents	60	268	297	340	110	1075	215	6
Virtual reference service	12	116	276	164	985	1553	310.6	11

Five point scale: 1=Very often, 2=Often, =Occasionally, 4=Sometime, 5=Never

Table-5 clearly indicates the rating towards services used by respondents least value of mean value ranked with top position of used service. Issue/Return of books ranked with 1 position, Online Public Access Catalogue (OPAC) ranked with 2, Internet service ranked with 3, Databases search service ranked with 4, Reprographic service ranked with 5, Scanning of images and documents ranked with 6, Bibliographic service ranked with 7, CD-ROM search service ranked with 8, E-book service ranked with 9, Current Content service ranked with 10, Virtual reference service ranked with 11, Online SDI service ranked with 12, and least ranked service of Inter-Library Loan with 13 position.

Table-6 Satisfaction with library resources and services

Level of satisfaction	Faculty members	PG Students	Total	%
Very satisfied	47(11.75%)	49(12.25%)	96	24
Satisfied	82(20.5%)	131(32.75%)	213	53.25
Neither	13(3.25%)	48(12%)	61	15.25
Dissatisfied	6(1.5%)	18(4.5%)	24	6
Very dissatisfied	2(0.5%)	4(1%)	6	1.5
Total	150(37.5%)	250(62.5%)	400	100

The main motto of a library is to satisfy the user needs by providing library resources and services. Table-6 describes the level of satisfaction of faculty members and students about library resources services. More than half of the (53.25%) respondents satisfied with resources and services of library. (24%) of them very satisfied, (15.25%) of them neither, and (6%) of them dissatisfied, and only (1.5%) of the respondents are very dissatisfied.

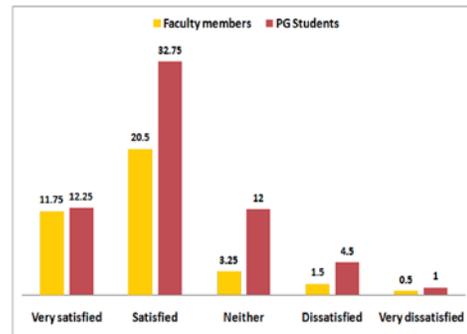


Figure.2 Satisfaction with library resources and services

Table 7: Problems to seeking information

Problems	Faculty members	PG Students	Total	Percentage
Frequent power disturbances	34(6.79%)	128(8.58%)	162	8.13
Information materials are old	97(19.36%)	211(14.15%)	308	15.46
Information materials dislocated	62(12.38%)	198(13.28%)	260	13.05
Lack of knowledge & expertise	2(0.40%)	34(2.28%)	36	1.81
Lack of knowledge in internet searching	3(0.60%)	4(0.27%)	7	0.35
Lack of maintenance	15(2.99%)	32(2.15%)	47	2.36
Lack of support from the library staff	83(16.57%)	96(6.44%)	179	8.99
Lack of time	62(12.38%)	153(10.26%)	215	10.79
Lack of training	33(6.59%)	120(8.05%)	153	7.68
Less computers to work	28(5.59%)	142(9.52%)	170	8.53
Low-end Computer systems	21(4.19%)	91(6.10%)	112	5.62
Poor Internet connectivity	11(2.20%)	59(3.96%)	70	3.51
Resources are not adequate	36(7.19%)	164(11%)	200	10.04
Slow downloading	14(2.79%)	59(3.96%)	73	3.66
Total	501(100%)	1491(100%)	1992	100

It is evident from the Table-7 that (15.46%) of the respondents expressed their opinion of problem is information materials are old, (13.05%) of them said

information materials dislocated, (10.79%) said Lack of time, (10.04%) Resources are not adequate, (8.99%) of them said Lack of support from the library staff, (8.53%) said Less computers to work, (8.13%)

said Frequent power disturbances, (7.68%) said Lack of training, (5.62%) said Low-end Computer systems, (3.66%) said slow downloading, (3.51%) said Poor Internet connectivity, (2.36%) said Lack of maintenance, (1.81%) said Lack of knowledge & expertise, (0.35%) of the respondents said that it is lack of knowledge in internet searching.

Major finding of the study

- It is found that 70.5% of the respondents are male, and remaining 29.5% of them are female respondents. Among 400 respondents 37.5% are faculty members and 62.5% are PG students.
- Nearly half of the 44.5% respondents visit 'twice in a week', one fourth 25.25% of the respondents visit 'once in a two weeks', 13% of them visit 'once in a month', 11% of them visit 'daily' and 6.25% of the respondents visit 'some times in a year'.
- It is found that 14.28% of the respondents seek information for research work, 13.73% for updating 9.03% for Internet browsing, 8.97% for database searching, 4.98% for guiding students, and only 3.83% of the respondents seek information to read newspaper/ magazines purpose.
- Most of the respondents 66.75% internet used 'most frequently', most of the respondents 65.5% frequently materials are books, 66% current periodicals 49.25% Thesis & Dissertations, 45.5% Back volumes of Periodicals, 48.75% Electronic Journals, 63.5% Online Databases, 44.75% Electronic Reports/Digital documents used frequently. Most of them not at all used items are 64.5% Government documents, 79.5% Annual Reports, 52.25% Electronic Books.
- More than half of the 53.25% respondents satisfied with resources and services of library. 24% of them very satisfied, 15.25% of them neither, and 6% of them dissatisfied, and only 1.5% of the respondents are very dissatisfied.

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