Information Seeking Behaviour of Rural Students: A study of selected degree colleges with special reference to Uttara Kannada District

Suresh B. Gudimani
Librarian,
Divekar College of Commerce, Karwar.
Karnataka, India.
sureshgudimani@gmail.com

Abstract

The main purpose of this study is to examine the use of Information Seeking Behaviour of Rural Students: A study of selected degree colleges with special reference to Uttara Kannada District. A structured questionnaire was designed and distributed to 350 users from different places of the rural area, library, out of which the total 300 users, all returned the dully completed questionnaire. The results of the survey reveal that majority, i.e. 160 is female in this study and 110 are the library users educational background is commerce. Majority of the i.e. 140 users borrow the books in every 15 days or fortnightly and 75% of users (225) are happy with availability of the books in library. Most of the library users' opined the satisfactory with the library services rendered from the library staff and the overall books collection in the library have satisfied with the academic stuff of the books collection.

Keywords

Library, Information, Books, Reading, Rural Students and Uttara Kannada

Electronic access

The journal is available at www.jalis.in

1. Introduction

Information is a product of human brain in action. It may be abstract or concrete when an individual begins and sensation flash across mind and memory to retain some piece of Knowledge. This piece of knowledge is the information. Information acts as a backbone for any dynamic and efficient research programme. It is one which adds to our awareness or understanding of some topics, problems or events it is perceived as facts, intelligence, data, news and knowledge. The quality of research depends upon information, which keeps all activities alive, active and dynamic.

Library forms an essential part of the chain of human communication. It is a bridge between those who generates information and those who required using it. Library as a social institution works for the greater enlightenment of the society and gradually creates a climate in which it can flourish. Library provides essential information for the progress of individual in every work of life. Information is a product of human brain in action. It may be abstract or concrete when an individual begins and sensation flash across mind and memory to retain some piece of Knowledge. This piece of knowledge is the information. The library and information services are rapidly changing and development in the twenty first century and digital technology has made it more easy, immediately and comfortable to affect the stored library (Kenchakkanavar, 2014).The study concerned with information seeking behaviour help in identifying the rural students of Uttara kannada district some selected degree colleges approach towards information.

2. Review of Literature

The review of Literature is an important exercise of any research work. It is a source from where research ideas are drawn and developed into concept and finally theories. Liao, et al., (2007) compared the information needs and ISB of international graduate students and American graduate students at Virginia Tech. The objective of this comparative study was to identify how graduate students having different characteristics use various information sources and also to obtain insights into intentional graduate students ISB. Hallmark (2004) investigated the methods of access and retrieval of recent journal articles cited by geoscientists and chemists who work

in academia, government and industry. The study focused on the information needs and ISB of researchers in Geosciences and in Chemistry, as represented by their access and retrieval of recent journal articles cited in their publications. Chudamani, et al., (2006) in their conference paper underlined the importance of preparation before service. investigators are of the view that knowledge of the ISB of scientists is essential to predict their information use and will be useful in planning and implementing an information system.

Ellis, et al., (2005) explored the ISB of English literature researchers in the Universities of the UK with respect to information revolution. Study investigated the attitude of researchers towards internet and its influence on their publication. The objective of the study was to determine the extent of the impact of electronic information sources on the ISB and attitudes of English literature researchers. Solomon (2000) investigated the communication patterns and ISB of Medical researchers and scientists. Study also investigates whether the libraries are in tune with the user expectations and also how far the users are putting the sources and services to productive use. Panda, et al., (1997) examined the ISB of creative writers in Oriya language. Mailed questionnaire method was used for data collection. One hundred and four writers (52%) responded to the questionnaire. Chi-square test and normal test of significance were applied for analyzing the data. Study disclosed that most of creative writer's hail from teaching. Biradar,et al., (2001) Investigators outlined the information needs, purpose, usage, sources especially periodicals usage of medical practitioners of Shimoga City. Medical practitioners irrespective of MBBS, BAMS and BDS prefer to use Indian journals and MEDLINE was the commonly used database.

3. Objectives of the study

The main objective of this paper is to study the Information Seeking Behaviour of Rural Students: A study of selected degree colleges with special reference to Uttara Kannada District. Specifically, the present study uses the following research questions to elicit the opinion from the students:

 a. To know the frequency of borrowing of books from the libraries.
 b. To find out the awareness of services in the Library.
 c. To study their information gathering activities.

 d. To know the availability of sufficient books in the Library.
 e. To investigate the satisfaction of library collection.
 f. To investigate opinion about the services rendered by the library staff.
 g. To find out satisfaction of existing library reference sources.

4. Methodology

Questionnaire method has been adopted for the present study. The questionnaire has been so design that it could be answered with in a short time, by eliminating multiple and descriptive type of questions. Well-designed questionnaire was distributed among 350 users from different places of the rural area, library they were asked to go through each set of questions and the users were expected to answer each and every questions along with their opinion towards the use of library resource. Out of the total 300 users, all returned the dully completed questionnaire.

The total number of Questionnaires distributed is 350 to a selected rural based (rural nativity students) users of different colleges of Uttara Kannada district viz., M.E.S College of Commerce, Sirsi., Government First Grade College Siddapur., Dr. A.V. Baliga College of Commerce, Kumta., S.D.M College, Honnavar., Anjuman Degree College and PG Centre, Bhatkal., Gokhale Centenary College, Ankola., Divekar College of Commerce P.G (M.Com) Centre, Karwar., D.E.S's BanguraNagara College, Dandeli., Government First Grade College Haliyala and Government First Grade College Yallapur. Out of 350 questionnaires which 300 were received back from the library users.

5. Result and Discussion

In this study an attempt to interpret and analyses the "Information Seeking Behaviour of Rural Students: A study of some selected Degree Colleges with special reference to Uttara Kannada District". The primary objective of the studying the pattern of use of library resources, services and the way of their information seeking behavior.

5.1 Gender wise distribution of users:

All students utilised the library facility, which comprises of both male as well as female.Table-1

represents the total number of users based on their gender. It is clear from the table that 140 (46.67%) are male and 160 (53.33%) are female. Other details are presented in Table-1.

Table-1: Gender wise distribution of Users

Sl. No.	Gender	No. of Users	In Percentile
1	Male	140	46.67
2	Female	160	53.33
	Total	**300**	**100**

5.2.Educational background of users:

Table-2 indicates that thedetails of users' background or academic discipline. In the survey out of 300 users 140 were boys where in significant level of participation was from B.Com as the number of B.Com students were higher at those institutions and B.A students' participation takes the next rank in terms of taking this survey. As for as girls are concerned majority here too are from commerce background and the same in case of next rank. And least participation from BBA, Nursing and Sankrit background.

Table-2 : Educational background of users

Sl. No	Qualification	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	B.A	35	25.00	45	28.13	80	26.67
b	B.Sc.	26	18.57	34	21.25	60	20.00
c	BCA	23	16.43	17	10.63	40	13.33
d	B.Com	50	35.71	60	37.50	110	36.67
e	Others*	6	4.29	4	2.50	10	3.33
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

*Others=BBA, Nursing and Sanskrit.
B=Boys; G=Girls; i= Qualification (BA, B.Sc,BCA,B.Com and Others)

5.3Frequency of visit to Library

Table-3 presents that the most of the students visit library daily i.e. about 53.00%., 20.00% students visit weekly, 23.67% of students fortnightly and only 3.33% of users visit library occasionally. Speaking gender wise, girls visit to the library is more frequent than boys visit (Boys-33.57%; Girls-70%). Whereas girl's frequency of visit to libraries daily is more than that of boys (Girls-70%), boys visit to the library is highest during fortnightly times (Boys-42.86%; Girls-6.88%). It becomes a matter of happiness that the portion of students who visit library occasionally is significantly less (Boys-5%; Girls-1.88%)

Table-3: Frequency of visit to Library

Sl. No	Frequency of Visit	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	Daily	47	33.57	112	70.00	159	53.00
b	Weekly	26	18.57	34	21.25	60	20.00
c	Fortnightly	60	42.86	11	6.88	71	23.67
d	Occasionally	7	5.00	3	1.88	10	3.33
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i= Frequency (Daily, Weekly, Fortnightly and Occasionally)

5.4 Frequency of Borrowing of books from the libraries

Table –4 reveals that 46.67% (Boys-45.71% & Girls-47.50%) of the students borrow books fortnightly which is practiced by majority of the users. The practice of book borrowing once a week is been done by 40% (Boys-40.00% & Girls-40.00%) of the users. And only 3.33% (Boys-4.29% & Girls-2.50%) of the students borrow books occasionally. Surprisingly, 10% (Boys-10.00% & Girls-10.00%) of the students have responded that they borrow books daily!

Table-4: Frequency of Borrowing of books from the libraries.

Sl. No	Frequency of Book Borrowing	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	Daily	14	10.00	16	10.00	30	10.00
b	Once a week	56	40.00	64	40.00	120	40.00
c	Fortnightly	64	45.71	76	47.50	140	46.67
d	Occasionally	6	4.29	4	2.50	10	3.33
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i= Frequency (Daily, Once a week, Fortnightly and Occasionally)

5.5 Availability of Sufficient Books in the Library

Table-5 describes that the majority of the boys opine that there are no sufficient books available at the library (65.71%) in the same way girls also say that library is having dearth of books (83.13%). Noticeable factor here is the extinct of non- availability of books as per girls is relatively higher than that of boys by 17.42% (83.13% -65.71%). Overall opinion results that the probability of availability books at library space is to the extent 0.75 and steps to be taken to fill up the gap by the concerned authorities

Table-5 : Availability of Sufficient Books

Sl. No	Responses	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	Yes	92	65.71	133	83.13	225	75.00
b	No	48	34.29	27	16.88	75	25.00
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i=Responses (Yes and No)

5.6 Time spent in library

Table-6 presents that more than 50% of the users (i.e., 58.67%) spent at least one hour at library. And out of which boys' percentage is 61.43 and that of girls being 56.25%. at least one fourth of total users spend minimum of two hours at library (i.e., 27.67%) which comprises of almost an equal mixture of number of boys and girls (i.e., boys 26.43 and 28.75%)

Table-6: Time spent in library

Sl. No	Time spent	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	One hour	86	61.43	90	56.25	176	58.67
b	Two hour	37	26.43	46	28.75	83	27.67
c	Three hour	13	9.29	16	10.00	29	9.67
d	More than three hour	4	2.86	8	5.00	12	4.00
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i= Time Spent (One hour, Two hour, Three hour and More than three hours)

5.7 Sources of study references

Table-7 explains that more number of students always refers text book for getting their academic information 232 (i.e. 77.33% of total 300) out of which number of boys includes is regular 102 (i.e., 43.97% of 232), about 57 students visit library to read textbooksometime (19.00% of 300) out of which boys are 32 (56.14% of 57) and 25 girls (43.86% of 57) and about 11 students (i.e., 3.67% of 300) not at all refer textbooks any including 6 boys (54.55% of 11) and 5 girls (45.45% of 11). As for as reference concerned only 50 students (16.67% of 300) make use of reference books daily including 22 boys (44.00% of 50) and 28 girls (56.00% of 50), in the category of 'sometime' 186 students (62.00% of 300) fall, out of which boys are 90 (48.39% of 186) and 96 girls (51.61% of 186) and about 64 students (i.e., 21.33% of 300) not at all refer textbooks including 28 boys (43.75% of 64) and 36 girls (56.25% of 64).Other details are presented in Table-8.

Table-7: Sources of Study References

Sl no	Sources	Regularly			Sometimes			Not at all		
		No. of Boys (B_i)	No of Girls (G_i)	Total (%)	No. of Boys (B_i)	No of Girls (G_i)	Total (%)	No. of Boys (B_i)	No of Girls (G_i)	Total (%)
a	Text Books	102 (72.85)	130 (81.25)	232 (77.33)	32 (22.85)	25 (15.62)	57 (19.00)	6 (04.28)	5 (3.12)	11 (3.66)
b	Reference Books	22 (15.71)	28 (17.50)	50 (16.66)	90 (64.28)	96 (60.00)	186 (62.00)	28 (17.50)	36 (22.50)	64 (21.33)
c	Dictionaries	32 (22.85)	34 (21.25)	66 (22.00)	44 (31.42)	92 (57.50)	136 (45.33)	64 (45.71)	34 (21.25)	98 (32.67)
d	Encyclopedia	0 (0.00)	0 (0.00)	0 (0.00)	48 (34.28)	68 (42.50)	116 (38.67)	92 (65.71)	92 (57.50)	184 (61.33)
e	Magazines	51 (36.43)	72 (45.00)	123 (41.00)	81 (57.85)	84 (52.50)	165 (55.00)	8 (5.71)	4 (2.50)	12 (4.00)
f	Journals	12 (08.57)	36 (22.50)	48 (16.00)	40 (28.57)	65 (40.63)	105 (35.00)	88 (62.86)	59 (36.87)	147 (49.00)
g	Newspaper	108 (77.14)	135 (84.37)	243 (81.00)	24 (17.14)	33 (20.63)	57 (19.00)	0 (0.00)	0 (0.00)	0 (0.00)
h	Year Book	12 (08.57)	31 (19.37)	43 (14.33)	85 (60.71)	62 (38.75)	147 (49.00)	43 (30.71)	67 (41.87)	110 (36.67)
i	Internet sources	34 (24.28)	42 (26.25)	76 (25.33)	92 (65.71)	102 (63.75)	194 (64.67)	14 (10.00)	16 (10.00)	30 (10.00)
Total number of users=300; Boys=140; Girls160										
B=Boys; G=Girls; i= Sources (Textbook, General books, Dictionary, Encyclopedia. Magazine,										
Newspaper, Yearbook and Intenet service.)										

5.8 Awareness of Services in the Library

Table-8 presents that theusers' awareness of services imparted by the library is useful measure to understand the level of usage of library from the facets. It is expected and resulted that most of the users are aware of internet services of library (87.33%). Next to that reference services are so familiar to users i.e., 81.00% of users. 48.33% of users are aware of current awareness service. But noticeable thing here is only 10.67% of the users are aware about book reservation service.

Table-8: Awareness of Services in the Library

Sl. No	Services	No of Boys (B_i)	Percentage ($B_i/140*100$)	No of Girls (G_i)	Percentage ($G_i/160*100$)	Total no of Users	Average (in %)
A	Book Reservation	14	10.00	18	11.25	32	10.67
B	Reference Services	112	80.00	131	81.88	243	81.00

C	Current Awareness Service	62	44.29	83	51.88	145	48.33
D	Internet Services	132	94.29	130	81.25	262	87.33
E	Other Services*	24	17.14	40	25.00	64	21.33

*other services= Xerox, Wi-fi, and Newspaper Clipping.
B=Boys; G=Girls; i= Services (Book Reservation, Ref. Service, Current Awareness , Internet and Other)

5.9 Reading Materials

Table-9shows that majority of the students use the books recommended by teachers *i.e.,* 87.33% and it is followed 80.67% recommended by syllabus. 55.00% students are recommended by friends. And 41.33% of users use books of their own choice and finally lowest being reading books influenced by the display of new arrivals at library premises i.e., only 24.00%. this implies that there is a highest correlation between student's choice of material for reading and the influence of teachers cum syllabus.

Table-9: Reading materials

Sl. No	Method of choice	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	Self	52	37.14	72	45.00	124	41.33
b	Recommended by teachers	118	84.29	144	90.00	262	87.33
c	Recommended by friends	69	49.29	96	60.00	165	55.00
d	Recommended by syllabus	98	70.00	144	90.00	242	80.67
e	By seeing display of new arrivals	25	17.86	47	29.38	72	24.00

B=Boys; G=Girls; i= Method of Choice (Self, by teacher, by friends, by syllabus and by seeing new arrivals)

5.10 Opinion about the services rendered by the library staff

Table-10 presents that most of the students (50.67%) opine that the library staff's services are satisfactory. About 24.33% of users felt an extreme level of happiness about the kind of library services rendered by the library staff. About 61 students out of 300 (20.33%) have an issue that the services of library staff is not up to the mark and hence they say they are not satisfied. In the survey, 14 users (4.67%) are of the opinion that either they could not say anything about the services of the library staff or the services are uncertain.

Table-10: Opinion about the services rendered by the library staff

Sl. No	Opinion	No of Boys (B_i)	Percentage $(B_i/140*100)$	No of Girls (G_i)	Percentage $(G_i/160*100)$	Total no of Users	Average (in %)
a	Excellent	34	24.29	39	24.38	73	24.33
b	Satisfactory	70	50.00	82	51.25	152	50.67
c	Not satisfactory	29	20.71	32	20.00	61	20.33
d	Uncertain	4	2.86	4	2.50	8	2.67
e	Can't say	3	2.14	3	1.88	6	2.00
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i= Opinion (Excellent, Satisfactory, Not Satisfactory, Uncertain and Can't say)

5.11 Satisfaction of library collection

Table-11 describes that the satisfaction and dissatisfaction of students with the existing reference collection in library. There are more than 67.33% of

them are satisfied with the existing collection of materials, about 6.67.00% users are not satisfied with the available academic stuff of the library. And significant level of users (26.00%) is feeling

delighted fully satisfied about the quality and quantity source of material available in the library.

Table-11: Satisfaction of library collection

Sl. No	Responses	No of Boys (B_i)	Percentage (B_i/140*100)	No of Girls (G_i)	Percentage (G_i/160*100)	Total no of Users	Average (in %)
a	Satisfied	91	65.00	111	69.38	202	67.33
b	Fully satisfied	37	26.43	41	25.63	78	26.00
c	Not satisfied	12	8.57	8	5.00	20	6.67
	Total	**140**	**100.00**	**160**	**100.00**	**300**	**100.00**

B=Boys; G=Girls; i= Responses (Satisfied, fully satisfied and Not satisfied)

6.Findings of the study

The study arrived at the followings findings based on the results from the analysis of the data gathered.

1. Majority of the library users (160) are female in this study and majority of the library users (110) educational background is commerce.
2. Maximum users (159) have visited library daily (except holiday) and kept best relationship with the library staff.
3. Majority of the users (140) borrow the books in every 15 days or fortnightly.
4. 75% of users (225) are happy with availability of the books in library.
5. 58.67% of users (176) have found in library to spend their time at least 1 hour in library for academic developments.
6. Majority of the library users have found to visit library Newspaper 81% (243) and textbooks 77.33% (232) dictionaries and encyclopedia 38.67% (116) the decrease in usage of dictionary may be attributed to the easy and free accessibility of internet via mobiles
7. The majority of the users 87.33% (262) have found to be aware of internet facility and reference services in library and least number of users were aware about book reservation service.
8. The level of satisfaction of the users' 51.33% (154) have expressed for existing library reference resources are delighted.
9. Most of the library users' 50.67% (152) opined the satisfactory with the library services rendered from the library staff.
10. The overall books collection in the library the majority of the users' 67.33% (202) have

satisfied with the academic stuff of the books collection.

7.Suggestions:

Based on the opinion given by the respondents the following recommendations have been given:

1. The proper utilization of library resources will be depending on providing user friendly environment keeping them up to date visit to library.
2. Library staff members also guide to library users as well syllabus based books and other reading materials for academic development.
3. Availability of the books in the library is satisfactory whereas the library should provide e- books and articles to users' e-mail ID.
4. Library is a heart of the institution it should keep the all the quality of books and physical infrastructure as well eco-friendly environment then it can maximize the users time in the library.
5. Awareness about library services/facilities are should be display in the notice board and entrance of the library.
6. To make up-gradation of library in to modern scenario, library webpage and books searching tool like OPAC as well web-OPAC and mobile apps.
7. Promoting to eco-library environment in college level users can directly approach to the library staff and make as "USER FRIENDLY LIBRARY".
8. The level of satisfaction about existing library collection in college level should be making in to intellectual development.
9. To be conducted an orientation programmes in every year for new library users which is

help to create awareness about library facilities, services and accessibility.

10. Finally, the library facilities, services, availability should be users' satisfaction with academically development.

8.Conclusion:

The study of information seeking behavior of rural students can stand on its own as an area of 'information seeking activities' or information seeking patterns distance the notion from that of behaviorism and also link the notion philosophically closer to its true, family or concepts connected with reasons and actions stimulus and response group. Information being generated in different colleges in Uttaka Kannada District as result of research and development activities has created problems for users to locate and retrieve the required, information in time. Moreover, user expectations are rising constantly, creating demand for more sophisticated, high quality and prompt information services. So that information centers or libraries are need to be planned and designed on the basis of needs and requirements or their user.

Library is a social institution. If has to achieve its fullest role in the society, it is not simply to make books available when needed by the reader, but should actively stimulate the use of micro documents. The main aim of the librarian should not only be satisfied the demands of the existing thinkers and seekers of information. In this study, the studies concerned with information seeking behavior of rural students who have been lacking with getting resources at libraries to help in identifying resources in the libraries as well their open access or closed access library system for the rural students of Uttara Kannada district some selected degree colleges.

References

[1]. Basimalla, S. R. (2000). Communication patterns and information seeking behaviour of health science researchers/scientists: a study of ICMR Institutes.http://eprints.rclis.org/archive/00002606/.

[2]. Biradar, B. S, Anita, S &Ushalatha. B. (2001). Periodicals use pattern of Medical practitioners of Simoga city. *Annals of Library and Information Studies*, *48*(2), 65-71.

[3]. Chudamani, K. S and Nagarathna, H. C. (2006). A model of information use behaviour by scientists. In C. Khoo, D. Singh and A.S. Chaudhry [eds]. *Proceedings of the Asia-Pacific Conference on Library & Information.* Singapore*:* School of Communication and Information. Nanyang Technological University, 2006, pp. 649-650.

[4]. Ellis, D., &Oldman, H. (2005). The English literature researcher in the age of the Internet. *Journal of Information Science, 31*(1), 29-36.

[5]. Hallmark, J. (2004). Access and retrieval of recent journal articles: a comparative study of chemists and geoscientists. *Issues in Science and Technology Librarianship*, 40(3).

[6]. Kenchakkanavar, A. Y. (2014). Types of e-resources and its utilities in library. *International Journal of Information Sources and Services, 1*(2), 98-104.

[7]. Liao, Y., Finn, M., & Lu, J. (2007). Information-seeking behavior of international graduate students vs. American graduate students: A user study at Virginia Tech 2005. College & Research Libraries, 68(1), 5-25.

[8]. Panda, K. C.,& Swain D. K. (1997). Information seeking behaviour and reading habits of creative writers: a case study of an Indian state. *Library and Information Science Parameters and Perspectives Essays in Honour of Prof. P.B. Mangla.* New Delhi: Concept, 1997, Vol. l, pp. 545-555.