Information Seeking Pattern at CMR University Library: A User Study

Raghavendra R
Senior Technical Officer and Research Scholar
Information Centre for Aerospace Science & Technology
National Aerospace Laboratories, Council of Scientific & Industrial Research
HAL Airport Road, Bangalore – 560 017
raghuchand@nal.res.in

Vitthal T Bagalkoti
Library and Information Officer
CMR University, Bangalore – 560043
vitthallis@gmail.com

Abstract

The present study explores a qualitative assessment of information need and information seeking pattern of CMR University. This article shows the different factors influence in information needs of users of CMR University. The study deals many aspects namely, purpose of visit to the library, adequacy of collection, methodology adopted by the users to locate the required information, online databases which they used frequently, users' satisfaction with the library services and working hours of the library, and the obstacles while seeking their required information in the CMR University. Finally highlights the findings and suggestions andconcludesurgingtoimprovethelibraryandinformati onservicesinthelibrary and information centre (LIC)understudy.

INTRODUCTION

The information seeking behavior has developed in the twentieth century. Thereafter it took several decades for the subject to be presented as a major field of information science. Any analysis of the literature of information-seeking behaviour must be based upon some information behavior models, of which information seeking and information-seeking behaviour are two parts. Information behaviour is meant by the activities of a person that may be engaged in identifying their own needs for information, searching for such information in any way, and using or transferring that information. Information seeking behaviour refers to the way people search for and utilize information (Davies, 1976).

Wilson (2000) describes information behaviour as the totality of human behaviour in relation to sources and channels of information, including both active and passive information-seeking, and information use. He also suggests that information seeking behaviour is purposive seeking of information as a consequence of a need to satisfy some goal. During the time of seeking, the individual may consult with formal and informal information sources.

User study is the one, which mainly focuses on 'users' to measure their information needs, their use behavior and use pattern. User study is the means for systematic examinations of the system and services provided by LIC. The user study is directly linked with the effectiveness of library and information services as they aim at satisfaction of users' needs. It implies a willingness to relate product or system design to the perceived needs of those for whom the product or system design is intended. This urges to conduct information seeking behavior studies so as to collect, organize and disseminate, what is needed or required by the users. Information seeking behavior is concerned with who needs and what kind of information and for what purposes. It is also concerned how information is found, evaluated and used.

CMR UNIVERSITY BANGALORE

CMR University (CMRU) is a private university in the state of Karnataka, established in 2013. CMR University aims to promote and undertake the advancement of university education in technical, health, management, life sciences, and other allied sectors of higher and professional education.CMR

University believes that creativity is the key competence required to excel in our complex world where independent thinkers, product leaders, artists, designers, and innovators are the need of the hour. CMR University fosters creative communities where new ideas can be nurtured, discoveries made, and new creations shared.

The CMR Jnanadhara Trust was established in 1990, as a tribute to the late Sri Chikka Muniyappa Reddy. Guided by the belief that every person can achieve his or her dreams if given a chance at a well-rounded education, the Trust strives to deliver quality education through its institutions of learning. Backed by over 20 years of leadership in education, the CMR Jnanadhara Trust supports and manages all the activities of the CMR Group of Institutions.

Over the years, the CMR Jnanadhara Trust has continued to support and manage the growth of educational institutions. The CMR Group of Institutions is a Bangalore-based educational conglomerate that comprises several institutes of higher education, Montessori / K-12 schools, various centres of excellence in training, research and consultancy as well as a host of academic departments. Over 18,000 student, including international students from more than 58 countrie, study within CMR's portals of learning. Nearly 1000 highly qualified faculty and staff work at CMR. Academic programmes are varied and cover areas of study including engineering, education, law, management, media studies, biosciences, business administration, psychology, paramedical and nursing at the undergraduate, postgraduate, and doctoral levels. The CMR Group of Institutions in association with National Public Schools promotes the Ekya Schools, a brand of boutique schools with several campuses across the city.

CMR UNIVERSITY LIBRARY AND INFORMATION SERVICES

CMR University campuses have well established libraries and information centers. They are well equipped with latest collection and information resources **on course related subjects.** Professionally qualified and experienced library professionals manage them. CMR University library and information center provide the following services. They are:

· Library web OPAC facilities.
· Barcode-based circulation services.

· Digital library facilities.
· Online- Journal services.
· Interlibrary loan facilities
· Document delivery services.
· Referral and Reference service.
· Reprography services.
· User education programs.
· SDI and CAS services to users.

OBJECTIVE OF THESTUDY

The objective of the study to explore information seeking behavior of CMR University library users, and the yare:
1.   To find out the usage of library resources by the users
2.   To find out the type of resources used by the users;
3.   To determine users opinion of usefulness and adequacy of information sources and services;
4.   To identify the methods that the users of the library adapt to locate the essential information sources;
5.   To identify the problems of the library; and

METHODOLOGY

The target populations in the study were a user at CMR University. A survey method used for data collection. A total of 150 questionnaires with an open and close-ended questionnaire on the information seeking behavior of users were distributed randomly to respondents. Out of 150, 110 filled questionnaires were returned by the users with the overall response rate 73% and ten questionnaires were rejected.

The data of the responses were analyzed to understand the user's information-seeking behavior, and information needs to be fulfilled by the CMR university library system and its services.

ANALYSIS AND RESULTS
1.   Frequency of Library Visit

The respondents asked whether they visit the library daily, weekly, or monthly. Table 1, reveals that the majority of respondents. 42% visits the library daily, followed by two or three times in a week by 41% researchers, 12% visit library weekly while 5% come library monthly. It indicates that the library is being used by the research scholars mostly.

4	Monthly	05	5%

Table 1: Frequency of Visit to the Library

Sl.No.	Frequency of Library Visit	No. of respondents	Percentage
1	Daily	42	42%
2	2-3 times in a week	41	41%
3	Weekly	12	12%

2. Purpose of Visit to the Library

Thestudyindicatesthat72%oftheusersvisitthelibraryto get issuebooks,77%visitthelibrary to read newspapers, and 68% of the users visit toreferprojectreportsasindicatedintable1.

Table 2: Purpose of Library Visit

Sl.No.	Type of Source	Adequate	Partial Adequate	Inadequate	Not Responded
1	Text Books	56 (56%)	26 (26%)	18 (18%)	-
2	Periodicals	26 (26%)	37 (37%)	23 (23%)	14 (14%)
3	Annual Reports	30 (30%)	45 (45%)	17 (17%)	7 (7%)
4	Study Materials	24 (24%)	41 (41%)	29 (29%)	4 (4%)
5	Online Databases	60 (50%)	30 (30%)	7 (7%)	3 (3%)
6	Newspapers	77 (77%)	74 (74%)	3 (3%)	1 (1%)

Adequacy of Library Collection

An important function of the CMR University library is to cater to the needs of users. The user's needs highly specialized in their specific subjects, which consists of variety of information sources, i.e., books, periodicals, reports ,e-resources, and reference sources. Therefore they are considered appropriate to know whether the existing collection of CMR University library is adequate to meet the information requirements of its user in their academic, and research. The table 2 shows that the opinion expressed by the majority of users (56%) is that the collection of books adequate to meet their needs; whereas 37% of the user's opinion that the periodical collection was only partially adequate. Hence the print journal collection calls the attention of authorities. Similarly, the annual reports and study materials were also only partially adequate. The number of newspapers and reference sources was reported to be adequate by the majority of users.

3. Mode of acquiring the Needed documents

The information needs vary among users, depending upon their interest. The study approach to locate needed information helps to improve information services. Table 3 attempts to identify the mode of acquiring the information by the users in locating the needed information. The table shows that the students locate needed documents by seeking assistance from library staff(67%),by consulting WEB-OPAC (50%) and their own (41%). The above

analysis defines that the assistance of library staff and WEB-OPAC were the main to locate the needed information. The respondents have other approaches like help from friends; teachers were not found to be popular among them.

Table 3: Mode of acquiring the Information

Sl.No.	Methods	No. of respondents	Percentage
1	The assistance of Library Staff	67	67%
2	Consulting WEB-OPAC	50	50%
3	Guidance of teachers	12	12%
4	Help of Friends	35	35%
5	Self	41	41%

4. Online Databases Most Used by the Users

The respondents asked to indicate the online databases that they are frequently using to get the required information. Table 4 shows that 77% of the users were using the EBSCO host database, and 68% were preferring Emerald, while 65% of the users were using Cygnus database to get the right information.

Table 4: Use of Online Databases by the Users

Sl.No.	Online Databases	No. of respondents	Percentage
1	EBSCO host	77	77%
2	Emerald	66	66%
3	Market Line	40	40%

4	Cabell's online	37	37%
5	WDI	44	44%
6	Reuters Business Insight	51	51%
7	CMIE	64	64%
8	Cygnus	65	65%

5. Users' Satisfaction with Library Services

The prime objective of collection, storage, and organization of information in the library is to facilitate the academic community to exploit and harness fully the resources of the library. To this end, the library invites the reader, guides him, and provides with literature in a satisfactory manner. Effective library services make a library more functional to deliver the right information at the right time in the right manner to the right user. The modern libraries require to use modern technologies to provide information services.

Table 5: Users' Satisfaction level of Library Services

Sl.No.	Library Information Services	Satisfactory	Partial satisfactory	Unsatisfactory	Not Responded
1	Reference Services	68 (68%)	17 (17%)	11 (11%)	4(4%)
2	Referral Services	71 (71%)	16 (16%)	10 (10%)	3(3%)
3	Circulation Services	81 (81%)	11 (11%)	7 (7%)	1 (1%)
4	Current Awareness Services	30 (30%)	47 (47%)	13 (13%)	10 (10%)
5	Online Databases Search Services	53 (53%)	27 (27%)	17 (17%)	3 (3%)
6	Reprography Services	35 (35%)	43 (43%)	22 (22%)	1 (1%)

As evident from the table 5, the majority of students thought that circulation, general assistance, and reference services were satisfactory to meet their needs. The majority of respondents found that current awareness service and reprographic services were not completely satisfactory. The significant number of respondents was replied that the online database search facility in the library is not satisfactory. Hence, it is suggested that the library should have more computer terminals within the library premises with internet connectivity.

6. Users' Satisfaction with the Working Hours of the Library

CMR University library is kept open for 8 hours per day, that is from8.30am to 4.30 pm. The respondents were asked to give their opinion on the satisfaction or otherwise of the existing working hours. Table 6 belowshowsthat58 % of respondents indicated that they were completely satisfied with the present timings. However, significant percentages, i.e. 36% of the respondents were not satisfied with the present working hours of the Library.

Table 6: Users' Satisfaction with the Working Hours of the Library

Sl.No.	Working Hours	No. of respondents	Percentage
1	Yes	58	58%
2	No	36	36%
3	Not Responded	06	6%

7. Problems in Seeking Information

It is clear from the data furnished in table 7 that a large number of respondents expressed that scattering of information in many sources (56 %) and incomplete information/material (28 %) were the major hindrances while seeking information. Unfortunately, a significant percentage of respondents that is 27 % stated that they do not know using Web-Opac facility.

Table 7: Problems in seeking information Faced by the Users

Sl.No.	Problem	No. of respondents	Percentage
1	Material is not available	21	21%
2	Incomplete information/materials	28	28%
3	Information scattered in too many sources	56	56%
4	Outdated Information	21	21%
5	Lack of knowledge in using the library	19	19%
6	Information is too vast	51	51%
7	Library staff is not co-operative	9	9%
8	Do not know how to use OPAC	27	27%

8. The need for User Education Programs

Table 8 demonstrates that most of the respondents (72%) clearly stated to have a proper user education program to know about the sources and services available in the library.

Table 8: Need for User Education Programs

Sl.No.	User Education	No. of respondents	Percentage
1	Needed	72	72%
2	Not Needed	10	10%
3	Not Responded	18	18%

FINDINGS AND SUGGESTIONS

The study 'Information seeking behavior of users of CMR University has revealed that the majority, i.e., 72% of the users visit the librarytoborrowbooksand76%tobrowse newspapers. Regarding the adequacy of the library collection, 56% of respondents feel that the textbook collection is adequate, 26% as partial adequate, and 18% as inadequate. Significant percentage soft he user shave suggested for the library to build up the reference collection. The majority of users (60%) responded that the Online Journal databases are adequate.

Further, it is interesting to note that most of the users prefer both printed as well as non-printed sources of information. Hence, it is suggested that the LIC should stock more text books, periodicals collection, and reference collection. Besides, the library must build up E-resources to satisfy the information needs of the users under study. The study clearly shows that 67 % of respondents were locating their required information with the assistance of library staff, and 51 %by consulting Web-opac. The study further reveals that 77% of users prefer EBSCO host database and 68% depend on Emerald database for their required information and that the circulation service, reference service, and general assistance service are being provided very satisfactory. However, the online database search facility in the library and reprographic services are not satisfactory. Regarding the working hours of the library, 58% of the respondents like to extend the present library timings.

However, the majority that is 56% of the respondents finds the scattering of information in different sources, and 51% of users indicated that information is too vast as the obstacle or difficulty in seeking their required information. Surprisingly 28% of respondents have stated that they don't know to make use of Web-opac facility. Though the library provides orientation program periodically, it is interesting to note that

72% of the respondents think that the library should conduct proper orientation programs and further help and assist readers in improving their skills in searching the documents/ information. Therefore, it is suggested that the LIC should have more computer terminals within the library to make use of the online database search facility and also the library have to conduct user education program, library orientation, and information literacy programs more frequently. The users must also be provided with extensive and intensive SDI and CAS services both in anticipation and on demand to satisfy the information needs of CMR University library users.

CONCLUSION

Using information is a key issue in the information age. The real challenge of our time is not producing information or storing information, but getting people to use the information and its accessibility. The successful operation of any library depends to a large extent on the choice of library collections, its services, and user satisfaction. The choice of the collection should meet the needs and requirements of the end users. Consequently, librarians must be aware of how users seek information.

Therefore, whatever that is selected, stored, and maintained must be used to the maximum and made accessible to the users. The CMR University Library and Information Center though strives to serve its readers in the best ways possible however need to take the above suggestions seriously given the findings. The library should actively participate in the library consortia and networking to give optimum library and information services and satisfy the ever increasing and complex needs of its readers in this cutting edge of the competitive21stcentury.

References

[1]. Hadagali, G. S., &Kumbar, B. D. (2011). Use of Electronic Resources in University Libraries of Karnataka State. Information Studies, 17(4), 221–224.

[2]. Kannapanavar, B. U., &Manjunatha, K. V. (2010). Library use pattern by the faculty members of the engineering colleges in Karnataka: A study. International Journal of

Library and Information Science, 2(8), 155–163.

[3]. Madhusudhan, M. (2010). Use of electronic resources by research scholars of Kurukshetra University. *The Electronic Library, 28*(4), 492-506.

[4]. Kumbar, B. D., &Hadagali, G. S. (2009). Use of UGC-Infonet e-journals consortium by faculty members and research scholars of Karnatak University, Dharwad: A study. *SRELS Journal of Information Management*, *46*(1), 61-72.

[5]. Davies K. (2007) The information-seeking behaviour of doctors: a review of the evidence. *Health Information and Libraries Journal, 24*(2), 78-94.

[6]. Davies K. (2011) Information needs and barriers to accessing electronic information: hospitalbased physicians compared to primary care physicians. *Journal of Hospital Librarianship, 11*(3), 249-260.

[7]. Balutagi, Suresh. B., &Kumbar, B. D. (2017). Use and Impact of e-resources on teaching and research in Engineering Institutes of Gujarat State, *Journal of Information Management and Educational Technology, 1*(1), 47-57.

[8]. Wilson, T. D. (1981). On User Studies and Information Needs. Journal of Librarianship, 37(1), 3-15.

[9]. Wilson. T. D. (2000). Recent Trends in User Studies: Action Research and Qualitative Methods.*Information Research, 5*(3). (Available at http://informationr.net/ir/5-3/paper76.html).