Research Article

Information Seeking Behaviour of Students of Udaipur

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Abstract Information seeking is a fundamental activity. It refers to the way individuals search for and make use of information to fulfil their information needs. In the course of seeking, the individual may interact with manual information systems or computer (web)- based or technological systems. The methods of information seeking differ from one person to another. It is affected by the personal, emotional, educational, and demographic variables of the person seeking information. Hence, due to the variation in information needs and seeking ways among different target groups of people and due to the "information explosion" in the present information era, it is important to know the information needs and information-seeking behavior of different targets of people to provide them need-based information effectively, Students also need information for various purposes, like preparation for exams, career counseling, employment, research work, etc., and they also differ in information-seeking behaviour due to their different attributes and needs. As they are the most important part of any educational institution, it is the big responsibility of any educational institution to provide the right information at the right time to their students through a proper information system. An effective information service largely depends on understanding of the information needs and information seeking behavior of students. Therefore, the present study was an attempt to explore the "information-seeking behavior of postgraduate students of, Udaipur".

Keywords Information seeking, behavior

Introduction

Seeking information is a natural phenomenon and every person requires information in order to complete a task or to fill a gap in their knowledge. It could be seen that everyone's life has become increasingly reliant on information and people require information at every stage of their lives for various purposes. It could be for academic purposes, entertainment, knowledge enrichment, commercial expansion, and a variety of other reasons. The need to obtain accurate knowledge drives people to seek knowledge from a variety of sources. When the demand for information arises and people recognize that they require it, they begin to consider how to obtain it. People use various media to explore information such as audio, visual, written information, libraries, personal collections, bookstores, discussion workshops and conferences, information centers, online services, etc. to meet their information needs. Personal, emotional, educational, psychological, environmental, and demographic aspects of the person seeking information all have an impact on this process. Information seeking behaviour is influenced by a variety of factors, such as the translation of a need into a demand, the availability of resources, the medium of information, the time required to access the right information, the attitude of resource providers, and so on.

Adequately determined information needs have an impact on information seeking behaviour, and the entire information seeking process is dependent on them. Lack of clarity in defining the appropriate information requirement will result in inefficiency in meeting the requirement. Therefore, in order to provide needs-based

information to different target groups of people, it is important to study the information needs and information-seeking behaviour of different users. By understanding the various types of requirements of the user, high quality of services can be provided to the user for acquiring the required information. Thus, ISB (Information seeking behaviour) studies are user-oriented studies which consider age, educational level, and the approach of the users to information seeking. In particular, the study of information seeking behaviour of students is of crucial importance, as being information-oriented and information-literate helps students to achieve academic success.

Importance of Information
Information is a tool that decision makers and managers can use to make better decisions. As a result, the information will have a reinforcing / transformative influence on those who receive it. A significant change in the mind / attitude of humans towards obtaining information can be observed, as it improves the receiver"s ability to acquire personal knowledge.

Information Need
Information need is an urge that makes people to seek information (Kuhlthau, 1991). The demand for information arises from a gap in knowledge, necessitating the search for information that can help with comprehension and meaning. The information requirement is a real-life situation in which information and demand are inextricably linked. Because there is a demand or an interest, information arises and is generated. The user"s objective desire for information with specified content is information with specific content. Line (1971) has defined some useful concepts closely associated with information need, namely, Need, „Want, Demand", and use.

- Source of Information
- Primary sources:
- Secondary sources
- Tertiary sources
- Formal sources
- Informal sources
- Electronic resources

Review of Literature
Mohammed (2015) conducted a study entitled „Postgraduate students" information-seeking behaviour in the faculty of management sciences, Bayro University, Kano, Nigeria. Findings regarding the information needs of students revealed that the highest proportion required information to get prepared for examinations (47%) followed by preparation of dissertation/thesis (18%), personal reading (15%), and preparation of notes (11%).

Ismaila (2015) implemented a research on the information needs and ISB of post-graduate students in Kwara State University. The outcome of the study showed that students sought information to prepare for exams; university (34.1%) and competitive (25.4%) both, in preparation notes (16.7%) and in their project work (11.7%). Further, it was shown that the internet was used as a preferred source of information to complete a research project (42.2%), communicate with friends and teachers (17.9%), download software (17.9%), and obtain tips on professional development (10.5%).

Manjupath and Surendra (2014) performed research on "information needs and information-seeking behaviour of research scholars at Bangalore University, Bangalore". The study revealed that the majority of the respondents explore knowledge and require data for writing papers (36.2%) followed by updating knowledge (25.4%), class assignments (7.7%), gearing up for competitive exams (23.8%), examinations (4.6%) and a few of them (2.3%) stated that they require information for entertainment purposes.

Rajesh et al. (2013) conducted research on ISB of students studying in B.Ed. college in Puducherry thorough a case study. The results revealed that 100 percent of B.Ed. students need the information to update their knowledge/ understanding, attitude/thoughts, and practice (KAS).

Uugwanga (2012) conducted research to examine the information requirements of students. The results of the research show that students require information mainly for their research projects, which comprises knowledge of how to write a research proposal, research methodology, applications for funding as well as regarding the publication of research work.

Objectives of the Study Are:
- To identify the information needs of the students
- To explore the information seeking behaviour of students in terms of Information sources used

Data Analysis

Table 1: Medium of respondents (N=100)

Medium	Respondents	Parentage
Hindi	49	49%
English	51	51%
Total	100	100

Results show that 51 percent of respondents pursue their studies in the English medium, which reveals the popularity of the English medium over the Hindi language. However, 49 percent of respondents" medium of instruction was Hindi.

Faculty-wise distribution of respondents

The faculties of respondents have been classified under nine faculties. Out of those, eight faculties were selected for the study, including Social Science, Arts, Commerce, Law, Engineering and Technology, Science, Education, and Fine Arts. A faculty-wise distribution of respondents is shown in Table 2.

Table 2: Faculty-wise distribution of respondents

Medium	Respondents	Percentage
Science	14	14%
Arts	13	13%
Social-Science	13	13%
Commerce	12	12%
Law	11	11%
Education	14	14%
Fine arts	13	13%
Engineering and Technology	10	10%
Total	100	100

The data results revealed that each faculty was represented almost equally. Science and Social Science students were slightly higher in number, which might be due to their greater interest in participating in the study.

Primary Sources of Information and their Level of Dependency

The primary information sources as well as the students" dependency level was examined. The library, faculty, informal sources, the internet, and university administrative sources were taken as primary sources of information.

Table 3: Primary Sources of Information and their Level of Dependency

Sources of Information	Yes	No
Library	60	40
Faculty	51	49
Informal sources	53	47
Internet	55	45
Administration	**44**	**56**

The library is an important source of knowledge since it offers legitimate reference materials, as well as useful and realistic information for study and research and those materials that students cannot afford to buy. It is also helpful in providing a conducive environment for study.

Conclusion

Information is a primary demand of human beings. It is required by all walks of life. Information brings reinforcing/transforming effects on human beings on receiving it as it improves the ability of personal knowledge of the recipient. It is essential for the overall development of life, i.e., personal, social, economic, and educational, etc. It is also helpful in every professional life, like engineering, medical, teaching, administration, etc., as well as in personal life, to perform their professional and personal tasks in a better way. It is also very important for students; it helps them to get well informed about the current advancements in their subjects and to keep them up to date. Information seeking behaviour is a consequence of a need perceived by an information seeker, whom to fulfil that need. Information-seeking behaviour is the purposive seeking to satisfy some goal. The way of information seeking differs from one person to another. This process is influenced by the personal, emotional, educational, and demographic variables of the person who seeks information. The need for information also depends on work activity, availability of facilities, discipline/field/area of interest, the hierarchical position of individuals, motivation factor for need, need to take a decision, need to seek new ideas, value system for perception and individual preferences and behaviour, etc.

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