RESEARCH ARTICLE   OPEN ACCESS

Importance of Information Seeking Behavior (ISB) Study for Collection Development, Management of College Libraries

Dr. Sharad Avhad
Librarian,
K.V.N. Naik Arts, Commerce and Science College Canada Corner Nasik, 422002.

Abstract:
The present era is known as information and knowledge revolution. Now days there are innumerable types of information, in a large variety of formats and form many different location, are all available at one place. User studies are essential and conducted to improve the need based collection in college libraries. ICT applications changed the practices in academic libraries and the need of information seeking behaviors studies is necessary in libraries. In modern era & digital era students are searching for their information from the libraries for various purposes. There is a need felt to analyze the problems faced by the users in getting their desired information form libraries and based on ISB the strategies for collection development could be formulated by librarians. This paper has made an effort to assess need and benefits of ISB in libraries.

Key Words: users study, user needs, information needs, information seeking, information seeking behavior, library resources.

1.1 Introduction:

Information is essential component in academics, research, education, teaching etc, as well as every sector of application of knowledge. The present era is information era and information is required for progress and development of the information society. Every human being need information for different purpose and try to find it from different sources in which information is available either published or informal ways. Libraries no doubt treasure of information and knowledge centers and hold variety of information required by their users. The librarian is responsible for the collection development in the library and has to take in to account the users demands, expectations and needs.

1.2. Need of ISB in Libraries

Information play very significant role in any activities of earners life. It is necessary for the human's beings; it helps to implementation of any plan or project. The human behavior and habits while searching information for research is to evaluated for proper collection development and provide information services to users both qualitative and based on technologies. The task of assessing behavioral patterns is not easy because human beings or users are not homogenous and have different requirements and also select different routes or approaches to satisfy their information needs. The application of ICT is also playing an important aspect to conduct the ISB studies. Different studies over the past few years conducted to find ISB of various users groups in both print and electronic environment. Libraries are associated with proper and qualitative collection, and providing information services to users. These two aspects are based on user needs and expectations and hence it is now felt necessary to know the users need form libraries in the changing environment in order to satisfy their educational and research needs.

1.3. Benefits of ISB in Libraries

ISB help in finding the information needs of the users and based on that collection development

could be more effective. The qualitative information resources collection may yield to better provision of information services. ISB identifies the form and formats used by the users and preferences given, based on this the information collection might be more effective in the form and format users prefer, this causes better se of information.

ISB helps in finding time spent by users in libraries, rate of satisfaction or dissatisfaction of users from the collection, usefulness of library staff to users in getting the information, usefulness of information services, use of internet resources, web resources etc. This helps in fixing the different library management practices like collection development policies information services policies, stacking policies etc.

Library needs service up-gradation frequently; this change is always related to, user information needs. The user's needs are difficult to predict and hence to understand user needs librarians were conduction user surveys. Many user studies in different fields were conducted and analyzed to find the needs of the users. Information seeking behavior in the ICT age has been subject of number of recent studies. In order to keep abreast of the rapidly changing information seeking abilities, needs and expectations of users. ICT applications are more powerful and applied in libraries extensively. This changed the face of the libraries and users reading habits and methods of information gathering. There is a demand for conducting a study based on various aspects related to information, its need, when users need information, what efforts they make to get the proper information, are users information literate to find the sources, what problems they faced while getting information, etc. ISB helps in analyzing these factors and streamline the processes in libraries.

1.4. Conclusion

ISB helps library professionals in providing training programmes, information awareness library orientation programs for users etc. Changing environment makes impact on all

factors and hence ISB needs to be a continues process of evaluation of users and in libraries.

The core of the library profession remains the same, but methods and tolls for information delivery continue to grow and change dramatically. Libraries must understand information-seeking behavior of users to re-engineer their services and provide information efficiently. The results of this study reveal users who are more or less satisfied with library collections and services, but who want training in the use of online information. Although document delivery service is being provided on demand, the researchers pointed out that it would be worthwhile if the library could provide them with indexing, abstracting, and interlibrary loan service as well.

1.5. References:

Case, D.D.(2002). Looking for information: A survey of research on informationseekinng needs, and behavior. CA, Academic press

Tahir, M et al (2008) Information needs and information seeking behavior of arts Humanities teachers; A survey of University of Punjab, Lahore, Pakistan. Library Philosophy and Practice Dec pp 1-11.

Wilson, T.D. (1999). Models in information behavior research. Journal of Documentation 55 (3): 249-270.

Wilson, T.D. (2000). Recent trends in user studies: Action research and qualitative methods. Information Research 5 93). Available ; http://information.net/ir/5-3/paper 76.html

Zhang, W. (1998). Analyzing faculty and staff's information needs and use of electronic technologies: a librarl arts college's experience. Journal of Education Media and Library Sciences 35(3):218-141.