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PERCEPTION AND USAGE OF HEALTH INFORMATION SOURCES AND SERVICES AMONG THE URBAN COMMUNITY USERS OF PUBLIC LIBRARIES: A CASE STUDY OF BHADRAVATHI

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Abstract

The study examined the perception and usage of health information sources and services by the urban community users of public libraries. The study investigated 110 users from two public libraries in Bhadravathi. Findings revealed that majority of the users not enrolling library membership. 44.54% of users were visit library daily and large numbers of respondents were get health information through newspaper followed by television, advertisements and pamphlet/brochures. Education and sports were the most frequently preferred topics by the users. Arogya column published by Prajavani Kannada newspaper was most preferred newspaper column for getting health information by the users followed by VK Health column published by Vijaya Karnataka was stood in 2nd position to get health information by the users. Most of the users preferred Sudha, Gruhashobha and Taranga magazines to get health information. Stimulatingly, large number of the users frequently listen health related programs in Radio. The study also revealed that most of the users were aware about H₁N₁, DPT, Polio, BCG, TT, AIDS Control, 108 Arogya Kavacha, Malaria Cholera Dengue, Family Planning, Chicken Gunya district health programs of Karnataka state.

KEYWORDS

Health Information Sources, Public Libraries, HIS, Urban Community, Bhadravathi, India

Introduction

Public libraries have adapted a variety of services to their user community including promoting early literacy, publicly available internet access, children's summer reading programs and the dissemination of tax forms. Public libraries are known as a people's University. Libraries are serving people with limited health care access. Therefore by community demand they have evolved to become important resources for rural and urban health customers to obtain required information. Various public libraries have approached this role by subscribing to health journals, health newspapers and

magazines, health databases or by providing a link on homepage to a health resource. But majority have started little organizational change to meet growing patron demand. This study of research has attempted to know the awareness and use of health information sources and services by the public library users of Bhadravathi. This study is to analyze the most preferred information sources, desired general topics of information, most preferred newspapers columns, preferable human sources to get health information and awareness of district health programs of Karnataka by the urban community of Bhadravathi.

Health Information

Health information is the data related to a person's medical history, including symptoms, diagnoses, procedures and outcomes. Health information records include patient histories, lab results, x-rays, clinical information, and notes. A patient's health information can be viewed individually, to see how a patient's health has changed; it can also be viewed as a part of a larger data set to understand how a population's health has changed, and how medical interventions can change health outcomes¹.

Urban Community

Urban community is something which an individual thought as, an area with high density of population, an area with the availability of basic requirements, an area of good resources, the area has lots of opportunity of employment and such an area which can be considered as life-giving for luxurious desires of human or individual².

Review of Literature

Mohammed Badamasi and Mudassir³ in their study found that there was health information service provision at Federal Medical College and the service was poor. The health professionals depended on the Medical Library for health information service provisions. The study recommended that the library needs to overcome problems namely; lack of effective library resources, inadequate internet and ICT facilities, inadequate service providers and many others for effective and efficient health information service provision. An attempt made by Bindhu Nair and Evelyn⁴ to review literature on emerging roles and activities of health sciences librarians. The researchers were systematically searched literature in September–October 2015 using five databases, viz. Medline, Emerald, Scopus, Academic Search Complete, and Library and Information Science Abstracts. The search was limited to those studies published from 2004 to 2014. The study evaluated that new roles have emerged for health science librarians. There were inadequate records in the literature regarding the details of each of these roles. The study also found that librarians not only continue to engage themselves in routine orientations and training sessions, but also contribute to teaching information literacy in most medical programs. Senteio Charles and Kranich Nancy⁵ composed a study on library engagement with community based health and wellness in diverse communities. The study revealed that assuring proper access to health services and health information was a complex issue that goes beyond the availability of services and the library outreach programs must extend largely understanding of the difficulty of providing and ensuring proper access to health information and services for at risk or marginalized communities. The study also found that enhanced library engagement must begin with community aspirations and concerns. Ellen L Rubenstein⁶ investigated the health information and health literacy on public library practices, challenges and opportunities in Oklahoma. The study noted that public libraries existed to connect people to information and that health information there was part of that mission. And the study suggested that a lot of misunderstanding among many interviewees, several librarians and managers did exhibit a more comprehensive level of understanding, being aware of the necessary

for consumer to be able to find health information, evaluate the sources of information and understand it. A survey conducted by Judith Elizabeth Burton⁷ on impact of medical libraries and literature on patient care in New Zealand. The study found that majority of the respondents visited the library once in a week or more and patients care was the main reason for their visit. Physicians opined that information obtained by library was used to confirm diagnosis, medications and advice given to patients. The study also revealed that all opinion by respondents were supportive of the library. A study was conducted by Kinengyere and et al.⁸ reported on electronic health information resources usage in Uganda. The study revealed that human and institutional factors were influenced to utilization of electronic resources and also there is a significant relation between usage and information literacy.

Objectives

The present study has the following objectives;

- To identify the preferable information sources to get health information by the users.
- To determine the desired general topics of information by the respondents
- To know the most preferred newspaper columns by the users
- To determine the most preferred human source to get health information by the respondents.
- To know the awareness of district health programs of Karnataka by the user community.
- To suggest the possible solutions for the further improvement of the library.

Scope and limitations of the study

The study mainly focuses on health information needs of Bhadravathi urban community. For the present study we have selected two public libraries which are City Central Library in New Town and Public Library Department City Central Library in Old Town and the study is limited to these two public libraries of Bhadravathi City.

Methodology

The study has covered the users from two public libraries viz. City Central Library in New Town and Public Library Department City Central Library in Old Town. In order to meet the objectives of the study, the survey methodology was used. For this present study well-structured questionnaire was designed to collect data on urban community member's demographic information. A total of 130 questionnaires were distributed to the users of the public library and 110 questionnaires were received back at the response rate of 84.61%. Apart from this personal interview and discussion was held with users to know the types of available health information sources and services rendered to user community. The data was analyzed using MS-excel spreadsheet package.

Public Libraries in Karnataka

The public library movement in Karnataka started with a great concern to serve the public in promoting the lifelong education. At present the public library system in Karnataka is as under;

State Central Library	-	1
City Central Libraries	-	32
District Central Libraries	-	30
Branch Libraries	-	303
Community Children Libraries (District)	-	48
Reading Room/Hospital Libraries	-	101

Grama Panchayat Libraries	-	5766
Mobile Libraries	-	10
Slum/Jail Libraries	-	472
Drifter Libraries	-	93
Grant-in-aid Libraries	-	84
Book Depository Centers under RRRLF Scheme	-	2655

Public Libraries in Bhadravathi City

Branch libraries are an integrated part of the whole library system. They being the grass-root institutions come closer to the people. In Bhadravathi we have seen two of the public libraries. They are City Central Library in New Town and Public Library Department City Central Library in Old Town. The City Central Library New Town was established in 1975. It Provides books lending service, current information service, reference service, reading room service, newspaper reading service. The Public Library Department City Central Library in Old Town was established in the year 1990. It is also provides book lending service, reading room service, current information service, newspaper reading service.

DATA ANALYSIS AND RESULTS

The collected data are organized and tabulated by using statistical method, table and percentage. The data analysis is given below;

Table 1: Library membership

Sl. No.	Library Membership	No of Respondents	Percentage
1	Yes	48	43.64
2	No	62	56.36
Total		110	100

It is observed from the table no. 1 that, majority 62 (56.36%) of respondents were not members of the finding libraries. It was followed by 48 (43.63%) of respondents were enrolled as members of the libraries.

Table 2: Frequency of library Visit

Sl. No.	Frequency	No of Respondents	Percentage
1	Daily	49	44.54
2	Twice a week	26	23.64
3	Once in a week	21	19.09
4	Once in 15 days	8	7.27
5	Once in a month	2	1.82
6	Occasionally	4	3.64
Total		110	100

The table 2 indicates that, the maximum 49 (44.54%) of respondents were visit library daily whereas 26 (23.63%) of respondents visit twice in a week and only 2 (1.81%) of the respondents made visit at once in a month.

Table 3: Most preferred information sources

Sl. No.	Preferable Information Sources	Most Preferred	Preferred	Least Preferred	Not at all	Total
1	Books on health issues	26 (23.64%)	60 (54.55%)	17 (15.45%)	7 (6.36%)	110 (100%)
2	Reference collection	27 (24.55%)	27 (24.55%)	42 (38.18%)	14 (12.72%)	110 (100%)
3	Periodicals/Magazines	46	35	17	12	110

		(41.82%)	(31.82%)	(15.45%)	(10.91%)	(100%)
4	Newspaper	86 (78.18%)	21 (19.09%)	1 (0.91%)	2 (1.82%)	110 (100%)
5	Reports	19 (17.27%)	22 (20%)	16 (14.55%)	53 (48.18%)	110 (100%)
6	Yearbooks	14 (12.73%)	29 (26.36%)	17 (15.45%)	50 (45.46%)	110 (100%)
7	Pamphlet/Brochures	12 (10.91%)	21 (19.09%)	27 (24.55%)	50 (45.45%)	110 (100%)
8	Advertisements	19 (17.27%)	21 (19.09%)	28 (25.46%)	42 (38.18%)	110 (100%)
9	Radio	40 (36.36%)	25 (22.73%)	23 (20.91%)	22 (20%)	110 (100%)
10	Television	63 (57.27%)	22 (20%)	12 (10.91%)	13 (11.82%)	110 (100%)
11	Internet	21 (19.09%)	15 (13.64%)	13 (11.82%)	61 (55.45%)	110 (100%)

The data in the above table 3 shows that Newspapers 86 (78.18%), Television 63 (57.27%), Radio 40 (36.36%) are the most preferred sources by the respondents, whereas Books 60 (54.54%) and Periodicals/Magazine 35 (31.81%) are just preferred by the users. At the same time Reference collection 42 (38.18%), Advertisements 28 (25.45%) and Pamphlet/Brochures 27 (24.54%) are least preferred by the users. All other sources are not at all preferred by the respondents.

Table 4: Most preferred general topics of information

Sl. No.	Preferred Topics of Information	Most Frequently	Frequently	Occasionally	Not at all	Total
1	Agriculture	20 (18.18%)	25 (22.72%)	53 (48.18%)	12 (10.92%)	110 (100%)
2	Business	19 (17.27%)	49 (44.54%)	24 (21.83%)	18 (16.36%)	110 (100%)
3	Health and Hygiene	49 (44.54%)	36 (32.74%)	22 (20%)	3 (2.72%)	110 (100%)
4	Scientific	40 (36.36%)	29 (26.36%)	27 (24.54%)	14 (12.74%)	110 (100%)
5	Sports	62 (56.36%)	27 (24.54%)	13 (11.83%)	8 (7.27%)	110 (100%)
6	Advertisement	26 (23.63%)	29 (26.36%)	45 (40.92%)	10 (9.09%)	110 (100%)
7	Community Based	8 (7.27%)	43 (39.09%)	32 (29.09%)	27 (24.55%)	110 (100%)
8	Economical	26 (23.63%)	25 (22.74%)	44 (40%)	15 (13.63%)	110 (100%)
9	Employment	53 (48.18%)	19 (17.27%)	23 (20.92%)	15 (13.63%)	110 (100%)
10	Entertainment	44 (40%)	29 (26.36%)	24 (21.83%)	13 (11.81%)	110 (100%)
11	Education	68 (61.83%)	26 (23.63%)	11 (10%)	5 (4.54%)	110 (100%)
12	Political	50 (45.45%)	30 (27.27%)	18 (16.36%)	12 (10.92%)	110 (100%)

13	Social	32 (29.09%)	51 (46.36%)	15 (13.63%)	12 (10.92%)	110 (100%)
14	Religion	21 (19.09%)	46 (41.83%)	26 (23.63%)	17 (15.45%)	110 (100%)
15	Literature	45 (40.93%)	27 (24.54%)	25 (22.72%)	13 (11.81%)	110 (100%)
16	Occupational Based	21 (19.09%)	23 (20.92%)	24 (21.81%)	42 (38.18%)	110 (100%)
17	Astrology	13 (11.81%)	19 (17.27%)	23 (20.92%)	55 (50%)	110 (100%)

It is observed from the table 4 that Education 68 (61.83%), Sports 62 (56.36%), Employment 53 (48.18%) are the most frequently preferred topics by the respondents, followed by Social 51 (46.36%), Business 49 (44.54%) are the just frequently preferred topics by the respondents. Whereas Agriculture 53 (48.18%), Advertisement 45 (40.92%) and Economical 44 (40%) information topics are occasionally prefer by the respondents. All other sources are not at all preferred by the respondents.

Table 5: Most Preferred newspaper column to get health information

Sl. No.	Preferable Newspaper Column	Most Frequently	Frequently	Occasionally	Not at all	Total
1	VK Health (Vijaya Karnataka)	63 (57.27%)	27 (24.54%)	18 (16.36%)	2 (1.83%)	110 (100%)
2	Arogya Mahile (Samyuktha Karnataka)	32 (29.09%)	45 (40.92%)	19 (17.27%)	14 (12.72%)	110 (100%)
3	Arogya (Prajavani)	68 (61.84%)	24 (21.81%)	13 (11.81%)	5 (4.54%)	110 (100%)
4	Maimana (Kannada Prabha)	26 (23.64%)	44 (40%)	19 (17.27%)	21 (19.09%)	110 (100%)
5	Arogya Vani (Udayavani)	30 (27.27%)	44 (40%)	15 (13.64%)	21 (19.09%)	110 (100%)
6	Living Health n Well Being (Deccan Herald)	24 (21.83%)	16 (14.54%)	29 (26.36%)	41 (37.27%)	110 (100%)
7	Wellness (Indian Express)	16 (14.54%)	20 (18.18%)	24 (21.83%)	50 (45.45%)	110 (100%)
8	Well Being (The Hindu)	17 (15.45%)	18 (16.36%)	25 (22.74%)	50 (45.45%)	110 (100%)
9	Local News Paper	53 (48.18%)	11 (10%)	12 (10.90%)	34 (30.91%)	110 (100%)

The data in the above table 5 shows that majority 68 (61.84%) of the respondents most frequently read Arogya column published in Prajavani Kannada newspaper for getting information followed by VK Health 63 (57.27%) column published in Vijaya Karnataka. Whereas 45 (40.92%) of the respondents just frequently prefer Arogya Mahile column published in Samyuktha Karnataka followed by Maimana 44 (40%) published by Kannada Prabha, Arogya Vani 44 (40%) published by Udayavani for

getting health information. Very few respondents occasionally read other column published in different newspaper.

Human Source:

The people get health information from various human sources such as Librarian, Relatives and Friends etc. the study also focus to know the preferable human source to get health information by the respondents.

Table 6: Most preferred human source to get health information

Sl. No.	Human Sources	N=110			
		Most preferred	Preferred	Least Preferred	Not at all
1	Librarian	15 (13.63%)	26 (23.63%)	25 (22.72%)	44 (40%)
2	Government Officer	11 (10%)	21 (19.09%)	28 (25.45%)	50 (45.45%)
3	Health inspector	17 (15.45%)	22 (20%)	21 (19.09%)	50 (45.45%)
4	Public health workers	19 (17.27%)	24 (21.81%)	25 (22.72%)	42 (38.18%)
5	Anganvadi workers	16 (14.54%)	26 (23.63%)	39 (35.45%)	29 (26.36%)
6	Friends	51 (46.36%)	32 (29.09%)	16 (14.54%)	11 (10%)
7	Neighbors	29 (26.36%)	43 (39.09%)	21 (19.09%)	17 (15.45%)
8	Relatives	30 (27.27%)	42 (38.18%)	17 (15.45%)	21 (19.09%)

Table 6 indicated the preferable human sources to get health information by the respondents. From this table it can be identified that, Friends (46.36%) , Relatives (27.27%) are the most preferred human source by the respondents. Whereas just preferred human source is Neighbors (39.09%). Anganavadi Workers (35.45%) and Government officer (25.45%) are the least preferred human sources by the respondents. All other human sources are not at all preferred by the respondents.

Table 7: Health related articles in magazines

Sl. No.	Magazines	Most Frequently	Frequently	Occasionally	Not at all	Total
1	Karmaveera	41 (37.27 %)	29 (26.37%)	20 (18.18%)	20 (18.18%)	110 (100%)
2	Sudha	50 (45.45%)	40 (36.36%)	12 (10.92%)	8 (7.27%)	110 (100%)
3	Gruhashobha	44 (40%)	18 (16.36%)	25 (22.72%)	23 (20.92%)	110 (100%)
4	Taranga	43 (39.09%)	30 (27.27%)	18 (16.37%)	19 (17.27%)	110 (100%)
5	Mangala	25 (22.73%)	41 (37.27%)	19 (17.27%)	25 (22.73%)	110 (100%)
6	Health	23 (20.92%)	24 (21.81%)	20 (18.18%)	43 (39.09%)	110 (100%)
7	Journal of	11	15	22	62	110

	Health Management	(10%)	(13.64%)	(20%)	(56.36%)	(100%)
8	Yoga	24 (21.81%)	7 (6.36%)	23 (20.90)	56 (50.93%)	110 (100%)
9	Education Yoga	20 (18.18%)	14 (12.72%)	20 (18.18%)	56 (50.92%)	110 (100%)
10	The Week Plus	11 (10%)	10 (9.09%)	22 (20%)	67 (60.91%)	110 (100%)
11	The Week Health	16 (14.55%)	11 (10%)	18 (16.36%)	65 (59.09%)	110 (100%)

The data in the above table 7 shows that majority Sudha 50 (45.45%), Gruhashobha 44 (40%) and Taranga 43 (39.09%) are the most frequently preferred magazines by the respondents. At the same time Mangala 41 (37.27%) is the just frequently preferred magazine by the respondents. It is also note that 20 (18.18%) of the respondents are occasionally preferred Health magazine. All other magazines are not at all preferred by the respondents.

Table 8: Health related programs in Radio

Sl. No.	Frequency	Respondents	N=110
1	Most frequently	17	15.46%
2	Frequently	51	46.36%
3	Occasionally	28	25.46%
4	Not at all	14	12.72%
Total		110	100%

Table 8 highlights the frequency of health related programs listen in radio. From the above table it is found that 46.36% of the respondents frequently listen health related programs in radio, 25.45% of the respondents occasionally listen health related programs in radio. It is also found that 12.72% of the respondents are not listen health related programs in radio.

District Health Program:

We have taken the District Health Program of Karnataka state to know the awareness of these programs by the Bhadravathi Urban community. This program has been containing 20 programs about the health. The majority of the respondents are aware about these 20 programs.

Table 9: District health programs of Karnataka

Sl. No	District Health Programs of Karnataka	Yes	No	Library	Radio	TV	Newspaper	Pamphlet/ Broachers	Film Shows	District Officer	Health Inspector
1	Reproductive and Child Health (RCH)	57 (51.82%)	53 (48.18%)	26	13	33	29	9	7	8	10
2	Pre-Netal Diagnostic Technique (PNDT)	27 (24.55%)	83 (75.45%)	13	5	9	11	0	1	3	5
3	Medical Termination of Pregnancy	39 (35.45%)	71 (64.55%)	16	18	23	14	5	3	5	6

4	AIDS Control	103 (93.63%)	7 (6.36%)	56	52	63	79	31	35	25	28
5	Malaria, Cholera, Dengue	102 (92.73%)	8 (7.27%)	57	48	80	79	17	14	21	19
6	T B, Leprosy	96 (87.27%)	14 (12.73%)	53	49	71	59	13	16	19	28
7	Cancer Irradiation Program	99 (90%)	11 (10%)	47	49	77	77	15	19	19	23
8	Hepatitis B	82 (74.55%)	28 (25.45%)	44	35	47	51	12	10	20	26
9	DPT, Polio, BCG, TT	104 (94.55%)	6 (5.45%)	49	50	83	79	26	14	28	32
10	Family Planning	102 (92.73%)	8 (7.27%)	51	45	79	71	22	25	22	27
11	Raitha Sanjeevini / Yashaswini	94 (85.45%)	16 (14.55%)	32	34	67	66	12	8	18	22
12	Chicken Gunya	102 (92.73%)	8 (7.27%)	45	50	80	75	13	20	24	26
13	Arogya Karyakrama	77 (70%)	33 (30%)	34	29	51	46	14	15	21	19
14	Water Purification Program	81 (73.64%)	29 (26.36%)	40	31	63	53	11	17	24	25
15	Mahila Swastha Sanga	77 (70%)	33 (30%)	30	27	52	49	14	7	17	18
16	Nutrition Food for Children and Women	90 (81.82%)	20 (18.18%)	41	35	68	59	11	10	13	26
17	Below Poverty Line Card Program (BPL)	93 (84.55%)	17 (15.45%)	43	44	71	70	9	8	23	24
18	World Population Day	89 (80.91%)	21 (19.09%)	25	42	66	61	15	8	18	8
19	108 - Arogya Kavacha	103 (93.64%)	7 (6.36%)	52	54	83	77	36	18	26	29
20	H ₁ N ₁	107 (97.27%)	3 (2.73%)	51	49	82	75	18	14	21	32

Note: Multiple choice responses

It revealed from the above table that majority of the respondents are aware about H₁N₁ (97.27%) DPT, Polio, BCG, TT (94.55%), AIDS Control (93.63%), 108 Arogya Kavacha (93.64%), Malaria Cholera Dengue (92.73%), Family Planning (92.73%), Chicken Gunya (92.73%) programs. Respondents are aware about these programs through different Medias among them most popular Medias are TV, Newspaper, Radio, Library and Anganwadi Teacher. The library is in fourth position, it indicate that the library is partially provides information about these programs to the respondents.

Discussions and Conclusion

The study found that majority of the users not enrolling library membership. Hence the librarian should motivate the users to enroll themselves as member of the library. Only 44.54% of users were visit library daily, so the librarian should encourage the remaining users to visits library daily. Large numbers of respondents were get health information through newspaper followed by television, advertisements and

pamphlet/brochures were least preferred information sources by the respondents. Another finding of the study was that education and sports were the most frequently preferred topics by the users. Many of the newspapers have provided health information in columns. In those newspapers Arogya column published by Prajavani Kannada newspaper was most preferred newspaper column for getting health information by the users followed by VK Health column published by Vijaya Karnataka was stood in 2nd position to get health information by the users. We focused to preferable human source to get health information by the respondents. The study showed that majority of the users get health information by friends and relatives. Least percent of users prefer librarian to get health information. Hence the librarian should concentrate to provide health information to the users and the library can be improved by acquire health related books. Sudha, Gruhashobha and Taranga were the most frequently preferred magazines by the users to get health information. Majority of the users frequently listen health related programs in Radio. Large number of users knows about the district health programs which were developed by Government of Karnataka. The district health program has 20 programs which were mentioned in the table number 9. Among them majority of the users were aware about H₁N₁, DPT, Polio, BCG, TT, AIDS Control, 108 Arogya Kavacha, Malaria Cholera Dengue, Family Planning, Chicken Gunya programs.

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