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Summer 3-1-2020

INFORMATION NEEDS OF MEDIA PROFESSIONALS: A STUDY

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Abstract

This paper is an attempt to know the information use pattern of media professionals working in four zones of Karnataka state i.e. Bengaluru, Mysuru, Mangalore, and Shivamogga. The study is confined to 112 journalists belonged to the four zones. The study found that reporting is the major activity performed by journalists. The majority of media professionals have an interest in areas like education and the environment. Newspapers, newspaper apps are the major source of information for journalists. Further, it is found that Social media, blogs, television, personal contacts, letters from readers have provided news content. Writing a news article, knowing the background of the event, getting the story angle are the major purposes of using information resources. The paper discusses the hazards related to the effective use of information. Insufficient infrastructure, lack of support from higher authorities seem to be the problems in the effective use of information.

Keywords: Media professionals, information use, Social media, e-resources, news agencies

1. Introduction

Information is vital for professionals who belonged to every sector of society. The present era witnessed the information overflow, variety in information resources, an increasing number of publishers, and availability of information in print as well as the electronic format (Tiwari, 2019). Therefore, the information users locate and access all formats of information to meet professional requirements. The journalists are professionals engage with the activities blend with information. Every journalist tends to gather background information about their area of interest, locate and generate novel information, and reproduce at a mass rate (Schifferes et al., 2014). In this context, the works of media professionals blend with the use and processing of information and thus they gather knowledge. The knowledge obtained from the use of gathered information helps journalists to organize, plan, and develop the strategies for their profession. Various information resources such as libraries, news agencies, social media, human resources, and mass media enable the working journalists to collect and use the required information. Hence, it is significant to identify the information use pattern of working journalist in the due course of finding the required information. In addition, the problem faced by the journalists while locating required information gives an insight into the possible solutions. With the intention to identify the search behavior and use pattern of information, the study intended to conduct a survey of working journalists in four zones viz., Bengaluru, Mysuru, Mangalore, and Shivamogga.

2. Review of related work

Several previous works have been conducted to know the information use pattern of journalists. Anwar, Al-Ansari, and Abdullah (2004) investigated the information use pattern by Kuwaiti journalists. The study witnessed that the sampled journalists opined that the information as the most important factor for fact-checking and verification. The major purpose of using information is to write a news item and feature article. The study also found that the Internet and press releases were the most used formal sources of information and satisfaction level with these sources is high among the journalists. The library was used to search a database and read information sources there. The paper also discussed the problems like lack of time available to finish assignments and lack of training. Anwar and Asghar's (2009) conducted a similar study with an intention to know the information seeking behaviour of Pakistani journalists. They found that journalists use both formal and informal information sources. They require information for writing a news item and article. Also, they have high importance to their personal collection of information sources, daily news dairy and conversation. Internet sources have bought high satisfaction among journalists. They use an in-house electronic library for getting the idea for a storyline and for background information. The paper also found that lack of training and difficulties in accessing international information sources.

Many research works also discussed the importance of the Internet and social media as a tool to communicate news content among the readers. Spence et al. (2006) investigated the information use pattern by 1329 respondents after the terrorist attaches in the USA on 11-09-2001. The paper identified the relationship between users' demography and information-seeking behavior. The media such as television and radio were considered more useful to seek news. This opinion was more emphasized by female respondents than male. The majority of male respondents have opined that the Internet as the most useful source to obtain news content. The age of respondents was also correlated with the print and Internet media to the collection of information. Sweetser et al. (2008) examined the use, credibility, and influence of the communication industry of blogs as seen by professional journalists and public relations practitioners. The results of the study revealed that the "high users" of blogs like journalists assign more credibility to the blogs as an information communication medium. A paper by Diakopoulos et al. (2012) discussed the role of social media as a medium to communicate news based information. The paper stated that social media is used as a tool for reporting news and many journalists extensively used it. It has also been considered an effective medium to transfer breaking news. Since non-professionals act as eyewitnesses of the event, their captures through social media are proof. A part of social media, i.e. Blogs were also used as the most used source of information among journalists. Another study by Metag and Rauchfleisch in the year

2016 analyzed the twitter metrics to know the use of Twitter as an information source. They analyzed that journalists in Switzerland prefer to use more tweets with regard to politics. Turcotte et al. (2015) conducted a poll for the public to show social media's impact on public trust with regard to news. The paper showed that traditional news lost its trust among the public. Meanwhile, the paper discussed that social media has been developed as a new avenue for receiving news content. Hence, social media is considered as a trusted source of news content among the public. The people wanted to follow more news from that particular media outlet in the future. Hence, it is observed from the paper that social media as a source of news content in the future.

Ansari and Zuberi (2017) investigated the use of various information channels, the awareness of the existence of information sources, ways used for disseminating information and the use of libraries among media professionals in Karachi. The study was confined to 185 media professionals working in three types of media viz., Television, radio, and newspaper. The findings of the study indicated that the library was the most used channel among newspaper and television professionals to gather information. The libraries provide reference service and newspaper clipping services to the media professionals that are considered the most favourable information services. Knowledge of information sources among media professionals was gained through common knowledge and review articles. Further, the study also showed that the Internet as the channel of information among media professionals, where newspaper professionals use the Internet highly than the other two media professionals. Book reviews were read by all three categories of professionals.

It was observed that the use of the Internet increased the use of information. The studies on information seeking behaviour reviewed that journalist's information seeking behaviour motivated their activities such as news writing, originality checking, confirming the news, and developing personal understanding. Journalists need information for fact checking, background checking. Further, the journalists are more concerned to use Internet based communication medium as the source of information.

3. Objectives of the study
1. To know the media and zone-wise distribution of working journalists
2. To identify the working areas of journalists
3. To bring out the different sources of information
4. To know the archiving and accessing problems faced by journalists.

Scope and limitations of the study

The present study is confined to the working journalists belonged to 4 zones viz., Bengaluru, Shivamogga, Mysuru, and Mangalore. The study intends to find out

the information requirements of working journalists in these four regions. The study also intended to shed light on different sources of information required for working journalists.

4. Methodology

The study adopts the survey method. A structured questionnaire consisting of pre-coded questions was designed. The researcher identified that a total of 174 professionals belonged to Bengaluru, Mysuru, Mangalore, and Shivamogga regions, have been registered in the Press Information Bureau (PIB) of India. Since the availability of all professionals at one place is doubtful, it was determined to conduct a sample study. Further, the study has followed the formula given by Krejcie and Morgan (1970) to select the sample of respondents.

$$s = \frac{x^2 \text{NP}(1 - P)}{d^2(\text{N} - 1) + x^2\text{P}\,(1 - \text{P})}$$

s = required sample size.
x^2 = the table value of Chi-square for 1 degree of freedom at the desired confidence level (6.635).
N = the population size (174).
P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size).
d = the degree of accuracy expressed as '*p*' (i.e. Margin of error=0.05)

$$s = \frac{6.635 \times 174 \times 0.50\,(1 - 0.50)}{(0.05)^2(174 - 1) + (6.635)\,(0.50)\,(1 - 0.50)}$$

s=120

The formula indicated that the required sample size is 120 respondents. Further, the researcher personally visited the news agencies in all four zones and randomly selected 40 working journalists from each zone. The questionnaires were distributed to 120 working journalists and in return, 112 were received back with a response rate of 93.33%. The analysis of data is based on the 112 responses collected by the researcher.

Further, the collected data was coded, classified, and analyzed using SPSS 21.0 application.

5. Analysis and Interpretation of data

Table-1: Media-wise distribution of respondents by their gender

Media	Gender				Total	Percentage
	Male	Percentage	Female	Percentage		
Vijayavani	51	45.54	7	6.25	58	51.79
Hosadigantha	13	11.61	1	0.89	14	12.50
Prajavani	18	16.07	3	2.68	21	18.75
News18	9	8.04	2	1.79	11	9.82
ETV	8	7.14	0	0.00	8	7.14

Total		99	88.39	13	11.61	112	100.00

Table-1 reveals the media-wise distribution of respondents with respect to their gender. Of the 112 respondents, 99 are male (88.39%) and only 13 (11.61%) are female. Among the total respondents, Vijayavani has the highest percentage of respondents (51.79%) followed by Prajavani (18.75%), and Hosadigantha (12.50%). News18 (9.82%) and ETV (7.14%) have a meager percentage of respondents. Since Vijayavani and Prajavani have the highest circulating newspapers, the number of professional working for these Media are more. Hence, of the 112 respondents covered in the study, 70% have belonged to these two media.

Table-2: Zone-wise distribution of respondents

Zone	Number	Percentage
Bengaluru	35	31.25
Mangalore	21	18.75
Mysore	25	22.32
Shivamogga	31	27.68
Total	**112**	**100.00**

Table-2 indicates that of the 112 respondents, 35 (31.25%) have belonged to the Bengaluru zone followed by 31 (27.68%) are belonged to Shivamogga. Further, 25 (22.32%) have belonged to Mysuru, and 21 (18.75%) have belonged to Mangalore. It is clear from the above table that a good number of professionals who belonged to the Media are working in all zones.

Table-3: Area of working of Media professionals

Area of work	Number	Percentage
Reporting	42	37.50
Editing	40	35.71
Advertising	3	2.68
ICT assistants	7	6.25
Freelance	5	4.46
Stringer	1	0.89
Photography	10	8.93
Columnist	15	13.39
Other	20	17.86

Table-3 shows the distribution of media professionals by their area of work. The majority of respondents (37.50%) are reporters, followed by editors (35.71%), and other works (17.86%). A good number of respondents are column writers (13.39%), photographers (8.93%) and ICT assistants (6.25%). Of the 112 respondents, 5 (4.46%) are freelancers. The above table clearly shows that the majority of respondents are directly involved with the functionalities of media firms.

Table-4: Specialization of Media professionals

Specialization	Number	Percentage
Current	55	49.11
Government and politics	43	38.39
Crime and law enforcement	16	14.29
Business and economics	2	1.79
Education	68	60.71
Environment	68	60.71
Health and medicine	12	10.71
Science and technology	4	3.57
National security	0	0.00
Foreign affairs	1	0.89
Investigative	49	43.75
Film Critic	1	0.89
Literary	4	3.57
Other [specify]	1	0.89

An attempt has been made to know the specialization of professionals. Table-4 depicts the respondents' specialization. The majority of respondents have education and environment (60.71%) subject as their specialization followed by current affairs (49.11%), investigation (43.75%) Government/politics (38.29%), and crime & law enforcement (14.29%). Further, a meager percentage of respondents have health & medicine (10.71%), science & technology and literature (3.57%) subjects as their specialization. It is clear from the above table that education, current affairs, and politics are the highly preferred field of specialization among the respondents.

Table-5: Hours spent on reading on the subject of specialization

Hours	Number	Percentage
1-2 hours	39	34.82
2-4 hours	1	0.89
4-6 hours	20	17.86
> 6 hours	52	46.43

Table-5 clearly indicates that the majority of respondents spent more than six hours (46.43%) to read on the subject of specialization followed by 1-2 hours (34.82%), and 4-6 hours (17.86%). Only one respondent spent 2-4 hours to read on the subject of specialization.

Pearson's correlation test was used to identify the relationship between the age of respondents and hours spent on reading on the subject of specialization. The test clearly indicates that the age and time spent on reading are negatively correlated and the correlation is statistically significant (t=-3.442, p=.001). Therefore, it is arguable that the respondents with higher age spent less time reading about the subject of specialization.

Table-6: Frequency of use of information resources

Information Sources	MF	F	LF	NS	NAA	Mean Score
Text books	2	19	1	54	36	2.08
Newspapers	110	0	1	0	0	4.96
Reference books	3	52	1	52	0	3.09
Government Publications	12	4	21	4	0	3.85
News articles	88	4	20	4	0	4.54
Research report	11	88	1	88	0	2.52
Magazine	37	34	22	34	0	3.53
Encyclopedia	0	53	10	53	1	2.94
Dictionary	9	33	56	33	0	2.99
Directories	9	58	0	58	0	3.04

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-6 shows the frequency of use of information resources by the respondents. The majority of respondents most frequently use newspaper (mean=4.96) followed by news articles (mean=4.54). The majority of respondents frequently use government publications (mean=3.85), and magazines (mean=3.53). Reference books (mean=3.09), directories (mean=3.04), dictionary (mean=2.99), and encyclopedias (mean=2.94) are used less frequently. The above table clearly indicates that the majority of respondents highly depend on newspaper sources for information followed by government publications.

Table-7: Frequency of use of electronic information resources

Electronic resources	MF	F	LF	NS	NAA	Mean Score
E-Books	36	17	4	55	0	3.30
E-Journals	45	13	0	0	0	3.44
E-Database	51	53	0	53	0	3.51
Social Media	64	0	9	0	0	4.49
Blogs	62	2	8	2	0	4.45
News apps on your mobile phones	70	3	0	3	0	4.57
E-magazines	35	33	1	33	0	3.71
E-Newspapers	43	32	1	32	0	3.80
Information gateways	11	54	0	54	0	3.13

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Further, a question has been asked about the use of e-resources. Table-7 indicates that the majority of respondents most frequently use news apps on mobile phones (mean=4.57) followed by social media (mean=4.49), and blogs (mean=4.45). Majority of respondents frequently use e-newspapers (mean=3.80), e-magazines (mean=3.71), e-database (mean=3.51). E-journals (mean=3.44), e-books (mean=3.30), and information gateways (mean=3.13) are used less frequently. The above table clearly indicates that the majority of respondents highly depend on the electronic version of newspaper information followed by social media.

Table-8: Frequency of use of human information resources

Human resources	MF	F	LF	NS	NAA	Mean Score
Phone ins	14	40	29	29	0	3.35
Colleagues	42	29	5	35	35	3.38
Personal collection	66	38	0	38	0	3.91
Letters from general public	21	43	0	43	0	3.42
Discussion with Editor	68	39	4	39	0	3.88
Letters to the editor	30	46	1	46	0	3.44
Archives	10	62	1	62	4	2.87

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-8 indicates the human resources of information. It is clear that the majority of respondents frequently use the personal collection (mean=3.91) followed by a discussion with editors (mean=3.88). It is followed by letters to the editor (mean=3.44), the letter from the public (mean=3.42) are also used for information. Colleagues (mean=3.38), Phone-ins (mean=3.35) and archives (mean=2.87) are used less frequently as human information resources. The above table clearly indicates that human information resources are also highly used to fulfill the information needs.

Table-9: Frequency of use of news agencies

News Agencies	MF	F	LF	NS	NAA	Mean Score
Press Trust of India	48	42	21	1	0	4.22
Agencies France Press (AFP)	1	35	14	0	0	2.78
Hindustan Samachar	0	64	9	64	4	2.67
Indian Asian News Service	1	63	0	63	5	2.75
Associated Press (AP)	0	13	85	13	4	2.90
United News of India	2	25	5	25	0	3.53

| Reuters | 1 | 32 | 29 | 32 | 4 | 3.07 |

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-9 depicts the use of news agencies as information sources. The majority of respondents most frequently use Press Trust of India (PTI) (mean=4.22) followed by United News of India- UNI (mean=3.53), and Reuters (mean=3.07). Further, other news agencies are used less compared to PTI and UNI agencies.

Table-14: Other sources of information

Information Collection	MF	F	LF	NS	NAA	Mean Score
Telephone to librarian	9	0	40	42	21	3.59
Personal collection	86	4	20	2	0	1.45
Through Personal contact	81	26	1	24	0	4.30
Through Consultancy	2	8	35	42	25	3.71
Watch Television	69	42	1	0	0	4.60
Letters/Faxes from general public	87	3	18	3	1	4.59

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

It is found that the respondents have also relied on other sources of information sources. Table-14 indicates that the majority of the most frequently watch television (mean=4.60) to get updated information. Further, a letter from the general public (mean=4.59) is the most frequently obtained source of information about news followed by personal contact (mean=4.30). Further, consultancy (mean=3.71) is a frequently used source of information. It is clear from the above table that the respondents have also relied on different sources for information other than traditional information sources that are available in media libraries.

Table-10: Frequency of use of media

Media Sources	MF	F	LF	NS	NAA	Mean Score
Radio	42	29	40	1	0	4.00
Television	69	42	0	0	0	4.60
FM Radio	1	2	38	2	36	2.67
Daily news dairy	19	2	30	2	4	3.76

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-10 depicts the use of media as information sources. The majority of respondents most frequently use Television (mean=4.60) followed by Radio is used frequently (mean=4.00). Daily news dairy (mean=3.76) and FM Radio (mean=2.67) are also used with less frequency. Since television and Radio are provided quick updates on their area of interest (Pearl, 2016), the majority of respondents most frequently use TV media for information.

Table-11: Media library Services used by respondents

Services	MF	F	LF	NS	NAA	Mean Score
Borrowing privileges	1	44	1	45	21	2.63
Reference service	3	43	0	21	21	2.66
Photocopying services	3	48	2	48	21	2.59
Newspaper Clipping service	46	15	0	15	21	3.58
Online service	84	2	0	2	21	4.15

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-11 indicates the services offered in the media libraries. The majority of respondents most frequently used online services (mean=4.15) followed by newspaper clipping service (mean=3.58) offered by media libraries. Reference service (mean=2.66) and borrowing facilities (mean=2.63) are also used less frequently. Photocopying service is also less frequently used by the respondents (mean=2.59). The above table clearly indicates that the majority of respondents highly depend on online services to obtain the required information.

Table-12: Purpose of using information resources

Purpose	MF	F	LF	NS	NAA	Mean Score
Writing a feature article	50	36	1	5	20	3.81
Writing News article	84	1	1	20	20	4.10
Writing a personality profile	41	6	2	6	20	3.71
Writing a column	35	46	1	46	20	2.95
Writing an editorial	0	82	1	82	20	1.99
Editing a news item	4	42	0	42	21	2.72
For advertisement purpose	0	45	37	45	22	2.28
For review purpose	2	44	1	44	20	2.69
For interview	10	45	36	45	20	2.43
Primary survey	2	45	1	45	21	2.64

The information sources are being used for different purposes. Table-12 indicates that the majority of respondents frequently use the information to write news articles (mean=4.10) followed by writing feature articles (mean=3.81), and write personality profile (mean=3.71). The table clearly indicates that the information resources are being used less frequently for writing column (mean=2.95), editing news items (mean=2.72), and for review (mean=2.69). Based on the data in the table, it is arguable that respondents highly useful information resources directly to write, review, and publish news content.

Table-13: special purposes for using information resources

Special purpose	MF	F	LF	NS	NAA	Mean Score
Get story angle/idea	92	0	0	0	20	4.29
Background research about the new topic	64	38	0	0	0	4.39
Assign stories	83	24	1	24	0	4.30
Identify interviewers	10	62	0	62	39	1.94
Check past editorials	83	1	4	24	0	4.28
Avoid duplicate news	40	8	35	4	4	3.49
Check dates, spellings	33	40	4	40	0	3.54
Compare coverage	48	60	4	60	0	3.32
Resolve discrepancies	8	34	0	34	0	3.46
Check past treatment	9	33	29	33	0	3.23

Note: MF=Most Frequently, F=Frequently, LF=Less Frequently, NS= Not Sure, NAA=Not At All

Table-13 depicts that the majority of respondents most frequently use the information to do background research about the new topic (mean=4.39) followed by to assign stories (mean=4.30), to get story angle (mean=4.29), and to check past editorials (mean=4.28). The data clearly shows that the special purpose of using information resources is to get background information about the news.

Table-14: Benefits of using e-resources

Benefits	Strongly agree	Agree	Disagree	Strongly disagree	Mean Score
Exposure to the range of materials for my work	43	69	0	0	4.35
Easy to get the required material for my work	80	31	0	0	4.70

	Strongly agree	Agree	Can't say	Disagree	Strongly disagree	Mean Score
To keep up to date on development in my own field	53	2	0	2		4.44
Improves the quality of my work	17	10	29	10		3.71
Leads to inspire towards new thinking/ideas	52	11	29	11		4.01
Improving the focus of my work	19	9	0	9		3.97
Reduce my work time	8	75	0	75		2.66

A question has been asked to know the benefits of using electronic resources. Table-14 shows that the majority of respondents strongly agreed that e-resources help to get the required materials easily (mean=4.70) followed by e-resources provide updated information (mean=4.44), and there is an exposure to the range of materials for their work (mean=4.35). Further, e-resources lead to inspire towards new ideas (mean=4.01) and e-resources help to improve the focus of their work (mean=3.97). The data clearly shows that e-resources have been positively fulfil the information needs of respondents.

Table-15: Difficulties faced during information search

Difficulties	Strongly agree	Agree	Can't say	Disagree	Strongly disagree	Mean Score
Lack of time to look for or read information	56	4	0	52	0	4.04
Inadequate reference sources/service	45	8	0	58	1	3.87
Information scattered in many sources	39	8	0	36	29	3.51
Infrastructure facility	73	28	0	2	9	4.47
Information not readily available	38	39	0	25	10	3.94
Lack of access to Library resources	53	3	0	6	50	3.53
Lack of transportation facility to the place of events for collecting information	11	70	0	2	29	3.56
Lack of finance	44	34	0	5	29	3.83
Language Proficiency	46	37	0	0	29	3.89
Professional risk while carrying out official duties	12	70	0	1	29	3.58
Lack of Support from higher authorities	76	4	0	3	29	4.13

An attempt has been made to know the difficulties in searching for the required information. Table-15 reveals that the majority of respondents agreed that lack of support from higher authorities hinders the act of information search (mean=4.13)

followed by lack of time (mean=4.04). Further, it is agreed by the respondents that unavailability of information (mean=3.94), lack of proficiency (mean=3.89), and lack of financial support (mean=3.83) prevent the information search. The data indicates that personal and organizational reasons are the major difficulties in the effective search of information.

Table-16: Level of difficulty in obtaining information on different areas

Areas of Information Need	ND (1)	VLD (2)	CD (3)	ED (4)	NAA (5)	Mean Score
Accidents/Disaster	49	41	0	21	1	1.96
Agriculture	53	12	0	46	1	2.38
Art-Culture-Entertainment	3	66	31	12	0	2.46
Awards/Honours	3	2	8	98	1	3.82
Business	3	44	1	63	1	3.13
Education	48	40	1	22	1	2.00
Employment	10	35	0	66	1	3.12
Environment Nature	19	69	0	23	1	2.27
Finance	29	15	36	31	1	2.64
Food & Civil Supply	5	23	30	53	1	3.20
Health	23	35	2	51	1	2.75
Commerce	30	13	2	66	1	2.96
Home affairs & Internal security	2	57	29	23	1	2.68
Industry & Industry ministry	31	14	1	65	1	2.92
Politics & Governance	7	43	29	32	1	2.79
Judiciary	2	13	35	59	3	3.43
Religion & Belief	1	81	1	27	2	2.54
Science & Technology	46	14	0	21	31	2.79
Social Problems & Welfare measures	46	42	0	23	1	2.03
Sports	45	1	33	31	2	2.50
Tourism	81	7	1	21	2	1.71

Note: ND=No Difficulty, VLD=Very Little Difficulty, CD=Considerable difficulty, ED=Extreme difficulty, NAA=Not At All

An attempt has been made to know the level of difficulty faced by the respondents in obtaining the required information in different areas. Table-16 clearly indicates that the respondents have felt high difficulty in obtaining information about awards/honours (mean=3.82) followed by information on the judiciary (mean=3.43), food and civil supply issues (mean=3.20), and employment information (mean=3.12). The above table also indicates that the information on tourism (mean=1.71) and accidents/disasters (mean=1.96) are obtained easily with very little difficulty. Hence,

the data indicates that information on issues like traveling, accidents, education, the social problem is easily obtained by the respondents.

Table-17: Preference is given to different types of sources

Preference is given to	To a greater extent	Moderate extent	Little extent	Not sure	Mean Score
Print resources	102	9	0	1	4.89
Electronic resources	64	14	10	0	4.05
Human Resources	37	26	0	26	3.87

Table- 17 shows that the majority of respondents prefer print resources (mean=4.89) followed by electronic resources (mean=4.05) and human resources. It is clear from the above table that the print information resources are preferred to a greater extent than other resources.

6. Findings and Conclusion

The study found that the majority of respondents have belonged to Vijayavani-a highly circulated newspaper in Karnataka and the majority of respondents have belonged to the Bengaluru zone and Shivamogga zone. Reporters are the major respondents and editors followed them. The study also found that education and environment and current affairs are the major specialized areas. The study found that in order to fulfill the information needs the respondents to spend more than six hours of reading on the specialized area. Reading habits are highly influenced by the availability of newspapers and government publications. Hence, news agencies need to have a well-organized collection of newspapers and their archives. It is also essential to maintain the newspaper collection of different languages. Further, media professionals should be trained well to locate, retrieve, and use government publications.

Since the availability of electronic gadgets made media professionals access electronic information at a high rate. Further, human information resources are also highly used to fulfill information needs. Hence, the authorities need to establish a directory of working professionals so that they can contact each other to meet their information needs. The study revealed that reference service, borrowing facilities, and photocopying services are less frequently used by the respondents. Hence, media libraries need to focus more on user-centric services to fulfill their information needs. Further, support from the higher authorities to access information is found necessary. Media libraries need to establish close contact with the working professionals to enquire about the information needs and thus their needs shall be fulfilled. Since the

working journalists have been depending on the print information resources as well as electronic and human resources for information, the media libraries and authorities need to develop a balanced collection of resources.

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