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Publication trend -Information Needs and Seeking Behavior: A Content Analysis

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ABSTRACT

The main focus of this study is to evaluate the literature available on Information needs and seeking behavior by Pakistani researchers. Research articles published in local and international Journals were extracted and reviewed. It was pointed out that a reasonable amount of literature available on the subject under study. The Punjab has contributed more as compared to the rest of Pakistani territories. Dr. Saeedullah Jan, Khalid Usman, Teresa. Welsh, Dr. Ghalib khan, Dr. Rubina Bhatti, Maqsood Ahmad Shaheen, M. Arif, Syeda Bushra Naqvi, M. Asif Naveed, Mumtaz A Anwar, Surraya Bano, Shakeel A Khan, Farzana Shafique, Salman Bin Naeem Salman, Shamshad Ahmad, Amjad Khan, Azhar Iqbal, Khalid Mahmood, M. Tahir, Farid, Abiodullah, Ramzan, Muzammil Tahira, Kanwal Amin, M. Amir Hashmi, Faisal ur Rahman, Dr. Ashi Zeeshan, Munira Nasreen Ansari and Nisar Ahmad Zuberi are the researchers whose conducted the studies on information needs and seeking behavior of Regular students, Law faculty members of Pakistan, Women parliamentarian of Pakistan, Pakistani farmers, college faculty, doctors, Medical researchers in Pakistan, Medical faculty and students.

Introduction

Content analysis of a research is a technique or a tool which is used to subsudize the exact content and it may has the features of any type, i-e word, items, text, phrases, theme etc. Sometimes the word ‘content analysis’ used to narrate qualitaive and quantitaive approaches to determining the contents. Content analysis is used to minimize the greater amount of unorganized content. It also narrate the features of the contents. The content analysis used for both quantitaive and qualitative approaches. It can also provide the precious cultural insights over time through analysis of text. As its disadvantage is considered, content analysis can be time consuming and increase errors until it is used to attain a higher level of interpretation. Various research articles have been written by eminent researchers at national and internatinal level on this subject.

Literature Review

This section presents review of the literature relevant to the research topic. The researcher accessed various databases and resources such as google scholar, LISTA, Directory of Open Access Journals (DOAJ), Pakistan Library & Information Science Journal (PLISJ) and some

other free databases to collect relevant and latest literature on the topic. This section is divided into two parts, selected work on the topic at national level and selected work on the topic at international level.

Literature Review at National level

Saeedullah Jan, Khalid Usman and Teresa S. Welsh (2019) analyzed information needs and seeking behavior: A comparative study of regular and distance learning university students of Khyber Pakhtunkhwa, Pakistan. The main focus of the study was to conduct a comparative analysis of information needs and seeking behaviors of on and off campus university students of Khyber Pakhtunkhwa. Cross sectional survey method was used for data collection. A self designed questionnaire was distributed among the four hundred respondent; three hundred and Forty-eight were received. The study results indicated that there was a difference and that graduate students had more access to information sources than undergraduates. This effort was made to pinpoint and compare the information needs (IN) and information seeking behavior (ISB) of on- campus and off campus students.

Dr. Ghalib Khan and Dr. Rubina Bhatti (2012) analyzed the information needs and seeking behavior of law faculty members at University of Peshawar and seventeenth affiliated law colleges, Khyber Pakhtunkhwa (North West Frontier Post NWF, Pakistan). Their preference regarding various information source, channels, methods, library used pattern, convenient study places satisfaction level and problems encountered by them in their information needs and seeking have been explored through quantitative survey. A structured questionnaire was designed and distributed among one hundred randomly selected law faculty members. Result of the study revealed that majority of the law faculty members was not satisfied with the provision of libraries in their colleges. Law libraries needs to have awareness of kind of information being sought by them and how it could be obtained. What is perception of the Law faculty members regarding the attitude of library staff? This study investigated the information needs and seeking behavior of law faculty members of Law College, university of Peshawar and seventeen affiliated colleges. The majority of the law faculty members prefer information in print format and English language. Law librarians can also make some effort to assess their teaching committee's information needs plan better user oriented services and develop effective library collection to help law faculty members in their information needs and seeking behavior.

M.Tahir, Khalid Mahmood, and FarzanaShafique (2008) analyzed the information needs and information seeking behavior of Arts and Humanities teachers at University of Punjab, Lahore, Pakistan. The main focus of this study was to fill the gap in understanding the information needs and information seeking behavior of humanities faculty. The study of information needs and gathering behavior dates back to 1948 when Bernal and others presented a paper on scientific information at the 1948 Royal society conference (Bernal,1960). A review of the related literature reveals that no comprehensive study on the information needs and information seeking behavior of Arts and Humanities faculty members at the University of the

Punjab, Lahore has been conducted since 1978. To conduct this study, questionnaire method was used to analyze the data. A questionnaire was prepared after comprehensive literature search and discussion with subject experts. Lack of availability of required material in libraries is a major problem in information seeking. Reference books were declared as the most important resource for teaching. Consultation with the knowledgeable persons or experts and most humanities teachers get information sources from their departmental libraries were also pinpointed as sources of information.

Farid, Abiodullah and Ramzan (2013) analyzed information seeking behavior of Medical faculty working in Government and private medical colleges (Rashid latif Medical college Lahore, Institute of Education and research University of Punjab, Lahore, Lahore University of Management sciences). The main focus of this study is to examine pattern of information seeking and determined the difference in information seeking between government and private faculty members of medical colleges Lahore. The survey method was used to collect the data. A survey of government and private medical colleges were conducted. 112 medical faculties of different cadre were selected by using convenient method. Data was analyzed using SPSS version 15. The result shows that the medical faculty use various channels to update their knowledge of the subject and also differences also exist in information seeking behaviors of government and private medical faculties on some issues. The accessibility of the faculty members through different colleges was the solution of the third problem.

Maqsood Ahmad Shaheen, M Arif and Syeda Bushra Naqvi (2007) analyzed Information behavior and needs of women Parliamentarians of Pakistan: A case study. The main focus of this study was to answer some questions raised on women political participation on the parliament and their information habits and needs by analyzing their preferred sources used in preparing for speeches, resolution, bills and laws. It also measures their information and communication technology skills. A closed ended questionnaire comprising questions were sent to all seventy three (with one seat vacated) women parliamentarians of the 12th National Assembly of Pakistan to seek data related to their information needs, perceptions, sources and attitudes. The majority of the women parliamentarians liked to receive information summarized or synthesized of them. The findings of this study cannot be generalized due to the small size of the sample as used as the moderate response rate to the questionnaire.

Salman Bin Naeem Salman, Shamshad Ahmad and Amjad Khan (2013) analyzed information seeking in primary care: a survey of doctors working in remote government health facilities in Pakistan. The main focus of this study was to describe the information seeking pattern of primary care doctors and to examine the present position to clinical information availability at remote government health facilities in district of Multan, Punjab, Pakistan. The participants of this study were all the medical officers working in Basic Health Units (BHUs), Rural Health Centers (RHCs) and Tehsil District Headquarters (TDHs) as these doctors met the established criteria. Criteria included health facilities run under executive district officer (EDO) health, Multan. This study determined the clinical information seeking pattern of primary care

doctors. The closed ended questionnaire method used to collect the data. The result of this study concluded that primary care doctors working in remote government health facilities are suffering with non-availability of the services of the medical librarian and libraries. Access to medical libraries and services librarian should be provided to primary care doctors in government remote health facilities.

Shakeel A Khan and Farzana Shafique (2011) analyzed information needs and information seeking behavior: A survey of college faculty at Bahawalpur. The main focus of this study was intended to suggest how the general population used the web. The purpose of this study was to investigate how faculty members seek information from the libraries. The questionnaire based survey method was used to collect data. All (n=6) Government colleges listed within the city of Bahawalpur were selected for this study. Respondents included teachers, principals and vice principals working in the selected colleges. The principal researcher personally visited the colleges several times and due to the personal persuasion, the response was 93.33%. The college teacher and administrators mostly seek information for lecture perception, improvement of their personal competencies and current awareness. They mostly used books and monographs for seeking information, while they frequently use to discuss face to face colleagues and friends is an informal source of information. As the college teachers frequently seek information for lecture preparation and to improve personal competencies from their college libraries but college library system is inadequate to fulfil their information needs keeping this reality in view, college libraries should be updated with better facilities and collection.

Muzammil Tahira and Kanwal Amina analyzed information needs and seeking behavior of science and technology teachers of the university of Punjab, Lahore. The main focus of this study was to explore their ISB: choice pattern of resources for meeting information needs. It has impact of on-campus digital development on respondents 'use of libraries, print and e-resources. Quantitative design of research based on self-completion structured questionnaire was used. This study reveals the impact of ICT on respondent's choice pattern regarding information resources as their visit to departmental and PU libraries have been slightly decreases. There is need for information literacy workshops for all types of information sources, specially HEC databases.

M Aamir Hashmi, Faisal Ur Rahman and Dr. Ashi Zeeshan(2014) analyzed information needs and seeking behavior of Distance Learning University students of Pakistan. The aim of this study was to explore the information needs of Distance Learning students of Allama Iqbal Open University (AIOU) students enrolled in management science department at different level. It also analyzed the information sources preferred and information channels used by the Distance Learning students in finding out their required information. To find out the major constrains and challenges being faced by Distance Learning students. In this study, survey method was used to find out the data. A focus group was arranged in this regard. There were nine members in a focus group. This study result showed that most of the Distance students did not opt for material not being available, library staff was not competent, lack of digital resources in

the library, lack of internet facility in libraries, Lack of library guidance and orientation. It was observed that Distance students faced problem regarding their own institute library.

Munira Nasreen Ansari and Nisar Ahmad Zuberi (2011) analyzed needs of media practitioners in Karachi, Sindh, Pakistan. This study explores the kind of information generally needed by media practitioners (MPs) in Karachi, Pakistan to perform their duties. 185 MPs from three types of media (TV, radio and newspaper) were surveyed. A questionnaire was developed as an instrument for data collection. Reports of the various organizations were the most used source of information MPs need selective rather than exhaustive information on a daily basis. Information in the print form was used most media practitioners use a variety of information sources, but research reports, encyclopedias, journals and annual reports were used more frequently.

Azhar Iqbal, Khalid Mahmood, and M. Arif (2012) analyzed information needs and information seeking behavior of Medical researchers in Pakistan. The main focus of this study was to explore the information needs and information seeking behavior of medical researchers doing M.Phil. and Ph.D. students of eight medical institutions/ universities located in Punjab and NWFP provinces as well as in capital territory, Islamabad, Pakistan. This study identified the problem faced by medical researcher in libraries regarding their information seeking behavior. To conduct this study questionnaire based survey method was used to collect the data. 'Information is scattered' and 'Information sources expensive', 'Required material is not available and information explosion are the common problems of this study.

Literature Review at International level

Verhoeven et al., (1995), knowledge about information need and seeking behavior of the scientist is crucial effectively meeting information needs. This study investigate the information needs and seeking behavior of Malaysian agricultural scientists. One of the questionnaire about respondents such as job title, age group, gender and the highest academic qualification. Relationship between ability to keep in touch with scientific literature and location of library. Relationship between ability to keep in touch with scientific and perception of library effectiveness. Knowledge about information needs and seeking behavior is crucial for effectively meeting the information needs of the scientific community.

Sinha, Manjor Kumar and Das Pulak (2015) conducted a study about information needs and seeking behavior of rural population with special reference to Barak Valley, South Assam (North East India). The major objective of the study is to examine the information needs, seeking behavior and awareness level of the mentioned populations. Survey based approach was adopted. It was reported that the majority of the respondents (86.98%) are the very much satisfied with information which are provided by rural /public libraries available in their locality.

It is suggested that there is need to evaluate various information sources to get their needed information by rural people easily and without any distribution.

McKenzie (2003) stated about research based models. The study reveals that there is significant difference among the information need and seeking behavior of faculty members of engineering and technology. It was found that 81.53% used subject journals, 67.69% used research report, and 27.69% used proceeding of seminar/conference etc.

Dr.K.Ramachandrappa (2017) apirljune conduct was information is regarded as valuable resource in the modern day information society. Information seeking is broad term ,which involves a set action that individual takes to express his information needs seeks evaluate and select information and finally use it to satisfy needs. INFORMATION NEED is this work one segment of continuum of information requirement to which the information system have to respond .The term NEED is used to mean a potential demand or unexpressed demand .To find out the purpose for which lawyer's needs seeking and collect information. To suggest suitable measure to improving legal information channels .This study attempt to examine the information needs and information seeking behavior of District Court lawyer's in Andhra Pradesh.

Kennedy (1997) has given the concept of information needs as it is similar to the physiological needs for food and water of human being. Information is regarded as one of the vital resource in agriculture. The role of information has been acknowledged as an important aspect in the academic and research activities. The information needs is situation or task which depends on many factors and changes as person goes to one stages of task to the next(Kennedy,1997). The result shows that most of the students come to library to study and borrow books. The library professionals and supportives staff most always be willing and ready to provide assistance to students who have little knowledge of using the library.

Marchionini (2014) describes as information seeking behavior as information seeking is special case of problem .The present study five affiliated colleges of Assam University have been selected which are located Cachar district of Assam .Colleges are having good collection and also developing ICT Infrastructure with internet facilities for its library users .To understand the information seeking behavior of colleges library user cachar district Assam .To know the nature of information needs of those colleges library user .Library should develop adequate library collection and keeping in view the information needs the colleges library users. Textbook, reference book and online resource are the major source of information resources in the library at colleges of cachar district Assam .

K .Kumar and G .S . Chandrashekara (2015) conducted the study to identify the information used by the first grade college library users, information sources preferred by them ,process engaged for getting the needed information and their library use pattern .A well structured questionnaire was among distributed 40 library users of government first grade college , Kushalnagar and 32 filled in questionnaire were recieved , giving an overall response rate of

80%.The study also found that 37.50%of the respondents opined that major problem faced by them is the inadequate library infrastructure and other constraints opined by them are low internet speed ,power failure, lack of time and lack of awareness of information sources .Simple random survey method was used to collected primary data from the art and commerce faculties .It appears from the study that majority of the respondents(56.25%) visit the library to ‘update subject knowledge ‘ while 18.75% respondent for ‘other work .’It is interesting to note that, although respondents precived the college library as effective in meeting their information needs , they prefer to first consult their collections .

Sonia kumar et al (2013). conducted a study on the information needs and seeking behavior of teachers of NIT, Kurukshetra . The teachers visited the library to borrow boos, use periodicals, journal, and reference material for different purposes .A questionnaire having open and closed ended questions was prepared and distributed among three hundred and thirty four teachers. Majority of the respondent (81%) use library resource for teaching, research and other purposes and (17%) of them use national and international library services. The computer and information technology has revolutionized the field of the library and information services and has brought considerable changing information seeking behavior of users.

Karen Davies, (1996 to 2006) analyzed and focused on the information seeking behavior of doctors in clinical area at Loughborough University,Loughborough,Leicestershire,UK. This paper provides a narrative review of the available literature from the past 10 years (1996 to 2006) that focus on the information seeking behavior of doctors.The purpose of this study was to review the literature on the Information needs, literature searching and resources utilized by the doctor. Google and google scholar were used as searching tool for the said study.The following databases were searched: SCOPUS,MENDLINE(1996 to 2006) and LISA: LIBRARY AND INFORMATION SCIENCE ABSRACTS.The responses in the identified issues with the following responses;.66% Lacked basic IT skills, .49% mentioned irrelevant material,.25% felt that the answer did not exist or would not affect care.The adoption and uptake of new technologies within the clinical setting may influence this in the near future.However, for now, it would have seemedthat there is still research to be undertaken to uncover the best way(s) to encourage clinicians to use best evidence in everyday practice.

ManojKumar Sinha and Pulak Das (2015)analyzed information needs and seeking behavior of rural people at Assam University,India.The main focus of the study was to know the basic information needs and status of information seeking behavior of Barak valley which comprises of students, teachers, farmers, businessmen, etc. The respondents of the present study were mainly drawn from the rural areas of the three districts of Barak Velly where the majority of the people were not highly qualified and the literacy level was comparatively lesser in majority of respondents. Survey method has been adapted by the investigators using schedule.The majority of the respondents (63.25%) informed that the information given by various sources are moderate. About (34.42 %) respondents are facing some difficulties to access

their needed information. The analysis shows that the most of the rural people of Barak valley lack basic knowledge on how to use the information resources and services for solving their various purposes. The study equally discovered lack of awareness about the rural/public library by the rural people of Barak valley.

Objectives of the study

The following are the major objectives of the study.

1. To collect and acquire all the published literature on Information needs and seeking behavior by Pakistani researchers in Pakistan.
2. To search all the published literature on Information needs and seeking behavior abroad.
3. To classify the available literature geographically.
4. To classify the available literature on the basis of population.

Methodology

It was a critical study on Information needs and seeking behavior of Pakistan and abroad. Google scholar and websites were used as a searching tool for this study. Different studies within Pakistan as well as abroad have been critically analyzed.

Analysis

Table 1. Total no. of contributors

Total no of contributors	Gender		Geographical affiliation	
	Male	Female	Local	Foreign
49	36	13	28	21

Table .1 indicates the total number of contributors in this study. There are 49 contributors in this study. It shows the gender where there is 36 male and 13 female. In geographical affiliation of this study, the local researchers are 28 while foreign are 21.

Table 2. Pakistani contributors

Punjab	Sindh	Khyber Pakhtoonkhwa	Balochistan	Islamabad
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Table. 2 analyse different geographical arrangement as the Pakistani contributors as Punjab, Sindh, Khyber Pakhtoonkhwa and Islamabad. These areas are under studied on the specific topic ‘‘ Information need and seeking behavior’’.

Table3. Foreign Contributors

Developed Country	Indeveloped Country
India	Malaysia, England, UK

Table. 3 analyze the foreign contributors of this study. India has contributed as developed country from foreign and Malaysia, England and UK have contributed as indeveloped country from foreign country.

Findings

As per the collected data, it was revealed that the good number of research scholars have published research on this important topic. The following are note worthy;

Dr. Rubina Bhatti, Dr. Saeedullah Jan, Dr. Ghalib Khan, M. Tahir, Khalid Mahmood, Farzana Shafique, Kanwal Amin. The scrutiny of the existing studies pinpointed that research scholars from India have given more attention to Information need and seeking behavior of library users. From the analysis of data, it is reflected that the research scholars of Punjab have contributed more as compared to the rest of the provinces in Pakistan.

Recommendation

The researchers from KP, Baluchistan and the Sindh need to focus on this important area of LIS research. The existing stress of research scholars is on students. It is suggested that domestic women(house wife), patients, prisoners and special people should be addressed in connection with information needs and seeking behavior.

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