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# Impact of Information Technology on Information Seeking Behavior of the Users: An Empirical Study

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**Abstract -** *The present study examines the impact of information technology on information seeking behaviors of users of selected stated university of Pune. A questionnaire was prepared and distribute among the faculty, research scholar students of the sample universities the result of the study provides the information about the respondents opinion recording their information gathering habits, usefulness of training programme, ICT facilities in their library and made of obtaining journal articles for their study and research.*

***Key Words***: **Information technology, information seeking behaviour, electronic dissemination of information, ICT facilities..**

## 1.INTRODUCTION

When a need is felt for anything, more often than not, people, take action in order to satisfy that need. Different strategies or modes of action are resorted to. The same applies for the satisfaction of information needs. An individual realizes that he needs information, he knows that in all probability the information will not come to him on its own, therefore he has go to about seeking it.

According to Girja Kumar, "Information seeking behavior is mainly concerned with who needs what kind of information for what reasons; how information is found, evaluated and used."

T.D. Wilson defines what he calls 'information behavior' as, "those activities a person may engage in when identifying his or her own needs for information, searching for such information in any way, and using or transferring that information.

### Electronic Information Sources

Electronic publishing can be defined as the publication process where the manuscripts are submitted in electronic format, edited printed and even distributed to the users by employing computers and electronic media. An electronic publication refers to any information source published in electronic (machine readable) form. The electronic publication is the fusion of electronic, computer, digital and communication technologies for publishing. These include sources distributed on magnetic tape, optical disks (such as Compact Disk, DVD) and some other means. Internet is a popular media, through which any kind of information is transmitted through its different utilize such as e- mail, search engines, web portals, discussion forums, groups, web logs etc. Hence, internet is also known as a powerful information source in the modern days. Due to the emergence of computers and internet applications in the library, use of digital information is developed.

### Review of Literature

Haneefa K (2007)[2] presented the results of an investigation in the study "Use of ICT Based Resources and Services in Special Libraries in Pune, India. The email service was used by the largest percentage of the users. WWW was being used by 60 per cent of the library users. A good no. of users were not satisfied with the application of ICT in the libraries and indicated 'inadequate ICT infrastructure' as their reason for dissatisfaction. Users proposed a variety of measures of formal orientation and training in ICT based resources and services. Rajput et al (2007)[3] surveyed the internet resources and services of the Institute of Engineering & Science, Indore (India) and the findings in the paper "Internet Resources and Services in Institute of Engineering & Science, IPS Academy Indore: An Exploratory Study". A large number of users were dissatisfied with the infrastructure facilities available in IES, specifically in terms of hardware facilities. Dhanavandan (2012) describes the Use of Digital Library Resources by the engineering professionals in the engineering colleges at Cuddalore District, and investigates the current state-of-the art information through the

digital library resources. The 33.7% of users feel that lack of information is the problems with access of digital library resources. The findings of this study would assist the internet browsers to improve their level.

**Statement of the problem**

Information technology play a important role in information gathering and seeking behaviour of the users particularly the academic community of universities. Most of information presently available in different types of electronic medium which are greatly impact on the information seeking behaviour of the users of university libraries. In the view of above the present study is to analyze the impact of new information technology on user's information seeking behaviour of Biologist of select state universities of Tamil Nadu.

**Objectives**

1. To find out the respondent's preference to obtain journal articles and reference material for their academic and research need.
2. To study the respondent's opinion regarding the impact of electronic dissemination of information on their information gathering habit.
3. To collect the respondent's opinion on to gather and use of electronic information sources for their academic achievement.
4. To know the respondent's opinion on usefulness of training programmer which they attend.
5. To find out the respondent's opinion on level of usefulness of ICT facilities in their library.
6. To collect the respondent's opinion on impact of information technology on respondent's visit to library

**Data analysis and interpretation**

**Details of Questionnaires Distributed and Actual Received**

**Table 1 Respondent's preference to obtain journal articles /reference material**

| S. No | | Print copy | Electronic copy | Both print & Electronic | Total |
|---|---|---|---|---|---|
| 1 | Students | 40(11.76) | 20(5.88) | 280(82.35) | 340 |
| 2 | Research scholar | 35(12.28) | 85(29.83) | 165(57.89) | 285 |
| 3 | Teaching staff | - | 5(5.82) | 80(94.12) | 85 |
| | Total | 75(10.56) | 110(15.49) | 525(73.95) | 710 |

**Table 2 Respondent's opinion about impact of electronic dissemination of information on information gathering habit**

| S. No. | | Very different (I use completely different sources than I did five years ago) | About the same (I still use the same sources as I did five years ago) | Total |
|---|---|---|---|---|
| 1 | Students | 328(96.47) | 12(3.53) | 340 |
| 2 | Research scholars | 285(100) | - | 285 |
| 3 | Teaching staff | 85(100) | - | 85 |
| | Total | 698(98.31) | 12(1.69) | 710(10 |

**Table 3 Respondent's opinion on to gather and use of electronic information sources**

| S. No | Particulars | Students | Research scholar | Teaching staff | Total |
|---|---|---|---|---|---|
| 1 | Easier (I have more time for other tasks) | 198 (58.29) | 200 (70.17) | 72 (84.71) | 470 (66.19) |
| 2 | About the same (I spend about the same amount of time on information gathering with or without electronic sources) | 56 (16.47) | 67 (23.51) | 13 (15.29) | 136 (19.15) |
| 3 | More difficult (It takes more time to gather and sort through information) | 46 (13.53) | 10 (3.51) | - | 56 (7.89) |
| 4 | Much more difficult (It more to and sort through information) | 40 (11.76) | 8 (2.84) | - | 48 (6.76) |
| | Total | 340 | 285 | 85 | 710 |

**Table 4 Respondent's attending formal training programme to search scientific / technical information**

| S. No | | Opinion | | | | Total |
|---|---|---|---|---|---|---|
| | | Yes | % | No | % | |
| 1 | Students | 54 | 15.88 | 286 | 84.12 | 640 |
| 2 | Research to scholar | 168 | 58.95 | 117 | 41.03 | 285 |
| 3 | Teaching staff | 24 | 28.24 | 61 | 71.76 | 85 |
| | Total | 246 | 34.65 | 464 | 65.35 | 710 |

**Table 5 Respondent's opinion on usefulness of training programme**

| S. No | | Numbers | | Total |
|---|---|---|---|---|
| | | Useful | Not useful | |
| 1 | Students | 50 (92.59) | 4 (7.41) | 54 |
| 2 | Research to scholar | 148 (88.10) | 20 (11.90) | 168 |
| 3 | Teaching staff | 24 (100) | - | 24 |
| | Total | 222 (90.24) | 24 (9.76) | 246 |

Table 1explains Out of 340 students respondents under study the majority 82.35 per cent of them preferred both print and electronic copy whereas print copy preferred by only 11.76 of the respondents. It is also noted from the data that only 5.88 per cent students preferred electronic copy respectively. Among the 285 research scholar and 85 Teaching staff, majority 57.89 per cent and 94.21%preferred both print as well as electronic copy. Out of 710 total respondents the majority 73.95 per cent of them preferred both print and electronic copy, only 10.56 per cent respondents preferred print copy alone.

Table 2 shows Among the 340 students respondents the highest 328 (96.47%) of them said 'very different' i.e. they use completely different source than they did five years ago, 100 per cent research scholar and teaching staff under the study expressed the same. It is also observed from the table that out of 710 total respondents 698 (98.31%) of them stated as 'very different'. But only 12 (1.69%) of them said 'about the same'.

Table 3 indicates Out of 340 students 58.28 per cent of them felt easy but majority of the research scholar and teaching staff i.e. 70.17 and

84.71 per cent stated the same. A considerable number of respondents from every category stated as 'about the same'. It is clearly seen from the above discussion that more number of respondents in every category stated as gathering and using of electronic information sources are easy.

**Table 6 Respondent's opinion on level of usefulness of ICT facilities**

| S. No. | | Students | | | | Research scholar | | | | Teaching staff | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Very Useful | Useful | Not useful | Total | Very Useful | Useful | Not useful | Total | Very Useful | Useful | Not usefu | Total |
| 1 | Computer / Servers | 225 (66.17) | 110 (32.35) | 5 (1.47) | 340 | 210 (73.68) | 75 (26.32) | - | 285 | 70 (82.35) | 15 (17.65) | - | 85 |
| 2 | Telecommunicatio n & its facilities | 128 (37.65) | 116 (34.12) | 96 (28.24) | 340 | 116 (40.70) | 121 (42.45) | 48 (16.85) | 285 | 60 (70.58) | 20 (23.53) | 5 (5.88) | 85 |
| 3 | Photocopying | 340 (100) | - | - | 340 | 285 (100) | - | - | 285 | 60 (70.58) | 25 (29.42) | - | 85 |
| 4 | Microfilm / Microfiche | - | - | 340 (100) | 340 | - | - | 285 (100) | 285 | - | - | - | - |
| 5 | Internet / Intranet | 210 (61.76) | 100 (29.41) | 30 (8.82) | 340 | 220 (77.19) | 65 (22.81) | - | 285 | 80 (94.12) | 5 (5.88) | - | 85 |
| 6 | Online database/E- | 110 (32.35) | 75 (22.06) | 155 (45.58) | 340 | 205 (71.93) | 80 (28.07) | - | 285 | 80 (94.72) | 5 (5.88) | - | 85 |
| 7 | Digitization | 202 (59.41) | 58 (17.06) | 80 (23.53) | 340 | 190 (66.67) | 90 (31.57) | 5 (1.75) | 285 | 55 (64.71) | 30 (35.29) | - | 85 |
| 8 | Satellite / Modem | 168 (49.41) | 108 (31.76) | 64 (19.41) | 340 | 160 (56.14) | 85 (29.82) | 40 (14.04) | 285 | 75 (88.24) | 10 (11.76) | - | 85 |
| 9 | Video conferencing / Video text / Tele | 56 (16.47) | 110 (32.35) | 174 (51.17) | 340 | 120 (42.11) | 80 (28.07) | 85 (29.08) | 285 | 50 (58.82) | 35 (41.18) | - | 85 |
| | Total | 1439 (47.03) | 697 (22.12) | 946 (30.85) | 3060 | 1506 (58.71) | 596 (23.24) | 463 (18.05) | 2565 (100) | 530 (77.94) | 145 (21.32) | 5 (0.74) | 680 |

**Table 7 Respondent's opinion about impact of information technology on respondents visit to library / information centre**

| S. No | | Opinions | | Level of impact | | | |
|---|---|---|---|---|---|---|---|
| | | Yes | No | 25% | 50% | 75% | 100% |
| 1 | Students | 286(84.12) | 54(15.88) | 25(8.74) | 156(54.55) | 38(13.28) | 67(23.43) |
| 2 | Research Scholar | 260(91.23) | 25(8.77) | 62(23.85) | 112(43.07) | 20(7.69) | 66(25.38) |
| 3 | Teaching staffs | 85(100) | - | 15(17.65) | 28(32.94) | 30(35.29) | 12(14.12) |
| | Total | 631(88.87) | 7911.13) | 102(16.16) | 296(47.23) | 88(13.95) | 145(22.98) |

Table 4 shows that formal training programme or orientations attended by the respondents. Among the three different type of respondents nearly 60 per cent of the research scholar and nearly 30 per cent of teaching staff attended the formal training programmer to search scientific / technical information whereas only 15 per cent of students attended the same. Table states 100

per cent of teaching staff and 92.59 per cent of the students stated the training programme was 'useful', whereas 88.10 per cent of the research scholars expressed the same.

As per table 6 more number of respondent's from three categories stated the computer / servers, telecommunication & its facilities, internet, digitization and satellite are very useful for their seeking of information in the electronic environment. It is also observed from the table 100 per cent of students and research scholar stated photocopy is very useful.

Table 7 shows that respondent's opinion about impact of information technology on respondents visit to library / information centre. Out of 340 students 84.12 per cent of them, out of 285 research scholar 91.23 per cent of them and 100 per cent of teaching staff agreed the statement that information has technology affected their visit to library / information centre. Regarding the level of impact, majority 54.55 per cent students and 43.07 per cent research scholar's level of impact were 50 per cent whereas in teaching staff majority of them affected by 75 per cent level.

**Findings**

- Majority of the students, research scholars and teaching staff preferred both print and electronic copy of journal articles / reference materials for their academic need.
- Majority of the research scholars attended training programmer / orientation programme to search scientific / technical information than students and teaching staff.
- Majority 90% o345tghj`23f the respondents opinioned as the training programme attended by them were 'useful'.
- Majority of the students, research scholars and teachings staff stated as the computer, telecommunication and its facilities, internet and digitalization are very useful for their information seeking in the electronic environment.
- 100 per cent of teaching staff and majority of research scholar and students are agreed the

statement that information technology affected their visit to library.

**Conclusion**

The study provides the findings of impact of new information technology on the user's information seeking behavior. The study reveals that most of students, research scholars and teaching staff are impacted by new information technology in their information seeking and gathering behavior. Electronic resources have changed the information seeking and retrieval method of the respondents. Internet and telecommunication are most important and useful medium for retrieval of information from the vast information available in the world. It is also found from the study that training programme offered by the institution are much utilized by the research scholars of the universities than others.

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