

Full Length Research

Information seeking behavior and their needs in rural population of Barak Valley: A survey

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The present study was undertaken with a view to know the basic information needs and status of Information seeking behavior of rural population of Barak Valley which comprises of students, teachers, farmers, businessmen etc. The respondents of the present study are mainly drawn from the rural areas of three districts of Barak Valley where the majority of the people are less educated. For that purpose, survey method has been adopted by the investigators, which comprises of schedule, observation and interviews. The present study has clearly indicated that, regarding the improvement of information services in rural environment it is necessary to make public library in every rural villages and make the rural people aware about the need and importance of the public library. Now a day's library is important part in the world. The library gives more information to rural community and its help to development of rural area. So, the government should take steps to growth of public library in undeveloped area.

Keywords: Information Seeking Behaviour, Information Needs, Rural Population, Barak Valley, Public Library.

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INTRODUCTION

Information is the basic material for the decision making process. People need information, right from the organizational level to the personal level, from the highly educated and experience person to school children, from a very famous person to an ordinary person, for taking the right decision in every step of life. In this information age there is so much of information being generated that we are confronted with growth of information which leads to information explosion, exponential information pollution. Due to information explosion or information pollution the people are confused about the information need, information access and information sources.

Again information access depends from person to

person according to their needs. Thus, information seeking is a kind of communication behavior, which surely be influenced by many factors. It also involves personal reasons for seeking information, the kind of information which sought, and the ways and sources with which needed information is sought.

Background of the study

The present study reports on an investigation of information needs and information seeking patterns of Indian citizen living in selected rural villages in the Barak Valley. Rural people are aware of their information needs, and their ability to express these needs have assessed

and evaluated in this survey. The survey also have identified the nature of information sources and information providers used by rural people in their pursuit for information, as well as their level of satisfaction with the information sources and information providers used. Information seeking is a kind of communication behavior, which surely be influenced by many factors. It also involves personal reasons for seeking information, the kind of information which sought, and the ways and sources with which needed information is sought.

STATEMENT OF THE PROBLEM

Information access varies from person to person according to their needs. A study on information needs and information seeking behavior is perhaps one of the most effective methods of understanding user information requirements. It had been observed that the library user from different rural areas are not often to visit public/rural libraries and they are not aware of sources of information and also services provided by library also varies from library to library. Problems mostly encountered in tracking down the respondents who are busy most of the time either at farm, or doing other agricultural works and their ignorance towards the study itself. The problems were however contained to the barest minimum in order that's why it has not affect the outcome of the survey, as attested to by the high response rate recorded.

Barriers to information needs

- High rate of illiteracy;
- Inability to access formal channels of information due to poverty;
- Lack of adequate and efficient information delivery mechanism;
- Ignorance of governments responsibilities to its citizens living in rural areas;
- Aware of making Public libraries by the governments in rural areas; and
- Inaccessibility of the rural areas by different NGO"s.

OBJECTIVES OF THE STUDY

1. To identify the problems faced by the rural population of Barak Valley to accessing the information in Public/Rural library.

2. To identify the types of information need by rural population.
3. To identify their sources in getting the information.
4. To examine the information seeking behavior of rural population.
5. To study of the awareness about the public/rural library by rural people.
6. To find out the kinds of materials available in the public/rural library.
7. To know about the number of rural people visiting the public/rural library.
8. To discover the difficulties encountered by rural population while visiting public/rural library.
9. To suggest some measures for the improvement of public/rural library.

REVIEW OF LITERATURE

Laloo, (2002) explain the term information, information needs, information seeking and described why information is essential for user. He also explained what type of information is need by what type of user and for what purpose. The books also explained the impact of information in the user"s life and also explain the study on technology transfer.

Sinha, (2004) has studied the Internet Use pattern of the academic community and population of Barak Valley and the interesting findings in respect of Internet use pattern. In this study he described the detailed accounts of importance of information technology in the various library activities.

Ranjith, (2004) has conducted a study on the rural libraries in Kerala. Data were collected on books and periodicals collection, membership, working hours, circulation of books, daily average attendance of members, grade, yearly grant, other assistance received, and reading habits of public. The important findings of the study are: 1) A majority of the libraries (60%) have book strength in the range of 1001-5000;

2) 90% of the libraries have own land and building; 3) A majority of the libraries (75%) have women membership of less than 30%; 4) 45% of the libraries work 9 hours or more, 30% of the libraries work 4 to 9 hours, and 25% work less than 4hours; 5) A majority of the libraries (62%) have the membership 500 or below; 6) 45% of the libraries have a distribution of 500–1000 books on an average per month, 40% unto 500, and 15% 1000 and above; 7) The average daily reading time was the highest among the youngest age groups of 15-30 years of both male and female; the highest in degree holders; and 8)

60% of the members are satisfied with the collection of the libraries.

Kakai, (2004) have defined information-seeking behavior as an individual's way and manner of gathering and sourcing for information for personal use, knowledge updating, and development. He contends that, Information seeking behavior is a broad term, which involves a set of actions that an individual takes to express information needs, seek information, evaluate and select information, and finally uses this information to satisfy his/her information needs.

Lahkar, (2006) worked with a major research project on Rural Libraries in the North East India as a Project Director. The aim is to bring out a database of rural libraries of NE India including all rural libraries of the NE States, according to a press release issued here. There are various categories of rural libraries in the region established by the voluntary organisations, agencies or individuals extending service to the rural masses. These libraries are the base of rural development in different spheres.

Lahkar, (2007) conducted a National Seminar on Rural libraries in the North East India: problems and prospects, proceedings held in Guwahati jointly organized by the Deptt. of Library and Information Science, Guwahati University and Central Reference Library, Kolkata.

Bigdeli, (2007) in his findings says that information needs vary according to area of specialization. Similarly, various other factors may determine the information seeking behaviour of an individual or a group of individuals, such like; the purpose for which information is being required, the environment in which the user operates, users' skills in identifying the information, and sources preferred for acquiring the needed information.

Bhattacharyya, (2011) in his article "Digital initiatives for the common man: Options for Public Libraries" emphasized that Public libraries need to exploit India's economic and technological prowess to strengthen and energize its existing profile in order to serve the common masses.

Sinha, Bhattacharjee and Bhattacharjee, (2012) in their article "Information Seeking Behaviour of College Library Users of South Assam: A Survey, emphasized the status of information Seeking Behaviour of college's library users of South Assam where the penetration of Computers and Internet is very low and teachers, research scholars and students are not very much comfortable using computers.

METHODOLOGY

Following techniques are used to complete this study

Sampling:- The researcher has used the random sampling technique for the present study. The population has been divided into various categories, such as:

- Farmer;
- Businessmen;
- House wife;
- Students;
- Teachers; and
- Others.

The present study includes 300 rural people from three (3) districts (Cachar District, Karimganj District and Hailakandi District) of Barak Valley.

Gender wise sample design for each district.

Name of the District	Distributed	Male	Female
Cachar	100	63	37
Karimganj	100	56	44
Hailakandi	100	61	39

Category wise sample design for each district.

Name of the District	Student	Teacher	Farmer	House Wife	Business	Other
Cachar	29	7	22	17	10	3
Karimganj	22	5	20	11	9	5
Hailakandi	17	4	15	9	6	4
Total	68	16	57	37	25	12

Data Collection Procedure

The researcher visited the various villages of Barak Valley to collect necessary data. As most of the rural

people are less educated so the researcher has used Schedule method for collecting the required data. Schedules were distributed to the Farmers, teachers, students, and businessmen with a request to answer the question. Besides, the researcher conducts personal interviews with the farmers, students and teachers to get the information about their need and their source of collecting the information. In this survey the researcher also wants to know the awareness about the public/rural library by rural population.

Data Analysis Techniques

On the basis of filled up schedule the data has been analysed and tabulated. All the results have been presented in the form of tables and/or graphs. For the data analysis percentage technique has been adopted and for creating the graphs Microsoft Excel (application software) has been used.

Information needs and information seeking behavior

Information needs and information-seeking behavior as an individual's way and manner of gathering and sourcing for information for personal use, knowledge updating, and development. Information seeking behavior is a broad term, which involves a set of actions that an individual takes to express information needs, seek information, evaluate and select information, and finally uses this information to satisfy his/her information needs. Factors that affect information seeking behaviour include personal reasons for seeking information, the kinds of information being sought, and the ways and sources with which needed information is being sought. Information needs vary according to area of specialization. Similarly, various other factors may determine the information seeking behaviour of an individual or a group of individuals, such like; the purpose for which information is being required, the environment in which the user operates, users' skills in identifying the information, and sources preferred for acquiring the needed information.

Identifying information needs is the first step towards satisfying the needs. An information seeking process involves a number of further steps, including: identifying information sources, consulting the sources and accessing information. Mass media sources (magazines, television, radio and newspapers), books, journals, pamphlets, and web sites are some of the sources of information commonly consulted by people. Choice of information sources is always influenced by individual traits. Evaluation and usage of information is likely influenced by similar factors. Knowledge of how these factors influence information seeking behavior is important for improving access and usage of information

in rural areas.

Rural villagers are aware of their information needs, and their ability to express these needs have assessed and evaluated in this survey. The survey also have identified the nature of information sources and information providers used by rural villagers in their pursuit for information, as well as their level of satisfaction with the information sources and information providers used. Information seeking is a kind of communication behavior, which surely be influenced by many factors. It also involves personal reasons for seeking information, the kind of information which sought, and the ways and sources with which needed information is sought.

Accessibility of information services in rural areas in Barak Valley

Most information services in Barak valley are focused on urban areas, neglecting the rural areas where the majority live. Limited information services among rural communities has contributed to low literacy levels, poor economic status and has restrained people in more rural communities from exercising legal and social rights. Limited information accessibility is caused by a number of factors. Such as, inadequate basic infrastructure (electricity, telecommunication, roads and transportation), low literacy levels, lack of suitable information services and lack of technical competencies as among the barriers to delivery of information services in rural areas in developing countries. Most rural areas in Barak valley are not electrified, reducing access in most rural communities to information and communication technologies. For example, in 2009 farmers in Anandapur and Sontuspur rural villages in Karimganj district did not even think of owning television sets due to lack of electricity in their areas. Moreover, the private sector has dominated the provision of information services including telecommunications. The private sector has exacerbated the information divide by delivering most information infrastructure in urban areas.

Communication and information infrastructure established by the government has also been concentrated in urban areas. Rural roads in Barak valley are often impassable during the rainy season, making it difficult for timely delivery of print information resources needed for day-to-day decision making. The timely delivery of print information services is of limited value due to the high illiteracy levels. There are a number of social, cultural, individual and institutional realities which have resulted from the current imbalance. An in-depth knowledge of how these factors influence information service accessibility is necessary for delivering effective services to rural people.

Table 1: Responses Received from the Respondents (N=300)

Schedule	Nos.	Percentage (%)
Received	215	72
Not Received	85	28
Total Distributed	300	100

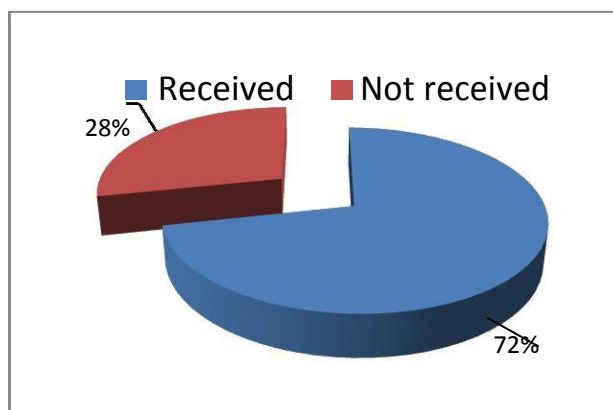


Figure 1: Responses Received from the Respondents

Rural library services

The fundamental aim of the rural library is to provide timely, pertinent, accurate and reliable information services to all the rural population. Rural libraries established fact that 70 percent of Indian population live in rural areas. Our central government is trying to restructure the rural areas in all five years plans. The results of the plans show that there is an improvement but it is not as expected as in the plans. There are many factors involved in restructuring the rural communities. One among them is to establish the libraries at rural areas to provide right information to the right user at right time.

The following are some of the important services that may be provided:

- Information about Census: Population-Male, Female, Age group, Literacy, percentage, professionals, Rural and urban Forest etc. and National Resources.
- General information on State and the country.
- Cultural activities are- arranging lectures by

eminent persons on different subjects, Film shows, Quiz contests, Workshop programs, Dramas, debates etc.

Data Analysis and Interpretation

Responses Received from the Respondent: - A total of **300** schedules were distributed to the respondents, out of which **215** schedules duly filled in by the respondents were received back. The overall response rate is **72 %**. (Figure 1, Table 1)

- Information with emphasis on; Local history, local commerce and Industry, local Agricultural products and local places of tourist attraction and facilities, local and general employment opportunities, Statistics- Government and private and Career development information;

Table 2 shows that the researcher has equally distributed the schedule i.e. **100** schedule in each of the **3** (three) selected districts under the personal study. From the Cachar District the highest percentage i.e. **88 %** responses were received followed by **72%** responses from the Karimganj District and Where as the lowest percentage responses i.e. **55%** were received from the

Table 2: District Wise Distribution of Schedules and Responses Received (N=100 per District & N= 300 for whole)

Name of the District	Distributed	Received	Percentage (%)
Cachar	100	88	88
Karimganj	100	72	72
Hailakandi	100	55	55
Total	300	215	72

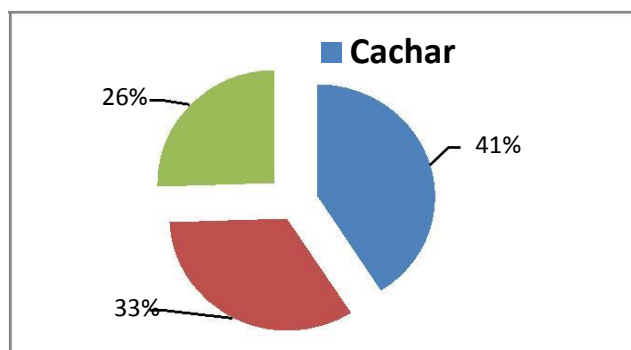


Figure 2: District Wise Distribution of Schedules and Responses Received

Hailakandi District. (Figure 2)

Table 3 reveals that out of 215 respondent about 127 i.e. **(59.07%)** responses were received from the male respondents, whereas **88 i.e. (40.93%)** responses were received from the female respondents. It shows that male responses are more than female responses. (Fig.-3)

Age Wise Distribution of Respondents:-Table 4 shows that majority of the respondents **101 (47%)** were in the age group 16 -25; **55 (25%)** respondents were in the age group 26 – 35; **37(17%)** respondents were in the age group 36–45; Whereas only **12 (6%)** respondents were in the age group 46– 55 and **10 (5%)** respondents were in the age group of above 55. (Figure 4)

Category wise Distribution of Respondents:-

These respondents were divided into Six categories i.e. Student, Teacher, Farmer, House wife, Businessmen and Others. The percentages of responses received from them were 31.63%, 7.44%, 26.51%, 17.21%, 11.63% and 5.58% respectively. The highest percentages of responses (i.e. 31.63%) were received from the Students

and the lowest percentages of responses **(5.58%)** were received from the others. (Figure 5)

Qualification wise distribution of respondents:-

The qualification of respondents were divided into five (5) categories i.e. Lowe primary, Primary, H.S.L.C, H.S. and Bachelor Degree. The percentages of responses received from them were **8.84%, 12.09%, 20.93%, 31.16%**

and 26.98 respectively. The highest percentage of qualification of respondents (31.16%) was H.S. passed and the lowest percentage of qualification of respondents (8.84%) was Lower Primary passed. (Figure 6)

Types of information needed by the Respondents:-

Table 7 shows that the researcher wanted to know what type of information is needed by the rural people in their day by day life. As it was a question where multiple responses were permitted, so the respondents were free to give more than one choice making the total much more than 100%. The highest demand recorded from the respondents (123) was employment related

Table 3: Gender wise Distribution of Respondents

(N=215)

Gender	Received(Nos.)	Percentage (%)
Male	• 127	59.07
Female	88	40.93
Total	215	100

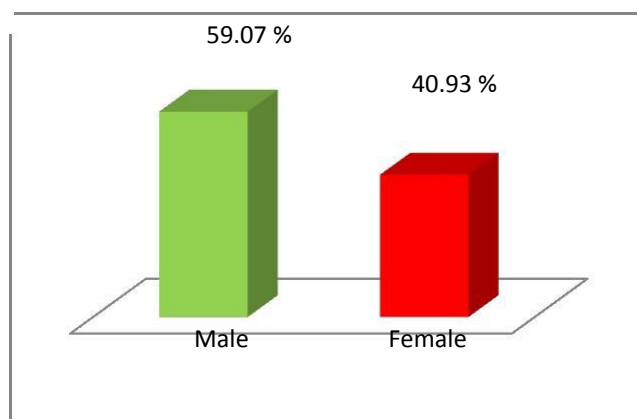
**Figure 3:** Gender wise Distribution of Respondents**Sources of Information needed by the Respondents:-**

Table 8 reveals that the rural people of Barak Valley can get their needed information from various sources. As it was a question where multiple responses were permitted, so the respondents were free to give more than one choice making the total much more than 100%. The highest demand recorded where from the majority of rural people were get their sufficient information is from Television. (Figure 8) Moderate, 52 respondents were very much satisfied with the given information and 27(12.56%) respondents said that the information were not so useful. (Figure 9)

Usefulness of Information:- The following Table 9 represents data on the rate of satisfaction of the respondents by using the information given by various sources like Television, Newspaper, Radio, Community information centre, Krishi Bigyan Kendra and other sources. Out of 215 respondents, 136(63.25%) respondents were said that the information given by various sources are;

Figure 9: Usefulness of Information Usage of Information in Solving the Purpose of the Respondents:- The following Table 10 represents data

on the frequency of information in serving the purpose of the respondents. Out of 215 respondents, the majority of the respondents i.e. 187(86.98%) respondents were very much satisfied with the information as their purpose were fully solved by these sources of information. (Figure 10)

The following table 11 represents the ratio of difficulties faced by the respondents in accessing their required information. Out of 215 respondents, 74 respondents were facing some difficulties in accessing the information and Rest of them 141(65.58%) respondents were accessing their required information very smoothly from different sources without any difficulties or discrimination. (Figure11)

Library

An attempt has been made to identify the preferred time of visiting the public library by the respondents and the result has been highlighted in the Table 18. The table reveals the fact that most of the respondents 63(45.33%) prefer to visit the public library in the afternoon. The table also shows that 47(33.81%) respondents prefer to visit the library in the morning time which was followed by 29(20.86 %) respondents was prefer to visit the

Table 4 Age wise Distribution of Respondents (N=215)

Age Group	Number of Respondents	Percentage (%)
16-25	101	47
26-35	55	25
36-45	37	17
46-55	12	6
Above 55	10	5
Total	215	100

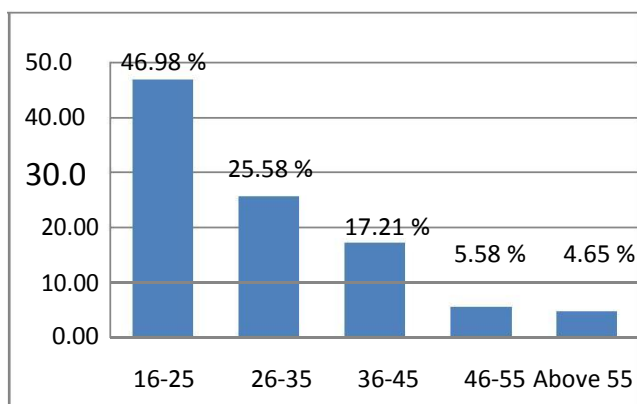


Figure 4. Age wise Distribution of Respondents

rural/public library in the evening time. (Figure 12)

Library:-Various kinds of documents are available in the public library. All these documents were not used by the respondents regularly. So, an attempt has been made in Table 19 to know about the availability of various kinds of documents in the public library. In this following survey multiple responses of the respondents has been taken into consideration. (Figure 13)

SUGGESTION

On the basis of the response and opinion given by the respondents following suggestions have been made, which will help the rural people in fulfillment of their information need and solving the various purposes of the village people of Barak Valley:

Table 5: Category wise Distribution of Respondents (N=215)

Category	Number of Respondents	Percentage (%)
Student	68	31.63
Teacher	16	7.44
Farmer	57	26.51
House Wife	37	17.21
Businessmen	25	11.63
Others	12	5.58
Total	215	100

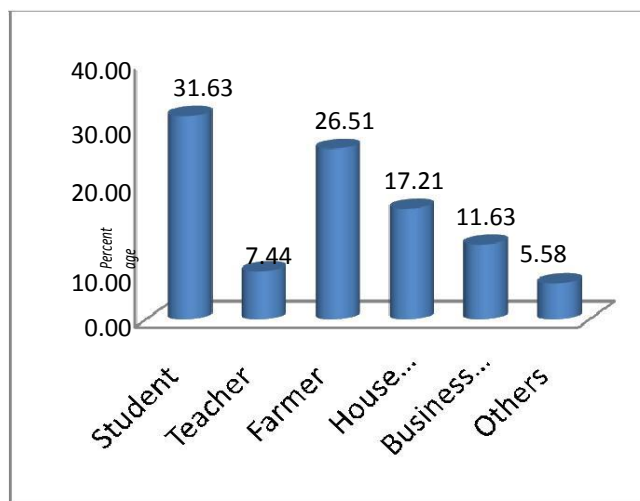


Figure 5: Category wise Distribution of Respondents

- 1) There is a need to evaluate various information sources to get their needed information by the rural people easily and without any discrimination.
- 2) The rate of satisfaction of the respondents by using the information given by various sources like Television, Newspaper, Radio, Community information centre, Krishi Bigyan Kendra are moderate. So, there is need to improve the usefulness of information to a certain level.

Table 6: Qualification wise distribution of respondents (N=215)

Qualification	Number of Respondents	Percentage (%)
Lower Primary	19	8.84
Primary	26	12.09
H.S.L.C.	45	20.93
H.S.	67	31.16
Bachelor Degree	58	26.98
Total	215	100

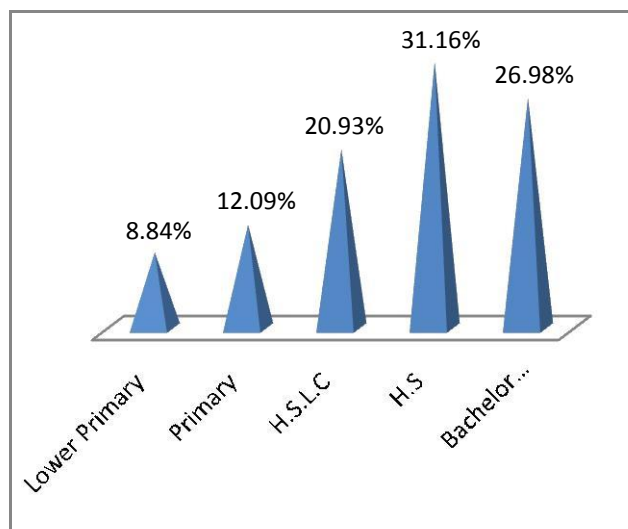


Figure 6: Qualification wise distribution of respondents

Table 7: Types of information needed by the Respondents (N=215 for each)

Types of Information	Responses(N=215)	Percentage (%)
Agricultural	71	33.02
Educational	84	39.07
Employment	123	57.21
Others	12	5.58

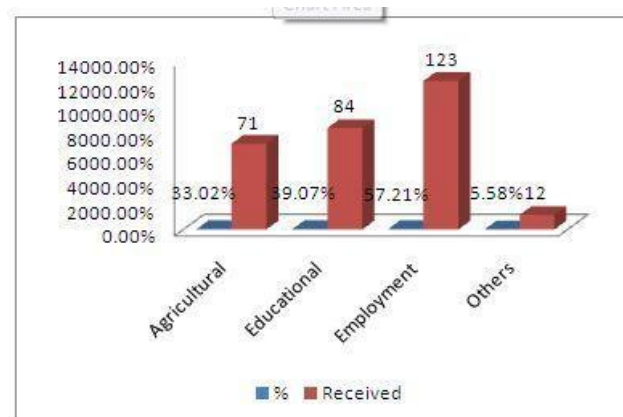


Figure 7: Types of information needed by the Respondents

Table 8: Sources of Information Needed by the Respondents (N=215 for each)

Sources of Information	Responses (N-215)	Percentage (%)
Public Library	96	44.65
Television	145	67.44
Radio	82	38.14
Newspaper	137	63.72
CIC	23	10.70
Krishi Bigyan Kendra	16	7.44
Others	7	3.26

- 3) There is need to improve the ratio of accessing the information from various sources by evaluating the number of difficulties faced by the respondents.
- 4) There should be more awareness about the public library services in the rural areas of Barak Valley.
- 5) The rate of visiting the rural/public library by the respondents should be increased to a certain level.
- 6) For the improvement of the rural people of Barak Valley the library staff should takes an interest in the basic needs of the rural people.

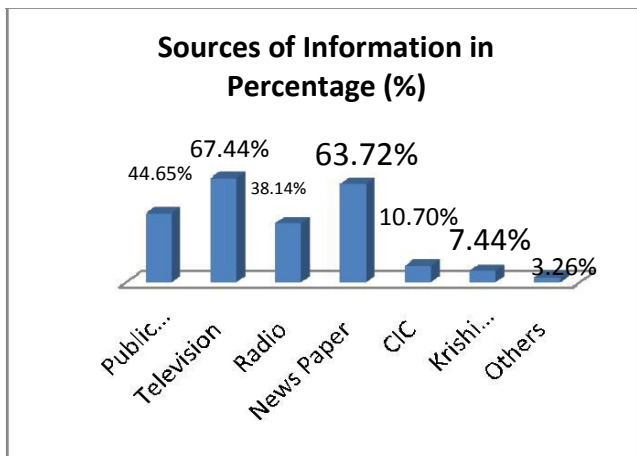


Figure 8: Sources of Information Needed by the Respondents

Table 9: Usefulness of Information (N=215)

Usefulness of Information	Number of Respondents	Percentage (%)
Extremely Good	52	24.19
Moderate	136	63.25
Not So Useful	27	12.56
Total	215	100

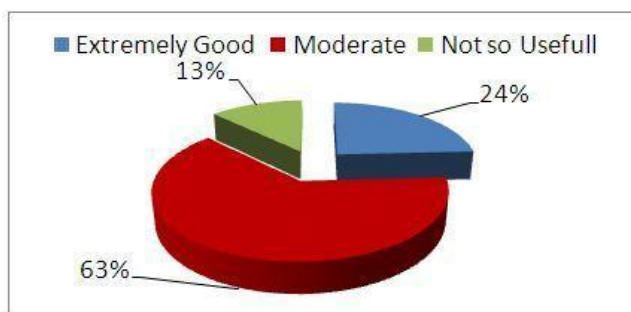


Figure 9: Usefulness of Information

CONCLUSION

The present study reveals that the improvement of information services in rural environment for that it is necessary to make public library in every rural villages and make the rural people aware about the need and importance of the library. Now a day's library is important part in the world. The library gives more information to

Table 10: Usage of Information for Problem solving (N=215)

Response	Nos.	Percentage(%)
Yes	187	86.98
No	28	13.02
Total	215	100

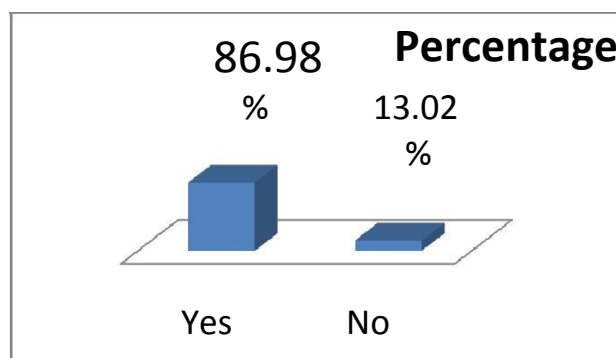


Figure 10: Usage of Information in Problem Solving Purpose

Table 11: Difficulties Faced by the Respondents (N=215)

Response	Nos.	Percentage(%)
Yes	74	34.42
No	141	65.58
Total	215	100

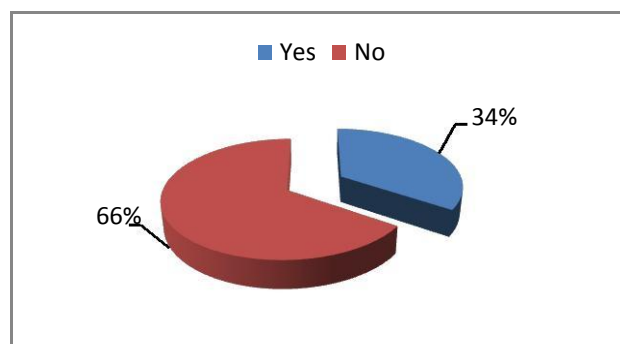
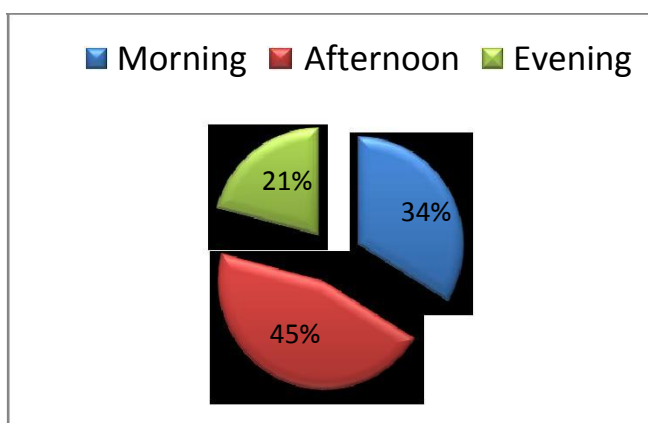


Figure 11: Difficulties Faced by the Respondents

Table 12: Preferred Time of visiting the Public Library (N=139)

Time	No. of Respondents (N=139)	Percentage (%)
Morning	47	33.81
Afternoon	63	45.33
Evening	29	20.86
Total	139	100

**Figure 12:** Preferred Time of visiting the public Library

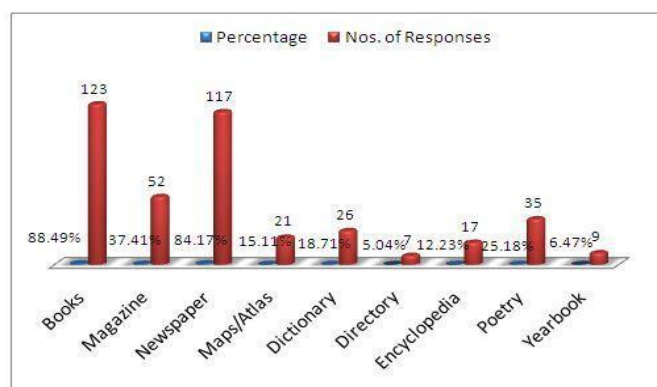
rural community and its help to development of rural area. So the government should take steps to growth of library in undeveloped area.

The rapid developments in Public library in rural areas have helped different sectors of the community by providing right information to the right reader at the right time. For example, it will help children to create reading habit, unemployed youths to get better jobs and farmers to improve agricultural production. Libraries of all countries are functioning for social development by extending these activities and services, sharing books, extension lectures on various topics such as child labour, epidemic diseases, reading habits and environmental protection.

Certain conclusions can be drawn from a careful analysis of the findings of this study. The finding shows that 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 public library by the rural people of Barak Valley. Although Public library, Television, Radio, Newspaper, Community

Table 13: Types of Documents available in the Public Library (N=139)

Types of Documents	No. of Responses (N=139)	Percentage (%)
Books	123	88.49
Magazines	52	37.41
Newspapers	117	84.17
Maps/Atlas	21	15.11
Dictionaries	26	18.71
Directory	7	5.04
Encyclopedia	17	12.23
Poetry	35	25.18
Yearbook	9	6.47

**Figure 13:** Types of Documents available in the Public Library

information centre, Krishi Bigyan Kendra were identified as the major sources used by respondents for acquiring information; Television and Newspaper were recorded as the most employed and the most effective source. Lack of awareness by the rural library about the extension services like seminar/workshop programs, lecture programs and arrange classes for illiterate under national literacy mission were seen as one of the major constraint to meeting their information needs.

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