

Full Length Research

Information Needs and Seeking Behaviour of Village Library's Users

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The present survey deals with information need and seeking behavior of village library's users of Goli Village of Karnal District. To identify the purposed of seeking information and preferred information source, a survey on a structured questionnaire based was conducted by the researcher. A sample of 150 users of Goli village library was selected on the purposive sampling technique to collect the required data. Out of 150 questionnaires, a total number of 142 questionnaires was filled out from the villagers who are visiting the village library. As a result found that rather than female respondents, the village library is more used by the male respondents. The study reveals that the majority of respondents are needed for job/recruitment, general knowledge & news update (92.96 percent) and education (84.51 percent) related information.

Keywords: Information Need, Seeking Behavior, Village Library

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INTRODUCTION

Without information transformation, growth of civilization is very hard. In the digital era, the information needs of a user are increasing day by day. In fact, information is a basic need for everyone in today's life. To fulfill their required information need, everybody going on many traditional sources like books, magazines, and newspaper as well as electronic sources like websites, e-books, blogs, social networking and so on. But in the context of villagers, most of the information seekers use to tradition source for their needed information. In an urban area, there are many sources for getting information rather than rural areas. To fulfill the information need of urban users, there are many traditional and electronic sources available. But in a rural area, due to lack of internet access and electronic sources, they depend on traditional and limited source for seeking their needed information. Villagers are mostly used to limited traditional sources like books, magazines, newspapers, and the library.

While, According to Census Report 2011, 70 percent population of India is living in villages that are the backbone of Indian economy. The main source of information seeking for villagers is a traditional source and village library but due to rapid change in technology villagers also connecting and using ICT gazettes.

About Goli Village

Goli is a village located in Assandh Block of Karnal district in Haryana. Positioned in the rural area of Karnal district of Haryana. As per the constitution of India and Panchayati Raj Act, Goli village is administrated by Gram Panchayat. The total geographical area of Goli village is 819 hectares. Goli has a total population of 4,438 peoples. There are about 747 houses in Goli village. In recent years the Central and the State Governments have taken some steps to improve the condition of the villagers. National Rural Livelihood Mission, Solid & Liquid Waste Management, NREGA, Indira Awas Yojna,

and Panchayati Raj are important steps taken in this direction. The local language of Goli village is Hindi. In the village, a village library is also established which include a collection of 1200 books, two newspapers, and four magazines. All books are donated by the villagers.

OBJECTIVES OF THE STUDY

Main objectives of the present study are the following:

1. To Identify the information needs of Goli village library's users
2. To identify the source of information searched by them
3. To identify the information seeking behavior of the village library's users
4. To identify the barriers in information seeking.

The Need of Present Study

Information is playing the main role in the development of any country. So, it's a based requirement to know the need for villagers and seeking behavior. The researcher tried to access to information required by villagers and tried to get the answer of the following questions:

1. What kind of information is sought by villagers?
2. What methods are used for seeking required information?
3. What types of problem they are facing during seeking information and how to solve?

REVIEW OF LITERATURE

On information needs and seeking behavior, there are many research works available. Reddy (2018) stated in his study the information needs of a rural community in Nuvvurupadu Gram Panchayat of Atmakur Mandal of S.P.S.R. Nellore District, Andhra Pradesh. In his study found that all the householders need information on food nutrition, clothing, health and child care, political information, law and order, recreation, consumer goods, cultural aspects, spiritual and religious aspects, and government welfare schemes. Among the state government welfare schemes, villagers are requiring information on Aarogya Sri and Chandranna Bima Scheme. Aslam (1998) stated in his study the importance of rural libraries to be reshaped as community information centers. This study find out library work as a information centers like providing easy access to necessary information, serve as centre for educational & cultural activates, provide access to non-print media such as radio, TV, audio-video tapes and develop the effective communication strategy with appropriate media mix such

as print material, Figures and graphics, posters and non-print media to educate the rural populace. Sinha & Das conduct research on information needs and seeking behavior of a rural population of Barak Valley, South Assam. In their research findings reveal that majority of the respondents belong to the age group of 16-25. The study also reveals the fact that the maximum demand for information from the respondents was from employment-related information. According to the survey, a major of respondents get their sufficient information from television and newspapers which are very much popular and widely available. Ramayan & Chandrakumar (2007) stated conduct research on "public libraries are knowledge resource center: an overview of Tamilnadu public library system". They stated that the public library system is unable to cope up with the proliferating quick changing information and communication technologies. It's also stated that the existing public library acts in the several states are in primitive nature and they need drastic immediate revision. Sasikala (1994) examined the information seeking behavior of managers working in twenty different industrial organizations of Andhra Pradesh. It was found that senior and middle managers used information more than junior managers. The survey shows that the managers occasionally visit libraries; they try to satisfy their information needs from other sources. Singh & Kumar (2019) conduct a survey on information needs and seeking behavior of village library's users of Kiwana of Panipat. As a finding, they found that a majority of respondents are visited the village library to fulfilling the information needs. Villagers of Kiwana are getting information through printed resources like books, newspaper, and magazines as well as electronic resources like the internet, TV, and radio. Most of the villagers are seeking information for entertainment, education, local and national news on sports, and job-related recruitment.

RESEARCH METHODOLOGY

To know the information needs and seeking behavior of village library's users of Kamal District, a survey method was adopted by the researcher. As a research area, Goli village library is selected for data collection. A structured questionnaire was used as a data collection tool. Before the final data collection, a pilot test was also conducted. For the purpose of the study, Out of 150 questionnaires, a total number of 142 questionnaires were filled out from the villagers who are visiting the village library. All the findings have been presented in the form of Figures.

Data Analysis

Data analyzed and interpreted is the most important part of any research work. On the basis of filled up questionnaires, the data has been analyzed.

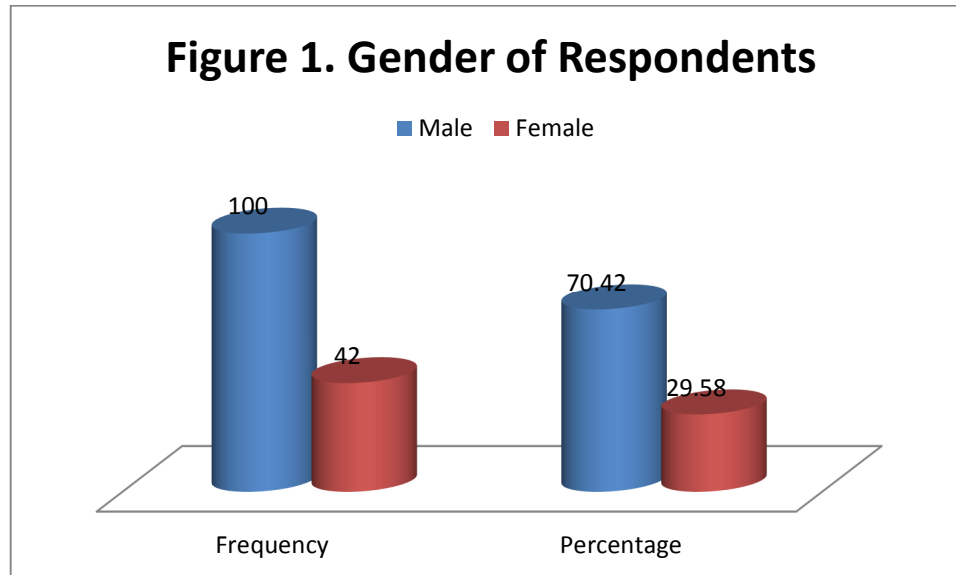


Figure 1. shows the demographic information of respondents. In the Figure, listed the gender wise distribution of respondents under the study and it was found that 70.42 percent of respondents are male while 29.58 percent are female respondents.

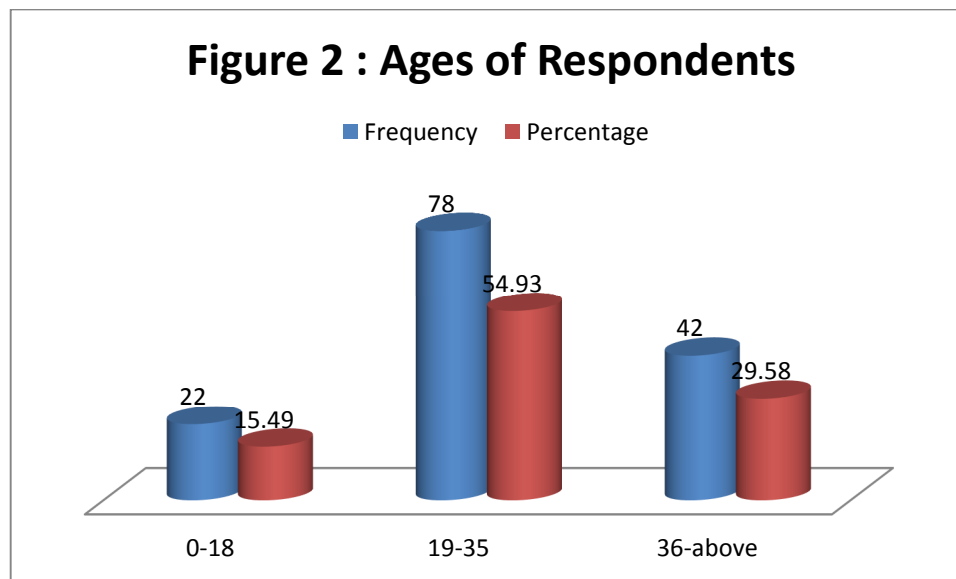


Figure 2. listed the age wise distribution of respondents under the study and it was found that 15.49 percent respondents are below 18 years of age group, 54.93 percent respondents are 19- 35 years of age group while 29.58 percent respondents are above 36 years of age group.

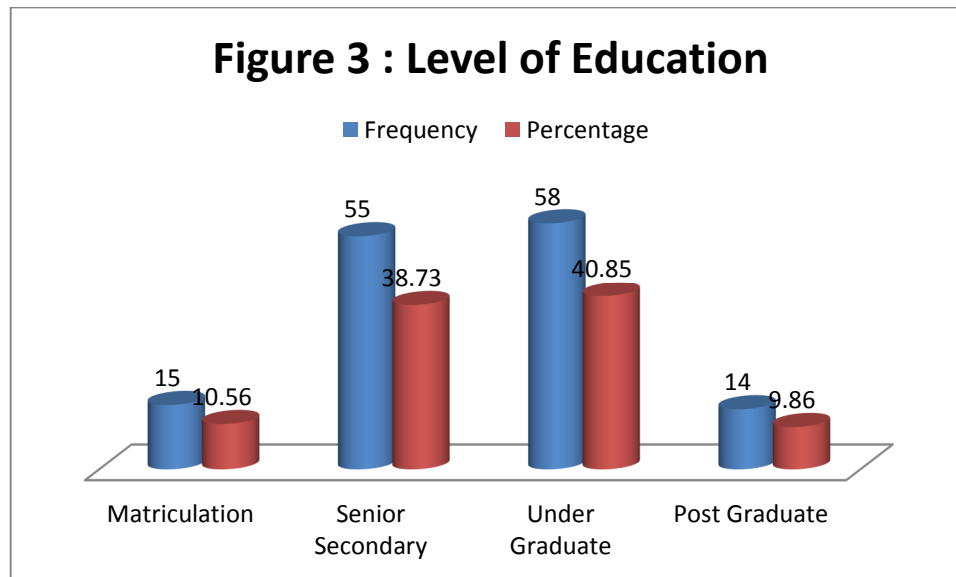


Figure 3 shows the level of education of respondents under the study. Out of 142 respondents, 40.85 percent of respondents are under-graduate, 38.73 percent of respondents are senior secondary and 9.86 percent respondents are postgraduate while 10.56 percent of respondents are matriculation pass.

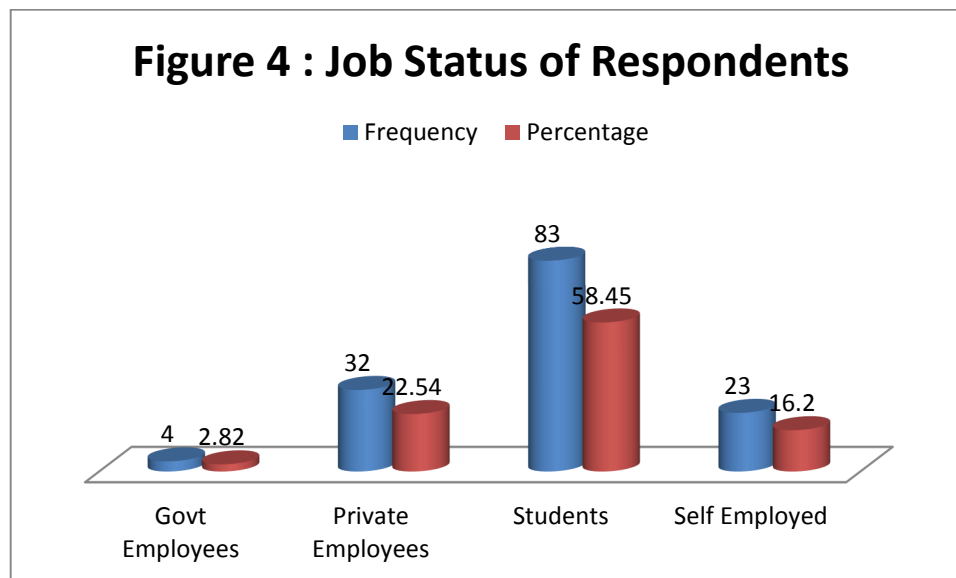


Figure 4 reveals the job status of respondents under the study. Out of total respondents, 58.45 percent of respondents are students, 22.54 percent of respondents are involved in the private sector and 16.20 percent of respondents are self-employed while 2.82 percent of respondents are government employees.

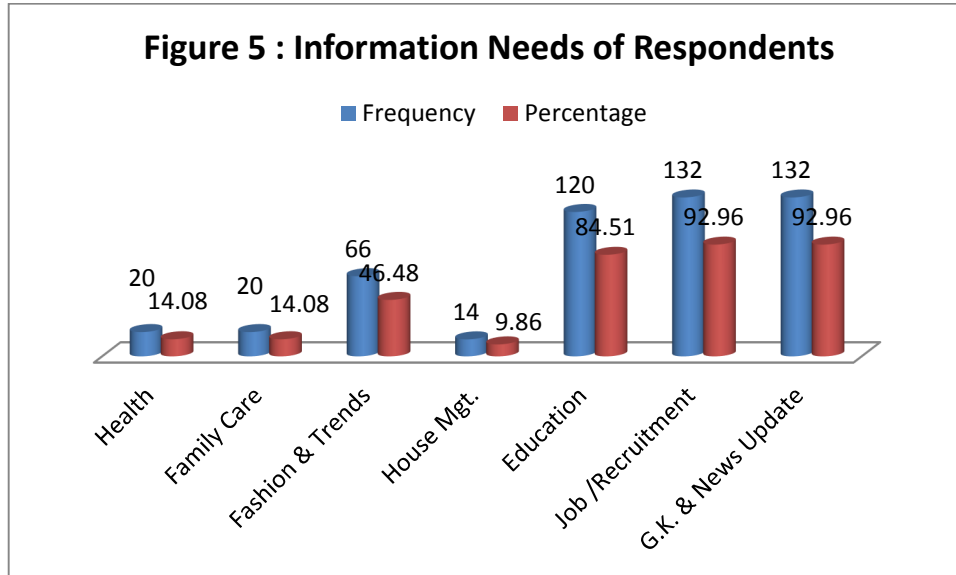


Figure 5 shows the information needs of respondents under the study. Out of total respondents, 92.96 percent respondents mention the need of job/recruitment, G.K. & News update related information, 84.51 percent respondents show the need of fashion & trends related information, 14.08 percent respondents show the need of health and family care related information, while 9.86 percent respondents show the need of house management related information.

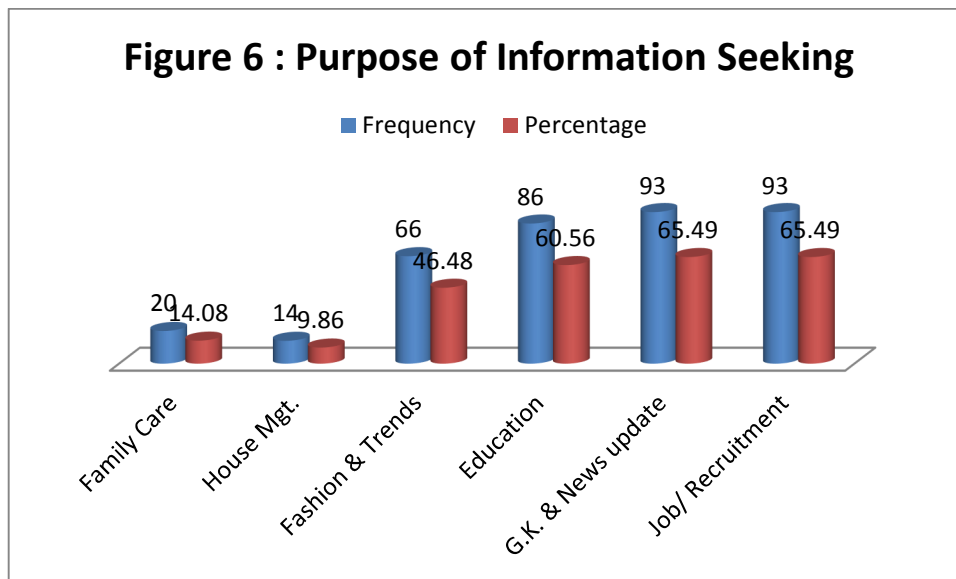


Figure 6 indicates the purpose of information seeking of respondents. In the analysis, found that main purpose of 65.49 percent of respondents are seeking information for G.K. & News update and Job/Recruitment, 60.56 percent of respondents are seeking the education-related information, 46.48 percent of respondents are seeking for fashion & trends related information, 14.08 percent of respondents are seeking for family care related information while 9.86 percent of respondents are seeking for house management related information.

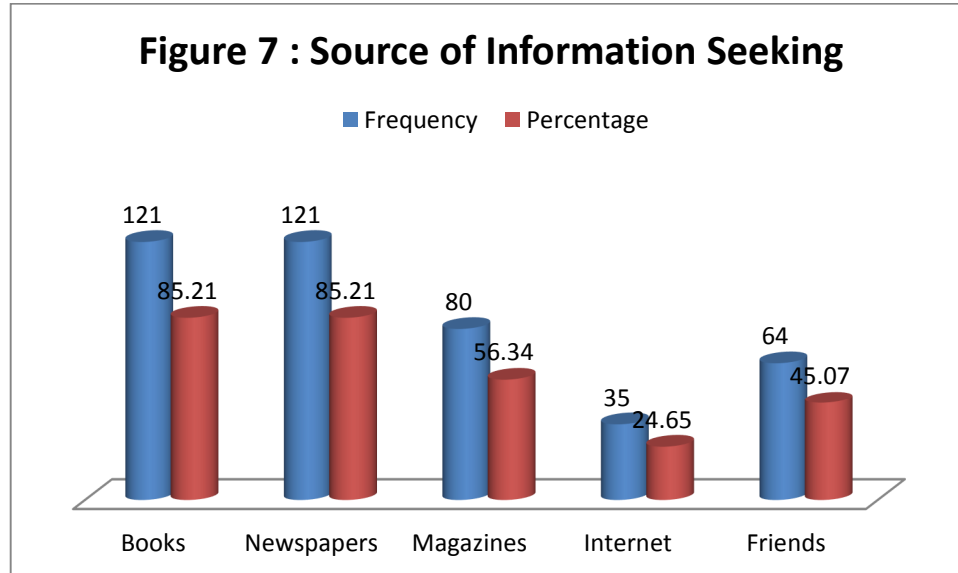


Figure 7 shows the source of information seeking of respondents. 85.21 percent of respondents are getting information through books and newspapers. 56.34 percent of respondents are getting information through magazines, 45.07 percent of respondents are getting through friends while 24.65 percent of respondents are getting information through the internet.

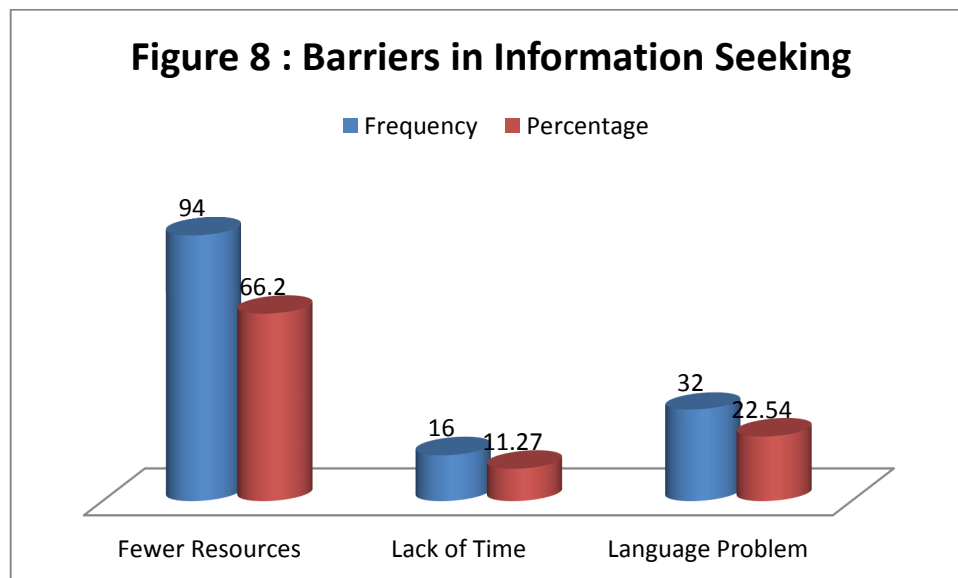


Figure 8 shows the barrier to getting information. Due to less resource in the village library, 66.20 percent of respondents are facing barriers in information seeking and 22.54 percent of respondents facing language problem while 11.27 percent of respondents are facing the lack of timing problem during information seeking.

FINDINGS OF THE STUDY

The following are the findings drive from the analysis of the data:-

1. The study shows that rather than female respondents, the village library is more used by the male respondents.
2. The study reveals that a majority of 54.93 percent of respondents belongs to 19-35 age groups in the village library's users.
3. The study shows a majority of respondents are students (58.45 percent) of undergraduate (40.85 percent) and senior secondary (38.73 percent) in the village library's users.
4. The study reveals that the majority of respondents are needed for job/recruitment, general knowledge & news update (92.96 percent) and education (84.51 percent) related information.
5. The study shows that the main purpose of respondents to visit the village library is seeking information about job recruitment, G.K. & news update (65.49 percent) and Education (60.56 percent).
6. The study indicates the most of respondents are getting information through books & newspapers (85.21 percent) and magazines (56.34 percent) while a little number of respondents are getting information from friends (45.65 percent) and internet (24.65 percent) also.
7. The study reveals that most of the respondents are facing a barrier in seeking information due to less resource (66.20 percent) in the library but some respondent are facing barriers due to language problem (22.54 percent) and lack of time (11.27 percent).

CONCLUSION

The village libraries are playing a vital role in socio-economical development. In this context, the village library of Goli Gram Panchayat of Karnal District is providing many services with up to date information in an effective way. The present study deals with information need and seeking behavior of Goli village library's users. Villagers of Goli are getting information through printed resources like books, newspaper, and magazines as well as electronic resources like the internet. Most of the villagers are seeking information for education, job recruitment and news update. During the information seeking, most of the villagers are facing the barriers of less resource in the village library. There is a need to update library resources. Because, villagers are the main part of a society, so, village libraries are required to plan

for fulfillment of users' information needs.

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