

Information Seeking Behaviour of Grama Panchayath Library Users: A Study

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Abstract: The current survey examines the information needs and seeking habits of Dhornahala Grama Panchayath, Tarikere Taluk, Chikamagalur District, and Grama Panchayath library patrons. The researcher performed a survey using a structured questionnaire to determine the reason for seeking information and the preferred information source. Purposive sampling was used to choose 150 library patrons as a sample in order to get the necessary data. Two hundred and forty-two of the 150 questionnaires were completed by locals who visited the Grama Panchayath library. It was therefore discovered that male respondents use the local library more frequently than female respondents. According to the study, the majority of respondents are required for information about jobs and recruitment, general knowledge and news updates (92.96%), and education (84.51%).

Keywords: information need, seeking behavior, grama panchayath library.

1. Introduction

It is exceedingly difficult for civilization to grow without information transformation. A user's information needs are growing every day in the digital age. In actuality, everyone in today's world needs information on a basic level. Everyone is using a variety of electronic and traditional sources, including blogs, e-books, websites, social networking sites, and newspapers, in order to satisfy their information needs. However, the majority of information searchers in a Grama Panchayath setting rely on traditional sources to find the information they need. Compared to rural areas, there are more sources of information available in metropolitan settings. Urban users have access to a wide variety of traditional and electronic sources to meet their information needs. However, in a rural location, people rely on restricted and traditional means to obtain the information they need because there is no internet connectivity or availability of technological resources.

The majority of Grama Panchayath are accustomed to using few traditional resources, such as books, periodicals, newspapers, and libraries & Panchayati Raj are significant actions made in this regard. Kannada is the language spoken in Dhornahala Grama Panchayath. A local library with a collection of 1200 volumes, two newspapers, and four magazines is also developed in the community. The people have contributed all of the books.

2. Review of Literature

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, Grama Panchayath 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 finds 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 s print material, Figures and graphics, posters and nonprint 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;

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they try to satisfy their information needs from other sources.

Singh & Kumar (2019) conduct a survey on information needs and seeking behaviour of Grama Panchayath library's users of Kiwana of Panipat. As a finding, they found that a majority of respondents are visited the Grama Panchayath library to fulfilling the information needs. Grama Panchayats 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 Grama Panchayats are seeking information for entertainment, education, local and national news on sports, and job-related recruitment.

3. Objectives of the Study

- 1) To Identify the information needs of Dhornahala Grama Panchayath Library's users.
- 2) To identify the source of information searched by users.
- 3) To identify the information-seeking behaviour of the Grama Panchayath library's users.
- 4) To identify the barriers to information seeking.

4. The Need for Present Study

Information plays the main role in the development of any country. So, it's a requirement to know the needs of Grama Panchayath and seeking behaviour. The researcher tried to access information required by Grama Panchayath and tried to get the answers to the following questions:

- 1) What kind of information is sought by Grama Panchayaths?
- 2) What methods are used for seeking required information?
- 3) What types of problems do they face while seeking information and how to solve them?

5. Research Methodology

To understand the information demands and searching behaviour of the Chikamagaluru District Grama Panchayath library users, the researcher employed a survey method. The Dhornahala Grama Panchayath library has been chosen as a study area and will be the source of data. The instrument for gathering data was a structured questionnaire. Four hundred and twenty-two of the 150 questionnaires were completed for the study by Grama Panchayath who visited the community library. Figures have been used to present each and every finding.

6. Data Analysis

Data analysis and interpreted are the most important part of any research work. Based on filled up questionnaires, the data has been analyzed.

Interpretation: Show the respondents' demographic data. The gender distribution of the study's respondents is shown in the figure, where it is discovered that 29.58 percent of respondents are female and 70.42% of respondents are male.

Interpretation: Listed the age distribution of study participants, it was discovered that 15.49 percent of respondents are under the age of 18, 54.93 percent are between the ages of

19 and 35, and 29.58 percent are over the age of 36.

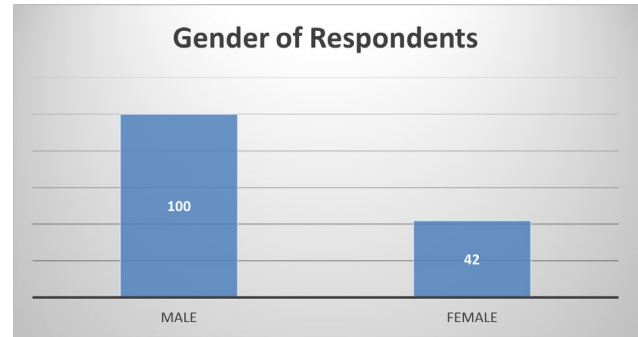


Fig. 1. Gender of respondents

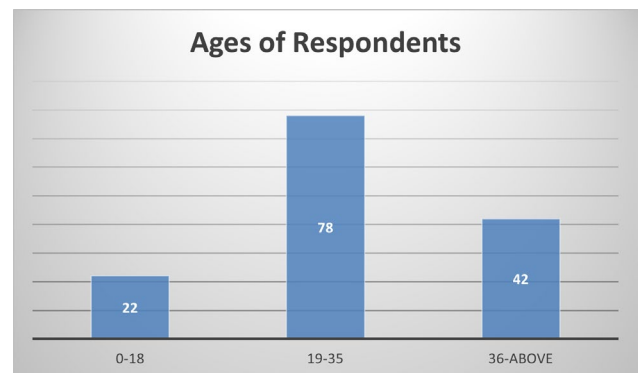


Fig. 2. Ages of respondents

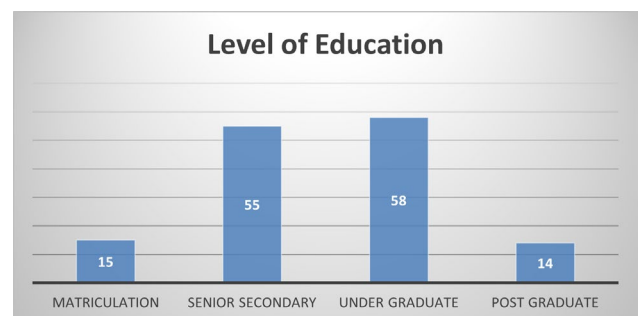


Fig. 3. Level of education

Interpretation: Demonstrates the respondents' educational attainment for the study. There were 142 responders, of which 40.85% were undergrads, 38.73 percent were senior secondary students, 9.86 percent were postgraduate students, and 10.56 percent were matriculation pass holders.

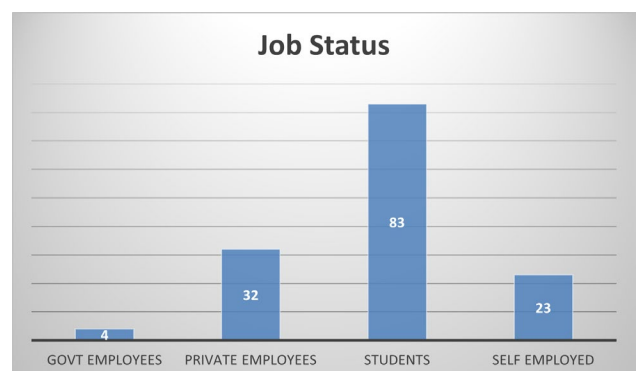


Fig. 4. Job status of respondents

Interpretation: Discloses the employment status of the study participants. Of the total number of respondents, 58.45 percent are students, 22.54 percent work in the private sector, 16.20 percent are independent contractors, and 2.82 percent are government employees.

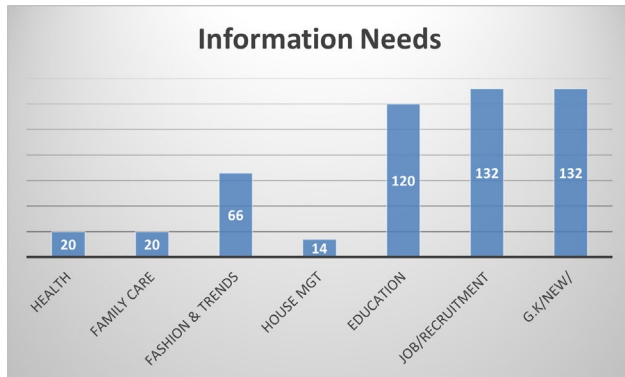


Fig. 5. Information needs of respondents

Interpretation: Demonstrates the information needs of study participants. Among the total respondents, 92.96 percent mention the need for information related to jobs/recruitment, G.K. & news updates, 84.51 percent mention the need for information related to fashion & trends, 14.08 percent mention the need for information related to health and family care, and 9.86 percent mention the need for information related to house management.

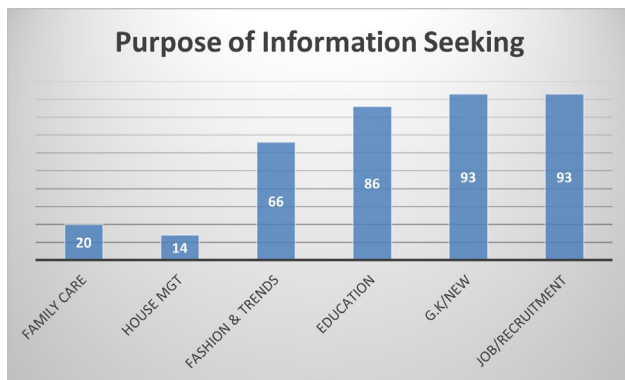


Fig. 6. Purpose of information seeking

Interpretation: Reveals the reason behind the respondents' information-seeking. According to the analysis, 65.49 percent of respondents were primarily looking for information about G.K. & News updates and Job/Recruitment; 60.56 percent were looking for information related to education; 46.48 percent were looking for information about fashion & trends; 14.08 percent were looking for information related to family care; and 9.86 percent were looking for information related to house management.

Interpretation: Reveals the respondents' information-seeking source. Books and newspapers are the primary sources of information for 85.21 percent of respondents. Of the respondents, 56.34 percent acquire their information from periodicals, 45.07 percent from friends, and 24.65 percent from the Internet.

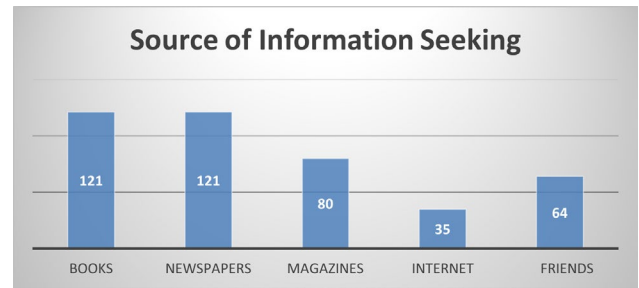


Fig. 7. Source of information seeking

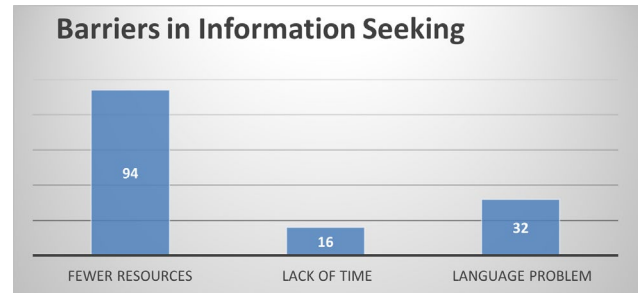


Fig. 8. Barriers in information seeking

Interpretation: Highlights the information gathering obstacle. Because the Grama Panchayath library has less resources, 66.20 percent of respondents said they have difficulty obtaining information, 22.54 percent said they have trouble speaking, and 11.27 percent said they have trouble finding information at the right time.

7. Findings of the Study

- 1) The survey reveals that male respondents use the Grama Panchayath library more frequently than female respondents.
- 2) According to the survey, the bulk of respondents—54.93 percent—belong to the age range of 19 to 35, which includes many users of the local library.
- 3) According to the study, the majority of respondents are students (58.45 percent), senior secondary students (38.73 percent), and undergraduate students (40.85 percent) who utilize the Grama Panchayath library.
- 4) The study shows that the majority of respondents are required for information about jobs and recruitment, general knowledge and news updates (92.96%), and education (84.51%).
- 5) The study reveals that the primary reasons respondents go to the Grama Panchayath library are to get education information (60.56 percent), G.K. & news updates (65.49 percent), and job recruitment.
- 6) According to the poll, the majority of respondents get their information from books and newspapers (85.21 percent) and magazines (56.34 percent), with only a small percentage additionally obtaining their knowledge from the internet (24.65 percent) and friends (45.65 percent).
- 7) According to the study, the majority of respondents (66.20 percent) say that they have difficulty finding information in the library because there aren't enough resources available, although some respondents (22.54 percent) also say that

they have trouble finding time (11.27 percent).

8. Conclusion

Grama Panchayath libraries are essential to the socioeconomic advancement of the community. In this regard, the Dhornahala Gramme Panchayat Grama Panchayath library in the Chikamagaluru District is effectively offering a wide range of services with current information. The current study examines how patrons of the Dhornahala Grama Panchayath library seek out information.

The Dhornahala Grama Panchayath people obtain their information from both electronic and printed sources, including the internet and printed materials like books, newspapers, and magazines. The majority of the Grama Panchayath are looking for news updates, job opportunities, and educational resources. The majority of the Grama Panchayath encounter difficulties when trying to find information because the small library has few resources. Updates to library resources are required. Since Grama Panchayath make up the majority of a society, Grama Panchayath libraries must be designed to meet the information demands of their patrons.

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