

## **Information Needs and Seeking Behavior of Print Media Specialists in Bangalore City, Karnataka: A study.**

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**Abstract** -This paper gives insight into the information needs of media specialists is very important in order to develop good library resources and provide effective competent services to the journalists. Further, the results of study conducted to understand the information needs and information seeking behavior of media professionals working in Bangalore city. It was found that media professionals used different of type sources for acquiring the essential information, area of specialization and academic background. The periodicals, news magazines current issue of newspapers, newspaper clipping, files. dictionaries/ bibliographical dictionaries, online resources are most frequently used sources of information by them.

**KEYWORDS:** Media specialists; Journalists; Information needs; Information seeking; Bangalore city.

### **1. INTRODUCTION:**

In the contemporary era, dynamical headway of Information Communication Technology has gotten progressive changes the accumulation and administration of Information. Newspaper information centre is a special library, in a path as its sources are change and utilized by its working in individual field as it were. They are the arbiters of social and conservative change and furthermore the makers of state of mind and circumstances. News paper Information focus consistently took after their foundations "private" data frameworks progressively separating themselves and their value until the post bellum information society. The refreshed current information empowers to grow markets for the daily paper, Information vastly changed daily paper libraries into standard information organizations. The more productive a daily paper can relate and count past data regarding a matter, individual or accumulation of data with current data, the more compelling it will be. The library and information centre focus assumes a key part in connecting occasions to its experience and is the foundation of a daily paper foundation. Gathering of assets and overseeing it for a long haul is essential to Newspaper libraries.

Information needs, searching for and utilizing are the territories of crucial worry to library and Information science practitioners. Amid the previous thirty years or somewhere in the vicinity, a significant assortment of writing has been created managing the Information needs and looking for conduct of the two people and gatherings in an assortment of settings. As indicated by Talija (1992). It is comprehended that information needs emerge when an

individual winds up in a risky circumstance, when he or she never again can deal with the information that he or she has. We, as people and gatherings, "more than once end up in circumstances where Information is required, accumulated, looked for, sorted out, recovered, prepared, assessed, and utilized" (Solomon, 1996).

In this period of information explosion, our lives depend on information. Fast changes in each area have made it a key asset for survival in this world. Each moment of our life depends of information, without which, it is hard to exist in the present data situated society and the procedure does not stop anyplace as specialized, efficient business and social fields changes are happening relatively every minute. With the profound established change of the world, our significant need is to be educated of what is happening around us. Regularly developing rivalry among countries in the field of exchange, instruction, innovation and so on prompts the securing of information and learning.

With the transformation in ICT, stream of information is massively expanded. Access to data has turned out to be quick and shoddy. Individuals can become more acquainted with a great deal of everything without going anyplace. Copious data is accessible in their homes and workplaces. Presently they can enter in libraries, focuses of information, documentation focuses or an association in digital condition and utilize their sources without entering their four dividers. We can state that the physical development of individuals in this age has diminished while the development of information has increased.

## **2. OBJECTIVES OF THE STUDY:**

This study has the following objectives to achieve,

- To findout the nature and level of accredited of the journalists
- To identify the ways and means of collection of data for preparing report on ant event.
- To determine the academic background and area of specialization of the media specialists of Bangalore city.
- To know the information source which are used consulted by the media specialists for collecting and writing reports.
- To know the library and information centre which help the media specialists in enhance their knowledge

## **3. PRINT MEDIA SPECIALISTS:**

There are different kinds of print specialists all with their own taste of information requirements. Print Media specialists differ according to whether they job for:

1. Daily newspaper/ News Channels
2. National / Local Newspapers
3. Periodicals or Magazines

## **4. REVIEW OF LITERATURE:**

Dervin and Nilan (1986) expressed the pattern of uncovering the settings of information searching and utilizing. Their methodologies incorporated the point of being responsive to contrasts show in various data chasing and utilizing circumstances.

Eden (1993), in his examination on information needs and searching for conduct examples of writers in Nigeria has unmistakably delineated particular zones of information needs and data

looking for conduct examples of columnists in those Nigerian towns, formal information sources consulted and the part of libraries and library professionals in the media associations in the concerned regions.

Rosamma Joseph (1993) led an overview of Indian writers in the Kerala state, who were in situations that had next to no entrance to innovation. This specific investigation concentrated on writer's utilization of libraries – both news libraries and different libraries. The consequences of the investigation propose that writers in Kerala utilized the library chiefly for foundation information on stories, while editors utilize the library to help them in altering said stories. The eighty six percent of columnists overviewed utilize the library more than once every week, with most respondents spending a hour or less there. Time imperatives because of due dates are talked about finally, however the issue isn't straightforwardly tended to in the overview. Rather, questions center around who searches for data required for a story, the sort of print material writers utilize and the motivation behind its utilization, how regularly columnists utilize print material for a story, how much time they spend in a library and to what extent they need to search for information.

## **5. RESEARCH METHODOLOGY:**

The study tries to find out whether the media library has any effect on media specialists with regard to their day today activities. The scope of the study is that news media located at Bangalore. Well designed questionnaire on Information seeking behaviour of media specialists of Bangalore city. There are around 180 questionnaire has been distributed to the working media specialists of Bangalore City. 158 filled in questions are received back the some has been interpreted for this survey.

## **6. DATA ANALYSIS AND INTERPRETATION:**

Analysis and interpretation of data is one of the major components of the research reports. The data gathered from the people using questionnaire has been analyzed, interpreted, tabulated, also represented, and inferred.

**Table – 1: Age wise Distribution of Media Specialists.**

<b>Age Group</b>	<b>Respondents</b>	<b>Response in %</b>
18-30	46	29.12
31-40	62	39.24
41-50	39	24.68
51 & Above	11	6.96

Table 1 reveals the highest number of respondents i.e. 46 (29.12%) in media specialists belong to the 'age group 18-30'; followed by '62 (39.24%) people under 31-40'; '39 (24.68%) under 41-50' and only '11 (6.96%) respondents under 51 & above age group'. It is thus observed that maximum Media specialists in electronic media belong to age group 31-40 and minimum belong to 51 & Above age group.

**Table – 2: Distribution of Respondents by Designation.**

<b>Category of Designation</b>	<b>No. of Respondents</b>	<b>Respondents in %</b>
Reporter	81	51.26
Editors	9	5.70
Photo Journalist	32	20.25
Free-lancer	36	22.18

Table 2 depicts that highest number of respondents i.e. '81 (51.26%) working as Reporters' in news media; followed by '36 (22.18%) are Free-Lancers'; '32 (20.25%) as Photo Journalists' and only '9 (5.70%) are Editors'. It is thus observed those maximum media specialists in print media work as Reporters and less as Editors.

**Table - 3: Distributions of Media specialists by Academic Qualification**

Age Group	Respondents	Response in %
Higher Secondary/ Diploma Certificate courses	28	17.72
Graduates	74	46.84
Post Graduates	56	35.44

Table 3 shows that majority of respondents i.e. '74 (46.84%) are Graduates' in media; followed by '56 (35.44%) are Post Graduates' and only '28 (17.72%) are Higher Secondary/Diploma certificate holders'. It is thus observed that maximum media specialists are Graduates and minimum media specialists are Higher Secondary/diploma certificate in media.

**Table - 4: Language Proficiency of Media specialists.**

Language Proficiency	Respondents	Response in %
Kannada	148	93.67
Hindi	112	70.89
English	132	83.54
Other Languages	65	21.52

Table 4 depicts the information about the languages proficiency of media specialists in Bangalore city, there is most of the media specialists have proficiency in Kannada, English and Hindi language i.e. 'Kannada language known by 93.67%' media specialist, followed by 'Hindi 70.89%', 'English 83.54%' and 65 (21.52%) respondents proficiency in some other languages.

**Table - 5: Specific areas in the newspapers.**

Specific areas	Respondents	Response in %
Political events	96	60.76
Government affairs	83	52.53
Social issues	46	29.11
Economical activities	37	23.42
Educational activities	31	19.62
Business/finance	21	13.29
Others	17	10.76

Table 5 shows that 96 (60.76%) respondents specific area of need information is from 'Political events', 83 (52.53%) respondents of 'Government affairs' and 46 (29.11%) of specific area of need information is 'Social issues', and followed by 37 (23.42%) from 'Economical activities', and also from 'Educational activities', 'Business / finance' and 'Other areas' i.e. 19.62%, 13.29% and 10.76% respectively.

**Table - 6: Purpose of the library and Information center visit.**

Purpose of Visit	Respondents	Response in %
Reading sources	112	70.89
Borrow materials	69	43.67
Search database	58	36.71
Back volumes of journals & newspapers files	61	38.61
Other	19	12.03

Table 6 reveals media specialists purpose of the library and information center visit, 112 (70.89%) media specialists use the library to 'Reading sources', 69 (43.67%) to 'Barrow materials', 61 (38.61%) respondents visit to study 'Back volume of the journals and newspapers', followed by 58 (36.71%) use the library for the purpose of 'Search database', lastly 12.03% visit the library some other purpose.

**Table – 7: Reading of different Newspapers.**

Name of the newspapers	Respondents	Response in %
Kannada Prabha	88	55.70
Vijayakarnataka	76	48.10
Prajavani	74	46.84
Vijayavani	67	42.41
Samyukta Karnataka	42	26.58
Deccan Herald	42	26.48
The New Indian Express	60	37.97
The Hindu	65	41.14
The Times of India	52	32.91
Others	40	25.32

Table No.7 shows the analysis that most of the respondents read the 'Kannada Prabha' newspapers i.e. 88 (55.70%) and followed by 76 (48.10%) respondent reads the 'Vijay Karnataka', 74 (46.84%) reading the 'Prajavani newspapers' and 42.41% Vijayavani. After that 'The Hindu', 'Indain Express', 'Times of India', 'Deccan Herald' and 'Others newspapers' i.e 41.14%, 59.57%, 37.97%, 32.91%, 26.48% & 25.32% respectively.

**Table: 8 Opinions about the Library services.**

Opinion	Respondents	Response in %
Very effective	33	20.89
Effective	56	35.44
Average	43	27.22
Ineffective	21	13.29
Very ineffective	05	3.16

Table No.8 depicts the information about opinion on the services of library as maximum 56 (35.44%) media personnel says service of library service is 'Effective'; followed by 43 (27.22%) says services are an 'Average'; 33 (20.89%) respondents says service of library is 'Very effective', and 21 (13.29%) users says service library is 'Ineffective' and only 05 (3.16%) media specialists says service of library is 'Very ineffective'.

**Table - 9: Access of Internet for information needs.**

Internet Access	Respondents	Response in %
Office	127	80.38
Mobile access	86	54.43
Home	86	54.43
Internet cafe	78	49.37
Library	72	45.57

Table 9 represents majority of the media specialists access the internet in office i.e. 127 (80.38%) and some of the media specialists equally access from mobile and home i.e. 86 (54.43%), and other media specialists were access internet from library and internet cafe i.e. 78 (49.37%) and 72 (45.57%) respectively.

## **7. FINDINGS AND SUGGESTIONS:**

The findings of this study point to several of deficient sections that need to be enhanced. The core suggestions for prior attention to which these partners must focus their necessary actions are the following:

- Improve the use of Information and Communication Technology facilities in the news delivery services; importantly concentrate on the electronic resources;
- Provide the latest services to develop in each news media and e- library of reports produced in-house by its media specialists;
- Bangalore media specialists use variety of sources and services, both formal and informal, to get the required information.
- Improve the media library services concentrate on information sources and staff, creating awareness of available resources to media professionals, and initiating resource sharing with other libraries;

## **8. CONCLUSION:**

The finding further shows that the media specialists face many difficulties while seeking information. The main hurdles faced by media professionals are lack of online information sources, and need to improve library services and sources. As journalists cited lack of modern communication gadgets as the major problem faced by them in their information seeking activities, most of media specialist suggested that media houses should be equipped with electronic resources and modern communication gadgets such as latest computers with internet facilities, fax machines, etc. Like foreign journalists, Indian journalists should also be equipped with advanced communication gadgets such as laptop, fax machines etc. It is hoped that the results of this study enable the media libraries to evaluate and realign resources and services according to users' requirements effectively.

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