A Study on User Occupation, Educational background and Working Hours on Information Needs and Information Seeking Behaviour of Rural Public Libraries of Dakshina Kannada District

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ABSTRACT

Availability of various information and accessibility of information resources have fueled the growth of users in the world. Information needs and information seeking behavior of rural persons is unique owing to wide-ranging demographic, societal, artistic and financial factors. Classifying material needs is the first step towards creating adequate user’s needs. A material seeking process involves a number of further steps, including: classifying information bases, accessing to the sources and retrieving information. Information needs and information seeking behavior is a kind of performance, which is definitely influenced by many factors. The respondents of the present study are mostly drawn from the rural areas of five districts of Rural Public Libraries of Dakshina Kannada District, where the mainstream of the people are not very competent and the knowledge level is comparatively advanced in majority of respondents. With this purpose, survey method of research has been adopted by the researchers to use schedule as one of the data collection tool which has been supplemented by other tools like observation and interviews of the respondents to know the actual state of activities relating to looking for accurate kind of information at right time. The self-designed agenda containing 29 questions has been circulated among the randomly selected samples.

Key words: Information seeking behavior, rural public library, Bantwal taluk.

1. INTRODUCTION:

Library movement is a saga of organized growth and development of libraries, giving the details of establishment, maintenance and functioning of libraries in a geographical proximity. These aspects, viz., establishment, maintenance and functioning make a library a growing organization. No country in the world can progress without providing free public library services to its citizens. It is imperative on the part of a democratic country like India to establish the service institutions like public libraries in order to strengthen the democratic norms and to promote the social, cultural, historical and scientific and technical tempo in the public at large.
The public library should be established under the clear mandate of law so framed as to ensure nationwide provision of the public library service. Organized co-operation between libraries is essential so that the total national resources should be fully used and be at the service of the reader. It should be maintained wholly from public funds and no direct charge should be made to any one for its services.

The book collection should be comprehensive in all local languages covering all subjects according to need, constantly reviewed, and kept up-to-date and attractively arranged. Many studies have revealed that resources and services of a public library are used for purposes of information, education, recreation, aesthetic appreciation and research, and while planning services, the goals and priorities should be determined in such a way that the demand of material for all these purposes is met in its totality. As the public library is concerned with the communication information and ideas it should stock the material, whatever be the form which these may be expressed including Audio-visual aids. Since “the printed word has been for centuries the accepted medium of communication of knowledge, ideas and information, books, periodicals and newspapers remain the most important resources of public libraries.

2. REVIEW OF LITERATURE

Jones (2005) has traced the genesis and growth of public library movement in New South Wales (Australia). The study pointed out that the first move into free public library services was made with the opening of the Melbourne Public Library. He has also highlighted the impact of the Public Library Act in the development of public libraries in New South Wales. Sahib Singh Verma (2002) In this study revealed that: 1) The role of public libraries has not been realised much in the rural areas as compared to the urban areas, 2) Public libraries have contributed more in fulfilling the recreational/cultural rather than the information/educational requirements of the society, 3) A majority of the public libraries are not associated with literacy programmes, 4) Only big libraries have their own buildings, and 5) Public library reading materials and services are not based on the needs of the community.

3. OBJECTIVES

1. To Identify Information needs of Users Rural Public Libraries of Dakshina Kannada District
2. To Investigate Information Seeking Behavior of the users of the Rural Public Libraries in Bantwal Taluk.
3. To find out the Awareness and use of the Library Resources and facilities provided in the Rural Public Libraries in Bantwal Taluk.
4. To find out the Purpose of using the Information sources by the Rural Public Library users in Bantwal Taluk.
5. To Identify the Problems faced by the users while seeking the Information from Rural Public Libraries in Bantwal Taluk.

4. NEED FOR THE STUDY

A comprehensive study on the information needs and information seeking behavior of user’s public libraries in Dakshina Kannada has not yet been undertaken so far by any research scholar in Library and Information Science. The successful management of any organization depends on the study of the information needs of its users. The problems faced by the
organizations and their solutions are guidelines for future plans of development. Analysis of
the problems will certainly differ from one type of library to another type of library, but the
general problems will be quite similar.

Until and unless the problems are spelt out by the concerned persons whether he may be an
administrator or staff or clients, it will not be possible to draw the solution of the problems.
So, such a study is the need of the hour and thus prompted the researcher to take up this
research problem.

5.1 METHODOLOGY

Questionnaire method was used for collection of data from the libraries. Two types of
questionnaires were used for the study, they are –

1. Questionnaire about the libraries and its facilities.
2. Questionnaire for the users.

5.2 STUDY POPULATION AND SAMPLING

The target populations of the study were the users of public of Dakshina Kannada District.
The researcher has distributed 700 questionnaire to the respondent, however only
600 questionnaires duly filled, were received back, which amount so respondents duly filled
questionnaires which amounts percentage of the sample population of respondents. The
collected data were analyzed using suitable statistical techniques such as Mean, Chi-square
test, Kruskal Wallis Test, Mann Whitney U Test, ANOVA with the use of SPSS Statistical
Packages for Social Sciences.

Title of the table

<table>
<thead>
<tr>
<th>Code</th>
<th>Descriptive Statistics</th>
<th>Test Statistics(^{a,b})</th>
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<tr>
<td></td>
<td>User’s Information Needs and their Information Seeking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Behaviour of Rural Public Libraries.</td>
<td></td>
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<tr>
<td></td>
<td>Mean</td>
<td>SD</td>
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<tr>
<td>EDB</td>
<td>Educational background of users</td>
<td>4.059</td>
</tr>
<tr>
<td>OCC</td>
<td>Occupation of users</td>
<td>4.137</td>
</tr>
<tr>
<td>INC</td>
<td>Income of users</td>
<td>4.471</td>
</tr>
<tr>
<td>LDR</td>
<td>Library distance from residence of users</td>
<td>4.627</td>
</tr>
<tr>
<td>MTL</td>
<td>Membership to library of users</td>
<td>4.149</td>
</tr>
<tr>
<td>WOR</td>
<td>Working hours convenience of users</td>
<td>4.513</td>
</tr>
</tbody>
</table>

\(^{a}\) Significant at 5 % level         Source: Primary data Table-5.1.1

From the above Table-5.1.1, the mean of EDB, OCC, INC, LDR, MTL and WOR are 4.059,
4.137, 4.471, 4.627, 4.149 and 4.513, which indicate that the respondents are in agreeableness
with the factor Educational Occupation, Income, distance, Membership and Working hours
will have influence on User’s Information Needs and their Information Seeking Behaviour of
Rural Public Libraries.
The above table indicated less than 0.05 which shows, there is statistical evidence to say there is statistically significant difference in rank orders by the respondents of five classifications of respondents in USERS INFORMATION NEEDS AND THEIR INFORMATION SEEKING BEHAVIOUR OF RURAL PUBLIC LIBRARIES pattern with regard to factor EDB, OCC, INC, LDR, MTL and WOR.

Hence, there is a need to go find out check whether they have significant difference among themselves in rank orders/preference with regard to factor.

Now, it would be interesting to know, between these respondents of Five classifications of respondents in User’s Information Needs and their Information Seeking Behaviour of Rural Public Libraries, which of them have significant difference among themselves in rank orders/preference with regard to EDB, OCC, INC, LDR, MTL and WOR that will have impact on User’s Information Needs and their Information Seeking Behaviour of Rural Public Libraries.

From the Table number 5.1.2 with respect to EDB and OCC, p values which are less than 0.05 are statistically significant differences in their response among respondents and others are not statistically significant differences in their opinion to each other.

For example, the ‘p’-value obtained between MAN and SUL is 0.0289, which is less than 0.05, it can be concluded that there is a significant difference in ranking orders/preference of respondents of MAN and SUL with respect to the statement in the factor ‘Educational Background of Users and Occupation of Users will have impact on User’s Information Needs and Information Seeking Behavior in RPL.

Again, since the p-value obtained between the respondents of MAN and BEL is 0.0773, which is more than 0.05, it can be concluded that there is no significant difference in ranking orders/preference of respondents of MAN and BEL. This interpretation has been done with respect to the statement in the factor ‘Educational Background of Users and Occupation of Users will have impact on User’s Information Needs and Information Seeking Behavior in RPL.

All other statements under this factor ‘Educational Background, Occupation, Income, Library distance, Membership and Working hours’ have been subjected to similar testing, and analysis by the researcher and interpretations on exactly similar lines have been drawn, and considered in the Findings section.

Using Mann-Whitney U-test, we have the following results: The p-values are summarized in the matrix below;
Table 2 Consolidated “p” values of Educational Background, Occupation, Income, Library Distance, Membership and Working Hours’ Factors

<table>
<thead>
<tr>
<th>Code</th>
<th>MAN EDB</th>
<th>MAN OCC</th>
<th>BEL EDB</th>
<th>BEL OCC</th>
<th>BAN EDB</th>
<th>BAN OCC</th>
<th>PUT EDB</th>
<th>PUT OCC</th>
<th>SUL EDB</th>
<th>SUL OCC</th>
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</thead>
<tbody>
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<td>MAN</td>
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<td>OCC</td>
<td>EDB</td>
<td>OCC</td>
<td>EDB</td>
<td>OCC</td>
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<td>OCC</td>
<td>EDB</td>
<td>OCC</td>
</tr>
<tr>
<td>BEL</td>
<td>EDB 0.0670</td>
<td>OCC 0.0317</td>
<td>EDB ...</td>
<td>OCC ...</td>
<td>EDB ...</td>
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<td>EDB ...</td>
<td>OCC ...</td>
<td>EDB ...</td>
<td>OCC ...</td>
</tr>
<tr>
<td>BAN</td>
<td>EDB 0.0015</td>
<td>OCC 0.0447</td>
<td>EDB 0.0242</td>
<td>OCC 0.0057</td>
<td>EDB ...</td>
<td>OCC ...</td>
<td>EDB ...</td>
<td>OCC ...</td>
<td>EDB ...</td>
<td>OCC ...</td>
</tr>
<tr>
<td>PUT</td>
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<td>OCC 0.0816</td>
<td>EDB 0.0764</td>
<td>OCC 0.0201</td>
<td>EDB 0.0615</td>
<td>OCC 0.0975</td>
<td>EDB ...</td>
<td>OCC ...</td>
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</tr>
<tr>
<td>SUL</td>
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<td>EDB 0.0223</td>
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</table>

Source: Primary data.

Using Mann-Whitney U-test, we have the following results: The p-values are summarized in the matrix below;

Table 3 Consolidated “p” values of Educational Background, Occupation, Income, Library Distance, Membership and Working Hours’ Factors

<table>
<thead>
<tr>
<th>Code</th>
<th>MAN INC</th>
<th>MAN LDR</th>
<th>BEL INC</th>
<th>BEL LDR</th>
<th>BAN INC</th>
<th>BAN LDR</th>
<th>PUT INC</th>
<th>PUT LDR</th>
<th>SUL INC</th>
<th>SUL LDR</th>
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<tr>
<td>MAN</td>
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<td>LDR</td>
<td>INC</td>
<td>LDR</td>
<td>INC</td>
<td>LDR</td>
<td>INC</td>
<td>LDR</td>
<td>INC</td>
<td>LDR</td>
</tr>
<tr>
<td>BEL</td>
<td>INC 0.0670</td>
<td>LDR 0.0317</td>
<td>INC ...</td>
<td>LDR ...</td>
<td>INC ...</td>
<td>LDR ...</td>
<td>INC ...</td>
<td>LDR ...</td>
<td>INC ...</td>
<td>LDR ...</td>
</tr>
<tr>
<td>BAN</td>
<td>INC 0.0015</td>
<td>LDR 0.0447</td>
<td>INC 0.0242</td>
<td>LDR 0.0057</td>
<td>INC ...</td>
<td>LDR ...</td>
<td>INC ...</td>
<td>LDR ...</td>
<td>INC ...</td>
<td>LDR ...</td>
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<tr>
<td>PUT</td>
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<td>LDR 0.0816</td>
<td>INC 0.0764</td>
<td>LDR 0.0201</td>
<td>INC 0.0615</td>
<td>LDR 0.0975</td>
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<td>LDR ...</td>
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</table>

Source: Primary data.

Using Mann-Whitney U-test, we have the following results: The p-values are summarized in the matrix below;

Table 4 Consolidated “p” values of Educational Background, Occupation, Income, Library Distance, Membership and Working Hours’ Factors

<table>
<thead>
<tr>
<th>Code</th>
<th>MAN MTL</th>
<th>MAN WOR</th>
<th>BEL MTL</th>
<th>BEL WOR</th>
<th>BAN MTL</th>
<th>BAN WOR</th>
<th>PUT MTL</th>
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<td>MTL</td>
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<td>WOR</td>
</tr>
<tr>
<td>BEL</td>
<td>MTL 0.0670</td>
<td>WOR 0.0317</td>
<td>MTL ...</td>
<td>WOR ...</td>
<td>MTL ...</td>
<td>WOR ...</td>
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<tr>
<td>BAN</td>
<td>MTL 0.0015</td>
<td>WOR 0.0447</td>
<td>MTL 0.0242</td>
<td>WOR 0.0057</td>
<td>MTL ...</td>
<td>WOR ...</td>
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<td>WOR ...</td>
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<tr>
<td>PUT</td>
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<td>WOR 0.0816</td>
<td>MTL 0.0764</td>
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<td>WOR 0.0975</td>
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<td>MTL 0.0223</td>
<td>WOR 0.0622</td>
<td>MTL 0.0745</td>
<td>WOR 0.0207</td>
<td>MTL ...</td>
<td>WOR ...</td>
</tr>
</tbody>
</table>

Source: Primary data.
SUMMARY OF FINDINGS AND SUGGESTIONS

The problems faced by the organizations and their solutions are guidelines for future plans of development. Analysis of the problems will certainly differ from one type of library to another type of library, but the general problems will be quite similar.

Which is less than 0.05, it can be concluded that there is a significant difference in ranking orders/preference of respondents of MAN and SUL with respect to the statement in the factor ‘Educational Background of Users and Occupation of Users will have impact on User’s Information Needs and Information Seeking Behavior in RPL.

Since the p-value obtained between the respondents of MAN and BEL is 0.0773, which is more than 0.05, it can be concluded that there is no significant difference in ranking orders/preference of respondents of MAN and BEL. This interpretation has been done with respect to the statement in the factor ‘Educational Background of Users and Occupation of Users will have impact on User’s Information Needs and Information Seeking Behavior in RPL.

5. CONCLUSION

The contemporary study discloses that the improvement of information services in rural environment it is necessary to makepublic library/rural library in every rural villages and make the rural people aware about the need and importance ofthe public/rural library. Now a day’s library is significant part in the domain. The library gives more information to rural community and its help to growth of rural area. So the administration should take paces to growth of library in emerging area.

The fast progresses in Rural/Public library have assisted changed sectors of the public by providing right information to the right reader at the right time.

6. BIBLIOGRAPHY


