

Influence of Occupation on Information Behaviour

Partha Pratim Acharjee

Research Scholar
Dept. of Library and Information Science
Vidyasagar University
Midnapore-721102, West Bengal
Email: parthamlis@gmail.com

Goutam Maity

Professor
Dept. of Library and Information Science
Jadavpur University
Kolkata-700032, West Bengal
Email: gm_vu@yahoo.co.in

***Abstract** - Made an attempt to assess the influence of occupational status on information needs as well as information behaviour. A survey was made with a sample set of 150 people covering equal proportion of 50 people from each of three occupational groups, viz. profession, employment and business during 1st half of 2016. Findings reveal that occupational status influences information behaviour.*

Keywords: Profession, Employment, Business, Information Need, Sources of Information, Media, Time, Level of Satisfaction, Socio-economic Factors and Information behaviour

1. Introduction

Occupation, according to Merriam Webster dictionary, is “the work that a person does: a person’s job or profession”. Further, according to Smriti Chand, there are three categories of occupation. They are: (i) Profession, i.e. a type of occupation in which persons have the specialized knowledge and training to serve other people, e.g. medical practitioner, legal advisor, etc., (ii) Employment, i.e. one type of occupation in which a person works regularly for salary, e.g. government servants, company executive, etc., and (iii) Business, i.e. a type of occupation in which services and goods are offered for sale in exchange of money, e.g. mining, manufacturing, transportation, etc. However, the purpose of this study was to assess the influence of occupation on information behaviour based on comparison among the aforesaid three occupational categories.

2. Methodology

With respect to the objective of the study, the population might be all the people of the world. However, it was not possible and convenient to cover such a large and heterogeneous population for such a study. Therefore, a representative sample consisting of 150 people had been chosen from 3 districts of west Bengal, namely Uttar Dinajpur, Dakshin Dinajpur and Darjeeling considering the nature and characteristics of the population. These three districts of North Bengal had been selected based on the principle of favoured country (Jurisdiction) enunciated by Dr. S.R. Ranganathan. The sample, consisting of people belonging to different strata of the society, was selected from most populated village, urban and sub urban areas of each of the three selected districts in equal proportion. Accordingly the sample included an equal proportion of 50 people from each of three occupational groups, i.e. profession,

employment and business. At final stage, the sample was chosen at random from them, and data were accordingly collected.

The tools and techniques used for data collection were a combination of both questionnaire, designed especially for the purpose, and interview.

Data were collected during March to May, 2016. Interviews with the respondents were recorded in the questionnaire itself.

The data collected in the above manner were duly analyzed, tabulated and interpreted keeping in view the objective of the study.

3. Analysis and findings

The findings obtained from analysis of collected data are as follows.

3.1. Types of information need

Table 1 shows the types of information need by occupation.

Table 1: Types of Information Need by Occupation

Option Group	Political		Business		Sports		Entertainment		Education		Agriculture		Industry		Other		Total	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Profession	06	12	04	08	06	12	08	16	11	22	07	14	08	16	-	-	50	33.33
Employment	07	14	02	04	08	16	06	12	19	38	05	10	03	06	-	-	50	33.33
Business	07	14	14	28	04	08	03	06	05	10	09	18	08	16	-	-	50	33.33
Total	20		20		18		17		35		21		19		-		150	100
%	13.33		13.33		12		11.33		23.33		14		12.66		-		100	

Table 1 reveals that out of total respondents, majority (23.33%) collect educational information. It has been found that 12% of profession group respondents collect political information, whereas 14% of employment group respondents, and 14% of business group respondents collect political information. Besides, 08% of profession group respondents collect business information, whereas 04% of employment group respondents, and 28% business group respondents collect business information.

Again, 12% of profession group respondents, and 16% of employment group respondents collect sports information, while 08% of business group respondents collect sports information.

Further, 16% of profession group respondents collect entertainment information, whereas 12% of employment group respondents collect entertainment information, and 06% of business group respondents collect entertainment information.

Furthermore, 22% of profession group respondents collect educational information, whereas 38% of employment group respondents collect educational information, and 10% of business group respondents collect educational information.

Moreover, 14% of profession group respondents collect agricultural information, whereas 10% of employment group respondents collect agricultural information, and 18% of business group respondents collect agricultural information.

On the other hand, 16% of profession group respondents collect industrial information, whereas 06% of employment group respondents collect industrial information, and 16% of business group respondents collect industrial information.

Therefore, it is evident that information behaviour varies on the basis of occupational status.

3.2. Time spent for information seeking

Table 2 shows the duration of time spent daily for information seeking by occupation.

Table 2: Time Spent Daily for Information Seeking by Occupational Groups

Option Group	Below 30 minutes		30-60 minutes		61-120 minutes		121- above		Total	%
	Number	%	Number	%	Number	%	Number	%		
Profession	13	26	26	52	09	18	02	04	30	20
Employment	11	22	07	14	04	08	28	56	30	20
Business	25	50	13	26	10	20	02	04	30	20
Total	49		46		23		32		150	100
%	32.66		30.66		15.33		21.33		100%	

Table 2 reveals that out of total respondents, majority (32.66%) spend below 30 minutes for collecting information.

It has been found that 26% of Profession group respondents spend below 30 minutes, while 22% of employment group respondents spend below 30 minutes, and 50% of business group respondents spend below 30 minutes for information collection.

Besides, 52% of profession group respondents spend 30-60 minutes, while 14% of employment group respondents spend 30-60 minutes, and 26% of business group respondents spent 30-60 minutes for their information collection.

Further, 18% of profession group respondents spend 61-120 minutes for information collection, whereas 08% of employment group respondents spend 61-120 minutes, and 20% of business group respondents spend 61-120 minutes for information collection.

Furthermore, 04% of profession group respondents spend above 121 minutes, while 56% of employment group respondents spend more than 121 minutes for information collection, and 04% of business group respondents spend more than 121 minutes for information collection. So, it is clear that employment group spends more time than profession and business groups for information collection.

3.3. Sources of information

Table 3 shows the use of sources of information by occupation for seeking information.

Table 3: Sources of Information Used by Occupational Groups

Option Group	Human Sources		Documentary Sources		Institutional Sources		All of these		Total	%
	Number	%	Number	%	Number	%	Number	%		
Profession	29	58	06	12	12	24	03	06	30	33.33
Employment	03	06	21	42	24	48	02	04	30	33.33
Business	33	66	04	08	06	12	07	14	30	33.33
Total	65		31		42		12		150	100
%	43.33		20.66		28		08		100%	

Table 3 indicates that out of total respondents, majority of 43.33% have chosen human sources for information collection.

It has been found that 58% of profession group respondents prefer human sources, while 06% of employment group respondents prefer human sources, and 66% of business group respondents prefer human sources for information collection.

Besides, 12% of profession group respondents have chosen documentary sources, while 42% of employment group respondents have chosen documentary sources, and 08% of business group respondents have chosen documentary sources for information collection.

Further, 24% of profession group respondents have chosen institutional sources, whereas 48% of employment group respondents have chosen institutional sources, and 12% of business group respondents have chosen institutional sources for information collection.

Furthermore, 06% of profession group respondents prefer to use all the sources, while 04% of employment group respondents prefer all the sources, and 14% of business group respondents prefer all the sources for information collection.

So, it is clear that profession and business group prefer human sources, and employment group prefers institutional sources for information collection.

3.4. Media Usage

Table 4 shows the usage of media among different occupational groups for information seeking.

Table 4: Media Usage among Different Occupational Groups for Information Seeking

Option Group	Oral-verbal		Recorded		Non-verbal		Observation		All of these		Total	%
	Number	%	Number	%	Number	%	Number	%	Number	%		
Profession	14	28	26	52	07	14	02	04	01	02	50	33.33
Employment	06	12	29	58	07	14	06	12	02	04	50	33.33
Business	31	62	10	20	02	04	03	06	04	08	50	33.33
Total	51		65		16		11		07		150	100
%	34		43.33		10.66		07.33		04.66		100%	

Table 4 reveals that out of total respondents, majority of 43.33% have chosen recorded media for information collection.

It has been found that 28% of profession group respondents prefer oral-verbal media, while 12% of employment group respondents prefer oral-verbal media, and 62% of business group respondents prefer oral-verbal media for information collection.

Besides, 52% of profession group respondents prefer recorded media, and 58% of employment group respondents prefer recorded media, whereas 20% of business group respondents prefer recorded media for information collection.

Further, 14% of profession group respondents have chosen non-verbal media, while 14% of employment group respondents have chosen non-verbal media, and 04% of business group respondents have chosen non-verbal media for information collection.

Furthermore, 04% of profession group respondents have chosen observation media, while 12% of employment group respondents have chosen observation media, and 06% of business group respondents have chosen observation media for information collection.

On the other hand, 02% of profession group respondents prefer all the media, while 04% of employment group respondents prefer all the media, and 08% of business group respondents prefer all the media in collecting information.

Therefore, it is evident that profession and employment group prefer recorded media and business group prefers oral-verbal media.

3.5. Level of satisfaction

Table 5 shows the level of satisfaction in information seeking by occupation.

Table 5: Level of Satisfaction in Information Seeking by Occupation

Option Group	Fully Satisfied		Partially Satisfied		Not Satisfied		Cannot judge Satisfaction		Total	%
	Number	%	Number	%	Number	%	Number	%		
Profession	29	58	12	24	09	18	-	-	50	33.33
Employment	35	70	13	26	02	04	-	-	50	33.33
Business	20	40	24	48	05	10	01	02	50	33.33
Total	84		49		16		01		150	100
%	56		32.67		10.67		0.66		100%	

Table 5 reveals that out of total respondents, majority of 58.67% are fully satisfied using different information sources and media.

It has been found that 58% of profession group respondents are fully satisfied, whereas 70% of employment group respondents are fully satisfied, and 40% of business group respondents are fully satisfied to use different sources and media in collecting information.

Besides, 24% of profession group respondents are partially satisfied, whereas 26% of employment group respondents are partially satisfied, and 48% of business group respondents are partially satisfied to use different sources and media in collecting information.

Further, 18% of profession group respondents are not satisfied, whereas 04% of employment group respondents are not satisfied, and 10% of business group respondents are not satisfied to use different sources and media in collecting information.

None of profession group and employment group respondents cannot judge satisfaction, while 02% of business group respondents cannot judge satisfaction in use of different sources and media for collecting information.

Therefore, it is evident that profession and employment groups are fully satisfied, whereas business group is partially satisfied using different source and media for information collection.

4. Conclusion

It may be inferred that information need and information behaviour vary on the basis of occupational status. Employment group spends more time than profession and business groups for information seeking. Profession and business groups prefer human sources, and employment group prefers institutional sources for information seeking. Profession and employment groups prefer recorded media and business group prefers oral-verbal media. Different types of occupational status influences satisfaction level in using different types of information sources and channels in course of information seeking.

The findings, thus, leads us to conclude that occupational status influences information behaviour.

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