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# Information Seeking Behaviour in Digital Environment

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***Abstract - While it is one of the most often discussed topics in user the concept of "information seeking" is seldom defined. People probably already know the term means what they believe it means, therefore they do this when they seek information. Seeking knowledge "because one has a need to fulfill some aim," as the definition of information-seeking puts it, suggests that the concept of information-seeking is more closely related to the idea of need than to the idea of information. In this research, we examine how people use search engines to find information on the modern web.***

***Keywords - information-seeking, resources, user, Indian university libraries.***

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## INTRODUCTION

The pursuit of knowledge is a fundamental human activity. Though this may have always been the case, it is more widespread in the modern, so-called "information society" . When it comes to running and managing a business, information is a vital resource. Managerial tasks including planning, organizing, leading, and regulating rely heavily on timely access to accurate information. Human and material resources must be managed effectively for any project to be completed successfully. This is impossible unless decision-makers have access to complete, timely, and relevant data. Humans are often considered to have been born naive or uneducated, and as such, they are expected to seek out information. People's information behaviors include how they define their information requirements, where they look for information, how they choose what they find, and how they put that knowledge to use. Information seeking is the intentional pursuit of knowledge in response to an unmet need.[1]

Understanding people's information-seeking and -use habits is essential for addressing their information requirements. Furthermore, this information may help uncover previously unknown information behaviors and user profiles, which may be utilized to refine and create brand-new information models. In addition, librarians and other information workers need a deeper understanding of Information-seeking behavior, needs, and usage in order to effectively serve their users.[2]

According to the study of people's propensity to seek out information is a viable subfield of applied research, where funding is often allocated for projects with clear practical applications in system design and development. The information seeker's actions may be better understood if we consider a distinct set of reasons. This is a field of fundamental study, and although the information gleaned from it could be useful in the real world, it is not required to have any. [3]

## INFORMATION SEEKING BEHAVIOUR IN DIGITAL ENVIRONMENT

Information-seeking in the contemporary world has been seen to elicit a wide range of responses from users. There seems to be a fair amount of study being done in this area on a wide range of topics.[4]

The new environment has introduced new patterns and habits for how human intellect interacts with technology. The pursuit of knowledge is within the broader category of human knowledge behavior. Research into the concept centers on how people in different contexts—the workplace, social interactions, and the home—need, find, and share knowledge.

Since its 2015 designation as the best of all Indian university libraries by the inspecting committee of the National Accreditation and Appraisal Council of Governors, the Maulana Azad library, Undergone a sea change as a leading information provider in the country thanks to its extensive digitization efforts, departmental networking, and subscription of electronic databases.[5]

DRC is a primary facility for showcasing connection over 30,000 users over 10,000 odd devices to connectivity over 55 million e - books, 7 million e - journals, and a comparable number of digital theses and dissertations, making the digitized content available to the academic community. DRC's computer lab can accommodate up to a hundred users at once, allowing for faster Linux-based data collection. Located in the heart of the University, DRC is a central facility and accessible choice for information searchers, especially the University's academic and research organizations.[6]

**MODELS DEVELOPED**

Information seeking behavior research is motivated by curiosity in how people make use of data in their professional settings. When people look for information, they do so because they have some kind of need that they believe the formal or informal providers or resources of information can meet; this process might end in success or failure. Numerous writers and scholars have presented a plethora of models of people's information-seeking behaviors. The following are examples of such variants:

**Carol Kuhlthau's type**

Based on the belief that education is essentially a research activity, created the Information Search Model. Kuhlthau's theory of psychoanalytic phases is applied to each of her six stages here. There, she compares the researcher's feelings at that time with her own throughout each step.

i. **Initiation**: Feelings of apprehension and widely held beliefs have articulated a theoretical knowing awareness. She now connects Anxiety to the realization of bafflement.

ii. **Selection**: Notable topic with the assurance of specific recurrent sensations is virtually spotted by general problem. In this phase, Hope serves as a counterpoint to Selection.

iii. **Exploration**: All questions and concerns concerning the topic of capital extension disappear once the funds are made available. That being said, I am strongly against this because (frustration)

iv. **Formulation**: Expertise of the researcher is used to increase confidence in this approach. At this point, you feel like you're starting to get it.

v. **Collection**: At this stage, the researchers have a good sense of the topic thanks to the material they have collected and analyzed. One way to look at this is as an analogy for trust.

vi. **Summary/Presentation:** At this step, the data should indicate whether or not the user should be satisfied. This third phase is compared to the earlier satisfaction/deception contrast.

Emotions, cognition, and physiology are all defined by Kuhlthau's Information Search Process (ISP), which he explains by linking them to information-seeking difficulties. The library resources and conventional education were the foundations around which she built her idea. Researchers and consumers alike may utilize this information-gathering technique to work through their perplexity. Her design is backed by a new library certification system that may be learned in a single, credit-based hour. Since 2004 when he first encountered the issue of vital access in libraries, Kuhlthau has been working to help out in the role of librarian. Information literacy was her 2006 research-driven suggestion.[7]

**Table 1: Model of the information-finding procedure**

| TASK | INITIATION | SELECTION | EXPLORATION | FORMULATION | COLLECTION | PRESENTATION |
|---|---|---|---|---|---|---|
| Feelings (affective) | Uncertainly | Optimism | Confusion Frustration Doubt | Clarity | Sense of direction/ Confidence | Satisfaction or Disappointment |
| Thoughts (Cognitive) | Vague | → | → | Focused | → Increased | → Interest |
| Actions (Physical) | Seeking Information | Relevant Exploring | → | → | Seeking Information | Pertinent Documenting |

**James Krikelas's kind**

First developed in 1983 the information-seeking behavior model is a groundbreaking theoretical framework. Krikelas argued that information literature should be approached with a focus on individualization. As thus, he satisfies a pressing need of the behavior of seeking knowledge. To evaluate the James Krikelas model, the following criteria have been proposed:

i. Requirements for Access

ii. Search

iii. Information Gathering

iv. Information research is either fulfilled or unsatisfied.

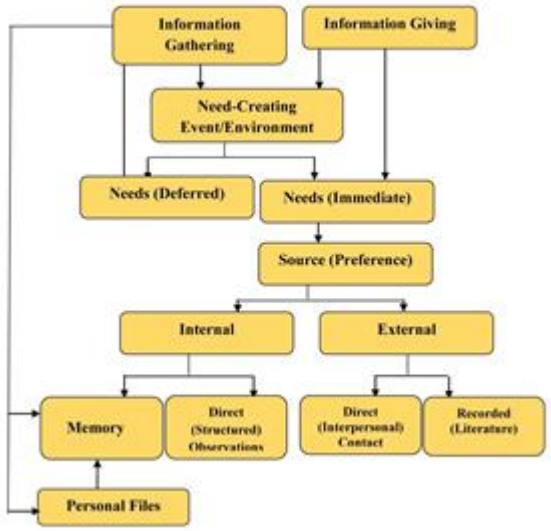


**Figure 1: InformationSeeking Behaviour Model**

## DIGITIZATION

Digitization is "the process of converting physical library items, such as books and papers, into an electronic format that can be stored and handled by a computer" . There are three main reasons why libraries should digitize their collections: I to preserve rare materials, (ii) to improve search tools for information, and (iii) to increase accessibility.[8]

Digitization helps to safeguard expensive goods. Delicate items would last longer if high-quality images of them were easily accessible online. Some institutions, including business schools, are rather thoroughly digitized; in fact, many of their digitization efforts have been integrated into larger university-wide programs aimed at student populations (e.g. online training programmes and registration, attendance and research apps). Of course, digitalization work will begin when new technologies become available, but for the time being, it's reasonable to say that the commitment to digitization is warranted.[9]

### Function of Digitization of Library Services

The inclusion of library services into the educational institution's learning process is aided by digitalization, one of the crucial features of the recent worldwide breakthroughs in knowledge.[10]

There are primarily three causes for the push toward digitalization:

- Books and other library materials are at risk and must be safeguarded.
- Improving the Quality of Knowledge-Based Search Engines
- Library patrons now have easier access to more materials because to digitization.

### Digitalization and its need

According to Reitz (2008), digitalization is "the process of converting information into a digital form suitable for use in computational applications." Digitization, as used in IT, is the process of scanning paper documents or images into digital data that can be shown on a computer monitor. She went on to define the digital library as "the library in which a major number of the resources are available in machine readable format accessible by means of computers."[11]

Like the rest of society, most business schools have adopted at least some of the basics of digital engagement, especially when it comes to communicating with the outside world. While the dedication is open and unwavering, it's important that all social and digital engagement efforts be well-planned, strategically executed, expertly managed, and tremendously fruitful. The days of various presences with relatively tiny followings need to end since they are run by several "volunteers" who may compete with each other's activities and harm the interest of an institution.

Two of the three essential digital needs may be met by the digital library.

- It's important to protect the originals while still giving individuals access to rare or historic documents.
- Why To increase the number of people who can access the papers, especially those who live in outlying locations, or to facilitate a greater number of searches within the entire text of the documents. in the sense of involving more than one person simultaneously.
- Aiming for paper recycling as a primary goal. This requires adapting documents for use in new contexts, such as repurposing photos in a slideshow.

## DIGITAL LIBRARY INITIATIVES IN INDIA

In India, numerous academics and professionals are studying the topic of digital libraries, and many institutions are now establishing digital library infrastructure. There are many different education and research systems in place across India, including the All India Council for Technical Education (AICTE), the University Grants Commission (UGC), the Indian Council for Agricultural Research (ICAR), and the Indian Council for Medical Research (ICMR), among others. Each of these places also has a well-developed library system to serve the educational and research requirements of its inhabitants. These are the nerve centers of the information network. Library automation and its many features are the main points of Gaur's 2003 study, "Rethinking the Indian Digital Divide: The existing level of

digitalization in Indian management libraries." The research focuses on the current state of library automation in Indian management institute libraries; digital library projects are hardly mentioned, and the study finds that they are lackluster.[12]

There are around 60 school boards, 416 state universities, 124 deemed universities, 54 central institutions, and 364 private universities that make up India's massive and rapidly expanding higher education system. There are an additional 107 institutes, including 12 other institutions financed by the federal government, in addition to the IISc, IITs, IIMs, NITs, IISER, IIITs, and NITIE.[13]

- **Swayam**

The Indian government has launched a new initiative called SWAYAM to improve educational opportunities for its citizens. To ensure that all students, particularly those from underprivileged backgrounds, have access to high-quality educational materials, our initiative aims to disseminate these materials to as many people as possible. As such, SWAYAM's goal is to help students who have been left behind by the digital revolution and the knowledge economy as a whole catch up. To achieve this, a system has been developed that allows for the hosting of all classes taught in classrooms, from ninth grade through graduate school. Each course is fully interactive, designed by the most qualified instructors in the nation, and offered at no cost to students everywhere. More than a thousand hand-picked professors and educators from throughout the nation contributed to the development of these lessons.

All SWAYAM courses are divided into four sections: (1) video lecture, (2) downloadable/printable reading material, (3) self-assessment exams through tests and quizzes, and (4) an online discussion forum for addressing the doubts. There have been efforts to improve the educational experience by using audio-visual media, multi-media, and cutting-edge pedagogy and technology.[4]

Nine National Coordinators have been chosen to oversee content creation and distribution in their respective countries. What they are:

- AICTE Accreditation for Distance Learning and Overseas Programs
- NPTEL: A Resource for Engineers
- University Grants Commission for Master's in Other Subjects
- Continuing Education Credits for College Level
- Educational resources from NCERT
- National Institute of Open Schooling
- IGNOU, for those who aren't enrolled in school
- If you're interested in management, check out IIMB.
- The New Insights into Teaching and Teacher Research Initiative

Although SWAYAM courses are offered at no cost to students, students who want to acquire a SWAYAM certificate must pay a fee and take their final examinations in person at approved testing centers on approved testing days. Students will only get certificates if they meet the requirements that will be outlined on the course website. Credit earned in these courses may be transferred to other schools if they are approved.

- **SWAYAMPRABHA**

Using the GSAT-15 satellite, the SWAYAM PRABHA network of 34 DTH channels broadcasts high-quality educational programming around the clock. At least four hours of fresh material will be added each day, with the option for students to see it at any of five different times throughout the day. Each channel is uplinked from BISAG in Gandhinagar. NPTEL, the Ivy League universities, the University of General Studies, the Council for Exceptional Colleges, the International Baccalaureate, the National Center for Education Resources, and the National Institute for Open and Distance Learningall contribute to the material. The website itself is managed by the INFLIBNET Centre.[15]

## CONCLUSION

we can deduce that both conventional and digital resources play an important role in the information-seeking habits of engineering college students and faculty. They tend to prefer digital information seeking activities due to their extensive familiarity with current technology. It is imperative that library staff assist patrons in their quest for knowledge by presenting them with cutting-edge resources in library settings. It is the responsibility of librarians to aid patrons in their quests for knowledge by providing the necessary direction and resources.

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