

A Study of Information Seeking Behavior of Students in Digital Environment

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Abstract - The study's findings, which looked at how students in Digital Environment sought for information, are presented in this report. The survey's objectives were to examine how university students utilize information technology to find information and how they access online resources. The research made an attempt to identify the specific sources of resource access. And the primary research topic was "Concept of Information," "Information Seeking," "Information Seeking Behavior," "Information Need and Seeking," "Information Seeking Behavior on the Internet," and "Information Seeking Behavior in Digital Environment."

Keyword - Digital Environment, Information Seeking Behavior

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INTRODUCTION

Information seeking is a crucial part of being a social being. While one may argue that this has always been the case, it is perhaps at its most pervasive in the modern, so-called "information society". Organizations can't function or be managed effectively without access to relevant and timely information. The success of management duties including planning, organizing, leading, and managing depends on timely access to accurate information. Successful project completion requires careful administration of both time and money. This is impossible without access to reliable data in a timely manner that is also relevant.

Man is often considered to have been born naive or uninformed, and as such, he should make an effort to educate himself. People's information behaviors include how they define their information requirements, where they look for information, how they judge the quality of information, and how they choose and use that information. Purposefully searching for data because you need it to achieve anything is an example of information seeking behavior. When looking for anything, a person may use a computer-based system or a more traditional information system, such a newspaper or a library. Understanding people's information demands and how they look for and utilized information is essential to addressing those needs. As an added bonus, this information might help uncover previously unknown information behavior's and user profiles, which could be utilized to refine and create brand new information models. Further, librarians and other information workers need a deeper comprehension

of information seekers' habits, requirements, and practices in order to effectively serve them.[1]

These days, information is essential to the functioning of any community. Today is the dawn of the information era. Essentially, information is a documentation of past experience that may be used to future scenarios. In order to do their daily tasks, people everywhere need access to relevant information. After oxygen, water, food, and shelter, it has been said that knowledge is man's fifth basic need. Data, facts, opinion, and assertion may all be easily accessed from a variety of channels, formats, languages, and sources. As the legacy of modern civilization, information is a priceless asset that must be handed on to future generations. There is an unbroken line of communication that connects the past, the present, and the future, making the idea of information intrinsically linked to the act of sharing.

In order to communicate effectively in the corporate world, in the classroom, or in the lab, information must be acquired, processed, stored, retrieved, and disseminated. Because of the efficiency Information is one of the most crucial ingredients for success in the contemporary day, as its timely and ample collection is crucial to the smooth operation of these activities. Rapid changes in how we interact with data are fueling rising demand for insights like these. Internet infrastructure advancements, IT advancements, multimedia communication enhancements, and increased complexity are all examples.[2]

Content and distribution method of information are now both equally valued as resources. People, data,

and infrastructure constitute the triad of fundamental assets. The first two groups concern different ways that data may be sent. The connection between the creator (the author or writer), the mediator (the librarian or information professional), and the consumer (the person seeking information) is an important one to consider in the context of information needs. The term "information" refers to any and all types of written or recorded material. That is to say, it is the relevant information that should be considered while making a choice. The system's focus is on information at every stage of its life cycle: generation, storage, repackaging, disposal, and interpretation.[3]

Information, in its broader and more widespread application, is regarded the sixth fundamental need of human, and it sharpens the viewpoint, making man ready for survival in the world, as modern civilization is. Knowledge cannot be built using information alone. A nation's growth may be aided by its information infrastructure, thus this is a resource that deserves special attention. As such, it becomes an essential good for a society's growth as it serves as the backbone for the cultivation of knowledge, the foundation for inventions, and the resource for an educated populace. People in a society get the facts they need from a wide range of resources. Several of these sources, however, are prohibitively costly, too complicated, or otherwise inconvenient for private usage. As a result, libraries play an increasingly important part in satisfying people's insatiable appetites for knowledge. The informational wants and demands of library users inspire the evolution of the library's physical space and collection. But libraries can't fulfill their users' information demands and guide their patrons' information searches without first learning a great deal about them.

People have different information requirements, however. This is because everyone's reasons for and requirements for accessing information are unique. Bernal (1960) claims that his and other researchers' presentation of a paper on scientific information at a session of the Royal Society in 1948 marked the beginning of study on information demands and seeking behavior. Since then, during the last several decades, more and more literature has been produced on information seeking that addresses the information demands and seeking behavior of many sectors and communities. According to instance (2002), almost 10,000 articles were done on information seeking behavior in the 1990s. So, this demonstrates a rising interest in such study across a wide range of people.

A person's information-seeking behavior includes the steps of recognizing a need for information, conducting an effective search for relevant data, and putting that data to good use or sharing it with others. People's information behavior encompasses all of their actions and inactions in regard to information, from where they get their information to how they

utilized the information they find. Therefore, it encompasses both active participation in social interactions and the passive intake of information.

Information Studies In the field of Information Science, "seeking behavior" refers to the study of how people look for, find, and ultimately make use of information. The fields of psychology, consumer behavior, innovation research, health communication studies, organizational decision-making, and information requirements in information system design all seek to understand how people seek and use information, the channels they use to get it, and the factors that inhibit or encourage information use.[4]

In the field of library and information science, the term "Information Seeking Behavior" refers to a collection of related principles that are used to describe a single, unified process. In the context of libraries, "Information Seeking" refers to patrons who do research for a wide range of purposes and uses. ISB refers to the practice of actively searching for data in response to a pressing requirement. A person's search may include using both human-operated and computer-based information systems.

Various activities, from reading books to conducting experiments, all contribute to ISB. Library patrons are avid researchers, always perusing the stacks for the most up-to-date material. ISB is now crucial in the development of new information systems and the implementation of appropriate upgrades to existing ones. As T. D. Wilson explains, ISB develops when users' demands are met. The term "information seeking" encompasses a wide range of activities, from casual perusing to intensive research through official databases and mass media subscriptions. As a result, active pedagogical approaches rely heavily on students actively seeking out and acquiring knowledge. Humans' interactions with and approaches to data in the digital world are evolving. Because of the overwhelming emphasis on these two steps, the receiving stage—central to the process—is often neglected. LIS professionals' information-seeking habits have undergone a dramatic shift as a result of the exponential rise of available data.

Concept of Information

The foundation of every investigation or innovation is data. The evolution of digital technology has altered both the nature of information and the means by which it may be accessed. In the 1960s, libraries began using information technology, particularly in academic settings. In libraries, particularly academic ones, having instantaneous access to all relevant materials is of paramount significance. The Internet and the World Wide Web owe their existence and growth to the automation of many data processing, storage, transmission, and

dissemination tasks (www).[5]

The idea of "information seeking" is one of the most used in user research, yet it lacks a clear definition. This is done to satisfy a curiosity about a topic since the presumed meaning of the phrase makes it unnecessary to define it. Wilson (2000) defined information seeking as "the deliberate quest for information as a result of need to accomplish some objective," which suggests that the notion of information seeking is more directly related to need than to information itself. Many of those who gave definitions did so from the point of view of a method of either finding patterns or bridging gaps. Others have chimed in, noting that people seek information when they already possess background knowledge that piques their curiosity about and provides the impetus for learning more about a topic. Recognizing a knowledge gap might also trigger this process, prompting the learner to fill the void. On the other hand, some academics saw knowledge gathering as a problem-solving activity.

Information Seeking

Seeking for answers to questions is a unique method of issue resolution. Recognizing and understanding the information issue, developing a search strategy, doing the search, analyzing the findings, and repeating as required constitute this procedure. The need to constantly expand one's knowledge base is, thus, built into the human condition. In addition to inquiries, other forms of interpersonal communication activity, such as offering alternatives, have been connected to information-seeking. Each person's actions will be different since they are motivated by their own curiosity and desire to learn. Reasons for obtaining knowledge vary from person to person, as do the specific topics researched and the methods and sources used to get relevant data.

The search for knowledge may take place in either a human or digital environment, but either way, it is referred to as "information seeking." When searching for information, one often doesn't know for sure whether a solution to their question even exists; nonetheless, they may get the knowledge they need just by doing the searching itself. It is important to consider not just how much information is needed, but also why it is needed, what kind of information is being sought, what sources will be consulted, and what strategies will be used to get that information. It's a habitual practice that every human being engages in, and it shows itself as a certain kind of behavior. For academic librarians, who labor to improve access to knowledge via the library's collections, services, and infrastructure, this is a particularly fascinating facet of research. "Information seeking" refers to the processes through which people locate, analyses, choose, and apply data.[6]

The phrase "information seeking behavior" refers to a wide range of activities in which a person expresses

information requirements, seeks information, evaluates and selects information, and eventually employs this knowledge to meet those needs. The way a person or group of people goes about gathering facts may be affected by a number of things. Thus, it is preferable to comprehend the reason for information requirement, the user's operating environment, the user's proficiency in determining what information is needed, the user's preferred routes and sources for collecting information, and the user's obstacles to gaining access to information.

The demands of the consumers are satisfied via the use of various methods or models of action. A person who requires information realizes that, in all likelihood, the information will not be acquired without some kind of searching procedure. When a person has a desire for knowledge, information seeking behavior emerges to describe the methods utilized to get that information. The term "information seeking" is used to describe the action of acquiring knowledge via means such as reading, talking to others, and listening to lectures. How someone acts, where they look for answers to their questions, what influences their search strategies, etc., are all topics that fall under the umbrella of behavior.

The term "information seeking behavior" is used to describe how individuals actively seek out and make use of data. Since the 1950s, researchers have been examining people's propensity to seek out new information. However, most of the early studies focused only on academics. Wilson first used the term "information behavior" in a paper he published in 1981 to argue against the then-current "information needs," which he deemed unhelpful as the basis for a research agenda because "need" could not be directly observed but "behavior" in the context of information seeking could. There is, however, a growing body of research in the area of information seeking that establishes causal links between actions and underlying demands. Information behavior, as defined by Wilson in 2000, encompasses all of a person's actions—both consciously and unconsciously—in connection to information. His definition of information seeking behavior was the active pursuit of knowledge in response to a perceived knowledge gap and the attendant pressure to achieve an end. Micro-level interactions between a searcher and any kind of information system, including the creation and execution of searches, are examples of information seeking behavior.[7]

Information Seeking Behavior

Information is general and has become a piece of everybody's life. It is required in any event, for a typical reason and it might be in any structure like information required for day by day schedule work, call from companions, climate figures and so forth. Each individual needs to refresh his insight for different reasons and he attempts to gather

information required in the field from various sources. By and large academicians, experts, researchers and specialists need information to refresh their subject information and they elude the distributed and unpublished assets for acquiring data. This information can be acquired from the library through counseling books, diaries, papers, theory, contextual investigations, venture reports and so forth. Information is power and has huge advantage to information society

Information Need and Seeking

Nicholas (2000) information the information needs in which he brought up that information request is base of information need, information request will be demand for information required and is the base for looking for data. Clients at that point counsel information sources or information frameworks to get data. Request is desires for clients. The ICT, web, web sources have raised the desire for clients from libraries which are likewise named as information frameworks. All in all information need covers need, need and request. People assume assortment of jobs and exercises throughout their life and for playing out any movement information needs shift according to the job of execution. During the time spent information seeking for the variables included are inside, outer, unreached and prematurely ended and so on. Information needs additionally includes abilities to get to data. Crawford (1978) pointed that various components of information need incorporate order/field/region of intrigue, accessibility of offices to look for new thoughts. In any case, Wilson accurately opined that information needs relies upon:[8]

- Nature of organization
- Organizational information need
- Work carried out in organization
- Personal information needs

When all is said in done view information conduct is a more extensive term wherein communication with information source, information channel, information seeking for process is included. Therefore, ISB in short is purposive looking for information to fulfill a few objectives and targets. "Information conduct" is at present favored term (for client's investigations) which is utilized to portray the various manners by which people associate with data. It is the manner by which individuals look for and use data. In the perspectives on Bates (2010) information conduct utilized in library and information science alludes to a sub-discipline that takes part in a wide scope of sorts of research led so as to comprehend the human relationship to data.[9]

Information seeking for is a part of insightful work important to scholastic curator to create assortment,

start administrations and hierarchical structures. Information seeking for is named as a characteristic and fundamental instrument of human presence. Plume and Sturges (2002) have assembled information seeking for into three fundamental periods, the sixties to the mid-eighties, the mid-eighties to mid-nineties and mid-nineties till now. In the principal time frame, the attention was on information administration and quality; the subsequent period was wealthy in exact investigations and action models of information seeking for forms, while the latest time frame has been portrayed by endeavors to plan extensive models coordinating information chasing and information recovery. The start of the subsequent thousand years was started by the utilization of innovation in scholarly work environments. It started to offer researchers and different partners in advanced education an exceptionally powerful and intuitive computerized condition encouraging steady and moment availability by means of the organized PCs in their university campus.

The understudies, analysts and resources are primary clients in advanced education and in ICT time decision of new information conveyance frameworks, wide cluster of information sources and channels are accessible to get information whenever from anyplace. Notwithstanding, such straightforward entry doesn't suggest that all information recovered is important, adequate or subjective. The production of tremendous information assets started the need to distinguish and choose information assets which are generally proper. Remembering the utilization and quick changing situation of information advancements, it is vital for the scholastic organizations to see how understudies and library clients utilize information rich condition accessible in their scholarly fields. Wilson (2008) emphasizes the significance of research in information seeking for zone by expressing "It appears to be likely that the need to see how individuals scan for and use information administrations keep on creating, the comprehension picked up may turn out to be increasingly more significant for the successful structure of frameworks and administrations". In this manner information seeking for is a fundamental perspective and there is a need to find out the propensities for clients while looking for information while ISB incorporates information seeking for just as the totality of other inadvertent or latent practices just as purposive practices that don't include looking for such accessibility of information Each client or gathering of clients have various styles of gathering information however it is important to comprehend looking for conduct of client to get legitimate information to accomplish the objective.

Information Seeking Behavior in Internet Era

The current age of ICT and information explosion has brought a new dimension to information seeking activities and generated a large variety of alternatives for acquiring information in electronic form via the web and utilizing the internet. The proliferation of online and mobile media has resulted in a massive shift of previously inaccessible material from print to digital formats. Internet users have become used to quickly and easily accessing a wealth of free information over the World Wide Web at any time of the day or night (www). Thus, the researcher has conducted the study to discover the information seeking behavior's in electronic media, which includes the utilization of e-resources and online resources as a point to consider for modifying information seeking habits. With the rise of online research, librarians now face new service management concerns; these findings might help shape library policy moving forward.

Due to their ease of use and rapid accessibility, e-resources have been more popular among students of various academic backgrounds in recent years. Many studies have shown that the widespread use of ICT has led to a rise in the demand for electronic resources. Users may be familiar with where to look, but information literacy remains a need. Users with these abilities can find the data they need, as well as find, obtain, assess, and use data from credible sources. Developing information seeking abilities among management users is important because business and management schools must offer a solid knowledge basis for its students and faculty.[10]

Information Seeking Behavior in Digital Environment

The current era is referred to as the "Information Age," and it has the advantage of allowing people to stay in touch with each other around the clock. Information and communication technologies (ICTs) are indispensable tools for all segments of society. Business, product promotion, manufacturing, providing medical treatment, and other services all rely heavily on ICT in today's contemporary enterprises. Access to instantaneous, high-quality, and collaborative means of communication is now within everyone's reach, all thanks to advances in ICT.

Thanks to developments in networking and communication technologies, information services are now accessible to consumer's right from their desktop. The convenience and swiftness of their use have resulted from built-in characteristics that facilitate their discovery and retrieval. The primary component in the widespread use of electronic resources by today's academic libraries is convenience. As the most widely utilized part of the Internet, the World Wide Web (www) has become the most reliable and rapidly accessible information resource. It's one of the most effective means of connecting people all around the world and sharing knowledge. Consistently rising at an astonishing

pace, the quantity of publicly accessible material on the web presents various issues for consumers. Even while there are many upsides to using internet/web or topic focused and study oriented e-resources, there are also certain drawbacks to be aware of. Scholars at institutions of higher learning have become more reliant on online materials.

CONCLUSION

One of the important aspects of the user studies in Library and Information Science Research is to propose a model of a new information system through which the needs of the users under consideration can be fulfilled. As libraries or information systems are inexistence to serve their users, the same is require do bere engineered for their all-round development so that users are satisfied. In this back drop taking the Information Seeking Behavior of Social Scientists of Manipur in the Digital Environment, various aspects and issues have been analyzed; the results of the same have endorsed the investigator to design a model through which the Social Scientists, as expected, can meet their needs. If implemented the proposed model, the Scientists under study would be in a position to get their desired information in the new environment. Infact the proposed SDRS would be benefited to the needy scholars and researchers in all field of knowledge not only the Social Scientists, in the long run.

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