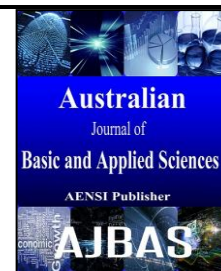




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Information Seeking Behavior of the Users of Engineering College Libraries in IT-Highway, Chennai: A Study

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ABSTRACT

This paper discusses information seeking behavior of users of engineering colleges libraries situated in IT Highway (formerly Old Mamallapuram Road) Chennai. In the era of Information Science self financing Engineering colleges have played vital role in shaping the future of tomorrow's societal needs. The present study elaborately demonstrates the various aspects of information seeking behavior of Engineering colleges libraries, such as Frequency of visit to library, purpose of using library, purpose of using internet, search engines, information sources availability and usage details, Reason using/not using library resources and satisfaction level of the users of Self Financing engineering college libraries in IT Highway Chennai.

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INTRODUCTION

Information seeking behavior is an important part in user studies for library science professionals. The motives and purposes of users give rise to information use and requirements to satisfy such needs and requirements, users adopt many ways and means of accessing and searching source of information. Library professional should have a clear understanding of their users' needs and their information seeking behavior. Unless the needs are precisely determined, it is difficult to satisfy their requirements and develop an appropriate information system. Hence, identifying information needs and determining information seeking behavior of users is the crux of the problem for the development of library and information system.

There is a universal assumption that man was born innocent and should actively seek knowledge. 'Information seeking is thus a natural and necessary mechanism of human existence' (Marchionini, 1995). Information seeking behavior is the purposive seeking of information as a consequence of a need to satisfy some goal.

In this Technological society, Engineering colleges Libraries provides the right information to the right users at right time. Information providers like the library and information centers need to be aware of their users' information requirements as

well as their information seeking behavior and information retrieving methods in order to attain user satisfaction by providing effective and efficient information sources and services.

IT- Highway, Chennai:

Rajiv Gandhi Salai (also known as Old Mahabalipuram Road (OMR) or IT Corridor) is a major road in suburban Chennai, India, beginning at the Madhya Kailash temple in Adyar in South Chennai and continuing south till Mahabalipuram in Kanchipuram district, ultimately merging with the East Coast Road. This is popularly called as the 'IT Corridor' because this stretch has become home to many IT/ITES companies. This road is State highway-49A.

Objectives:

This study examines the information seeking behavior of Engineering colleges libraries situated in IT- Highway, with the following objectives:

1. Analyse the information needs and information seeking behavior of engineering colleges' libraries situated in IT- Highway, Chennai.
2. Examine the various information resources used by engineering college library users.
3. Know the availability of information resources that affects the information Seeking behavior of engineering colleges library users.

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4. To find out the information searching methods adopted in engineering colleges library.
5. Identify the problems faced by the users towards using/Not using information Resources/services.
6. To know the awareness level of library tools and techniques used by the users of engineering colleges libraries.

Literature Review:

Aragudige Nagaraja, K.C. Gangadhar, M. Vasanthakumar, (2011) "Whether big deals are really big for engineering college libraries?: Or is there any need for better model?", It is clearly observed from the above findings that the major information access pattern of the users of libraries is from e- resources rather than printed resources.

Shiv Kumar, Ranjana Vohra, (2013) "User perception and use of OPAC: a comparison of three universities in the Punjab region of India", indicates that Information access pattern of users of libraries by using Online Public Access Catalogue.

Jeyaprakash and Nirmala P J (2014), "Information seeking behavior of engineering college faculties and arts college faculties: a comparative study", investigates that the Information seeking behavior of two Engineering colleges and two Arts colleges. This study aims to look at the knowledge seeking behavior of faculties between Arts and engineering college resources and the study concentrated on the usage of Library resources among the colleges.

Lakshmi Sankari R, Chinnasamy K, and Venkatachalam A. M, "A study of information seeking behaviour of users of Vinayaka Mission's Kirupananda Variyar Engineering College Library in Salem", reveals that users are satisfied with resources in library and services, but they are in orientation programme/ user education to access online information. Eventhough document delivery service is being provided on demand, the researchers pointed out that it would be worthwhile if the library could provide them with indexing, abstracting and interlibrary loan service as well. User education about library using must and should be carried out as a seminar or workshop training.

Valerie K. Tucci, "Assessing Information-Seeking Behavior of Computer Science and

Engineering Faculty" suggested that Changes included replacing print journals with online-only versions of the journals, developing new interlibrary loan and acquisition policies and processes and subscribing to a major engineering and computer science resource (IEEE *Xplore*), but even more important is initiating a dialogue with faculty via the focus groups.

Methodology and Limitations:

In kanchipuram District 86 Engineering colleges are there, out of which 19 (22%) of colleges are situated in Old Mamallapuram Road (IT- Highway). Questionnaires distributed to 25 students and 10 faculty members of five Self Financing Engineering Colleges situated in Old Mamallapuram Road (IT Highway) namely Thangavelu Engineering college, Agni College of Technology, Jeppiaar Engineering College, SSN College of Engineering and SRR Engineering college. The data obtained under various headings were analyzed and are interpreted as below.

Data Analysis and Interpretations:

There are 175 Questionnaires distributed to the users of Engineering colleges libraries situated in IT-Highway, Chennai amongst them 160 respondents responded the questionnaire. From the above Table-1 and Chart-1, It is clearly found that 91.42% of questionnaire received from the respondents to study Information seeking behavior of engineering colleges libraries in IT- Highway, Chennai.

It is evident that male dominates (64%) female (36%) in engineering education in IT- Highway Chennai, based on the questionnaire respondents (Refer Table-2 and Chart-2).

The frequency of visits to the library by the users is usually influenced by the reasons like Books collection, Organization, Environment and maintenance of library resources along with the services provided by the library. To conclude the frequency of library visits by the respondents presented in Table-4. It shows that nearly 57% of the users visit to the library once in a week. Almost 88% of the users visit the library at least once in a month.

Table 1: Questionnaire Distribution Details.

Institution Name	Number of Questionnaire distributed	No. of Questionnaires received	Percentage of Respondents (%)
Thangavelu Engineering college	35	30	85.71%
Agni College of Technology	35	32	91.42%
Jeppiaar Engineering College	35	35	100%
SRR Engineering College	35	35	100%
SSN College of Engineering	35	28	80%
Total	175	160	91.42%

Table 2: Classification of respondents based on sex.

S.No.	Sex	No. of Respondents	Percentage of Respondents
1	Male	102	64%
2	Female	58	36%
	Total	160	100.00%

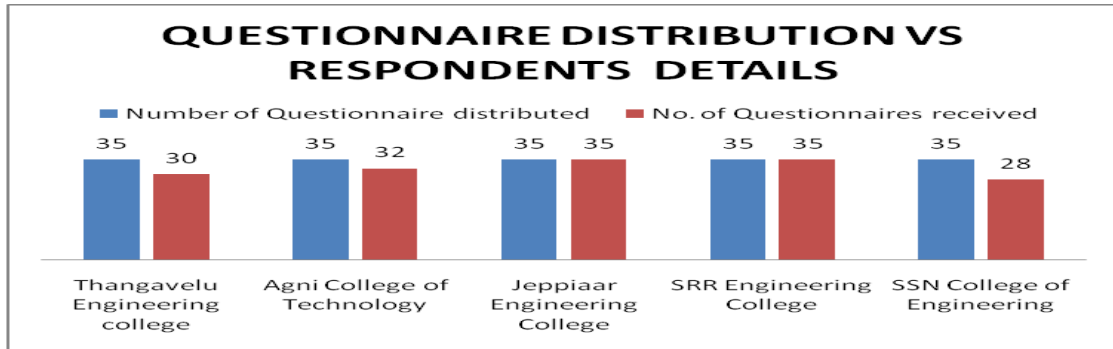


Chart 1: Questionnaire Distribution Vs Respondents Details.

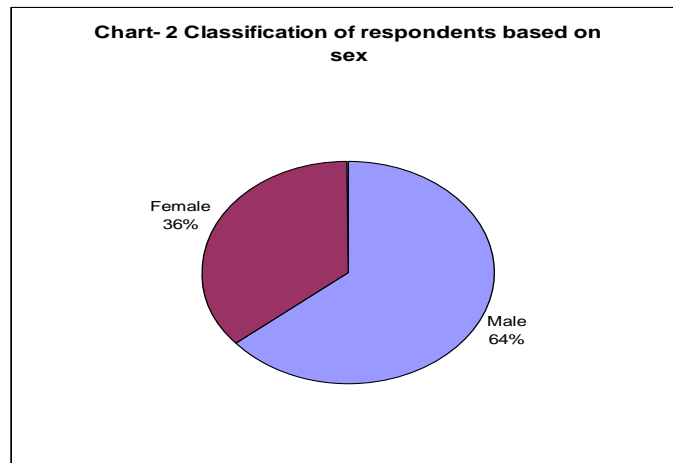


Table 3: Frequency of Library Visits.

S.No.	CATEGORY	FREQUENCY OF VISITS	PERCENTAGAE
1	Everyday	30	19%
2	Once in a week	42	25%
3	More than once in a week	20	13%
4	Once in fortnight	29	18%
5	Once in a month	20	13%
6	Occasionally	10	6%
7	Never	9	6%
	Total	160	100%

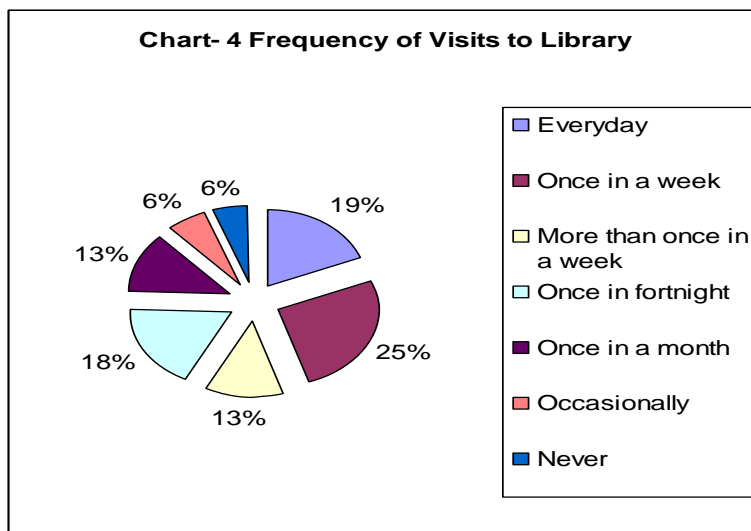
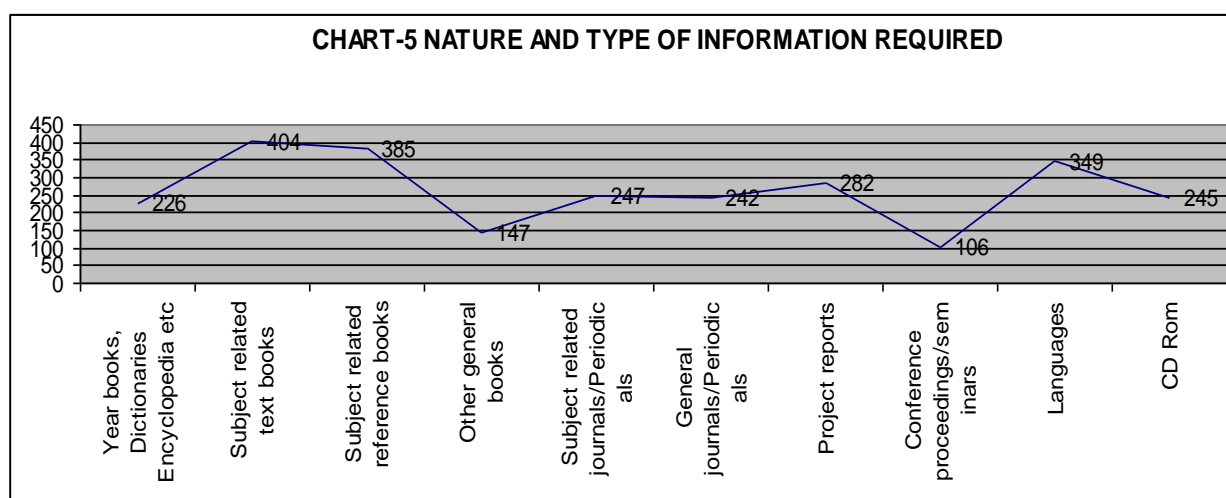


Table 5: Nature and Type of Information Required.

S.NO	Description	Not required	required	Frequently required	Highly required	WAM	RANK
1	Year books, Dictionaries Encyclopedia etc	30	55	54	21	226	8
2	Subject related text books	4	10	44	102	404	1
3	Subject related reference books	9	15	38	98	385	2
4	Other general books	74	43	25	18	147	9
5	Subject related journals/Periodicals	19	69	38	34	247	5
6	General journals/Periodicals	29	43	65	23	242	7
7	Project reports	28	42	30	60	282	4
8	Conference proceedings/seminars	102	23	22	13	106	10
9	Languages	9	35	34	82	349	3
10	CD Rom	30	40	65	25	245	6



Basic function of any engineering college library is to provide required information for its users. The above Table-5 and chart-5 clearly indicates that subject related text books and subject related reference books are prominently required by the respondent. Then Language books for placement, Project reports required for final year project to the students of all engineering colleges.

The satisfaction level of the respondents as opined by them has been shown in Table-6, which

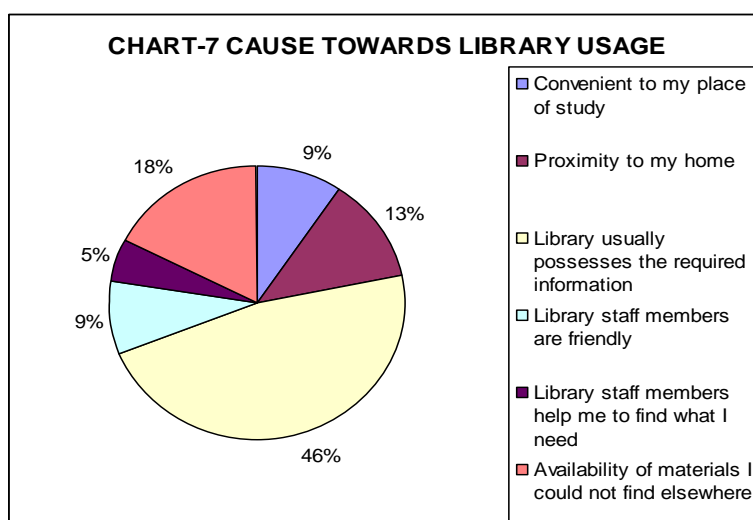
indicates that maximum respondents were highly satisfied with the services provided by the engineering colleges library situated in IT- Highway, Chennai. ie nearly 88% of them satisfied with circulation service, 79% of them satisfied with reference service and 79% of them satisfied with reprography service and so on. However satisfactory levels of the user are above 90% in all the services except internet services and Reservation services provided by the engineering colleges library.

Table 6: Satisfaction of Institutions Library Services.

S.No.	SATISFACTORY LEVEL OF USERS	Highly Satisfied	Satisfied	Moderately satisfied	Dissatisfied
1	Circulation service	100(63%)	40(25%)	12(8%)	8(5%)
2	Reference services	94(59%)	32(20%)	24(15%)	10(6%)
3	Reprography services	89(56%)	37(23%)	23(14%)	11(7%)
4	Journals/Periodicals	65(41)	56(35)%	32(20)%	7(4%)
5	Reservation services	39(24%)	21(13%)	55(34%)	45(28%)
6	Internet Browsing	76(48%)	23(14%)	38(24%)	23(14%)
7	Newspapers & Magazine collections	83(52%)	42(26%)	23(14%)	12(8%)

Table 7: Cause towards Library Usage.

S.NO	Description	Yes	Percentage
1	Convenient to my place of study	15	9%
2	Proximity to my home	20	13%
3	Library usually possesses the required information	75	46%
4	Library staff members are friendly	14	9%
5	Library staff members help me to find what I need	8	5%
6	Availability of materials I could not find elsewhere	28	18%



The cause towards usage of engineering colleges libraries situated in IT- Highway, Chennai as shown in table-7 and chart-7, indicated that majority of them ie 75(46%) and 28(18%) of users used the libraries

because it posses required information and availability material they could not find elsewhere respectively.

Table 8: Cause Towards Not Usage Library.

S.No	Description	Yes	Percentage
1	Lack of time	42	26%
2	Inconvenient working hours	28	18%
3	Remote place, can not use late evening and early morning	15	9%
4	What is needed, is circulated	49	30%
5	Library staff member not cooperative	8	5%
6	Library staff provide inefficient service	6	4%
7	Required materials are not available in the library	12	8%

The users were asked to indicate the problems they encountered for accessing library as shown in Table-8. The majority of the users 30% agreed that their need is circulated already. Due to Chennai based colleges working hour early morning ie 7.30Am to 3.30Pm they are not having enough time to spent in library agreed by 42(26%) of the users.

Summary and Conclusions:

The users of Engineering colleges libraries situated in IT- Highway, Chennai, in particular the students many of them visited libraries frequently at least once in a month to acquire their required information (Ref. Table.4). In order to attain our objective of this study mainly the users of engineering colleges library uses the subject related text book , Reference book and then language books for developing their communications (Ref. Table.5 and chart.5).

The requirements of the users source/services very much satisfied provided by the engineering colleges libraries excepts internet services due to lack of time they can't access in the evening at libraries (Ref. Table.7 and Table.8).

Majority of the users using the library because of engineering colleges library posses required information for its users and it could not find elsewhere. Interesting positive impact of not using

the library because of they got it what is required by circulating services provided by the engineering colleges libraries situated in IT- Highway, Chennai.

Chennai Traffic will hit the users of engineering colleges libraries, because they should come earlier to the college so wake up at 4.30- 5 Am every morning and should to leave the college before 4 Pm then only they can reach their home approximately 6 to 6.30PM. So daily they should spend 4-5 hours for Journey.

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