

## Information Seeking Behavior of Teachers at University of Balochistan, In the Field of Management Sciences

Social Sciences

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### Abstract

*This paper examines the impacts of Information Seeking Behavior of University teachers that are very important for those who working in the field of library information services providers as well as users. Information seeking pattern varies as per demands of user's backdrop that comprised of subject matter, qualification, personal milieu as well as their relations to others especially in the field of library. The importance of the field of management cannot be denied on the ground that in today's word both government and private sectors are the part of management and both needs best managers in this regard, As like other institutions the University of Balochistan also has separate department in regard to fulfill the needs of the students of management sciences while preparing them for both public and private sectors. As per this study is concerned so its main aims are to identify the information seeking behavior of teachers who are engaged in teaching and research in management discipline in the university of Balochistan. The results obtained in this paper tell that resources collections in university library are inadequate to fulfill the gap between users and service providers. This is an endeavor to highlight such gaps.*

**Key Words:** Information seeking behavior, information needs, information chennals, Management studies, University of Balochistan Pakistan.

### Introduction

Information is regarded as a prime need of everyone that contribute towards the advancement and progress of a nation .It gives the basis for the development of knowledge as well as for innovation, the sources of awareness for society. Information is a key for the advancement of the world and leads to national progress and prosperity.

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Royal Society Scientific Conference in 1948 was the actual start of a curiosity in the area of information seeking. After one decade they conducted international conference on scientific information in USA at Washington D.C.

Wilson (1981) began his article by saying "that information has become a commodity in the new era which is known as information age". A lot of importance has been given to management sciences across the world for many years in consequences with the advancement of managerial involvement in all sectors. The chief objectives of present industry are to gain more and more product level in the course of right management that can only be obtained by virtue of best manager or experts in relevant fields.

"it is not an accident that the developed nations are those in which information products and services have been brought into being and are widely exploited first in conventional form and later through computer invention" Wasserman (1991.p.38).

"Information seeking behavior involves the searching, locating retrieving and using the information. The process is linked to the emotional variables, educational variables and demographic variables of a person who seek information .This understanding help, design and offer appropriate user\_ cantered information system |services". Wasserman (1991.p.29).

" information play a significant role in our daily professional and personal lives and we are constantly challenged to take charge of the information that we need for work, fun and everyday's decision and tasks" Bruce (2005 )

In the age of information technology research on information seeking behavior has gained further importance throughout world. As far as the availability of literature is concerned so a large part of it comes from those nations or countries which are fully developed. "The information searching and acquisition process as several components such as passive attention, passive search, active search and ongoing search, active search and ongoing search are very important in the education as active handling is required for the acquisition of knowledge. Ongoing search is highly required in teaching, learning and research and this type of search involves a basic framework of ideas, belief, values or any other requisite to update or expand one's knowledge." (Aaker et al., 1992).

"There are eight classes of information; enlightenment, problem understanding, instrumental, factual, conformational, prospective, motivational and personal or political. These classes depends upon the variety of levels and ways used in the viewing problem and anticipating solution". Taylor (1991 P.230)

The accessibility of information resource has hugely augmented in various sectors in during the last two decades. As the emergence of qualified persons, researcher and the common people curiosity in different fields tends to search

for various tools and methods in order to fulfill their information needs while evaluating, filtering and selecting the most appropriate synonymous information. Information needs is also the basis of changes to the development of technology, socio economic environment and requirement in a sophisticated lifestyles.

In Pakistan on account of development of private industries management sciences have gained a specific attraction. As far as the case of the province of Balochistan is concerned so here many public and private sector universities have established management courses in order to fulfill the needs and demands of job seekers in both public and private sectors. In this regard the University of Balochistan (Pakistan) has also conducting various programs in management studies.

The study investigates the information seeking behavior of teachers in the field of management studies at University of Balochistan Pakistan.

The study also explore the information seeking behavior of the community that is engaged in teaching, research and development in the field of management studies which is backbone as well as playing a very significant role in commerce, industries, banking and other concerned fields.

### **The objectives of research**

Firstly to identify the nature and pattern of information seeking behavior of teachers in management sciences in University of Balochistan.

Secondly this study help to determine the existing gap between users and service providers.

Thirdly the study investigated the information requirements towards the curricula/ syllabus related activities and hurdles in the way to information seeking ISB in teaching and research.

Finally, this paper will identify the problems of users for information seeking behaviors. And this is an endeavor to address them.

### **Methodology, Sampling and Techniques of Data Collection**

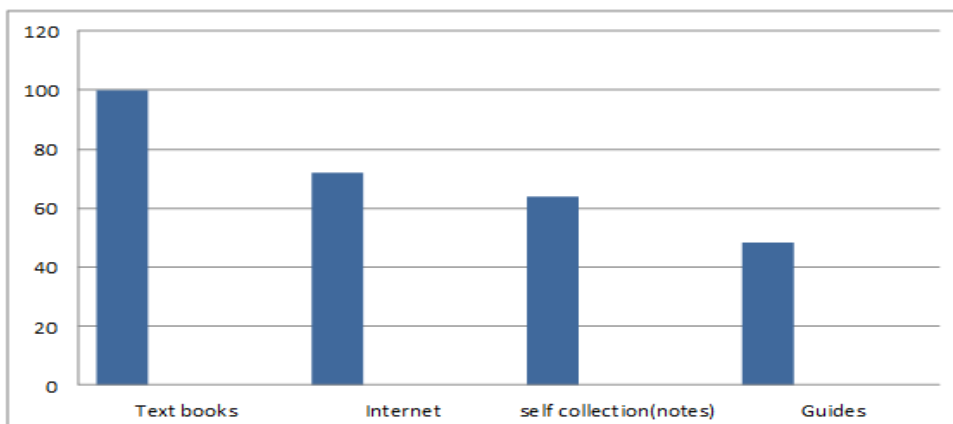
The present study is descriptive as well as exploratory in nature while adopting the quantitative research method. Further the study used structured open handed questionnaire as a research tools to gather primary data from the samples. Articles and other relevant literatures pertaining to the study were consulted as a source of data collection. This study is carried out in faculty members of Management sciences at University of Balochistan in order to know about their information seeking pattern, library use and hurdles in the

way to information seeking. Total 26 questionnaires were distributed among the teachers of management studies.

## Results and Discussion

Graph.1

### INFORMATION SEEKING SOURCES

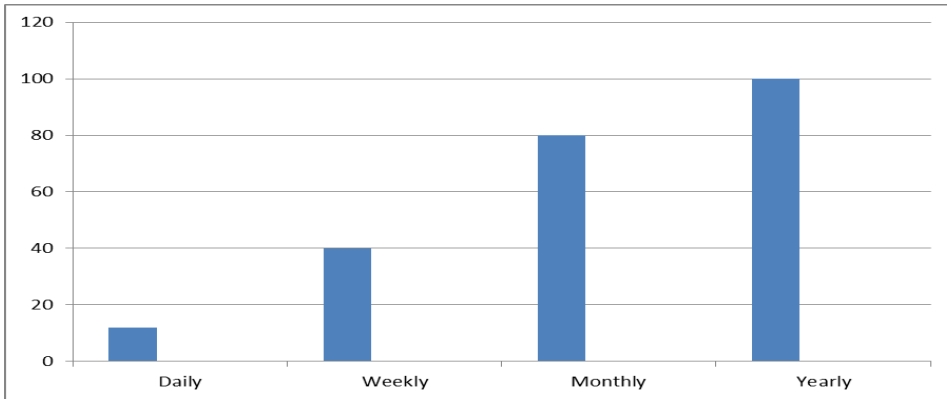


The participants seemed to be busy in the process of teaching, learning and research in different fields. Graph 1, shows the information seeking sources of the respondents. In response to an open-ended questionnaire aimed to find out preferred information sources, 100% of respondents replied that text books are the most important information seeking source in the way of preparing their lectures. As compared with Rafiq, M, & Ameen, Kanwal (2009) stated that eighty nine percent (89%) of the researchers relied on text books, in the same manner Kumari, S & Devi, S (2013) in their findings come to the conclusion that around eighty six percent (86%) of the teachers believe and are dependent on text books in their teachings and lectures. This research has mentioned the above graph. 100% of the lecturers and professors entirely depend on text books. While the respondents were also asked in order to assess their Internet usage, the seventy five percent (75%) of respondents choose the internet as the best source for information seeking. Other sixty two percent (62%) of respondents preferred self collection (notes) for the purpose of gathering information. And the Guides were on the last number which was forty three percent (43%). In the same questionnaire the participants were also asked the appropriate method, 100% considered the Books which has shown earlier in Graph 1. The findings made in this paper made it clear that despite modern technology the researchers and teachers still depend on text books. The respondents also complained about the insufficient and

inadequate library collection that was the big hurdle in their way to get concerned books etc. Statistics show that University of Balochistan lagging behind from other parts of the country as well as rest of the world. Where as study shows the trend of over dependency of text book is either lower or in state of decline while teachers prefer other sources to seek information.

Graph .2

LIBRARY VISITS

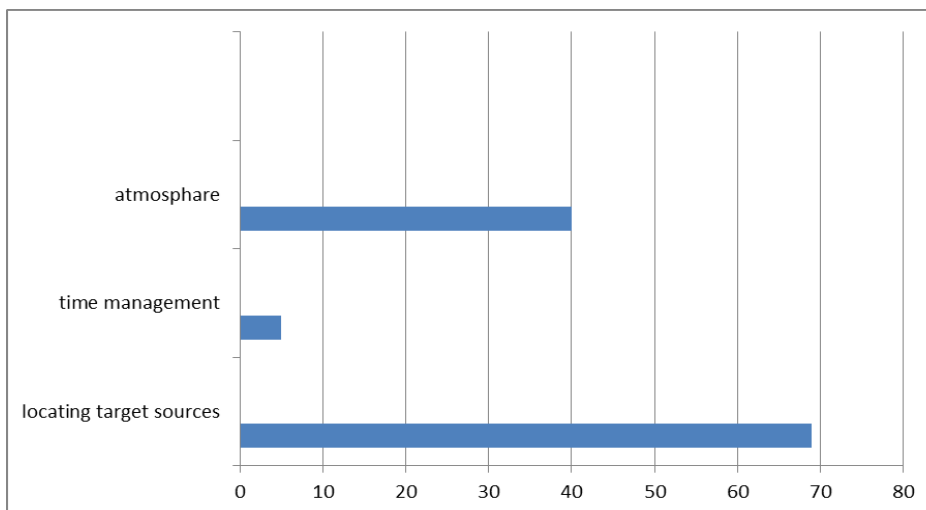


The aim of information seeking differ as accordance to the requirements of participants. As the result obtained regarding library use made it obvious that a large group of teachers use library for higher learning, research related activities etc broadening the subject knowledge and obtaining information .In an open handed questionnaire the participants were also asked regarding library visits that aim was to evaluate their tendency towards library. The questionnaire regarding library visits were consisted of four portions, daily, weekly, monthly and yearly. The findings through Graph .2 make it clear that the twelfth percent (12%) of respondents visit library on daily basis in order to search relevant matters for their lecture preparation and research work .While forty percent respondents visits library once in a week. And eighty percent respondents use library on monthly basis. Where as hundred percent participants visit library once in a year. Furthermore findings in this paper, library visits on daily and weekly basis is very low as compared to the Majid, S & Kassim (2000). Rafiique & Ameen K. in which library use were around 85% their yearly visit to library were (100%) On the other hand the respondents were also asked that whether they consult with librarian or not, while (48%) stated that they always consult with librarians in the way to proper searching about relevant information. It becomes clear from research as far as

the library sources are concerned are less desirable to enhance their information through taking help from library collections. Where as the percentage of the library visits in other parts of the world is higher and teachers in Universities rely on library on gathering resources.

### Difficulties in information seeking

Graph.3.



In the way to achieve any task atmosphere plays a vital role. In the absence of appropriate atmosphere no body will be able to accomplish his responsibilities. As far as the process of learning, teaching and research is concerned so without peaceful milieu it is impossible. Apart from this access upon relevant materials as well as time management is also most important. In this part of the questionnaire the respondents were asked regarding their hurdles in the way to Information seeking. First, the respondents were asked that can they locate the task in connection with information seeking behavior? Secondly, is the atmosphere inside or outside allowing them to fulfill their task? Lastly, the time management were also asked to the respondents. According to the respondents as mentioned in Graph 3, that sixty nine percent (69%) of the respondents replied that due to unavailability of course related books in both central as well as departmental libraries they are unable to find out the proper books in order to prepare their lecture. They are mostly buying subject related books from market and some time they failed to buy relevant books from the market which create hurdles in their way to information seeking. The respondents also stated that Internet is available in few places as like central library and inter

departmental connections also but it has too slow and some time no network coverage, while the Wi-Fi network is not openly prevalent in campus as compared to other universities.

Second phase of the questionnaire, the respondents were asked about the environment in connection to teaching and research. The Forty percent of them stated that the atmosphere is not favorable and many times it causes break down in their classes as well as examination schedules, while they raised the hands towards student organizations which has a strong hold inside campus.

Lastly the respondents were asked about the time management so only (5%) of them have a view that they have few problems in time management due to social and personal life activities. Other said that they can manage the time because being teachers their prime responsibility is to teach.

## **Conclusion**

This paper investigated the information seeking behavior of teacher who are teaching in the field of Management sciences at University of Balochistan. The data was collected through open-handed questionnaire and analyzed in three categories in graphical shape. The first graph consist of Information seeking source; Second graph is regarding to the library visits and the third is about the hurdles in the way to information seeking. It was found that respondents use variety on sources for the purpose of information seeking, as like text Books, Internet self collections (notes) and Guides. It is important to mention here that among all sources, the use of text Book were more preferable despite living in “Modern Age”. The percentage of internet users are 75% while the Books were on the top 100 percent. This study make it visible that teachers in concerned field are still practicing old methods. On the third they preferred self collection than lastly Guides. As far as the use of library is concerned so the majority of users would not visit on daily basis, even the percentage of weekly visit is low .As per the hurdles in the way to information seeking comes so there lies number of difficulties. But whatever the teacher said is the unnecessary class boycotts from student organizations. But here one question arises how the student organizations will disturb the teachers. No doubt during do not leave the teachers to take classes but they never force the teacher to leave their Rooms. This paper made it clear that such complaints from teachers is a lame excuse and nothing else. This study revealed that respondents using Text books and according to their personal observation it is enough to cover the knowledge from various sectors .But in this age which is called as “Information Age” no one can deny the benefits of Information

Technology (I.T),Internet etc .As per library usage of participants is concerned so without having in touch with library especially Digital libraries ,it is hard to find relevant as well as updated information in order to fulfill the needs and demands of modern era.

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