

Information Seeking Behaviour and Use of ICT Tools by Different Faculty Members of University of Kashmir

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ABSTRACT

The paper aims to investigate the information seeking behaviour of different faculty members of University of Kashmir and to expose useful facts about information sources mostly preferred by them and the variation in information seeking behaviour in modern technology era. It also aims to analyse the use of ICT tools by these faculties while gathering their information. A questionnaire survey was used to collect the data from faculty members of different faculty members of University of Kashmir. The questionnaire was closed ended and data collected was analysed accordingly.

The findings revealed that majority of the faculty are seeking information for their research purpose and mostly faculty members visit the central library for this purpose. It also revealed that majority are aware about the e-resources provided by Allama Iqbal library. The study revealed that google is mostly preferred search engine and majority of users use social networking as a tool of information gathering. It was also found that majority of users are somewhat satisfied with e-resources provided by the library. The study derived the significant findings which could be used to develop the library services and designing the information services and systems that are appropriate for their needs.

Key Words: Academic Staff, ICT Tools, Information Needs, Information Retrieval, University Libraries,

1. INTRODUCTION

From past many years there has been tremendous growth in technology which led to the rapid growth in research and development. Rapid growth in research and development resulted in the explosion of information. Now a day's information is available in variety of formats and through many sources .It is available in print and electronic format. In this age of technology and information explosion information is mostly available in electronic format through millions of websites, search engines, repositories, directories, portals, social media, and so on. On the other hand every person is in dire need of information as present society is an information society. Information is now becoming a product to compete in this information society. Information is the knowledge of the human in action and it may be ideas, facts data and imaginative works of human mind [1].

Information is recognized as a vital source indispensable for the development of the individual and the society. Need for information is our basic need to perform our day to- day activity and information seeking is a conscious effort to acquire information in response to a need or gap in knowledge [2]. Information seeking is an action to gather the information needed to satisfy or fill the gap created by the missing of information to make sense making decisions. Information behaviour involves people using various resources for information various forms, formats for information seeking, information foraging, sense making, information use and information organizing [3].

The information explosion and information overload witnessed recently gave birth to the concept of studying the information seeking behaviour of different groups of users and a library needs to do regular user study to examine its holdings and relevance to the institution it is meant to serve[4]. Faculty members are involved in so many activities like class lectures, lab work, paper publishing, conferences attending, and so on. They are in need of information and information literacy in the phenomenon regarding awareness of a person to get this right information at right time and right place. Faculty members are using different information gathering techniques or tools to get the information which leads to different information seeking behaviour among faculty members. ICT have its impact on the changing information seeking behaviour of faculty members as now most of the information is available in electronic format. Scholars mostly involved in library and information science have undertaken numerous studies with regard to human information-seeking behavior. According to the available literature, most information-seeking behavioral studies have been done based on higher educational institutions paying much attention to the teaching staff. So the terms, information, seeking, communicating, behavior and academic can be seen in large amount of literature and also have been widely defined [5].

1.1 Purpose of the study

Today it is an information technology era and it has a vast impact on access to information and on information seeking behavior. It is important for library authorities or any other information organization to identify and examine the criteria of information seeking and information used by users for providing information services, designing new information systems, enhancing the existing systems, or planning in service programs. The purpose of the study is to attain the following objectives:

- To examine the use of library by faculty members;
- To know the purpose of seeking of information;
- To study the information gathering activities of the teaching faculty;
- To know the awareness and use of library resources;
- To access the level of awareness and usage of ICT services; and
- To know the satisfaction level among faculty members

1.2 Nature of the problem

The faculty members at higher education are much more involved in lab work, publishing of papers and attending/presenting papers in conferences and are in need of information regarding the current developments in their specific subject field. Explosion of information and its availability through various sources and in different

formats lead to the diverse information seeking gathering activities among them. To enhance the efficiency of any information organisation especially the library it is the need of an hour to assess the information needs, information seeking behaviour and impact of ICT on information gathering techniques and changing information needs of information users .Thus the present study is an attempt to assess the information seeking behaviour of faculty members at university of Kashmir .it is an investigation to explore their information needs, purpose of seeking information, sources mostly preferred and the use of different ICT tools while seeking information .

1.4 Scope of the study.

University of Kashmir situated in the outskirts of summer capital city Srinagar in Hazbartbal has been selected for the study. It is purposely selected to represent the university environment where the information infrastructure is relatively well developed as compared to other universities. University of Kashmir has the state's largest library that provides information relevant to teaching faculty members and a wide range of facilities is available that users can access. The survey has been carried out in following 6Schools of University of Kashmir which are listed below:

- ✓ School of Arts, Languages and Literature
- ✓ School of Business Studies
- ✓ School of Social Sciences
- ✓ School of Education & Behavioral Science
- ✓ School of Law
- ✓ School of Open Learning

There are total 29 departments in the four schools and there are 213 permanent faculty members. All the permanent faculty were selected for the study.

1.6 Research Methodology

In order to persuade the above laid objectives the following methodology was adopted for the study.

All the schools except science schools were selected for the study. Respondents include permanent teaching faculty members of different faculties engaged in selected departments numbering to about 213 (Two hundred thirteen) teaching faculty members. For data collection questionnaires containing questions about each aspect of information seeking behaviour were distributed among selected teaching faculty members so as to conceal all aspects of information seeking ranging from the need for information to the most preferred sources of information and also to reveal the stasfication level among faculty members .The data collected was analysed using Microsoft Excel .

1.7 Contribution of the study

The study is applicable and beneficial to those who are interested to know the latest developments of information needs and the information-seeking behaviour and users' perceptions for libraryresources of faculty members at higher education. This study is not only useful for librarians but also beneficial for other information

organization to enhance their information systems and to develop their collection as per the user perceptions. It is also useful for those information organizers who are professionally committed to update a core, qualitative and need-based collection for the optimum utilization of the resources for the greater satisfaction of the user community.

2. Literature Review

Information seeking behaviour deals with the psychological behaviour of the seeker. It involves the searching, locating, retrieving and using of information [6]. Information seeking behaviour is the human activities with respect to searching various sources, channels including use of that information. The terms, information seeking behaviour, information searching behaviour and information using behaviour are synonymous terms [7]. Information need and seeking information is a need of the hour and it facilitates the faculty members and research scholars to easy access to the information. The library staff must assist the faculty members and research scholars in locating the information. The online information systems has to be improved, online journal, books and databases should be subscribed and provided for the use[8].

Electronic articles now account for the majority of readings, though most readings are still printed on paper for final reading [9]. Faculty members of social science heavily depend on books and journals for teaching and on a larger variety of materials for research purposes and their library use is very low with complaints about the quality of staff, resources, especially in Arabic, and access to international resources [10]. Law faculty members used a range of information sources to pursue their teaching, research and academic work. When they use print resources, many respondents preferred books/reference books, law reports, statutes and journals [11]. The faculties prefer printed format resources for collecting information. They are using their personal collection or institutional library when they have urgent need of some information [12]. Faculty members have their own information needs for the purpose of completing their research work including their research projects, preparation for teaching as well as presentations etc. and are using variety of internet search engines and on-line databases along with the printed resources [13]. Faculties demand for information via google and other online sources. Poor internet facilities, irregular power supply, poor searching skills, lack of time, while some faculty members said they are not satisfied with the materials in the library were found as factors affecting the information seeking behaviour of respondents[14]. In the research at Punjab University, all respondents said ICT has influenced their information seeking behaviour positively and it is highly beneficial to them [15]. A Case study at PNU University found that faculty members mostly use internet-based resources to meet their information needs. Accordingly, 57.7% of them find information resources via online search engines (e.g. Google, Yahoo) [16]. Libraries and other information providers strive to understand users' information needs and how they try to fulfill these needs. This understanding helps design and offer appropriate user-centered information systems/services [17].

3. Data analysis and Interpretation

Questionnaires were distributed personally to Two hundred Thirteen (213) faculty members at University Of Kashmir. Two hundred ten (210) respondents returned their questionnaires making an overall response rate of 99.00%. Faculty members included in the present study belong to different disciplines taught in the said institution. Data collected from the respondents under the scope of the present study has been analysed through proper statistical techniques. Analysed data is represented under different headings in proceeding pages. The data gathered and analysed is presented in the form of table along with necessary interpretation for drawing inferences.

3.1: Faculty Affiliation of respondents

Present study covered 6 different Schools of University of Kashmir. There are 29 departments in which there are 213 permanent faculty members comprising both male and female. Response of covered faculties is shown in table 3.1

Table 3.1 Faculty Affiliation of respondents

S.NO	Name of major Faculties	Respondents
1	School of Arts, Languages and Literature	69(32.85)*
2	School of Business Studies	23(10.95)
3	School of Social Sciences	59(28.09)
4	School of Education & Behavioral Science	28(13.33)
5	School of Law	9(4.28)
6	School of Open Learning	22(10.47)
Total		210(100.00)

Table 3.1 depicts that majority of respondents 69(32.85%) belong to faculty of School of Arts, Languages and Literature followed by Social Sciences59(28.09%), School of Education & Behavioral Science28(13.33), School of Business Studies23(10.95), School of Open Learning22(10.47), and School of Law9(4.28).

3.2: Gender

Faculty members under present scope comprised both male and female Respondents. Gender wise respondents from are indicated in table 3.2.

Table 3.2 Gender

Male	Female	Total (% age)
168 (80.00)*	42 (20.00)	210(100.00%)

*Data in parenthesis indicates percentage

Table 3.2 reveals that under present study majority of faculty members 168 (80.00%) were male and 42(20.00%) were female.

3.3: Positions of Faculty Members

Faculty members under the scope of present study belong to different positions. Position wise distribution of faculty members is shown in table 3.3

Table 3.3 Positions of Faculty Members

Faculty's position	Male	Female	Total
Professors	30	12	42(20.00)*
Associates	18	15	33(15.71)
Assistants	120	15	135(64.28)
Total	168(80.00)*	42(20.00)	210 (100)

*Data in parenthesis indicates percentage

Table 3.3 reveals that under the scope of study majority of the faculty 135 (64.28%) are at the position of Assistant professors, followed by Professors 42 (20.00%) and least number of faculty members 33 (15.71%) are at the position of Associate professors.

3.4: Response

There was very poor response from faculty members. Respondents and non-respondents are indicated in Table

Table 3.4 Response

YES	No
210 (98.59)*	03(1.42)

*Data in parenthesis indicates percentage

Table 3.4 depicts, there was very poor response 210 (98.59%) from faculty members. One hundred thirty 03 (1.42%) turned into non-respondents.

3.5: Time spend on information gathering

Respond to the question “How much time is spent on information seeking”? Respondents provided different responses as indicated in table 3.5.

Table 3.5 Time spend on information gathering

Faculty's Positions	Less than hours		2-4 hours		4-6 hours		More than six hours	
	M	F	M	F	M	F	M	F
Professors	9	0	15	9	3	3	3	0
Associates	6	3	9	9	3	3	0	0
Assistants	33	0	60	12	27	3	0	0
Total (Percentage)	48 (28.57)*	3 (7.14)	84 (50.0)	30 (71.42)	33 (19.6)	9 (21.4)	3 (1.78)	0 NIL
Grand Total (Percentage)	51 (24.28)*		114 (54.28)		42 (20.00)		3 (1.78)	

*Data in parenthesis indicates percentage

Table 3.5 indicates that majority of faculty members 51(54.28%) spent up to 2-4 hours for information seeking and least number 3(1.78%) spent more than six hours. It also indicates that majority of male faculty members 84 (50.00%) and majority of female faculty members 30(71.42%) spent up to 2-4 hours.

3.6: Purpose of information seeking

Regarding the question about the purpose of information seeking respondents revealed different purposes of information seeking as indicated in table 3.6.

Table 3.6 Purpose of information seeking

Faculty's Positions	Research Work		General Awareness		Own Interest		Preparing Class notes	
	M	F	M	F	M	F	M	F
Professors	15	9	6	0	0	3	9	0
Associates	18	12	0	0	0	3	0	0
Assistant	60	15	15	0	9	0	36	0
Total (Percentage)	93 (55.35)*	36 (85.7)	21 (12.5)	0 NIL	9 (5.35)	6 (14.28)	45 (26.78)	0 NIL
Grand Total (Percentage)	129 (61.42)*		21 (10.00)		15 (7.14)		45 (21.42)	

*Data in parenthesis indicates percentage

Table 3.6 indicates that faculty members have different purposes for information seeking. Majority of respondents 129 (61.42%) are seeking information for research purpose, 45 (21.42%) respondents seek information to prepare their class lectures, 21 (10.00%) of faculty members seek information for their own interest and least number 15 (7.14%) seek information for general awareness.

3.7: Library visit by Faculty Members

Responding to the question about the visits to library by faculty members, respondents showed different response as indicated in table 3.7.

Table 3.7 Library visit by Faculty Members

Faculty's Positions	Everyday		Several times a week		Frequently		Rarely		Never	
	M	F	M	F	M	F	M	F	M	F
Professors	0	6	3	0	12	0	9	6	6	0
Associates	0	6	3	3	0	0	12	6	3	0
Assistants	18	0	39	9	27	0	33	6	3	0
Total (%age)	18 (10.71)*	12 (28.57)	45 (26.78)	12 (28.57)	39 (23.21)	NIL	54 (32.14)	18 (42.85)	12 (7.14)	N
Total (%age)	30 (14.28)*		57 (27.14)		39 (18.57)		72 (34.28)		12 (5.71)	

*Data in parenthesis indicates percentage

Table 3.7 depicts that majority of faculty members 72 (34.28%) rarely visit library and least number of faculty members 12 (5.71%) never visit library. Only 30 (14.28%) of respondents visit library every day.

3.8: Familiarity about Current Awareness service

In response to the question “Are you familiar about Current awareness services provided by library”? Response provided is indicated in table 3.8.

Table 3.8 Familiarity about Current Awareness service

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	12	3	18	9
Associates	12	3	9	12
Assistants	75	3	45	6
Total (Percentage)	96 (57.14)*	15 (35.71)	72 (42.85)	27 (64.28)
Grand Total (Percentage)	111 (52.85)*		99 (47.14)	

*Data in parenthesis indicates percentage

Table 3.8 indicates that majority of faculty members 111 (52.85%) are aware and 99 (47.14%) are unaware about the Current awareness services provided by Allama Iqbal library.

3.9: Familiarity about Indexing & abstracting Service

In response to the question “Are you familiar about Indexing and abstracting services provided by library”? Response provided is indicated in table 3.9.

Table 3.9 Familiarity about Indexing & abstracting Service

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	9	3	21	9
Associates	9	9	9	6
Assistants	69	12	51	3
Total (Percentage)	87 (51.78)*	24 (57.14)	81 (48.21)	18 (42.85)
Grand Total (Percentage)	111 (52.85)*		99 (47.14)	

*Data in parenthesis indicates percentage

Table 3.9 indicates that majority of faculty members 111 (52.85%) are aware and 99 (47.14%) are unaware about the Indexing and Abstracting services provided by Allama Iqbal library

3.10: Familiarity about Documentation Service

In response to the question “Are you familiar about Documentation services provided by library”? Response provides in indicated in table 3.10.

Table 3.10 Familiarity about Documentation Service

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	6	6	24	6
Associates	9	12	9	3
Assistants	66	9	54	6
Total (Percentage)	81 (48.21)	27 (64.28)	87 (51.78)	15 (64.28)
Grand Total (Percentage)	108 (51.42)		102 (48.57)	

*Data in parenthesis indicates percentage

Table 3.10 indicates that majority of faculty members 108 (521.42%) are aware and 102 (48.57%) are unaware about the Documentation services provided by Allama Iqbal library.

3.11: Familiarity about Reprographic Services

In response to the question “Are you familiar about Reprographic services provided by library”? Response provides in indicated in table 3.11.

Table 3.11 Familiarity about Reprographic Services

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	3	0	27	12
Associates	6	3	12	12
Assistants	18	6	102	9
Total (Percentage)	27 (16.07)*	9 (21.42)	141 (83.93)	33 (78.57)
Grand Total (Percentage)	36 (17.14)*		174 (82.85)	

*Data in parenthesis indicates percentage

Table 3.11 indicates that majority of faculty members 174 (82.85%) are unaware and only 36 (17.14%) are aware about the Documentation services provided by Allama Iqbal library.

3.12: Usage of Current Awareness Service

In response to the question asked about the use of Current Awareness services, respondents provide different responses as shown in table 3.12.

Table 3.12 Usage of Current Awareness Service

Faculty's Positions	Frequently		Sometimes		Never	
	M	F	M	F	M	F
Professors	3	3	6	0	21	9
Associates	3	0	6	3	9	12
Assistants	6	0	54	9	60	6

Total (Percentage)	12 (7.14)	3 (7.14)	66 (39.28)	12 (28.57)	90 (53.57)	27 (64.28)
Grand Total (Percentage)		15 (7.14)		78 (37.14)		117 (55.71)

*Data in parenthesis indicates percentage

Table 3.12 depicts that majority of faculty members 117 (55.71%) never use the Current Awareness Services provided by Allama Iqbal Library, 78 (37.14%) sometimes use it while as least number of faculty members 15(7.14%) frequently use the service.

3.13: Usage of Indexing/Abstracting Service

In response to the question asked about the use of Indexing and abstracting services, respondents provide different responses as shown in table 3.13.

Table 3.13 Usage of Indexing/Abstracting Service

Faculty's Positions	Frequently		Sometimes		Never	
	M	F	M	F	M	F
Professors	0	3	9	3	21	6
Associates	0	6	6	0	12	9
Assistants	24	6	30	6	66	3
Total (Percentage)	24 (14.28)*	15 (35.71)	45 (26.78)	9 (21.42)	99 (58.93)	18 (42.85)
Grand Total (Percentage)		39 (18.57)*		54 (25.71)		117 (55.71)

*Data in parenthesis indicates percentage

Table 3.13 depicts that majority of faculty members 117 (55.71%) never use the Indexing and abstracting Services provided by Allama Iqbal Library, 54 (25.71. %) sometimes use it while as least number of faculty members 39 (18.57%) frequently use the service.

3.14: Usage of Documentation Service

In response to the question asked about the use of Documentation services, respondents provide different responses as shown in table 3.14.

Table 3.14 Usage of Documentation Service

Faculty's Positions	Frequently		Sometimes		Never	
	M	F	M	F	M	F
Professors	3	3	12	3	15	6
Associates	0	6	9	0	9	9
Assistants	12	3	33	3	75	9
Total (Percentage)	15 (8.93)*	12 (28.57)	54 (32.14)	6 (14.28)	99 (58.92)	24 (57.14)
Grand Total (Percentage)		27 (12.85)*		60 (28.57)		123 (58.57)

*Data in parenthesis indicates percentage

Table 3.14 depicts that majority of faculty members 123 (58.57%) never use the Documentation Services provided by Allama Iqbal Library, 60 (28.57%) sometimes use it while as least number of faculty members 27 (12.85%) frequently use the service.

3.15: Usage of Reprographic Service

In response to the question asked about the use of Reprographic services, respondents provide different responses as shown in table 3.15.

Table 3.15 Usage of Reprographic Service

Faculty's Positions	Frequently		Sometimes		Never	
	M	F	M	F	M	F
Professors	3	0	3	0	24	12
Associates	0	0	3	0	15	15
Assistants	6	0	9	0	105	15
Total (Percentage)	9 (5.35)*	NIL	15 (8.93)	NIL	144 (85.71)	42 (100.00)
Grand Total (Percentage)	9 (4.28)*		15 (7.14)		186 (88.57)	

*Data in parenthesis indicates percentage

Table 3.15 depicts that majority of faculty members 186 (88.57%) never use the Reprographic Services provided by Allama Iqbal Library, 15 (7.14%) sometimes use it while as least number of faculty members 9 (4.28%) frequently use the service.

3.16: Sources Mostly Used In Library

In response to the question asked about the mostly used sources of information sources in library, respondents came up with different responses as shown in table 3.16.

Table 3.16Sources Mostly Used In Library

Faculty's Positions	Text Books		Reference books		Journals		Audio/Visuals	
	M	F	M	F	M	F	M	F
Professors	9	6	15	0	6	6	0	0
Associates	6	6	0	3	12	6	0	0
Assistants	45	3	48	6	27	6	0	0
Total Percentage	60 (35.71)*	15 (35.7)	63 (37.5)	9 (21.42)	45 (26.78)	18 (42.85)	NIL	NIL
Grand Total Percentage	75 (35.71)*		72 (34.28)		63 (30.00)		(NIL)	

*Data in parenthesis indicates percentage

Table 3.16 indicates that majority of faculty members 75 (35.71%) mostly use text books, followed by reference books 72 (34.28%), journals 63 (30.00%) and none of the respondent use audio visuals.

3.17: Preferred Format of source

In order to the most preferred format of source of information, faculty members where asked about the preferred sources and the same data is analysed in table 3.17.

Table 3.17 Preferred Format of source

Faculty's Positions	Print		Electronic		Both Print & Electronic	
	M	F	M	F	M	F
Professors	0	3	12	0	18	9
Associates	0	0	0	0	18	15
Assistants	18	0	18	0	84	15
Total (Percentage)	18 (10.71)*	3 (7.14)	30 (17.85)	NIL	120 (71.43)	39 (92.85)
Grand Total (Percentage)	21 (10.00)*		30 (14.28)		159 (75.71)	

*Data in parenthesis indicates percentage

Table 3.17 depicts that majority of faculty members 159 (75.71%) prefer both electronics and print sources, 30 (14.28%) prefer electronic sources and least number of respondents 21 (10.00%) prefer print media.

3.18: Problems faced while Seeking Information in the Library

As the Faculty members face different problems during information seeking so they were asked about the problems faced while seeking of information in the library. The data analysed is indicated in table 3.18.

Table 3.18 Problems faced while Seeking Information in the Library

Faculty's Positions	Material Not Available		Unawareness		Non-cooperation		Lack of Time	
	M	F	M	F	M	F	M	F
Professors	9	3	12	3	0	0	3	2
Associates	6	9	0	6	0	0	4	0
Assistants	51	6	30	6	6	0	11	1
Total (%age)	66 (39.28)*	18 (42.85)	42 (25.00)	15 (35.7)	6 (3.57)	NIL	18 (32.14)	3 (21.42)
Total (%age)	84 (40.00)*		57 (27.14)		6 (2.85)		63 (30.00)	

*Data in parenthesis indicates percentage

Table 3.18 indicates that majority of faculty members 84 (40.00%) mentioned that material is not Available in library, 63 (30.00%) complaint about lack of time, 57 (27.14%) mentioned that they are unaware about the sources of information and least number 6 (2.85) are of opinion that library staff is non-cooperative.

3.19: Awareness about E-resources provided by Allama Iqbal Library

In Order to know the awareness of E-resources provided by the library faculty members were asked for their response. Data was collected and same is analysed in table 3.19.

Table 3.19 Awareness about E-resources provided by Allama Iqbal Library

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	24	6	6	6
Associates	18	15	0	0
Assistants	108	15	12	0
Total (Percentage)	150 (89.28)*	36 (85.71)	18 (10.71)	6 (14.28)
Grand Total (Percentage)	186 (88.57)*		24 (11.42)	

*Data in parenthesis indicates percentage

Table 3.19 indicates that majority of faculty members 186 (88.57%) are aware about the e-resources provided by library and least number of faculty members 24(11.42%) are unaware about e-resources.

3.20: Use of e-Resources provided by Allama Iqbal Library

In response to the question about the use of e-resources, respondents provided different responses as indicated in table 3.20.

Table 3.20 Use of e-Resources provided by Allama Iqbal Library

Faculty's Positions	Frequently		Sometimes		Never	
	M	F	M	F	M	F
Professors	3	6	21	3	6	3
Associates	6	3	12	12	0	0
Assistants	48	3	69	12	3	0
Total (Percentage)	57 (33.93)*	12 (28.57)	102 (60.71)	27 (64.28)	9 (5.35)	3 (7.14)
Grand Total (Percentage)	69 (32.85)*		129 (61.42)		12 (5.71)	

*Data in parenthesis indicates percentage

Table 3.20 depicts that majority of respondents 129 (61.42%) sometimes use e-resources and least number 12 (5.71%) never use e-resources while as 69 (32.85%) frequently use e-resources.

3.21: Carry out search of E-resources

Library e-resources can be access anywhere whether at home, internet café, department or any other place. In response to the question “where you carry out the search of e-resources provided by the library”? Respondents provided different responses as indicated in table 3.21.

Table 3.21 Carry out search of E-resources

Faculty's Positions	Central Library		Department		Internet Café		Home	
	M	F	M	F	M	F	M	F
Professors	3	3	12	9	0	0	15	0
Associates	6	0	12	15	0	0	0	0
Assistants	30	3	66	9	6	0	18	3
Total (Percentage)	39 (23.21)*	6 (14.28)	90 (53.57)	33 (78.57)	6 (3.57)	NIL	33 (19.64)	3 (7.14)
Grand Total (Percentage)	45 (21.42)*		123 (58.57)		6 (2.85)		36 (17.14)	

*Data in parenthesis indicates percentage

Table 3.21 indicates that majority of faculty members 123 (58.57%) carry out the search at their respective departments and very less number 6 (2.85%) carryout the search in internet café.

3.22: Search Engines Used

In this electronic age there are varieties of search engines like Google, Yahoo, AltaVista, Bing etc and different users use different search engines to get information and to remain updated with current information. In response to the question about the use of search engines, respondents provided different responses as indicated in table 3.22.

Table 3.22 Search Engine Used

Faculty's Positions	Google		Yahoo		AltaVista		Bing	
	M	F	M	F	M	F	M	F
Professors	24	9	3	3	0	0	3	0
Associates	15	15	3	0	0	0	0	0
Assistants	111	15	3	0	1	0	3	0
Total (Percentage)	150 (89.28)*	39 (92.85)	9 (5.35)	3 (7.14)	3 (1.78)	NIL	6 (3.57)	NIL
Grand Total (Percentage)	189 (90.00)*		12 (5.71)		3 (1.42)		6 (2.85)	

*Data in parenthesis indicates percentage

Table 3.22 indicates that majority of faculty members 189 (90.00%) use Google search engine and least number of faculty members 3 (1.42%) use the AltaVista search engine.

3.23: Use of Social Networking

Now a day social networking has become a new tool for seeking information. Social networking has become very popular in order to build the social relation and sharing personal information in a convent way. So the question about use of social networking was also asked. In response to the question about the use of social networking while seeking information, respondents provided different responses as indicated in table 3.23.

Table 3.23 Use of Social Networking

Faculty's Positions	YES		NO	
	M	F	M	F
Professors	15	6	15	6
Associates	6	9	12	6
Assistants	75	3	45	12
Total (Percentage)	96 (57.14)*	18 (42.85)	72 (42.85)	24 (57.14)
Grand Total (Percentage)	114 (54.28)*		96 (45.71)	

*Data in parenthesis indicates percentage

Table 3.23 indicates that majority of faculty members 114(54.28%) use social networking during the seeking of information and 96 (45.71%) do not use social networking while seeking information.

3.24: Social networking sites used

There are varieties of social networking sites available like Facebook, Twitter, Skype, and orkut etc .In response to the question “which social network do you use while seeking information”? Respondents showed different response towards the said question as indicated in table 3.24.

Table 3.24 Social networking sites used

Faculty's Positions	Facebook		Twitter		Orkut		Skype		Google+	
	M	F	M	F	M	F	M	F	M	F
Professors	12	6	0	0	0	0	0	0	0	0
Associates	6	9	0	0	0	0	0	0	0	0
Assistants	45	3	18	0	3	0	9	0	3	6
Total (Percentage)	63 (37.51)*	18 (42.85)	18 (10.71)	0 NIL	3 (1.78)	0 NIL	9 (5.35)	0 NIL	3 (1.78)	0 NIL
Grand total (percentage)	81 (38.57)*		18 (8.57)		3 (1.42)		9 (4.28)		3 (1.42)	

*Data in parenthesis indicates percentage

Table 3.24 indicates that majority of faculty members 81 (38.57%) who use social networking in seeking of information use Facebook. Equal number of faculty members' 3(1.42%) use Google+ and Orkut social networking sites.

3.25: Satisfaction level with e-resources of Allama Iqbal Library

Respondents were also asked about the satisfaction level with e-resources of Library and respondents provided different response as indicated in table 3.25.

Table 3.25 Satisfaction level with e-resources of Allama Iqbal Library

Faculty's Positions	Fully satisfied		Somewhat satisfied		Less satisfied		Dissatisfied	
	M	F	M	F	M	F	M	F
Professors	9	9	21	9	0	0	0	0
Associates	6	0	12	45	0	0	0	0
Assistants	27	3	69	36	54	0	6	0
Total (Percentage)	42 (25.00)*	12 (28.57)	102 (60.71)	90 (71.42)	54 (10.71)	NIL	6 (3.57)	NIL
Grand Total (Percentage)	54 (25.71)*		132 (62.85)		18 (8.57)		6 (2.85)	

*Data in parenthesis indicates percentage

Table 3.25 reveals that majority of faculty members 132 (62.85%) are somewhat satisfied and least number of faculty members 6 (2.85%) are dissatisfied with e-resources of library.

3.26: Satisfaction level with overall services and resources of Allama Iqbal Library

Respondents were also asked about the satisfaction level with the overall services and sources of Library and respondents provided different resources response as indicated in table 3.26.

Table 3.26 Satisfaction level with overall services and resources of Allama Iqbal Library

Faculty's Positions	Fully satisfied		Somewhat satisfied		Less satisfied		Dissatisfied	
	M	F	M	F	M	F	M	F
Professors	9	3	7	1	0	0	0	0
Associates	6	0	4	5	0	0	0	0
Assistants	30	1	24	4	5	0	1	0
Total (Percentage)	45 (26.78)*	4 (28.57)	35 (62.5)	10 (71.42)	5 (8.92)	NIL	1 (1.78)	NIL
Grand Total (Percentage)	57 (27.14)*		135 (64.28)		15 (7.14)		3 (1.42)	

*Data in parenthesis indicates percentage

Table 3.26 reveals that majority of faculty members 135 (64.28%) are somewhat satisfied and least number of faculty members 3 (1.42%) are dissatisfied with overall services and resources provided by Allama Iqbal library.

4. Major Findings and suggestions

4.1 Findings

- Faculty members mostly seek information for research purpose.
- Use of Library is less as majority of Faculty members rarely visit the library.
- Use of electronic resources is too good but love for print material still exists there as majority of respondents use both print and electronic sources.
- Unavailability of relevant material is the major problem faced by the respondents while seeking information in Library.

- Majority of Faculty members are aware about e-resources provided by the library but least number use them frequently.
- Google is the dominant search engine used and Facebook the mostly social media used by the respondents
- Major respondents are somewhat satisfied by the e-resources provided by the library.

4.2 Suggestions

- A better policy should be formulated and adopted in order to improve the quality of the library collection. Ordination should be made with other famous libraries especially with national libraries.
- User awareness programmes should be held on regular bases in order to make users aware about new services arrived in the library. Users also should be intimate about new arrived services through notices or e-mail alerts on regular basis.
- The collection should meet the needs and requirements of users. Consequently, librarians must be aware about the seeking behavior of faculty members. They should have sound knowledge of faculty information needs for better development of valuable collections, improving facilities and services.
- Contemporary and up to date material should be made available to users by the library.
- There should be increase in subscription of International and international online databases and online open-access journals

5. Conclusion

- The findings of this study indicate that information seeking may be motivated by a wide variety of needs, including personal, professional, entertainment, etc.
- The successful operation of a library depends to a large extent on the choice of library collections.
- The collection should meet the needs and requirements of users. Consequently, librarians must be aware of how faculty seek information.
- Knowledge of faculty information needs and information-seeking behaviour is imperative for developing valuable collections, and improving facilities and services.
- Library should organize exclusively designed orientation programme for utilization of library resources in the best way

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