

Information Seeking Behaviour Models : An Overview**Mrunal S.Barki**

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Mrunal.barki01@gmail.com**Abstract:**

This paper present an outline of model of information seeking and other aspects of information behaviour, showing the relationship between communication and information behaviour in general with information seeking and information searching in information retrieval system. It is suggested that model these address issues at various levels of information behaviour and that they can be related by envisaging a nesting model. It is also suggested that within both information seeking research and information searching ,research, alternative models address searching issue in related ways and that the models are complementary rather than conflicting. Finally an alternative, problem solving models is presented , which , it is suggested. Provides a basis for relating the models in appropriate research strategies.

Key words- Information seeking Behaviours, Models

Introduction

Information is power. It is a vital source for human beings for living a prosperous life on the earth. Information is all around and is utilized in all walks of life right from purchasing a pin to writing a research article by the human beings irrespective of caste, creed, gender, rich, poor, educated and uneducated. Thus the information helps against social imbalance. It is the supreme asset than all other movable and immovable asset that the people hold on earth. In the contemporary world people are valued as rich and poor not because of their assets; but they are valued as information rich and information poor. The information rich people are those who are highly skilled in identifying their information needs and apply seeking behaviours so as to access the information from both online and traditional resources successfully and satisfying their information needs. The information poor people are lacking in their skills in getting their Information need be satisfied.

Information Seeking:

Information has become the most important element for progress of men and women in the society in this present era, which is popularly know as ' Information era'. Information seeking include recognizing and interpreting the information problem, framing a plan of search and carrying it ,assessing the out come.

Information seeking does not come under technological system or a procedure. It is directly related to the soul and mind, feeling and belief, and habit of information seeker. It is necessary to understand the dynamic nature of this process, and I think, to glance at the theories would be enough to define it.

Information Seeking Behavior:

Various authors and scholars have defined the phrase ' Information Seeking Behavior' in their own way. Some says that it is a manner and user conducts himself in relation to a given information environment. Others say that it is a process of interaction between the user and the information system. The act of searching information can be attributed to information seeking such an activity come into being when the user catches sight or detects that the existing knowledge is not so much to deal with some problems with the end of observation, the seeking ends of the process.

The definition of the phrase ' Information seeking behavior of Manda, a scholar may be taken into account to clear the concept. According to Manda, " a manner in which a user conducts himself in relation to a given information environment. It is therefore regarded as essentially a process of interaction between the user and the rest of the information system". Thus the concept ' Information Seeking Behavior' is commonly and usually puzzled or confused with ' Information need' and

'Information collection'. These concepts differ from a structural point of view this is the fact.

Another scholar revealed that, " the user's information behavior is reflected in his relationship to the information unit and their various products and services. How much does the user already know? How does he select his sources? How does he formulate his queries? How does he choose his information? And so on."

Sridhar consider this concept a broad and compromising. According to him_ " It involves attitude and character traits of individuals as well as environmental determinates. Behavior is considered to be a compromise and a result of multiple forces to which individuals are subjected to" Thus Information seeking behavior is a broad concept.

Ellis in 1989 and Cox and Hall in 1993:

Have adopted the term ' features' in stead of ' stages' are- stating, chaining, Browsing, Differentiating, Monitoring, Extracting, Verifying and Ending.

Here, I have tried to define the above terms laid by the scholar-

Starting: The means employed by the user to begin the information seeking. In this term asking source thing from a knowledgeable person, keeps much importance.

Chaining : In this feature, footnotes and citations in known materials are followed.' Forward' chaining from known items through citation indexes is also accepted in this feature.

Browsing : Semi- directed or semi- structured searching comes in this feature.

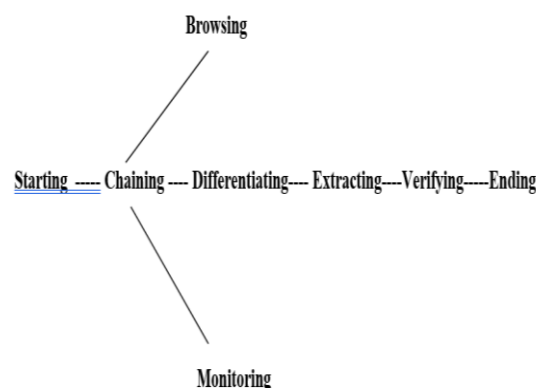
Differentiating : Known differences in information sources are used as a way of filtering the amount of information obtained.

Monitoring : Current awareness searching is kept up-to-date .

Extracting : Relevant material in an information sources is identified.

Verifying : In this feature the accuracy of information is checked.

Ending: Through a final search lose ends are tied up in this way the features of Ellis's behavioral from work can be depicted in figure as under.



Kuhlthau:

Has studied the information seeking behavior in six stages. Initiation, selection, Exploration, Information, Collection and Presentation are the six stages that depict common patterns of task and actions.

Initiation- In this stagewe recognize information need.

Selection- General topic is identified in this stage.

Exploration- On general topic we investigate information.

Formulation : Focused perspective is formulated in this stage.

Collection- Pertaining to focus information information is gathered.

Presentation – We, in this stage, complete the information search.

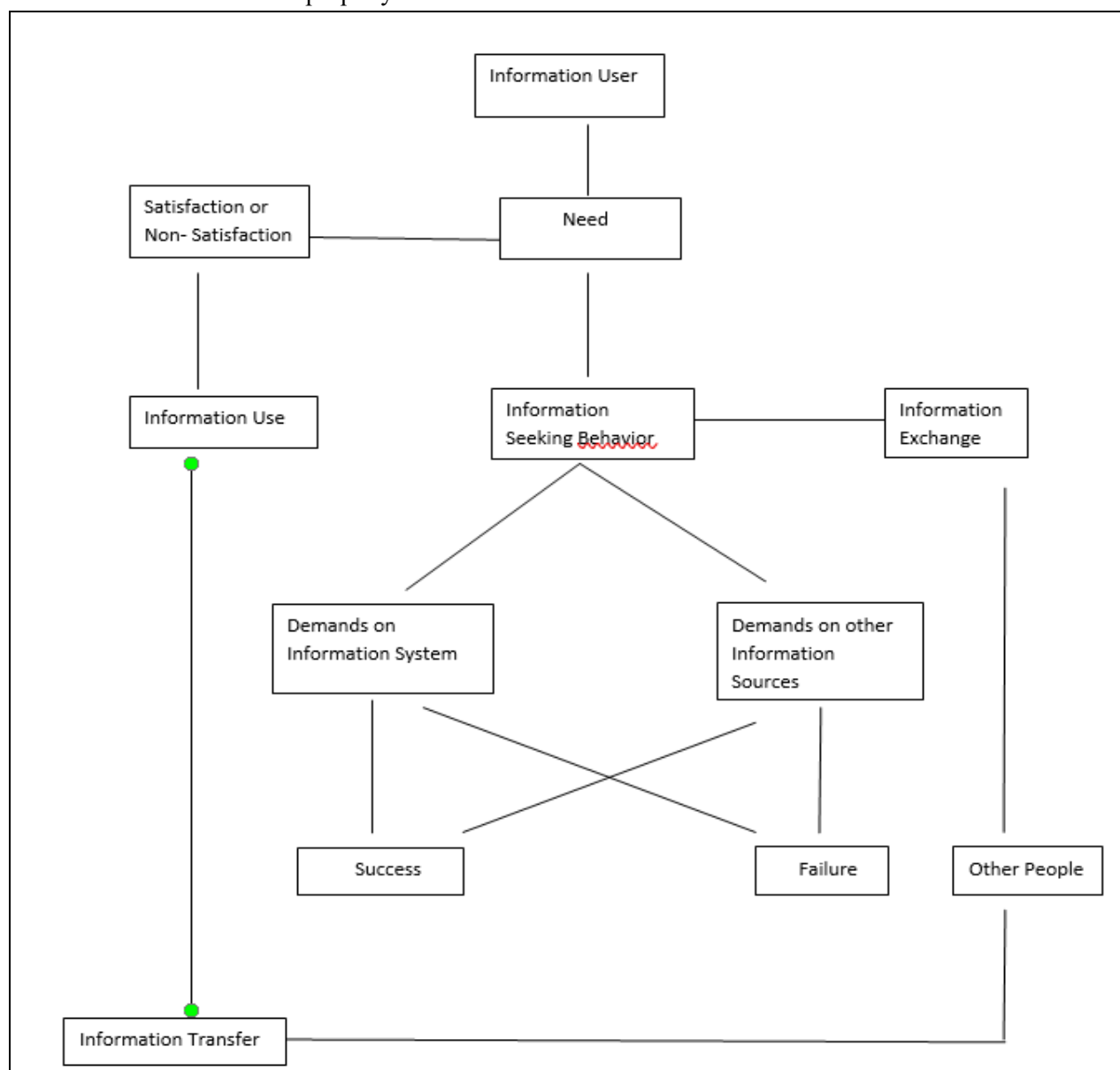
T.D.Wilson –

Has provided two models to explain the process. Wilson represented his first model in 1981 on information behavior. He in this model has suggested that information seeking behavior arises as a consequence of a need perceived by an information user, who in order to satisfy that need, makes demands upon formal or informal information sources or services which result in success or failure to find relevant information.

The individual, is successful, then he makes use of the information found and may either fully or partially satisfy the perceived need. But falling to satisfy the need he will have to start searching as previously. According to his model part of the information seeking behavior may involve other people through information exchange and the information perceived as useful may be passed to other people as well as being used by the person him or her self.

T.D.Wilson, in 1981 has represented the following figure as model indicating information Behavior. In this outline, Information Seeking Behavior can be understood properly.

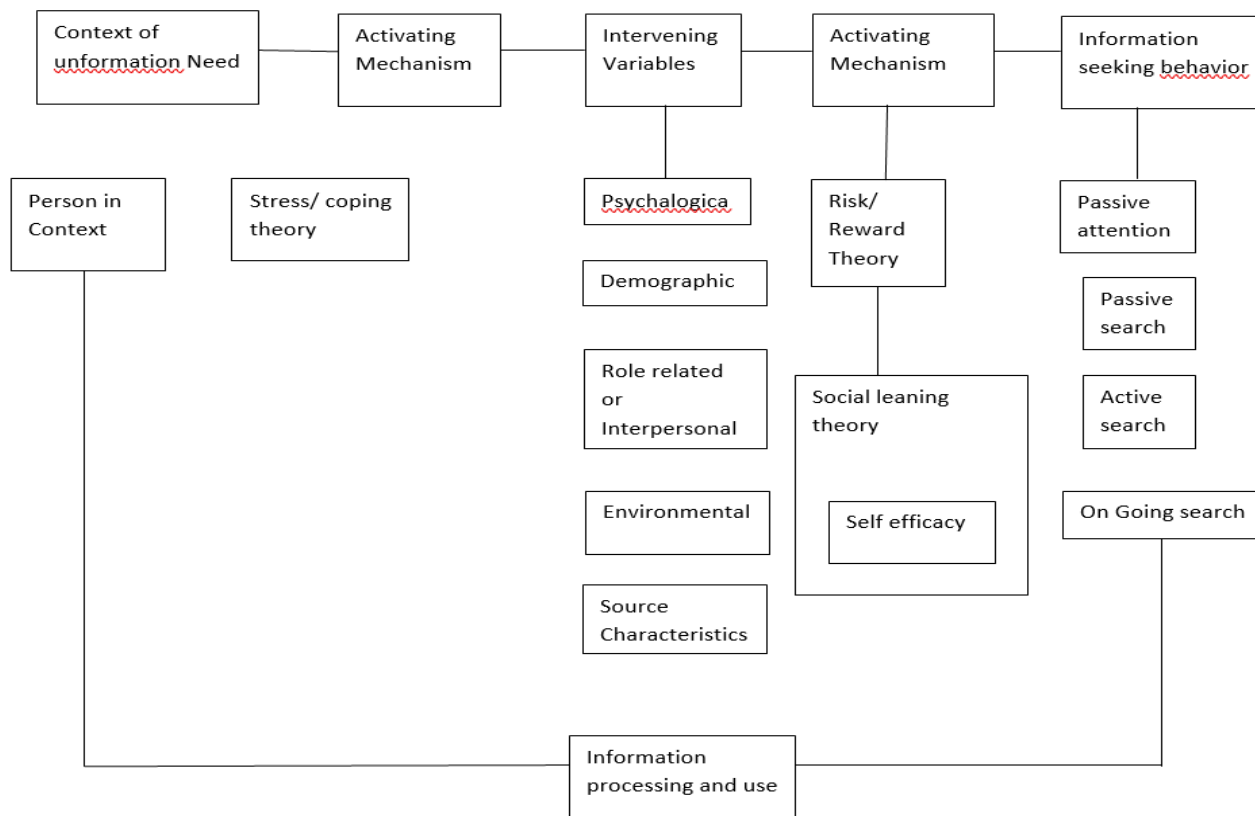
T.D.Wilson's model of information behavior journal of documentation – 1981



In 1996 Wilson provided another Model as a received Model of 1981. The basic frame work of the 1981 model remained as same. A few addition had been blended in the revised figure.

In the new model 1996 five terms have been added 'intervening variable', Wilsons has added represents the barriers whose impact may be supportive of information use as well as preventive. Then he suggests 'information seeking behavior' that consists of more types than previously, In the new model information processing and use is shown to be necessary part of the feed back loop if information needs are to be satisfied. After that he

has joined stress/ coping theory which tries to explain why some needs do not entrant information seeking behavior. 'Risk/ reward theory is the next new addition in this model that tries to make us known which sources of information may be used more than other by a given individual. At last, the social learning theory stands for the concept of 'self-efficacy' which means the conviction that anybody can successfully execute the behavior required to produce the expected outcome. Thus Wilson's revised model 1996 may be shown as under in figure-



GirijaKumar :

In the some way another scholar Mr. Girija Kumar has presented the information seeking process containing of seven points, as under-

1. Identifying objective
2. Defining need
3. Assessing information systems.
4. Establishing sources of information.
5. Information acquisition.
6. Use of information.
7. Satisfaction/Dissatisfaction.

Line Maurice B.

In his vol.50 of September 1998 says, "All people are individuals and will seek and use information in different ways. Much of our daily life is spent in information gathering and sifting of one kind or another- merely looking at people involves an information process, since we notice thing about them and do a rapid assessment."

Mr. Line view are almost all correct. We spent so much time of our daily life in collecting the information's and sifting them to another places or persons. Most of the information gathering is automatically carried out and is not perceived as such; it is an essential part of our personality and we all do it individual. For instance, a group of people

having same level of education may be performing their duties on the same subject or matter at the same time but the information will be used in various or different ways. some information will obviously be relevant to all of them and some to only one or two. Some of the people in the group will scan and absorb vast quantities of material while other will read much less. Some will be content with abstracts of many articles and some will not. Some will choose oral channels while same will prefer to see information in print so that they can go over it. Some will prefer to ask other person and some will avoid asking other persons. In this way every one of us have different ways of searching information.

Conclusion :

Information plays crucial role in teaching, research and development, Ellis and Cox, Kuhlthu, T.D. Wilson, Giriraj Kumar, Liue Maurice are some of the scholars who have represented models pertaining to the information seeking process. Some recherché scholar define very much updated model like- T.D.Wilson and Girija Kumar both model are very useful for currently situation seeking information. Both Model utilized in working its very benifited to us.

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