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# Community Information Seeking Behavior: A Study

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## Abstract:

In the very stage of human civilization man lived in jungle as other wild animals. In that period man was carnivores. Man's relationship with wild animals was that of a food eater. Gradually man wants to civilize and they try to their life smooth, comfortable and out of the wood. They have needed various weapons to their daily uses so there started job distribution. Firstly community came from their job description then after it converted into hereditary. Now the community sense used in broadly. Community is used specialization of a group where the specific purpose or specific work is done in common characteristic.

**Keywords:** Civilization, Carnivores, Community, Heredity, Specialization.

## Introduction:

Community is stand for specific and specialization. Man has depends each other for their fulfillment of daily life requirements. Class divided society makes human for their job specification. Specialist makes batter quality and quantity. Group of people were living in the same place or having a particular characteristic in common. The concept of information is relevant in various contexts, including those of constraint, communication, control, data, form, education, knowledge, meaning, understanding, mental stimuli, pattern, perception, proposition, representation, and entropy. Information is played as an important resource that contributes immensely towards the development of a nation. Ideally, information brings about knowledge, and a knowledgeable community is also an informed community. This signifies that a community can not develop without knowledge, and a community can only become knowledgeable if they recognize and use information as their tool for development (Kamba 2009). Access to the right information by various communities can help them to acquire the skills, knowledge and confidence to participate fully in community affairs.

## Literature reviews:

The purpose of the review of related literature is to gain background knowledge of the research topic. A relevant study on the review can help the researcher to formulate a sound research design and preparing appropriate tools for the successful completion of the study.

Moore (2007: 6) mentioned that "Information is a key contributor to the development of individuals and communities. People need information to develop their potential through education and training, to succeed in business, to enrich their cultural

experience, and to take control of their daily lives.” He further stated that access to information is not equal throughout society. People living in affluent urban centers can choose from abundant sources of information. In contrast, people living in poor communities are frequently denied access to information which could improve their lives. This situation is particularly severe in many rural areas of developing countries. In many countries, particularly in Africa and Asia, the majority of the people live in rural areas and they have different information needs from urban dwellers.

Cheunwattana (1998) mentioned that “Not much empirical data about rural information needs and gathering habits of the rural community, information support through information services is available, and we know very little about how information has been provided to this disadvantaged segment of the population through existing library and information services, or whether the library and information services offered are relevant and appropriate. IFLA is maintaining to the local needs and context. Obviously these fundamental questions still remain unanswered, and empirical research in this area is needed to illuminate our understanding of the current pattern of rural information services, and help devise better approaches to service delivery. The new approaches may help narrow the widening information gap and, consequently, diminish the socio-economic gap between the urban and rural populations in developing countries.”

Sharma and Fatima (2004) noted that access to quality information will obviously help rural dwellers to fight against superstitious beliefs and to aid them in becoming better citizens. A number of studies (see, for example, Zijp 1994; Correa 1995), however, stated that rural dwellers have difficulty in locating and having access to the needed information in a timely fashion. Besides, rural communities do not always know what their information needs are, how can they meet their needs and from where they can get their required information.

### **Meaning of Community:**

In the very early stage man lives in a jungle within the other wild animals. Man and other wild animals depend on each other for their fooding. Humans lived in groups so that they could easily hunt and resist attacks from wild animals. In need of protection from the wild and uncertain life, people moved away from the jungle to a safe place. People have been looking for alternative food sources outside of forest resources. The basic needs of people are food, clothing and shelter. A man needed many things to survive and on the other hand during reproduction the woman is unable to meet her daily needs. Specialization or job distribution started from the point in human civilization. A little later in the development of civilization, the class division came into the society based on the work pattern he did according to his social performance and social needs. Therefore the community séance came into this point as potter, blacksmith, priest, fisherman, cultivator etc. Today the meaning of community is used in a broad sense. The advancement of Human civilization depends on its creations. Advances of human civilization are made possible by new technologies, techniques and advanced communication methods. So the

way of human civilization is by doing his performance which he or she is able and which he has available to his surroundings. According to the performance and specialization of a man we can recognize him as a specific community in which he or she. So we can say today the community means his or her profession. Therefore any professional man needs to know about his professional information. In the means a community member came into his social performance not his heredity.

A community is a social unit with commonality such as place, norms, religion, values, customs, or identity. Communities may share a sense of place situated in a given geographical area or in virtual space through communication platforms.

Generic community refers to the use of the word community as a conceptual term. Rural community refers to a particular type of community (which is interesting because conjoining community with rural community is obviously a product of the classical heritage). Under “Social Interaction” we could see two emphasis, one on the idea of place –or “geographical area”—and the other on the idea of “involvement of human beings” (or community of interests, such as the Black community or the virtual community). The ecological approach is not clearly explained. On one side, it seems to refer to the physical nature of a community, which defines the solidarity and shared interests of its members. On the other hand, a community is perceived as a more or less self-sufficient entity, having inherent in it the principle of its own life process. In other words, a community is seen as a structure different from the sum of all its parts, possessing powers and potentialities not present in any of its components.

### **Power of Information:**

Information and communication technology (ICT) has contributed immensely to social and economic improvements, such as higher employment and productivity, increasing access to a higher quality of life. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), ICT “can contribute to achieving universal education worldwide, through the delivery of education and training of teachers, improved professional skills, better conditions for lifelong learning, and the potential to reach people that are outside the formal education process. Hence the function information in a person or community or a country is most important. A person or community or a country is more stranger who is more informative. Without preloaded information of any subject of things the use of the subject or handle of this things like of blindly. Then the result or output of this will be hopeless. Today with the help of information and communication technology the information uses of human life is so easy and helpful for advancement of future.

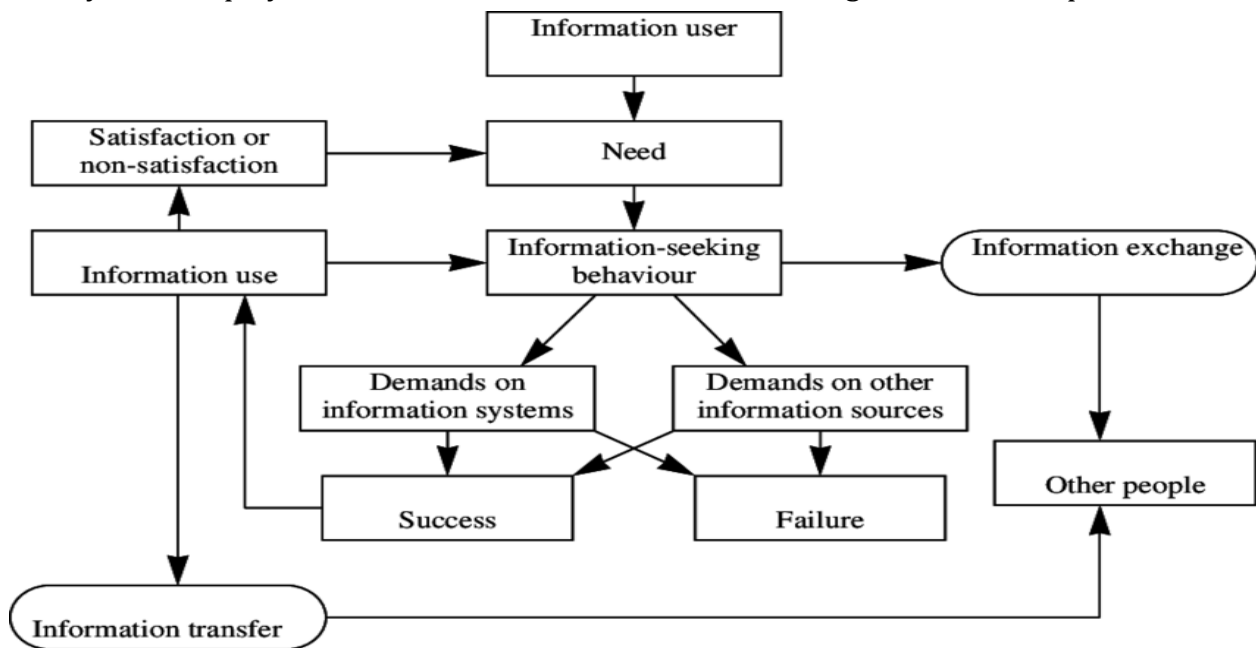
### **Models of information seeking behavior:**

A model is widely used to depict any idea, thought or a concept in a simpler way through diagrams, pictorial representations etc. Models go a long way in making the understanding of any concept easy and clear. Through a model one can easily understand a process and draw conclusions from it. In simpler words a model makes the learning

simple. Models make it after more experiments. Some models extremely popular or more effective in the field of separate application

Some of the major models are: Wilson’s Model of information seeking behavior, Dervin’s sense making theory, Ellis’s behavior model of information seeking; kuhalthau model of information seeking behavior, Krikelas, model of information seeking behavior, foster’s non-linear model of information seeking behavior and choo’s model of information seeking on the web.

**Wilson’s model** of information seeking behavior Wilson’s various models of information behavior were developed over a considerable period of time. The first set of models was published in 1981 which has their origin in a doctoral seminar presentation at the university of Maryland in 1971, when an attempt was made to amp the processes involved in what was known at that time as ‘users needs research’. Wilson presented a series of interrelated models in his 1981 paper which became one of the most cited papers in the field. The review of the models presented by Wilson makes it clear that Wilson has proposed a threefold view of information seeking: the context of the seeker, the system employed and the information sources that might be drawn up. Wilson’s



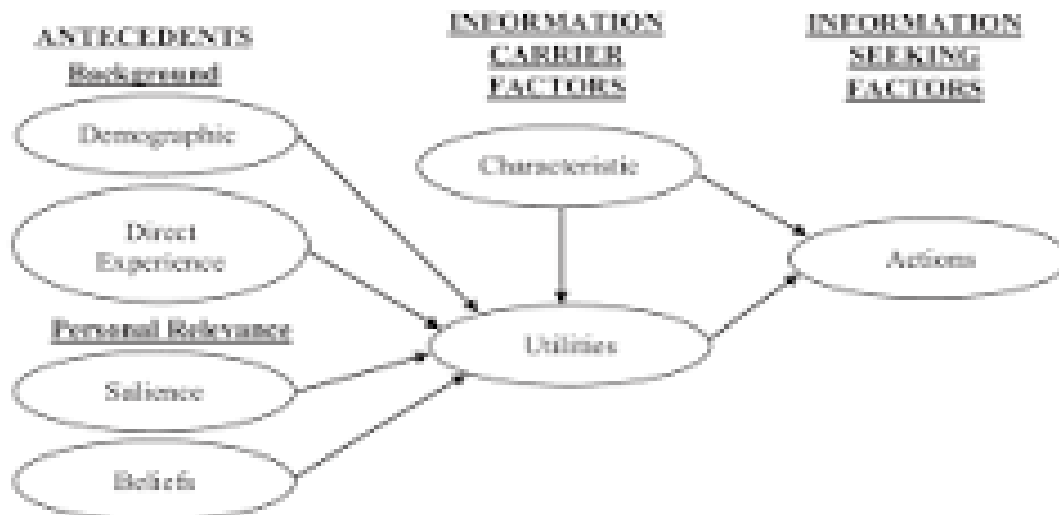
model is not derived from any theory but from an analysis of detailed human information behavior.

(Figure 1: Wilson’s model of information behavior 1981)

Wilson pointed out that information search behavior is a subset of information seeking behavior and that information seeking behavior is in turn only a subject of all possible information behavior. As such the existence of modes of information behavior, other than information seeking is implied, consequent upon analysis of various models, Wilson has

suggested that various areas of research within the general field of information behavior may be seen as a series of nested fields.

In the **Johnson's model** (1987) there are seven factors given under three headings. The basic process flows from left to right. The four factors under the heading historical are grouped within two sub headings which are termed as background factor and personal relevance. The demographics factor, personal experience and the personal relevance factor includes salience and beliefs are included in the background factor. The second heading Information carrier factors include characteristics and Utilities of the



information medium selected and used by the seekers. The last heading is information seeking actions.

(Figure 2: **Johnson's model** 1987)

**Dervin' model-** Dervin's sense-making theory has developed over a number of years and cannot be seen simply as a model of information seeking behavior. According to Dervin, it is a set of assumptions, theoretical perspective, a methodological approach,

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a set of practice information tool of a reality chaotic and the first the sense apply it to citizen. His of

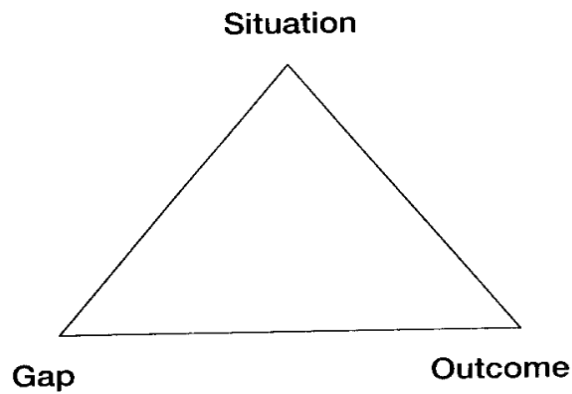


Figure 3. *Dervin's Sense-Making framework*

research methods, and a designed to cope with perceived as ....a human designed for making sense assumed to be both orderly. Dervin was one of researchers to formulate making approach and the needs of the average approach consisted of a set conceptual premises and

related methodologies for assessing how people make sense out of their worlds and how they use resources for problem resolution. However, sense making is implemented in terms of four consistent elements: a situation in time and space, which identifies the differences between the contextual situation and the desired situation; an outcome, that is consequences of the sense-making process and a bridge that is some means of closing gap between situation, a gap bridge and outcome. Dervin has expressed these elements in terms of a triangle: situation, Gap/Bridge and outcome.

The strength of dervin's model (fig. 3) lies partly in its methodological consequences, since in relation to information behavior, it can lead to a way of questioning that can reveal the nature of a problematic situation, the extent to which information services to bridge the gap of uncertainty, confusion or whatever and nature of the outcomes from the use of information.

**McKenzie's two-dimensional model:** McKenzie's model proposes that the information-seeking in everyday life of individuals occurs on a "continuum of information

practices... from actively seeking out a known source... to being given unasked for advice." This model crosses the threshold in information-seeking studies from information behavior research to information practices research. Information practices research creates space for understanding encounters with information that may not be a result of the individual's behavior.

McKenzie's two-dimensional model includes four modes of information practices (active seeking, active scanning, non-directed monitoring, by proxy) over two phases of the information process (connecting and interacting).

Phase --> Mode (below)	Connecting	Interacting
Active-seeking	Actively seeking contact with an identified source in a specific information ground	Asking a pre-planned question; active questioning strategies, e.g. list-making
Active-scanning	Identifying a likely source; browsing in a likely information ground	Identifying an opportunity to ask a question; actively observing or listening
Non-directed monitoring	Serendipitous encounters in unexpected places	Observing or overhearing in unexpected settings, chatting with acquaintances
By proxy	Being identified as an information seeker; being referred to a source through a gatekeeper	Being told

### **Information-Seeking Habits:**

All the information has bearing some significant meaning but all information is not used by all people. Information needed and useful for them, those use the information for particular reasons. Information is meaningful Proper information in the proper time and proper application. Information-seeking behavior is the act of actively seeking information in order to answer a specific query. Information-searching behavior is the behavior which stems from the searcher interacting with the system in question. Information use behavior pertains to the searcher adopting the knowledge they sought.

### **Information need:**

Information need is a concept introduced by Wilson. Understanding the information need of an individual involved three elements:

1. Why the individual decides to look for information,
2. What purpose the information they find will serve, and
3. How the information is used once it is retrieved

### **Information-seeking behavior:**

Information-seeking behavior is a more specific concept of information behavior. It specifically focuses on searching, finding, and retrieving information. Information-seeking behavior research can focus on improving information systems or, if it includes information needs, can also focus on why the user behaves the way they do. A review study on information search behavior of users highlighted that behavioral factors, personal factors, product/service factors and situational factors affect information search behavior.

### **Conclusion:**

Information is a valuable resource. A society can measure its information availability uses capability. Day to day time is changes, changes the lifestyle. Information communication technology is also developing with the invention of human activity. Time never stopped. Human civilization is always upward advancement. The development of human civilization depends on the abundance of information. Human civilization was introduced due to dependence on information. Human is the smallest unit of human society. All the operations are of that small unit from morning to night sleep depend on information. Each and every step of human activity depends on information. All the information is valuable information but all information is not for everyone. The value of information is determined by the difference in space and time. All information has users and for information users. Now we lived in Global village with the help of information technology. Any information from any part of the World is at our fingertips in seconds with the help of communication technology. Information seeking behavior is a most important part for everybody and everyday life.

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