

INFORMATION SEEKING BEHAVIOUR IN ICT ENVIRONMENT AMONG USERS OF SELECT NIFT RESOURCE CENTRES: A STUDY

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Abstract: This study investigates the impact of information communication technology on information seeking behaviours of users in selected National Institute of Fashion Technology Resource Centres in India. For the present study a well-structured questionnaire had been formulated and was distributed among the students and the faculty members of National Institute of Fashion Technology in India in order to ascertain the impact of information communication technology on information seeking behaviours of users i.e. visiting behaviour of the resource centres, time spent on ISB activities, problems faced while seeking information, purpose of seeking information, information seeking habits relevant to academic work, most convenient sources for information seeking, opinion about necessity of training for using electronic (ICT) resources, opinion on direct influence of ICT on studies, teaching, research and extension activities, use of ICT based digital resources compared to traditional print resources. The outcome and suggestions of the study would be beneficial to respond appropriately to improve ISB with the aid of ICT.

Keywords: Information Seeking, Information and Communication Technology (ICT), Information Seeking Behaviour (ISB), National Institute of Fashion Technology (NIFT), Resource Centres.

1.0 Introduction

The novel application of ICT (Information and Communication Technologies) in knowledge generation and communication have brought the users and knowledge closer than ever in ways, starting from how the information is collected, stored, organized, accessed, retrieved and consumed are really productive and more user-friendly. In other words, ICT has drastically transformed the way of collection, processing, storage, retrieval and communication of information in libraries and information centres. Particularly, the Internet has completely transformed the traditional method of processing the information right from the collection to communication. It has emerged as the most powerful medium for storage, retrieval, and communication of information.

E-resources are generally in the form of E-Books, E-Journals, E-Theses and Dissertation, OPACs, CD-ROMs, Online Databases, Internet Resources, E-mail Publishing, etc. Nowadays, E-resources have become essential for all the activities such as teaching, learning and pursuing research. Most of the universities in India have realized the importance of e-resources, as a result, they are substantially investing a huge amount in the budget to provide access to these resources to support and provide quality education. NIFT (National Institute of Fashion Technology) is not an exception to this and it has established an important place by providing quality e-resources to the user community with its moderately developed infrastructure facilities.

2.0 Objectives of the Study

The study was conducted with the following objectives:

- To study the information seeking behaviour of the NIFT centres users.
- To examine the level of awareness about the E-Resources
- To examine Importance of e-resources

- To identify an average time spent most convenient sources for ISB activities among the users in the library.
- To study the Purpose and frequency of information seeking of use of Internet by select NIFT users.
- To find out the Information Seeking Behaviour on using the electronic and modern facilities.

3.0 Methodology

For the purpose of the data collection, a well-structured questionnaire was designed and distributed to 410 respondents identified as students in the four select NIFT Institutes across India out of which 321 filled-up questionnaires were received back consisting of 78.29 %responses. The filled questionnaires were organized, coded and analyzed using SPSS. The data were interpreted in the light of the objectives and hypotheses stated in the first chapter. In analyzing and interpreting the data, different statistical tests like Percentage, X² (Chi-square) test, and Cramer's V test were adopted. Tables, charts, and graphs were used to make the presentation clear and simple. The detailed interpretation of data is presented in chapter five; the summaries of findings are presented in the succeeding section.

This study is intended to cover the information seeking behaviour of the students at Four NIFTs (National Institute of Fashion Technology) Ministry of Textile, Government of India, located in New Delhi, Mumbai, Bengaluru, and Hyderabad, chosen based on the geographical distribution in the country and It is limited under graduate and post graduate students of NIFT and who are studying regular mode only. The study aims mainly to determine the Information Seeking behaviour of NIFT students in India and how the libraries meet those information needs.

4.0 Analysis and Interpretation of Data

The data was collected by different methods were analyzed and interpreted and same presented in the following tables.

5.0 Gender Wise distribution of Students

The Table-1 shows that out of the 321 students, 85(26.4%) are 'Male', and the remaining 236(73.5%) are 'Female'.

Table-1: Gender Wise Distribution of Students

Gender	Category of Center				Total (321)
	NIFT,B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)	
Male	22 (25.2%)	24 (33.3%)	20 (24.9%)	19 (24.0%)	85 (26.4%)
Female	64 (74.4%)	51 (66.6%)	61 (75.3%)	60 (75.9%)	236 (73.5%)

Note: Figures in the parentheses indicate percentage

Table-1 also described that 64(51.05%) students of NIFT,Bengaluru, followed by 61(75.3%) NIFT,Mumbai about 51(66.6%)of NIFT,Hyderabad and 60(75.9%)of NIFT, New Delhi students are 'female', where as 22(25.2%) of NIFT, Bengaluru, followed by 20 (24.9%)of NIFT, Mumbai 24(33.3%) NIFTHyderabad and 19(24.0%)of NIFT, New Delhi students are 'male'.

From the above analysis. It is clear that female student's variable is predominately positioned than a male variable in all NIFT centers.

6.0 Place of access to the Internet.

Table-2: Place of access to the Internet.

Parameters	Category of Institutes				Total (N=321)	Test Statistics X ² and P
	NIFT,B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		
Department	61 (70.9%)	30 (40.0%)	60 (74.1%)	40 (50.6%)	191 (59.5%)	X ² =11.59; P=.001
Resource Centre	---	53 (70.7%)	81 (100.0%)	55 (69.6%)	189 (58.9%)	X ² =10.12; P=.001
Home	67 (77.9%)	62 (82.7%)	62 (76.5%)	58 (73.4%)	249 (77.6%)	X ² =97.59; P=.000

Through Smartphone	77 (89.5%)	59 (78.7%)	81 (100.0%)	70 (88.6%)	287 (89.4%)	X ² =199.40; P=.000
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Table 2 depicts that in the ‘Department’ parameter 60(74.1%) respondents from NIFT Mumbai prefer to access the Internet at the department, followed by 61(70.9%)are NIFT Bengaluru students, nearly 40(50.6%)are NIFT New Delhi students and 30(40.0%)of the respondents from NIFT Hyderabad. Chi-Square test revealed a significant difference between frequencies of responses (X²=11.59; P=.001)

Regarding the ‘Resource Centre’. 81(100%) of the respondents from NIFT Mumbai students opined preference at the ‘Resource Centre’, followed by 53(70.7%) of the respondents from NIFT Hyderabad students, nearly 55(69.6%) of the respondents from NIFT New Delhi and none of them mentioned for this parameter from NIFT Bengaluru. Chi-Square test revealed again a significant difference between frequencies of responses (X²=10.12; p=.001).

Similarly, for ‘Home’a majority of 62(82.7%)of the respondents from NIFT Hyderabad students preferred to access the Internet at ‘Home’followed by 67(77.9%)of the samples opined of the same from NIFT Bengaluru, nearly 62(76.5%) from NIFT Mumbai and 58(73.4%) of the respondents from NIFT New Delhi considered ‘Home’ as the preference. Chi-Square test revealed a significant difference between frequencies of responses(X²=97.59; p=.000). Regarding the parameter of ‘Through Smartphones’, 81(100.0%)of the respondents from NIFT Mumbai students opined prefer through ‘smartphones’, followed by 77(89.5%)of the samples from NIFT Bengaluru, about 70(88.6%) from NIFT Hyderabad and 70(88.6%) of NIFT New Delhi students opined preference through ‘Smartphones’. Chi-Square test revealed a significant difference between frequencies of responses (X²=199.40;p=.000)

7.0 Purpose and Frequency of Use of Internet

The basic benefits of internet usage are communication and information, additionally having a potential impact on the user and improving their knowledge. Today information search can be done through internet and intranet facilities, which are offered mainly by the libraries or resource centers in many colleges. Today the internet usage among academicians is increasing and several studies have revealed it. Hence it is important to understand the main use of Internet by the selected NIFT center users. The researchers framed the questions and 05 reasons were identified from the revelation. This will help to know the purpose and Use- frequency of Internet access by the selected NIFT center students in their academic work. Table-(3).The findings revealed are as given below:

Table – 3: Purpose and frequency of use of Internet.

Purposes	(N=321)					Test Statistics
	1	2	3	4	5	X ² and P
E-mail	45 (14.0)	92 (28.6)	110 (34.2)	54 (16.8)	20 (6.23)	X ² =314.87; P=.000
Access to e-resources	137 (42.7%)	96 (29.9%)	53 (16.51%)	19 (5.91%)	16 (5.0%)	X ² =130.23; P=.000
Job portals	12 (3.7%)	23 (7.61)	75 (23.3)	62 (19.3%)	149 (46.4%)	X ² =161.72; P=.000
Academic purposes	214 (66.7%)	92 (28.7%)	2 (0.6%)	13 (4.0%)	--	X ² =357.29; P=.000
Social media (facebook, Twitter, YouTube,etc)	23 (7.1%)	31 (9.7%)	140 (43.6%)	108 (36.7%)	19 (5.91%)	X ² =82.16; P=.000

Note:1-Always, 2-Very Often,3-Sometimes, 4-Rarely, 5-Never

The various components are incorporated in the questions necessary to know the purpose and frequency use of Internet access by the students of selected NIFT centre samples to access the information attainment of study. Parameter ‘E-Mail’, holds about 10(34.2%) responses for using Internet and Use frequency as ‘Sometimes’, followed by 92(28.6%) of the responses registered their opinion under ‘Vey often’ nearly 54(16.8) of the respondents indicated ‘Rarely’, further 45(14.0%) of the respondents opined ‘Always’ while only 20 (6.23%) of them indicated ‘ Never’. Chi-Square test revealed a significant difference between frequencies of responses(X²=314.87; p=.000), having ‘Sometimes’ variables significantly higher, than rest of the samples.

Table 3 depicts similarly, for the parameter ‘Access to E-Resources’ predominant responses of 137(42.7%)indicated the purpose as ‘Access to E-Resources’ and frequency of use of Internet ‘Always’, where 96(29.9%)of respondents chosen it as ‘very often’. Nearly 19(5.91%)of the respondents registered ‘rarely’ and

only 16(5.0%)of the respondents stated ‘never’ on using the Internet. Chi-Square test revealed a significant difference between frequencies of responses ($X^2=130.23$; $p=.000$).

Accordingly, the parameter ‘Job Portals’, predominant 149(46.4%) respondents of the variables indicated ‘never’, followed by 75(23.3%) of the respondents say ‘sometimes’, nearly62(19.3%)of them indicated ‘rarely’, about 23(7.61%)of the respondents mention ‘very-often’ and only 12(3.7%) of them indicated ‘never’. Chi-Square test revealed a significant difference between frequencies of responses ($X^2=161.72$; $p=.000$) having significantly high ‘very-often’ responses.

Further the parameter ‘Academic purposes’, a majority of 214(66.7%)responses indicate that they use of Internet for ‘Academic purposes’ and frequency of use of Internet is ‘Always’, followed by 92(28.7%)of the responses registered their opinions ‘very often’ and about 13(4.0%) of them indicated ‘sometimes’, very few scoring 2(0.6%)of the respondents state ‘rarely’ and none of them responses cameras ‘never’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=357.29$; $p=.000$, having ‘Always’ variables significantly high, then rest of the samples.

Similarly, for the parameter Social media (Facebook, Twitter, YouTube, etc), 140(43.6%)of the responses indicated ‘sometimes’, followed by 118(36.7%)of the responses registered their opinion ‘rarely’, nearly 31(9.7%)respondent their responses as ‘very-often’, about 23(7.1%)of them indicated ‘Always’ and only 19(5.91%) of the variables say ‘never’. Chi-Square test revealed a significant difference between frequencies of responses ($\chi^2=82.16$; $p=.000$)having ‘sometimes’ responses significantly high than rest of the variables.

8.0 Awareness of E-resources by the respondents

The E-resources offered by the resource center should properly be used by its users. Then only the purpose of existence of such resources is justifiable. So the respondents were asked by the users about awareness of E-resources (E-books/E-journals/E-databases) available in your ‘resource center’ in which four NIFT centers. The collected data is presented in the table (4).

Table-4: Awareness of E-resources by the respondents

Aware of E-Resources	NIFT, INSTITUTES				Total (N=321)	Test Statistics X ² and P
	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		
Yes	39 (45.3%)	62 (82.7%)	81 (100.0%)	72 (91.1%)	254 (79.1%)	X ² =108.93; p=.000
No	47 (54.7%)	13 (17.3%)	0 (0.0%)	7 (8.9%)	67 (20.9%)	
Test Statistics	CV=.524; p=.000					

The Table-(4) also depicts that predominant respondents 254(79.1%)opined as ‘Yes’ i.e. that they are aware of E-resources (E-books/E-journals/E-databases) availability in their ‘resource centre’ and only 67(20.9%) opined as ‘No’ i.e. they are not aware of E-resources (E-books/E-journals/E-databases) availability in their ‘resource centre’

81(100.0%)of the NIFT M, 72(91.1%)NIFT ND, 62(82.7%)NIFT, H and 39(45.3%) NIFT B, opined ‘Yes’ i.e. they are aware about E-resources E-resources (E-books/E-journals/E-databases) availability in their ‘resource centre’ and 47(54.7%)NIFT B, 13(17.3%) and 7(8.9%) NIFT ND students registered their opine as ‘No’ that they do not know about E-resources E-resources (E-books/E-journals/E-databases) availability in their ‘resource centre’.Chi-square test revealed a significant difference between frequencies of responses ($X^2=108.93$; $p=.000$), having ‘Yes’ responses significantly high.

9.0 Importance of E-Resources (E-journals / E-books / E-databases) for your academic work

Out of the 321 total respondents, 171(53.3%) find it ‘Very important’, 123(38.3%) find it ‘Important’, 23(7.2%) find ‘Moderately Important’ and remaining 4(1.2%)find it ‘Slightly Important’ in using E-resources in their academic work.

Table-5:Importance of E-Resources in Academics

	NIFT, INSTITUTES				Total (N=321)	Test Statistics
	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		X ² and P
Very important	22 (25.6%)	30 (40.0%)	62 (76.5%)	42 (53.1%)	171 (53.3%)	X ² =238.68; P=.000
Important	45 (52.3%)	24 (32.0%)	19 (23.5%)	20 (25.3%)	123 (38.3%)	
Moderately Important	15 (17.4%)	12 (16.0%)	--	11 (13.9%)	23 (7.2%)	
Slightly Important	4 (4.7%)	9 (12.0%)	--	6 (7.5%)	4 (1.2%)	
Test Statistics	CV=.279 p=.000					

Further, Table-(5) depicts that, majority of 62(76.5%)of the NIFT, Mumbai opined E-resources as ‘very Important’ for their academics, about 45(52.3%) of NIFT, Bengaluru students opined E-resources to be ‘Important’, followed by42(53.1%) of NIFT, ND students registered the E-resources as ‘very important’ in their academics. While the remaining 30(40.0%)NIFT, Hyderabad samples also registered E-resources to be ‘very important’ for their academics. Chi-Square test revealed a significant difference between frequencies of responses ($\chi^2=238.68$; $p=.000$) CV=.279; $p=.000$ _having ‘Very Important’ responses significantly high.

Table-6: Awareness of online databases on fashion design ‘forecast’ at the resource center.

Awareness of online databases	NIFT, INSTITUTES				Total (N=321)	Test Statistics
	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		X ² and P
Yes	74 (86.0%)	71 (94.7%)	81 (100.0%)	79 (100.0%)	305 (95.0%)	X ² =260.19 P=.000
No	12 (14.0%)	4 (5.3%)	--	--	16 (5.0%)	

The Table-(6), depicts that out of 321 total respondents, 305(95.0%)are aware of the availability of online databases and services on fashion design forecast in their resource centre and remaining 16(5.0%)are unaware of the availability of fashion design forecast online databases and service in their resource centre.

The table reveals that81(100.0%) of the respondents from NIFT, M, 79(100.0%)NIFT, ND, 71(94.7%)NIFT, Hand 74(86.0%) from NIFT, B respondents opined ‘Yes’ about the availability of online databases and services on fashion design forecast in their respective resource centres. The remaining 12(14.0%) of NIFT, B and 4(5.3%) of them indicated ‘No’.i.e. they are unaware of the availability of fashion design forecast online databases service in their resource centres.

10.0 Seeking Information on Using the Electronic and Modern Facilities.

Information seeking behaviour on using the electronic and modern facilities has been summarized on Table (7).

Table- 7. Seeking information through electronic and modern facilities.

(N=321)							Test Statistics
S/N	Parameters	1	2	3	4	5	X ² and P
1	I usually do not seek information from the web.	27 (8.4%)	14 (4.4%)	20 (6.2%)	96 (23.7%)	184 (57.3%)	X ² =316.96; P=.000
2	I usually seek information from the web with the assistance of an intermediary. (e.g. Librarian)	81 (25.2%)	43 (13.4%)	37 (11.5%)	78 (24.3%)	82 (25.5%)	X ² =30.82; P=.000
3	I usually get assistance from a friend or colleague.	5 (1.6%)	136 (42.4%)	33 (10.3%)	115 (35.8%)	32 (10.0%)	X ² =206.39; P=.000
4	I usually do the searching myself.	97 (30.2%)	155 (48.3%)	36 (11.2%)	33 (10.3%)	--	X ² =125.34; P=.000
5	The retrieval of e-resources consumes much time in getting right information I need, since search lists large number of relevant and irrelevant information's.	46 (14.3%)	143 (44.5%)	31 (9.7%)	20 (6.2%)	81 (25.2%)	X ² =153.87; P=.000
6	I feel comfortable in getting the information within right time using the e-facilities	192(59.8%)	119 (37.1%)	10 (3.1%)	--	--	X ² =156.80; P=.000

Note: 1- Strongly agree, 2- Agree, 3- Undecided, 4- Disagree, 5- Strongly disagree

The Table-7 depicts that a majority (57.3%) of respondents opine ‘Strongly disagree’ that they do not use the web in seeking information, (23.7%) respondents ‘Disagree’ that means they do use the web for searching information, 238(8.4%) respondents ‘Strongly agree’, (6.2%) respondents ‘Undecided’ and (4.4%) respondents ‘Agree’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=444.16$; $p=.000$.

Out of (25.5%) respondents response ‘Strongly disagree’ i.e., that they usually seek information from the web with the assistance of an intermediary (e.g. Librarian), intestinally almost same value scoring (25.2%) registered ‘Strongly agree’, followed by (24.3%) of them followed ‘Disagree’ parameter, about (13.4%) of the respondents registered ‘Agree’ and only (11.5%) of them registered ‘Undecided’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=125.34$; $p=.000$.

Further, predominant respondents (42.4%) indicated ‘Agree’ i.e. that they usually get assistance from a friend or colleague, followed by (35.8%)of them indicated ‘Disagree’, (10.3%) of them ‘Undecided’ about (10.0%) samples opined ‘Strongly disagree’ and only (1.6%) respondents registered ‘Strongly agree’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=206.39$; $p=.000$.having ‘Agree’ responses significantly high.

Similarly, (48.3%) responses indicated ‘Agree’ i.e., that they usually do the searching their own with other’s assistance, followed by (30.2%)of them indicated ‘Strongly agree’, nearly (11.2%)of them ‘Undecided’ and remaining (10.3%) samples opined ‘disagree’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=125.34$; $p=.000$.having ‘Agree’ responses significantly high.

Out of (44.5%) respondents chose ‘Agree’ i.e. they agree that retrieval of e-resources is time consuming for their information needs, since search list contains large number of relevant and irrelevant information followed by(25.2%) registered their opinion as ‘Strongly disagree’ (14.3%)of them indicated ‘Strongly agree’, about (9.7%)of the respondents registered ‘Undecided’ and only (6.2%)of them registered ‘disagree’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=153.87$; $p=.000$.having ‘Agree’ responses significantly high.

Further, predominant respondents of (59.8%) indicate ‘Strongly disagree’ i.e., that they feel comfortable in getting their information within right time using the e-facilities, followed by (37.1%)of them indicated ‘Agree’ and only (3.1%) of them ‘Undecided’. Chi-Square test revealed a significant difference between frequencies of responses $\chi^2=156.80$; $p=.000$.having ‘Agree’ responses significantly high.

11.0 Satisfaction of Availability of IT Infrastructure

Though each NIFT Resource centre has different patterns in subscribing E-Resource. It is important to understand the level of satisfaction on IT infrastructure to access the e-resources in their resource centre on a three-point scale. Table (8) deal with the details of the satisfaction level of IT infrastructure to access E-Resources among faculty members.

It is evident from the table that 95(29.59%)respondents are ‘Highly satisfied’, 139(43.30%)are ‘Satisfied’ and remaining 87(27.10%)are ‘Not satisfied’ with the infrastructural facilities for easy access of E-Resources.

Table –8: Satisfaction on availability of IT infrastructure by Students

Satisfaction Level	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)	Total (N=321)
Highly Satisfied	15 (17.44%)	18 (24.0%)	45 (55.55%)	17 (21.51%)	95 (29.59%)
Satisfied	32 (37.20%)	30 (40.0%)	36 (44.44%)	41 (51.89%)	139 (43.30%)
Not satisfied	39 (45.34%)	27 (36.0%)		21 (26.58%)	87 (27.10%)

The Table(8) depicts that 45(55.5%) of samples of NIFT, Mumbai expressed ‘Highly satisfied’ on the availability of IT infrastructure, followed by 41(51.89%) of NIFT, ND students feel ‘Satisfied’ and Very interestingly 39(45.34%)of NIFT, Bengaluru have expressed ‘Not satisfied’ with the available IT infrastructure at their respective resource centres.

12.0 Summary of Major Findings

The salient findings that are drawn from the study have been given below ;

Distribution of the Questionnaire among the students:

A total of 402 questionnaires were distributed among the students of selected NIFT centres, India, of which 321 filled-up questionnaires were received back accounting to 78.29 % response.

- Among 321 students, 85(26.4%) respondents consist of ‘Male’ and 236(73.5%) ‘Female’.
- 287(89.4%) of the respondents use Internet through ‘Smartphones’.
- (66.7%) of the respondents use Internet for academic purposes and frequency of use is as ‘Always’
- Similarly, for the parameter of Social media (Facebook, Twitter, YouTube, etc), 140(43.6%) of the responses indicated for ‘sometimes’,
- 254 (79.1%) opined as ‘Yes’ i.e. they are aware of E-resources (E-books/E-journals/ E-databases) availability in their ‘resource centre’.
- Out of the 321 total respondents, 171 (53.3%)variables opined E-resources are ‘very Important’ for their academics.
- Among 321 total respondents, 305(95.0%) are aware of the availability of fashion designs forecast online databases service in their resource centre.
- (59.8%) responses indicate ‘Strongly disagree’ i.e. they feel comfortable in getting their information o-time using the e-facilities,
- 139(43.30%) are satisfied on the availability of IT infrastructure by Students.

13.0 Conclusion

As modern ICT applications have immense potential to offer a lot of dynamics and online services. Due to rapid advancement in Information Communication Technology, the internet has become an inseparable part of today’s educational system. The electronic resources have changed the information seeking and retrieval process of the respondents. It is also found from the study that training programs offered by the institution are more utilized by the students and faculty members of the NIFT Institutes in India. The use of Internet recorded in this study probably related to its expansion, the growing familiarity with E-Resources. It can be summarized that maximum users use E-Resources for their research and educational needs. Due to ICT and availability of all E-Resources on user’s desktop, their visit to the library is affected to some extent, but the users visit their parent library for books/monographs and communicate with library staff through E-mails/Instant Messaging and ask help and give suggestions as and when required. There are more challenges to library professionals for exciting new initiatives to be discovered unfamiliar places about more opportunities are also coming up due to

Information Communication Technology. The library should organize seminars, workshops and orientation programs for users at regular interval of time to keep them up to date with latest technologies.

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