

Dialectics of Information Seeking Behaviour: A Survey of Pharmacy Faculty in Andhra Pradesh and their Use of Library Services and Facilities

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Abstract

This article attempts a critical study of the information seeking behaviour among faculty members in pharmaceutical sciences, working in various institutions, affiliated Acharya Nagarjuna University, Andhra University and Kakatiya University in Andhra Pradesh. To elicit responses on a wide range of issues, a comprehensive questionnaire was circulated among 700 pharmacy faculty members, out of which 545 faculty members responded by submitting filled in questionnaires; and overall response rate recorded an impressive figure of 78%. One of the most remarkable findings pertains to the higher usage of library services by faculty at Assistant Professors' grades, whereas the senior levels represented by Associate Professors and Professors perform poorly in making use of reference service, inter library loan, internet searching etc. Another aspect the finding props up is related to an overwhelming use of reprographic facility as well as borrowing. On the other hand, ancillary services such as current awareness services and selective dissemination of information services fail to evoke much response among faculty members.

Keywords: Information seeking behaviour; Library services; Library facilities; Pharmacy colleges; Pharmacy faculty members.

Introduction

Academic Librarians are constantly engaged in facilitating gratification of their users thirst for information. However, an in-depth understanding of the users' information needs along with deciphering the underlying patterns of information seeking behavior form an integral part of the librarians' strategic efforts to deliver various services effectively. The present study critically analyses the various stands and patterns of information seeking behavior prevalent among pharmacy faculty at 88 pharmacy colleges affiliated to Acharya Nagarjuna University, Andhra University and Kakatiya University. Among

other pertinent tasks, the Librarians attempt to gain better insights into the change responsive behaviour among such faculty, who are expected to be sensitive to the changing paradigms of technology and learning methodologies. Here, the researchers primarily focus to understand specific parameters, such as frequency of information seeking/access to information, various specific task, nature of information access, tools adopted to keep them updated. It is highly desirable to develop a sound understanding of the user community's psychological and cultural preferences as well as the various information seeking habits and practices employed by users. And a better, insightful perspective into the information seeking behaviour of pharmacy faculty shall enable librarians to customize more effective tools to dispense library services among pharmacy faculty members. Moreover, it may facilitate implementation of suitable policies that ensure swift access to quality information services and facilities.

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Objectives of the Study

The objectives of the study are:

- To measure the level of use of available library services and facilities by the pharmacy faculty members;
- To recommend concrete plans and suggestions to Pharmacy College authorities for providing the better library services and facilities based on inputs collected from pharmacy faculty members.

Hypothesis of the study

- Assistant Professors were found to make better use of the library services and facilities available in their libraries when compared to Associate Professors and Professors.
- Significant differences do not exist in the patterns and frequency in use of Library services and facilities among the pharmacy faculty members of Acharya Nagarjuna University, Andhra University and Kakatiya University.

Limitation of the study

The study could only cover the pharmacy colleges affiliated to Acharya Nagarjuna University, Guntur, Andhra University, Visakhapatnam and Kakatiya University, Warangal. Future attempts shall attempt to widen and cover larger number of Institutions.

Methodology

In order to study the information seeking behaviour of pharmacy faculty members, the state of Andhra Pradesh in India has been chosen. There are more than 30 universities in the state of Andhra Pradesh. Among them Acharya Nagarjuna University, Andhra University and Kakatiya University are well established. As there are many colleges affiliated to these universities, the researcher has selected only pharmacy colleges and only

faculty members. At present there are 1688 faculty members in the above selected affiliated pharmacy colleges of Acharya Nagarjuna University, Andhra University and Kakatiya University. Since the population is too large to study in view of time and cost involved, a sample of 700 (41.5% of the total population) faculty members has been drawn from the total population by simple random method. A total of 700 questionnaires were distributed among the members of pharmacy faculty and 545 duly filled in questionnaires were received, thus resulting into a response rate of 78%.

Data Analysis

After collecting the data from the members of the pharmacy faculty, the data has been checked and analyzed according to the objectives and hypotheses stated. First the data is recorded on the data sheets, and then fed into the computer. The data has been tested with Chi-square test by using the SPSS (Software Package for Social Sciences). If the observed frequency was found to be less than five in any cell of row, that row was merged with its adjacent row while calculating its chi-square value.

Use of library services and facilities

The extent of use of different library services and facilities, namely borrowing facilities, reference service, bibliographical service, current awareness service, selective dissemination of information service, inter library loan, reprographic service and internet searching were discussed in the following paragraphs.

Borrowing facilities

The distribution of pharmacy faculty members according to the level of use of borrowing facilities of the library, designation and university is shown in Table 1.

It is evident from Table 1 that 63.12 percent of the pharmacy faculty members are using the borrowing facilities completely, 21.65

Table 1: Distribution of Pharmacy Faculty Members according to the Level of Use of Borrowing Facilities

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	43 (14.58)	21 (15.56)	19 (16.52)	23 (15.86)	28 (16.97)	32 (13.62)	83 (15.23)
Substantially	65 (22.03)	28 (20.74)	25 (21.74)	19 (13.10)	34 (20.61)	65 (27.66)	118 (21.65)
Completely	187 (63.39)	86 (63.70)	71 (61.74)	103 (71.04)	103 (62.42)	138 (58.72)	344 (63.12)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

Table 2: Distribution of Pharmacy Faculty Members according to the Level of Use of Reference Service

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	47 (15.93)	29 (21.48)	23 (20.00)	27 (18.62)	29 (17.57)	43 (18.30)	99 (18.16)
Substantially	75 (25.42)	37 (27.41)	31 (26.96)	25 (17.24)	44 (26.67)	74 (31.49)	143 (26.24)
Completely	173 (58.65)	69 (51.11)	61 (53.04)	93 (64.14)	92 (55.76)	118 (50.21)	303 (55.60)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

at 0.99 levels with two degrees of freedom.

χ^2 (Asst. Prof.-Assoc. Prof): 0.58898
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (Asst. Prof.-Prof): 0.88454
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (Assoc.Prof.-Prof): 0.949521
df :2 TV: 0.0201 NS at 0.99 level

χ^2 (ANU-AU): 0.17694
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (ANU-KU): 0.003981

significant at 0.99 level with two degrees of freedom. That means, more number of faculty members of Kaktiya University are using the borrowing facility when compared to faculty members of Acharya Nagarjuna University. However, there are no significant differences between the faculty members of Acharaya Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of borrowing facility as evidenced by

Table 3: Distribution of Pharmacy Faculty Members according to the Level of Use of Bibliographical Service

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	52 (17.63)	35 (25.93)	27 (23.48)	32 (22.07)	34 (20.61)	48 (20.43)	114 (20.92)
Substantially	87 (29.49)	37 (27.41)	36 (31.30)	31 (21.38)	51 (30.91)	78 (33.19)	160 (29.36)
Completely	143 (48.47)	55 (40.74)	43 (37.39)	75 (51.72)	72 (43.63)	94 (40.00)	241 (44.22)
Not at all	13 (4.41)	8 (5.92)	9 (7.83)	7 (4.83)	8 (4.85)	15 (6.38)	30 (5.50)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

the chi-square values, which are not significant at 0.99 level with two degrees of freedom.

Reference service

The distribution of pharmacy faculty members according to the level of use of reference service of the library, designation and university is shown in Table 2.

It is evident from Table 2 that 55.60 percent of the pharmacy faculty members are using the reference service completely, 26.24 percent of them are using substantially and the remaining 18.16 percent are using marginally.

It is evident from Table 2 that there is significant difference in the level of use of reference service between the pharmacy

faculties of Assistant Professor and Professor. It is proved by chi-square value, which is significant at 0.99 levels with two degrees of freedom. That means, more number of Assistant Professors are using the reference service when compared to Professors. However, there are no significant differences between the faculties of Assistant Professors and Associate Professors on the one hand, Associate Professors and Professors on the other in the level of use of reference service as evidenced by the chi-square values, which are not significant at 0.99 level with two degrees of freedom.

χ^2 (Asst. Prof.-Assoc. Prof): 0.26055
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (Asst. Prof.-Prof): 0.0000
 df: 2 TV: 0.0201 Sig at 0.99 level
 χ^2 (Assoc.Prof.-Prof): 0.95217
 df :2 TV: 0.0201 NS at 0.99 level
 χ^2 (ANU-AU) : 0.95217
 df: 2 TV: 0.0201 NS at 0.99 level
 χ^2 (ANU-KU): 0.000633

The distribution of pharmacy faculty members according to the level of use of bibliographical service of the library, designation and university is shown in Table 3.

χ^2 (Asst. Prof.-Assoc. Prof): 0.1623
 df: 3 TV: 0.115 NS at 0.99 level

Table 5: Distribution of Pharmacy Faculty Members according to the Level of Use of Selective Dissemination of Information Service

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	55 (18.64)	41 (30.37)	34 (29.56)	37 (25.52)	39 (23.64)	54 (22.98)	130 (23.85)
Substantially	89 (30.17)	34 (25.19)	41 (35.65)	32 (22.07)	52 (31.51)	80 (34.04)	164 (30.09)
Completely	133 (45.09)	45 (33.33)	29 (25.22)	65 (44.83)	63 (38.18)	79 (33.62)	207 (37.98)
Not at all	18 (6.10)	15 (11.11)	11 (9.57)	11 (7.58)	11 (6.67)	22 (9.36)	44 (8.08)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of reference service as evidenced by the chi-square values, which are not significant at 0.99 level with two degrees of freedom.

are using not at all.

It is also evident from Table 3 that there are no significant differences in the level of use of bibliographical service between the pharmacy faculties of Assistant Professor, Associate Professor and Professor. It is proved by chi-square values, which are not significant at 0.99

Bibliographical service

Table 6: Distribution of Pharmacy Faculty Members according to the Level of Use of Inter Library Loan

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	55 (18.65)	27 (20.00)	25 (21.74)	30 (20.69)	32 (19.39)	45 (19.15)	107 (19.63)
Substantially	87 (29.49)	39 (28.89)	32 (27.83)	31 (21.38)	51 (30.91)	76 (32.34)	158 (28.99)
Completely	136 (46.10)	46 (34.07)	39 (33.91)	69 (47.59)	66 (40.00)	86 (36.60)	221 (40.55)
Not at all	17 (5.76)	23 (17.04)	19 (16.52)	15 (10.34)	16 (9.70)	28 (11.91)	59 (10.83)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

levels with three degrees of freedom.

It is also evident from Table 3 that there is significant difference in the level of use of bibliographical service between the pharmacy faculty members of Acharya Nagarjuna University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with three degrees of freedom. That means, more number of faculty members of Acharya Nagarjuna University are using the bibliographical service when compared to faculty members of Kakatiya University. However, there are no significant differences between the faculty members of Acharya Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of bibliographical service as evidenced by the chi-square values, which are not significant at 0.99 level with three degrees of freedom.

Current awareness service

The distribution of pharmacy faculty members according to the level of use of current awareness service of the library, designation and university is shown in Table 4.

χ^2 (Asst. Prof.-Assoc. Prof): 0.0055
df: 3 TV: 0.115 Sig at 0.99 level

χ^2 (Asst. Prof.-Prof): 0.00038
df: 3 TV: 0.115 Sig at 0.99 level

χ^2 (Assoc.Prof.-Prof): 0.2831
df: 3 TV: 0.115 NS at 0.99 level

χ^2 (ANU-AU): 0.3111
df: 3 TV: 0.115 NS at 0.99 level

χ^2 (ANU-KU): 0.0008
df: 3 TV: 0.115 Sig at 0.99 level

χ^2 (AU-KU): 0.6479
df: 3 TV: 0.115 NS at 0.99 level

It is evident from Table 4 that 37.98 percent of the pharmacy faculty members are using the current awareness service completely, 30.09 percent of them are using substantially, 23.85 marginally, and the remaining 8.08 percent are using not at all.

It is also evident from Table 4 that there is no significant difference in the level of use of current awareness service between the pharmacy faculties of Associate Professor and Professor. It is proved by chi-square values, which are not significant at 0.99 levels with three degrees of freedom. However, there are significant differences between the pharmacy faculties of Assistant Professor and Associate Professor on the one hand, and Assistant Professor and Professor on the other in the level of use in this regard as evidenced by the chi-square values, which are significant at 0.99 level with three degrees of freedom. That means, more number of Assistant Professors are using the current awareness service when compared to Associate Professors and Professors.

It is also evident from Table 4 that there is a significant difference in the level of use of current awareness service between the pharmacy faculty members of Acharya Nagarjuna University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with three degrees of freedom. That means, more number of faculty members of Acharya Nagarjuna University are using the current awareness service when compared to faculty members of Kakatiya University. However,

χ^2 (ANU-KU): 0.0480
 df: 3 TV: 0.115 Sig at 0.99 level
 χ^2 (AU-KU): 0.6527
 df: 3 TV: 0.115 NS at 0.99 level

It is evident from Table 5.15 that 37.98 percent of the pharmacy faculty members are using the selective dissemination of information service completely, 30.09 percent of them are using substantially, 23.85 marginally, and the remaining 8.08 percent are using not at all.

Table 7: Distribution of Pharmacy Faculty Members according to the Level of Use of Reprographic Service

Level of use	Designation			Universities			Total
	Asst. Professor	Assoc. Professor	Professor	ANU	AU	KU	
Marginally	49 (16.61)	31 (22.96)	27 (23.48)	30 (20.69)	32 (19.39)	45 (19.15)	107 (19.63)
Substantially	78 (26.44)	39 (28.89)	33 (28.69)	27 (18.62)	46 (27.88)	77 (32.76)	150 (27.52)
Completely	168 (56.95)	65 (48.15)	55 (47.83)	88 (60.69)	87 (52.73)	113 (48.09)	288 (52.85)
Total	295 (100.00)	135 (100.00)	115 (100.00)	145 (100.00)	165 (100.00)	235 (100.00)	545 (100.00)

5 that there is level of use of mation service s of Associate proved by chi-nificant at 0.99 lom. However, s between the Professor and ne hand, and or on the other l as evidenced

current selective dissemination of information service of the library, designation and university is shown in Table 5.

χ^2 (Asst. Prof.-Assoc. Prof): 0.005
 df: 3 TV: 0.115 Sig at 0.99 level
 χ^2 (Asst. Prof.-Prof): 0.0018
 df: 3 TV: 0.115 Sig at 0.99 level
 χ^2 (Assoc.Prof.-Prof): 0.2823
 df: 3 TV: 0.115 NS at 0.99 level
 χ^2 (ANU-AU): 0.3115
 df: 3 TV: 0.115 NS at 0.99 level

are significant at 0.99 level with three degrees of freedom. That means more number of Assistant Professors are using the selective dissemination of information service when compared to Associate Professors and Professors.

It is also evident from Table 5 that there is significant difference in the level of use of selective dissemination of information service between the pharmacy faculty members of Acharya Nagarjuna University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with

three degrees of freedom. That means, more number of faculty members of Acharya Nagarjuna University are using the selective dissemination of information service when compared to faculty members of Kakatiya University. However, there are no significant differences between the faculty members of Acharya Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of selective dissemination of information service as evidenced by the chi-square values, which are not significant at 0.99 level with three degrees of freedom.

Inter library loan

The distribution of pharmacy faculty members according to the level of use of inter library loan of the library, designation and university is shown in Table 6.

χ^2 (Asst. Prof.-Assoc. Prof):	0.0011
df: 3 TV: 0.115	Sig at 0.99 level
χ^2 (Asst. Prof.-Prof):	0.0024
df: 3 TV: 0.115	Sig at 0.99 level
χ^2 (Assoc.Prof.-Prof):	0.9885
df :3 TV: 0.115	NS at 0.99 level
χ^2 (ANU-AU):	0.2877
df: 3 TV: 0.115	NS at 0.99 level
χ^2 (ANU-KU):	0.0791
df: 3 TV: 0.115	Sig at 0.99 level
χ^2 (AU-KU):	0.8478
df: 3 TV: 0.115	NS at 0.99 level

It is evident from Table 6 that 40.55 percent of the pharmacy faculty members are using the inter library loan completely, 28.99 percent of them are using substantially, 19.63 marginally, and the remaining 10.83 percent are using not at all.

It is also evident from Table 6 that there is no significant difference in the level of use of inter library loan between the pharmacy faculties of Associate Professor and Professor. It is proved by chi-square values, which is not significant at 0.99 levels with three degrees of freedom. However, there are significant differences between the pharmacy faculties of Assistant Professor and Associate Professor on the one hand, and Assistant Professor and Professor on the other in the level of use in this regard as evidenced by the chi-square values, which are significant at 0.99 level with three degrees of freedom. That means more number of Assistant Professors are using the inter library loan when compared to Associate Professors and Professors.

It is also evident from Table 6 that there is significant difference in the level of use of inter library loan between the pharmacy faculty members of Acharya Nagarjuna University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with three degrees of freedom. That means, more number of faculty members of Acharya Nagarjuna University are using the inter library loan when compared to faculty members of Kakatiya University. However, there are no significant differences between

the faculty members of Acharaya Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of inter library loan as evidenced by the chi-square values, which are not significant at 0.99 level with three degrees of freedom.

Reprographic service

The distribution of pharmacy faculty members according to the level of use of reprographic service of the library, designation and university is shown in Table 7.

It is evident from Table 7 that 52.85 percent of the pharmacy faculty members are using the reprographic service completely, 27.52 percent of them are using substantially, and the remaining 19.63 percent are using marginally.

It is also evident from Table 7 that there are no significant differences in the level of use of reprographic service between the pharmacy faculties of Assistant Professor, Associate

χ^2 (ANU-KU): 0.0093
 df: 2 TV: 0.0201 Sig at 0.99 level
 χ^2 (AU-KU): 0.5563
 df: 2 TV: 0.0.201 NS at 0.99 level

It is also evident from Table 7 that there is significant difference in the level of use of reprographic service between the pharmacy faculty members of Acharya Nagarjuna University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with two degrees of freedom. That means, more number of faculty members of Acharya Nagarjuna University are using the reprographic service when compared to faculty members of Kakatiya University. However, there are no significant differences between the faculty members of Acharaya Nagarjuna University and Andhra University on the one hand, Andhra University and Kakatiya University on the other in the level of use of reprographic service as evidenced by the chi-square values, which are not significant at 0.99 level with three degrees of freedom.

Table 9: Ranked List of Library Services are Using by the Pharmacy Faculty Members

Library Services	Total Weightages	Mean Weightages	Rank
Borrowing facilities	1351	2.48	2
Reference service	1294	2.37	3
Bibliographical service	1157	2.12	5
Current awareness service	1079	1.98	7
SDI service	1079	1.98	7
Intern library loan	1086	1.99	6
Reprographic service	1378	2.53	1
Internet searching	1225	2.25	4

pharmacy faculty level of use of designation and . at 47.16 percent bers are using r, 30.46 percent ially, and the

remaining 22.38 percent are using marginally.

χ^2 (Asst. Prof.-Assoc. Prof): 0.0248
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (Asst. Prof.-Prof): 0.0209
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (Assoc.Prof.-Prof): 0.9782
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (ANU-AU): 0.2065
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (ANU-KU): 0.1192
df: 2 TV: 0.0201 NS at 0.99 level

χ^2 (AU-KU): 0.9582
df: 2 TV: 0.0201 NS at 0.99 level

It is also evident from Table 8 that there are no significant differences in the level of use of internet facility between the pharmacy faculties of Assistant Professor, Associate Professor and Professor. It is proved by chi-square values, which are not significant at 0.99 levels with two degrees of freedom.

It is also evident from it that there are no significant differences in the level of use of internet facility between the pharmacy faculty members of Acharya Nagarjuna University, Andhra University and Kakatiya University. It is proved by the chi-square value, which is significant at 0.99 level with two degrees of freedom.

Relative use of library services

In order to know the relative use of different library services by the pharmacy faculty members, weightages of 3,2,1 and 0 are assigned for the responses of completely, substantially, marginally and not at all used respectively. Total weightages is calculated for each service. Mean weightage is calculated by dividing the total weightage by the number of persons included in the sample. Based on the mean weightages, the services have been ranked. The different services along with their total weightages, mean weightages and ranks are shown in Table 9.

It is evident from Table 9 that the pharmacy faculty members are using reprographic facility heavily compared to other services. It

is followed by borrowing facility, reference service, and internet facility, which have got second, third and fourth ranks respectively for their use. Current awareness service and selective dissemination of information service are less used compared to other services and these have got the least ranks. Inter library loan and bibliographical service have got fifth and sixth ranks respectively for being used by the pharmacy faculty members.

Conclusion

It can be concluded from the results that the Assistant Professors are found to be using the reference services, Inter library loan, internet searching facility, CAS and SDI service more in number when compared to Associate Professor and Professors. However, there appears to be no significant differences in the use of borrowing facilities, bibliographical service and reprographic services among the Assistant Professors, Associate Professors and Professors. Pharmacy faculty from Acharya Nagarjuna University are found to be using bibliographical service, inter library loan, reprographic facility, CAS, and SDI services more than the pharmacy faculty of Andhra and Kakatiya Universities. Pharmacy faculty at Kakatiya University come across as better users of borrowing facility and reference service compared to their counterparts at Acharya Nagarjuna and Andhra Universities. However, there are no significant differences in the use of Internet searching among the members of pharmacy faculties of Acharya Nagarjuna University, Andhra University and Kakatiya University. Overall, the pharmacy faculty members are found to be using reprographic facility heavily compared to other services. On the contrary, current awareness service and selective dissemination of information service are found to be less used compared to other services.

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