Information Seeking Behaviour and Need among Undergraduate Students in Faculty of Management Science in Madonna University Nigeria Okija Campus: A Case Study

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Abstract

The article was on information seeking behaviour and needs among students in faculty of management science in Madonna University Nigeria Okija Campus: a case study. The ideas to write this article struck the researchers because of the negative attitude among undergraduates towards the use information resources of Madonna university library. The design for this study is a descriptive research method. The population of this research is the entire students in faculty of Management Science which are(865) numbers. Purposive sampling technique was used. The research instrument used in this study is a standard questionnaire, which was titled: "Information seeking behaviour and needs among undergraduates in Madonna University Nigeria Okija Campus".. Findings showed that Madonna university undergraduates has positive attitude towards information seeking behaviour. Findings showed that information on needs by undergraduate them concentrating on consult books mostly in the library and newspapers and others periodical as well as internet materials. Another findings showed that students used all the strategies for searching information materials which such as cataloguing cards cabinet browsing the internet while recommended reading list followed by inquiring from library staff/ course mates. Based on the findings the researchers proffer solution to the study.
Keywords: Information seeking, Needs, Students and Madonna University Library

Introduction

The ideas to write this article struck the researchers because of the negative attitude among undergraduates towards the use of information resources at Madonna university library, though, many papers had been written over the years on information seeking behaviour and information needs by different authors in Library and information science, but none had addressed issues among students in faculty of management science at Madonna university Nigeria, Okija campus. Reference to Nnadozie and Nnadozie (2008) investigated the information needs of faculty members in a Nigerian private university: a self-Study, which Madonna University Okija was included; they do not discussed issues related to students information seeking and needs. Nnadozie and Nnadozie found out that faculty members needed information for their teaching and research responsibilities.

Therefore, this present study will investigate the following as objectives of the study:

i.   To know the brief current history of the Madonna University along with the Library collections,
ii.   To find out the information needs of students in Faculty of Management Science
iii.   To know information searching strategies used by students.

Madonna University Nigeria.

Madonna University is located at Okija as take-off, a few kilometers from the commercial and industrial town of Onitsha in the South-East zone of Nigeria. Presently, the main campus is located at Elele campus in Rivers State and additional campus at Akpugo in Enugu State of Nigeria. Because of the license secured from Nigeria's National Universities Commission (NUC) on 10th May1999 and established by Very Fr. Prof. E.M.P. Edeh CSSP, OFR. Madonna University was the country's first private university and the first Catholic University in Sub-Saharan Africa. Madonna University Nigeria is the only private university with three functional campuses located in different state in Nigeria. Madonna University also has twenty-seven functional departmental libraries and nine faculties' libraries, with the central library still at Okija campus. The Madonna University Library

System (MULS) was established at the inception of the university. The MULS has been a part of the massive expansion and development of academic and infrastructure facilities of the university. Thus, the university library was also established to meet the user's needs for: Information, knowledge, education, research, recreation, aesthetic appreciation and cultural enjoyment. The MULS presently has a three branches with a combined collection of 85,828 volumes, located at Okija, Elele and Akpugo campuses.

The branches of MULS include:
• The main library with a total collection of 54,243 monographs, 3,889 periodical titles (7, 514 volumes). It has a seating capacity of 716 readers and a floor space of 185.55 square meters with digital library upstair.
• The Law Library has a total of 11,777 law books, 3,000 non-law books, and 3,997 volumes of 1,999 periodical titles. The seating capacity is 716 readers and the floor area is 280 square meters.
• The Medical Library holds about 10,903 medical texts and 1700 volumes of 609 journal titles. The library has a seating capacity of 88 readers and a floor space of 442.26 square meters.
• The Library and Information Science Department Library has 178 monographs, 72journals, 8 reading spaces, and a floor area of 4.4592 square meters.
In addition to those branches on the main campus at Okija, the campus library in different departmental libraries at Elele has a collection of 17286 books, 4669 volumes of 2261 titles of medical journals and 3070 volumes of 1400 titles of non-medical journals. The library accommodates about 253 readers in a useable floor area of 442.25 square meters. In addition again other department has their own departmental library with massive collections. One of the good things in Madonna University Nigeria, all the departmental library has mini digital library.

Literature Review

Information is an essential part of all facets of life. It is such an important raw material, that its acquisition and understanding is germane in decision making, policy formulation, as well as implementation for growth and survival. Reliable information is the cornerstone for building the awareness, expertise and practical strategies necessary to improve the world we live in, in terms of health, physical, technical, mental, social and scientific development of humanity (Adetoro, 2010). Without adequate information, not much can be achieved especially when it concerns decision making or acquisition of knowledge. Information is vital to decision makers at all levels in all circumstances (Ajayi, 2007). However, there is always a need for individuals to obtain relevant information as Meyer (2005), Kamba (2009), Kachharo (2007), submit information helps in reducing the degree of uncertainty in the operating environment of any organization.

The concept of information behaviour begins with an individual's need. Authorities have argued that information need is the lack of appropriate information on which to base choice that could lead to benefits or services that may improve people's well being, (Miranda and Tarapanoff, 2007; Lambert and Loislle, 2007). Kebede (2002), conceptualized information need as the uncertainty that arises in the individual, which they believe can be satisfied through information acquisition. Factors that give rise to information need include seeking answers, reducing uncertainties, bridging gaps, solving problems, understanding (making sense) and coping (Case, 2002). The different characteristics of work environment make one type of information need and seeking different from the other. Therefore, it is beneficial to study each group of information seekers one at a time and use the results to develop user-oriented information systems in order to serve each group better. Beyond this, the assessment of information need and seeking behavior of various groups and individuals is essential in assisting them to access and use information resources for optimal performance and productivity.
Kerins, Madden and Fulton (2004) report that the whole essence of information need and seeking behaviour is for information use and the actual process of using information has to do with the way individuals internalize information content. Having access to relevant and timely information has a role to play in the way the information is used. Although, information use is a fundamental concept, there are no definitional or methodological approaches that are broadly accepted or applied. (Kirk, 2002 as cited by Choo, et al 2002).

Methodology

The design for this study is a descriptive research method. The population of this research is the entire students in faculty of Management Science. Purposive sampling technique was used. The research instrument used in this study is a standard questionnaire, which was titled: "Information seeking behaviour and needs among undergraduates in Madonna University Nigeria Okija Campus". The total numbers of students in various levels in departments are: Banking and finance 94, Business Administration 412, Marketing 101, and Accounting 288. Data generated from respondents were collated via the tally system to obtain the frequency of occurrence of the scores, and the total score occurrence was computed and analyzed using simple percentage.

Results and Discussion

The instrument for data collection is questionnaire, eight hundred ninety-five(895) questionnaires was distributed to undergraduates in faculty of management science, and eight hundred sixty-five(865) were duly returned, which was presented below:

Table 1 : Attitude towards information seeking behaviour

Attitude towards information seeking	Response	Percentage (%)
Positive attitude	540	62.43
Negative attitude	-	-
Moderate attitude	325	37.57
Total	865	100%

This table shows the attitude towards information seeking as the positive attitude 540(62.43%ha) is higher than the moderate attitude of 325(37.57%) and the negative has none percentage. The researcher can infer that Madonna university undergraduates has positive attitude towards information seeking behaviour.

Table 2 : Information needs that makes you comes to use the library

Information needs	Response	Percentage (%)
information related to my course of study only	700	80.92
Information on health, politics and football	3	0.35
Information on career development and scholarship	25	2.89
Information on social activities	2	0.23
Information on current issues	45	5.20
Information on self development	90	10.40
Total	865	100%

Table shows that 700(80.92%) students needs information related to my course of study only, 90(10.40%) needs Information on self development, while 45(5.20%) Information on current issues and 25(2.89%) needs Information on career development and scholarship. Students are not interested on information on health, politics, and football as well as social activities.

Table 3: Information searching strategies used by undergraduates students for information materials

Information searching strategies	Response	Percentage (%)
Using references at the back of textbooks	90	10.40%
Browsing collection	5	0.57%
Recommended reading list by lecturer	100	11.56%
Searching directly on the shelves	10	1.15%
Browsing the Internet	260	30.05%
Searching cataloguing cards	300	34.68%
Inquiring from library staff/course mates	100	11.56
Total	865	100%

This table showed that almost all the strategies are used by the students for information materials which are searching by cataloguing cards cabinet 300(34.68%) browsing the internet 260(30.05%) mean while recommended reading list 100(11.56%) followed by inquiring from library staff/ course mates 100(11.56%) finally using reference at the back of textbooks 90(10.40%).

Discussion of findings.

The findings from the study are quite revealing. It was discovered that Madonna university undergraduates has positive attitude towards information seeking behaviour. Findings showed that information on needs by undergraduate concentrating on this table the types of information materials students consult books most in the library 800(92.48%) and newspapers and others periodical as well as internet materials 60(6.94%). Another findings showed that students used all the strategies for searching information materials which such as cataloguing cards cabinet 300(34.68%) browsing the internet 260(30.05%) mean while recommended reading list 100(11.56%) followed by inquiring from library staff/ course mates 100(11.56%).

Conclusion and Recommendations

The study investigated information seeking behaviour and needs among undergraduates in Madonna University library, Okija Campus. The study used questionnaire as instrument for data collection. The data collected were tabulated and analysed, item using simple percentage as a statistical method. Based on the findings the researchers which recommend the following to management of library of higher institutions in Nigeria:

- ➢ Academic Library should provide a guide for students on how to use the library.
- ➢ Management of the school should provide library facilities/information materials in all formats
- ➢ Digital library services should be provide 24/7 on campus
- ➢ Awareness about library services should be carry out twice in semesters
- ➢ Trained professional librarians should be placed at circulation, reference and serial sections of the library.
- ➢ Library visit should be carrying out for both new and old students twice in semester.

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