

LIBRARY HERALD

Vol 59 No 2

June 2021

Information Seeking Behavior of Newspaper Journalists in Bengaluru City, Karnataka State, India

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The study attempts to understand the information needs of newspaper journalists. Journalists working in newspaper publishing firms located in Bengaluru City have been selected for the study. Majority of the journalists are between the age group of 25 – 45 years and only 23.78% of them possess educational qualification in journalism. Their information needs vary from basic information on a given topic to information for cross verification of facts, supporting evidence in the form of photos, and public opinion. News apps, e-newspapers, digital archives of newspapers, television news channels and social networking sites are the most frequently consulted e-sources of information. Subject experts, local political leaders / government representatives, and friends and relatives are the major human sources of information consulted for gathering information. Non-availability of the required information, lack of time, lack of information search skills and lack of information in the required language are the major problems faced while accessing information in their libraries. Lack of qualified library staff, disorganized information resources and lack of ICT facilities in the library are also the major hurdles faced while accessing the required information.

KEYWORDS: *Information Seeking Behaviour, Journalists, Newspaper Journalists, Media Professionals, Bengaluru, Karnataka State, India*

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1 INTRODUCTION

Information is one of the basic needs for survival in today's information society. The information needs and information seeking behaviour of various professionals have been extensively researched by Library and Information Scientists under the research area, "Information Seeking Behaviour". Information seeking behaviour is a component of User Studies in Information Science. Wilson (1999) defines the term "Information Seeking Behaviour" (ISB) as "the activities performed and channels used by a person after identification of his/ her information needs and the subsequent use of the obtained information". In the course of seeking, the individual may consult formal information sources such as print and electronic sources or informal sources such as human and institutional sources.

A number of studies have been undertaken to identify the information seeking behaviour of various professionals such as Engineers (Ellis and Hagan, 1997), Physical and Social Scientists (Ellis et al., 1993) and Students, teachers and researchers in higher education (Ahmat and Kamaruddin, 2014).

Library and Information Centres, on the other hand, play an important role in fulfilling the information needs of their users. Study of their information seeking behaviour will enable the investigator to discover the patterns of use and level of awareness of the users towards information resources available in their libraries, to assess the adequacy of document collection and level of efficiency of the services offered by library professionals and to identify what improvements are necessary for successful delivery of the services. The results drawn from such studies can directly facilitate the decision making process on the part of the library authority in framing document collection policy and planning and implementing need-based information services.

Journalists, by nature of their profession, are information gatherers. They need information for scrutinizing the facts, raising their awareness of current news, research, obtain a framework, and to stimulate their thoughts (Nicholas and Martin, 1997). Journalists include News analysts, reporters, correspondents, editorial staff and Information Technology professionals. Journalists play a major role in moulding public opinion on major social issues, create awareness among citizens about their rights and duties, and keep them informed about the current affairs. A number of studies were undertaken to understand the information needs and the Information seeking behaviour

of journalists in various countries (Edem, 1993; Attfield and Dowell, 2002), and in India (Joseph, 1993; Mahalik, 1998; Ojha, 1993; Mahapatra and Panda, 2000, & 2001; Singh and Sharma, 2013; Chavan, 2014, and Mahajan and Praveen Kumar, 2017). In this context, an attempt is made in this study to understand the information needs, formal and informal sources of information sources consulted by journalists to satisfy their information needs. An attempt is also made to find out the adequacy of document collection in their institutions' libraries and problems faced by them in accessing the required information. Journalists affiliated to Newspaper publishing firms located in Bengaluru city, Karnataka State, India which publish eleven newspapers in Kannada and English language are covered in the study.

2 REVIEW OF LITERATURE

Some of the important studies related to information seeking behaviour of journalists are reviewed in this section.

Hansen and Wards (1991) observed extensive use of Information Technology in 67% of the large metropolitan newspapers in USA. Further, 90% of such libraries subscribed to at least one commercial database. Ojha (1993) conducted a study of 210 journalists working in National Dailies in India. The findings of the study show that journalists depend more on informal sources of information rather than formal sources. Edem (1993) also made the similar observations in case of journalists in Nigeria. He further found that among formal sources: government publications, old and new magazines / newspapers, and conference proceedings are referred more frequently than library and archival centres. Joseph (1993) stated that majority of the Indian journalists visit library for the purpose of collecting background information, and for writing feature articles and news items. Rosamma (1993) states that majority of the journalists working in Kerala State have little access to Information Technology. They visit their own institution's library or other Media libraries to collect background information on stories. On the other hand, Editorial staff used library extensively while editing the stories. Study conducted by Singh (1997) reveals that majority of the journalists frequently use newspaper clipping files, mainly for the purpose of acquiring background information and for keeping oneself up-to-date. Mahalik (1998) found that 34.95% of Newspaper organizations in Orissa State do not maintain library. Mahapatra and Panda (2001) found that journalists in

Orissa State give first priority to current periodicals, seminar / conference proceedings and newspaper clippings to meet their routine information needs. Anwar et al. (2004) conducted an in-depth study of various aspects of information seeking behaviour of Kuwaiti newspaper journalists. The results show that 41% of journalists accessed Internet from their office and Internet is one of the main sources of information. Singh and Sharma (2013) conducted a study of Newspaper journalists working in Delhi. They found that information needs of different categories of journalists are different and they use various types of information sources to acquire the required information. In general, periodicals, magazines, newspaper clipping files and biographical dictionaries are the most frequently consulted sources of information. They expressed non-availability of modern information technology gadgets as a major setback in carrying out their duties efficiently. Chavan (2014) studied the information seeking behaviour of journalists in Dharwad district, Karnataka State, with special reference to electronic resources. The author recommends for conducting awareness programs, hands-on training sessions, product demos and training for web searching at regular intervals to journalists. Mahajan and Praveen Kumar (2017) found that majority of the journalists in North India visit libraries in their organizations once in a week, mainly to consult references sources. Mishra et al (2018) studied the use of Internet by journalists and results show that the journalists are using web resources and social media to support their write ups and strengthen their professional achievements. All the publications reviewed in this section have adopted survey method and used questionnaire as data collection tool.

3 OBJECTIVES

The main objectives of the study are to find out:

- Types of information required by Journalists;
- formal sources (print and electronic) and informal sources (human source, institutional source) of information used and extent of use of these sources;
- Access points used to collect the required information;
- Frequency of visit to library;
- Problems faced while collecting the required information; and

- Level of satisfaction towards the information resources available and services offered by the libraries.

4 METHODOLOGY

Survey approach was adopted for conducting the present study. A well designed questionnaire was used for data collection. Questionnaire consists of three sections with open-ended and closed ended questions. Section A aims to collect personal information of respondents while Section B is concerned with eliciting response from respondents towards their information needs and sources of information consulted to satisfy their information needs. Section C include questions regarding the frequency of visit to their institution's library, adequacy of information sources and library services, problems faced while accessing required information and the extent of their satisfaction towards information resources and services. Lickert Scale is used where ever necessary to elicit graded response from the respondents.

Journalists working in Newspaper publishing firms located in Bengaluru City, capital of Karnataka State, India, publishing 11 newspapers, namely, Times of India, Deccan Herald, Vijay Karnataka, Prajavani, Udayavani, Vijayavani, HosaDiganta, Indian Express, The Hindu, Bangalore Mirror, and KannadaPrabha (in Kannada / English language) are covered in the present study. Data was collected by sending Google Forms, followed by personal visits during 1 January to 15 March 2021. Out of the 200 Journalists selected for the study, 185 (92.5%) have responded. The data so collected has been tabulated and the results are presented in the following sections. 5-point Lickert Scale is used in several questions to measure respondents' opinion or behaviour regarding the extent to which they agree or disagree with a particular question or statement. Weighted Mean has been calculated based on reverse coding. Reverse coding of items helps in improving the validity of the scale (Jozsa and Morgan, 2017).

5 DISCUSSION

5.1 Background information of Respondents

It is clear from Table 1 that response rate of men (59.45%) is slightly higher than the women (40.54%). Hence, we can say that the findings of the study are slightly biased towards men journalists. 66.49% of the

Table 1: Personal data of Respondents

Sl. No.	Name of the Source	Frequency of Use No of Responses (Percent)					Total	Weigh ted Mean	Rank
		5	4	3	2	1			
1	Reference Sources	33 (17.83)	65 (35.13)	32 (17.29)	31 (16.75)	24 (12.97)	185	2.71	4
2	Books and Conference Proceedings	31 (16.75)	91 (49.18)	37 (29.0)	26 (14.05)	00	185	2.31	5
3	Periodicals	47 (25.40)	71 (38.37)	38 (20.54)	29 (15.67)	00	185	2.26	6
4	Current Issues of Newspapers	67 (36.22)	73 (39.45)	42 (22.7)	03 (01.08)	00	185	4.08	1
5	Government Publications	50 (27.02)	85 (45.94)	32 (17.29)	09 (04.86)	09 (04.86)	185	3.85	2
6	Newspaper Clipping Files	35 (18.91)	65 (35.13)	31 (16.75)	29 (15.67)	25 (13.51)	185	3.09	3

respondents belong to the age group of 25 – 45 years and remaining 33.51% of respondents are above the age of 45 years. Also, it is interesting to note that more than 52.43% of the respondents are from Non-Journalism background. Only 23.78% of the respondents possess Master's degree in Journalism. Editorial staff (51.89%) and Reporters (31.80%) constitute majority of the respondents.

5.2 INFORMATION NEEDS OF RESPONDENTS

TABLE 2: TYPES OF INFORMATION REQUIRED

Type of information needed	No of Respondents	Percentage
Basic Information	63	34.06
Additional information	44	23.78
Fact-verification	33	17.84
Concerned Photos	25	13.51
Public opinion	20	10.81
Total	185	100

By nature, journalists are information gatherers and they need the existing information on a given topic for writing news articles. At every stage of their work, they require different type of information. Table 2 shows that 34.06% of journalists need basic information about the topic in hand, and then, they collect any additional information available on that topic. They also give importance to fact verification (17.84%), search for the photos related to the topic and collect public opinion about the topic(10.81%) (Table 2).

5.3 USE OF VARIOUS SOURCES OF INFORMATION

Reading current issues of Newspapers published by other publishing firms help the journalists in keeping themselves up-to-date about the latest information. Newspapers also play a major role in keeping the public informed about the government decisions / government schemes and raise voice about the wrong doings of the government, thus playing the role of whistle blowers. Further, Newspaper clipping files are essential for journalists to report current events based on facts, supported by proof and evidence. Accordingly, Current

issues of the Newspapers, Government publications and Newspaper clipping files are the most frequently / frequently consulted print sources of information by majority of the respondents, occupying 1st, 2nd and 3rd Ranks respectively (Table – 3). Edem (1993), Singh (1997) and Mahapatra et al. (2001) have also reported the frequent use of these sources of information.

Information and communication technology has greatly impacted the form and practice of Journalism. Internet has become an important source of information. Journalist's 'a pen, a notebook and a typewriter' are replaced by a 'mobile phone and a personal computer' for sourcing, processing and sharing news. Web – based resources such as News apps, E-newspapers, digital archives of newspapers and Web 2.0 services such as Social Networking Sites have become major sources of information, along with traditional news agencies such as Press Trust of India (PTI). It is found that Television News Channels (Rank 1.5) and Social Networking Sites (SSN) (Rank 1.5) are the most frequently / frequently consulted e-sources for gathering information by majority of the respondents (Table – 4). Since information hosted on SSN is in public domain, journalists are permitted to use the photographs, news, and opinion in their reporting. Further, Most of the publishing firms maintain Archives of the publications of their organization. Digital Archives maintained in their own institution or in neighbouring institutions (Rank 3),Multimedia resources such as CD/DVD/Audio tapes (Rank 4) and e-books /e-conference proceedings (Rank 5) are among the other electronic sources of information frequently used by the respondents. While all the respondents have used Television news channels and E-Newspapers / News apps, E-books /e-conference proceedings and Multimedia resources are never used by an average of 4.50% of respondents and Digital archives and Social Networking Sites are never used by an average of 1.50% of respondents.

Informal sources of information include human sources and institutional sources. Humans serve as useful source of information which has not been recorded in any form, ranging from experts to common man depending upon the nature of information required. For example, for information about a historical place, elderly people of that place are the best source of information while for information on a disaster, eye witness present at the site of disaster serve as source of information. Similarly, expert's opinion is very valuable while reporting on a topic such as Covid – 19 pandemic. Table – 5 shows that majority of the respondents consult subject experts

Table 3: Extent of use of Print Sources of Information

Sl. No.	Name of the Source	Frequency of Use No of Responses (Percent)					Total	Weighted Mean	Rank
		5	4	3	2	1			
1	Reference Sources	33 (17.83)	65 (35.13)	32 (17.29)	31 (16.75)	24 (12.97)	185	2.71	4
2	Books and Conference Proceedings	31 (16.75)	91 (49.18)	37 (29.0)	26 (14.05)	00	185	2.31	5
3	Periodicals	47 (25.40)	71 (38.37)	38 (20.54)	29 (15.67)	00	185	2.26	6
4	Current Issues of Newspapers	67 (36.22)	73 (39.45)	42 (22.7)	03 (01.08)	00	185	4.08	1
5	Government Publications	50 (27.02)	85 (45.94)	32 (17.29)	09 (04.86)	09 (04.86)	185	3.85	2
6	Newspaper Clipping Files	35 (18.91)	65 (35.13)	31 (16.75)	29 (15.67)	25 (13.51)	185	3.09	3

Note: 5 = Most Frequently; 4= Frequently; 3= Sometimes; 2= Rarely; 1 = Never

Table 4: Extent of use of Electronic Sources of Information

Sl. No.	Name of the Electronic Source	Frequency of Use No of Responses (Percent)					Total	Weigh ted Mean	Rank
		1	2	3	2	1			
1	E- Books/ e- Conference Proceedings / E-Journals	57 (30.81)	75 (40.54)	36 (19.45)	09 (04.86)	08 (04.32)	185	2.11	5
2	E-Newspapers/ News apps	84 (45.40)	74 (40.00)	19 (10.27)	08 (04.32)	00	185	1.74	6
3	Television News Channels	56 (30.27)	76 (41.08)	41 (22.16)	12 (06.48)	00	185	3.95	1.5
4	Multimedia resources (CD, DVD, Audio Tapes)	36 (19.45)	70 (37.83)	41 (22.16)	29 (15.67)	09 (04.86)	185	3.51	4
5	Digital Archives in own library / neighbouring libraries	56 (30.27)	68 (36.75)	48 (25.94)	10 (05.40)	03 (01.62)	185	3.94	3
6	Social Networking Sites (Twitter/ Face Book / Instagram /YouTube)	64 (34.59)	66 (35.67)	38 (20.54)	15 (08.10)	02 (01.08)	185	3.95	1.5

Note: 5 = Most Frequently; 4= Frequently; 3= Sometimes; 2= Rarely; 1 = Never

most frequently / frequently depending upon the topic on which they are reporting (Rank 1). Newspapers give extensive coverage of political news, which necessitates the journalists to be in continuous communication with local politicians and government officials. Hence, local political leaders / government representatives have occupied 2 Rank in serving as human sources of information, followed by friends and relatives (Rank 3), who give an unbiased opinion about an issue. Ojha (1993) also reported that journalists depend more on informal sources of information rather than formal sources for collecting information.

Professional associations act as an umbrella for professionals working in the same or similar fields. These associations can define the profession and assist members to further the profession through ongoing learning, quality control and research. They help in setting standards and guidelines in the profession and also provide opportunities for members to meet and engage with peers and colleagues. Similarly, News agencies are the heart of the journalism industry. News agencies gather news, at local, national and international level and provide it to subscribing organizations such as newspapers, magazines, television broadcasters and radio.

Table – 6 shows that majority of the respondents have ranked Local journalists' association as the most frequently / frequently consulted source of information (Rank 1). Non Governmental Organizations are the least consulted source for gathering information (Rank 6). Among News agencies consulted for gathering information, Press Trust of India (PTI), Indo-Asia News Agency, and Karnataka Photo News have occupied Ranks of 2, 3 and 4 respectively. Asian News International (ANI) is the least consulted source for gathering information by respondents (Rank 7).

Table 5: Human Sources of Information Consulted

Information Source (Human)	Frequency of use					Total	Weighed Mean	Rank
	5	4	3	2	1			
Peers / Colleagues	41 (22.16)	100 (54.05)	33 (17.83)	11 (5.94)	0	185 (100%)	2.08	4
Friends & relatives	68 (36.75)	72 (38.91)	28 (15.13)	13 (7.02)	4 (2.16)	185 (100%)	4.01	3
Local leaders/Government Representatives	56 (30.27)	88 (47.56)	35 (18.91)	6 (3.24)	0	185 (100%)	4.04	2
Subject experts in various Fields	64 (34.59)	80 (43.24)	23 (12.43)	10 (5.40)	3 (1.62)	185 (100%)	4.17	1

Note: 5 = Most Frequently; 4=Frequently; 3=Sometimes; 2= Rarely; 1 = Never

Table 6: Institutional Sources of Information consulted

Information Source (Institutional)	Frequency of use					Total	Weighted Mean	Rank
	5	6	3	2	1			
Local Journalists' Associations	42 (22.70)	98 (52.97)	30 (16.21)	10 (5.40)	05 (2.70)	185 (100%)	3.88	1
Non Governmental Organisations	29 (15.67)	68 (36.75)	60 (32.43)	21 (11.35)	7 (3.78)	185 (100%)	3.49	6
Press Trust of India (PTI) (News agency)	53 (28.64)	78 (42.16)	24 (12.97)	19 (10.27)	11 (5.94)	185 (100%)	3.83	2
United News of India (UNI) (News agency)	49 (26.48)	62 (33.51)	42 (22.70)	20 (10.81)	12 (6.48)	185 (100%)	3.63	5
Asian News International (ANI)	37 (20.00)	60 (32.43)	50 (27.02)	23 (12.43)	15 (8.10)	185 (100%)	3.44	7
Indo-Asia News Service (IANS) (News agency)	54 (29.18)	68 (36.75)	31 (16.75)	27 (14.59)	5 (2.70)	185 (100%)	3.75	3
Karnataka Photo News (KPN) (News agency)	56 (30.27)	62 (33.51)	32 (17.29)	21 (11.35)	14 (7.56)	185 (100%)	3.68	4

Note: 5 = Most Frequently; 4= Frequently; 3= Sometimes; 2= Rarely; 1 = Never

Table 7: Topics on which Information is Sought

Topics on which information is sought	No of Respondents	Percentage	Rank
Political developments	21	11.35	4
Government Policies / Different Commissions' reports	19	10.27	5.5
Social activities	13	7.027	9
Economic Issues	32	17.30	1
Religious activities	15	8.108	7.5
Sports and recreation	23	12.43	3
Film & Entertainment	15	8.108	7.5
Educational activities	28	15.13	2
Business/Finance	19	10.27	5.5
Total	185	100%	

Note: Journalists may have selected more than one option.

Table – 7 clearly shows that even though respondents collect information on various topics, major topics of interest to them are information related to economic issues, education, Sports and recreation, and political developments, occupying first four ranks.

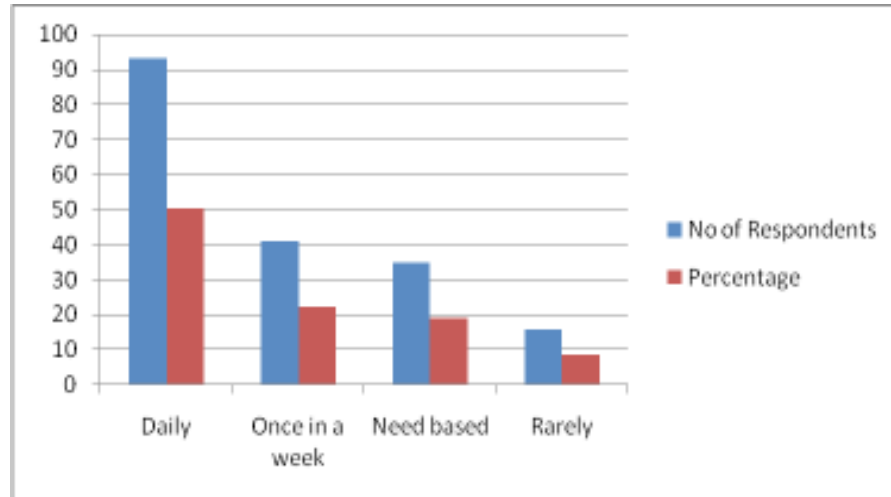


Fig. 1. Frequency of visit to the Library

While 50% of the respondents (93) visit Library in their institution daily, 22.16% (41) of them visit at least once in a week. The remaining respondents visit the library whenever the need arises or rarely (Fig. 1).

Table 8: Access Points for Collecting Required Information

Access points	No of Respondents	Percent
From our own Institution Library	55	29.72
From Libraries of other Newspaper offices /Media Houses	40	21.62
By personal purchase / collection	27	14.59
By borrowing from professional colleagues	34	18.37
Through personal Smart Phones / laptops	29	15.67
Total	185	100%

In the present context, accessibility means ready access to the information required at the shortest time. It can be observed from Table – 8 that only 29.72% of the respondents depend upon their institution's library for accessing the information they need. The remaining respondents access the required information either from the media houses in the neighbourhood,

Table 9: Adequacy of Information Resources Available in the Libraries

Sl. No.	Information Resources	5	4	3	2	1	Total	Weighted Mean	Rank
1	Books/ Ref. Books	59 (31.90)	75 (40.54)	30 (16.21)	12 (6.48)	9 (4.86)	185	3.88	2
2	Currents Periodicals	51 (27.56)	69 (37.30)	43 (23.24)	14 (7.56)	8 (4.32)	185	3.76	3
3	Newspaper Clippings	47 (25.40)	94 (50.81)	28 (15.13)	10 (5.40)	6 (3.24)	185	3.90	1
4	Digital Newspaper Archives	33 (17.83)	43 (23.24)	45 (24.32)	48 (25.94)	16 (8.64)	185	3.16	5
5	Films, Videos, CD, DVD & Microfilms	30 (16.21)	39 (21.08)	47 (25.40)	41 (22.16)	28 (15.13)	185	3.01	6
6	Print Newspaper Archives	40 (21.62)	58 (31.35)	56 (30.27)	19 (10.27)	12 (6.50)	185	3.51	4

Note: 5= Most adequate, 4=adequate, 3= Somewhat adequate, 2= Neither adequate nor inadequate, and 1= Not at all adequate

Table 10: Services Offered in the Libraries

Sl. No	SERVICES	5	4	3	2	1	Total	Weighted Mean	Rank
1	Individualized Information Service (SDI)	41 (22.16)	121 (65.40)	23 (12.43)	00 ()	00 ()	185	4.09	2
2	Online resources updating/alert service	39 (21.08)	112 (60.54)	25 (13.51)	05 (2.70)	04 (2.16)	185	3.95	3
3	Newspaper Clipping service	55 (29.72)	115 (62.16)	06 (3.24)	04 (2.16)	05 (2.70)	185	4.14	1
4	Translation Services	34 (18.37)	76 (41.08)	52 (28.10)	18 (9.72)	05 (2.70)	185	3.62	4
5	Referral Services	22 (11.89)	29 (15.68)	31 (16.75)	38 (20.55)	65 (35.13)	185	2.48	5

Note: 5= Very Useful 4=Useful 3= Moderately useful 2=Slightly useful 1=Not at all useful

Table 11 : Problems faced while accessing and using required information in the library

Sl. No.	Nature of the Problem	5	4	3	2	1	Total	Weighted Mean
1	Inadequate information resources (Print & Electronic)	44 (23.78)	63 (34.05)	35 (18.91)	25 (13.51)	18 (9.72)	185	3.48
2	Inadequate library services	52 (28.10)	60 (32.43)	45 (24.32)	18 (9.72)	10 (5.40)	185	3.68
3	Inadequate physical facilities (space, furniture etc.)	57 (30.81)	62 (33.51)	28 (15.13)	25 (13.51)	13 (7.02)	185	3.67
4	Information not readily available	61 (32.43)	83 (44.86)	24 (12.97)	10 (5.40)	7 (3.78)	185	3.97
5	Information scattered in many sources	54 (29.19)	71 (38.37)	27 (14.59)	23 (12.43)	10 (5.40)	185	3.73
6	Lack of modern ICT facilities in the in the library	49 (26.48)	74 (40)	28 (15.13)	16 (8.64)	18 (9.72)	185	3.64
7	Lack of Searching Skills	51 (27.56)	95 (51.35)	20 (10.81)	11 (5.94)	8 (4.32)	185	3.91
8	Lack of time	48 (25.94)	86 (46.48)	29 (15.67)	15 (8.10)	7 (3.78)	185	3.82
9	Information not available in required language	53 (28.64)	80 (43.24)	24 (12.97)	17 (9.18)	11 (5.94)	185	3.79
10	Library Staff is not qualified enough to find information	47 (25.40)	73 (39.46)	33 (17.83)	21 (11.35)	11 (5.94)	185	3.67
11	Not aware of the availability of information resources	40 (21.62)	67 (36.21)	34 (18.37)	26 (14.05)	18 (9.72)	185	3.45
12	The information resources are disorganized	36 (19.45)	68 (36.75)	37 (20)	24 (12.97)	20 (10.81)	185	3.41

from their professional colleagues or through their own smart phones or laptops. Therefore, the libraries needs to enhance their information resources collection, provide better internet access and access to online databases in the field.

Table - 9 shows that the collection of newspaper clippings, current periodicals, and books / reference sources and print newspaper archives (Ranks 1 – 3) are most adequate / adequate and collection of Multimedia resources such as Films and Video are inadequate (Rank 4-5). Digital Newspaper archives are considered as the most inadequate. Many of the Newspaper publishing firms have started digitizing the back issues of newspapers recently.

Table 10 shows that Newspaper Clippings is the most frequently used service by majority of the respondents, followed by individualized Information Service on request, and Online Alert Service offered in the libraries. Translation and Referral services are the least frequently used services being offered by their libraries.

Table 11 shows that the respondents face a number of problems while accessing and using information resources available in their libraries (print and electronic). Among them, non-availability of the required information, lack of time, lack of information search skills and lack of the information in the required language are the major problems faced by majority of them. Lack of qualified library staff, disorganised information resources and lack of ICT facilities in the library are also the major hurdles faced by respondents while accessing information in their libraries.

Table 12: Level of Satisfaction towards Information Resources and Services

Sl. No.	Extent of Satisfaction	Value	Percent
1	Highly satisfied	32	17.29
2	Satisfied	129	69.72
3	Neither satisfied nor dissatisfied	17	9.18
4	Unsatisfied	7	3.78
Total		185	100

It is clear that majority of the respondents are highly satisfied (17.29%) or satisfied (69.72%) with the information sources available and services provided by their libraries. 9.18% of respondents are neither satisfied nor dissatisfied, while 3.78% of them are unsatisfied with the information resources available and services offered by the libraries (Table 12).

6 FINDINGS

Information needs of newspaper journalists vary from basic information on the given topic to information for cross verification of facts, supporting evidence in the form of photos, and public opinion. Major topics of interest to them are economics, education, Sports and recreation, and political developments.

Current issues of the Newspapers, Government publications and Newspaper clipping files are the most frequently consulted print sources of information.

Web – based sources, namely, news apps, e-newspapers, digital archives of newspapers, Social Networking Sites and Television News Channels are most frequently consulted e- sources for gathering information. Most of the publishing firms maintain print archives of newspapers. But, digitization of back issues of newspapers is still in progress in majority of the newspaper publishing firms.

Subject experts, local political leaders / government representatives, and friends and relatives are the major human sources of information consulted to gather information.

Local journalists' associations and News agencies such as Press Trust of India (PTI), Indo-Asia News Agency, and Karnataka Photo News are the major institutional sources of information consulted for gathering information.

Even though newspaper journalists visit their institution's library regularly, only 29.72% of them are able to access the required information. They

depend upon the neighboring Media houses, their professional colleagues or their own smart phones or laptops for accessing the required information.

While the collection of newspaper clipping files, current periodicals, and books / reference sources and print newspaper archives are adequate in libraries, Multimedia resources such as Films and Video are inadequate. Digital Newspaper archives are considered to be the most inadequate. Newspaper Clipping service, individualized Information Service on request, and Online Alert Service are the frequently used library services.

Non-availability of the required information, lack of time, lack of information search skills and lack of information in the required language are the major problems faced by them while accessing information in their libraries. Lack of qualified library staff, disorganised information sources and lack of ICT facilities in the library are also the major hurdles faced while accessing the required information. However, majority of the respondents are satisfied with the library resources and services.

7 CONCLUSION

Journalists have the responsibility of collecting, verifying and presenting latest and reliable information to the public. Since web-based sources of information are extensively used by newspaper journalists, it is necessary for the newspaper publishing firms to provide latest ICT facilities to the journalists. Creation and maintenance of digital archives of the newspapers would help journalists to have faster access the required information. Hence, the libraries should digitize the back issues of newspapers on priority basis. Even though newspaper journalists visit their institution's library regularly, only 29.72% of them are able to access the required information. Majority of them depend upon the neighboring Media houses, their professional colleagues or their own smart phones or laptops for accessing the required information. Lack of required print and electronic sources of information and lack of systematic organization of information resources in the libraries, lack of skills required to find the information are the major problems faced

by the journalists. Hence, re-organizing the information sources and providing need-based individualized information services by library professionals is the need of the hour. Training programmes needs to be organized for journalists to train them in identifying their information needs, plan their search strategy to locate the information, with emphasis on electronic information sources, and using that information efficiently and ethically to meet their information needs. Library and information professionals need to play a proactive role by collecting relevant latest information, with emphasis on electronic and web based information sources, and offering need-based services to their clientele.

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