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Information seeking behavior of newspaper journalists

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Sufficient knowledge about the information needs and seeking behavior of users is very important in order to develop good library collection and to provide effective and efficient services to the users. This article reports the results of a study conducted to determine the information seeking behavior of newspaper journalists working in Delhi, India. It was found that different categories of journalists used various types of sources for acquiring the needed information. The periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information   by them. The main difficulties faced by them are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

Key words: Media professionals, newspaper journalists, Information services, Information needs, Information seeking behavior,   media practitioners,   print journalists**.**

INTRODUCTION

Information Seeking Behavior (ISB) is a favorite subject of research by library and information scientists. ISB is an important part of user studies which studies the casual relationship between the user of information and the information system. The concept of `Information system` is of recent origin. More generally, a system is defined as an assembly of inter-related components which are organized either naturally or by design in such a way as to achieve a specific common objective or purpose. System concept applied to information is called information system. In an Information system the various components like people, procedures and information resources are organized in such a way that they interact to perform a series of functionally related tasks, such as storing and retrieving information to satisfy the information needs of variety of users.

Auster (1982) defines ISB as "The field, 'composed of studies that are concerned with who need what kind of Information and for what reason: how information is found, evaluated and used, and how these needs can be identified and satisfied." ISB is thus concerned with establishing relationship with people, information and system of an order so as to obtain the best results. That information system is the best, which provides maximum satisfaction to the users with minimum cost within a very short time. The process of ISB includes defining information needs, use of sources of information, satisfaction and dissatisfaction derived in the process of seeking information etc. Newspaper journalists need various types of information for various purposes. The information seeking behavior and information needs vary from one category of journalists to another. The working journalists who are mainly concerned with news and views have specific behavioral strategies in seeking

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and searching information from libraries.

LITERATURE REVIEW

To examine the real problem, quite a number of studies have been conducted by researchers to know the information needs and information seeking behavior of newspaper journalists.

Journalists depend upon various types of information sources for news making. Ojha (1993) did a study based on the survey of 210 questionnaires from the journalists from National Dailies. He observed that in newspaper library the most frequently used formal type was perceived to be the last resort for journalists looking for information. The study of Edem (1993) about the "Information needs and Information seeking behavior patterns of Journalists in Nigeria" indicated that 106(76%) of the respondents preferred using informal sources as compared to 34(24 %) of respondents who use formal sources like the library and archival centers. Among the formal sources the highest respondents who use the library 14(41%) consult various Federal/State Government publications, gazettes, etc. followed by 7(20%) who use old and new magazines/newspapers; use of published proceedings of conferences/symposia came third with 6(17.6%). Apart the informal sources they obtained information from other radio, newspaper, news magazine, television and news agencies houses. The area of greatest information need is in political activities 38(27%), followed by government affairs 30(21.4%), social activities 23(23(16.4%) and economic activities 20(14.2%).

Joseph (1993), in her study on "How Indian Journalists Use Libraries", stated that majority of journalists visit the library for the purpose of background material and for specific information. Majority of journalists visit the library twice or more a week and spend 15 to 30 min. Journalists used the information so obtained from the library for the purpose of writing feature articles, news items and articles. They mainly depend upon news magazines,and reference books. These are the kinds of material used by newspaper journalists. Anwar et al. (2004) conducted an in depth study, based on quantitative data collected through a questionnaire, of various aspects of information seeking behavior of 92 Kuwaiti newspaper journalists. They examined their information source preferences, level of satisfaction with the sources used, use of electronic resources, level of information use skills, and problems journalists faced while seeking information. Newspaper organizations make journalists have access to Internet to find information. Thirty-six (41.4%) of the 87 respondents acknowledged that their organizations provided the Internet connection and search facilities, while 31 (35.6%) claimed to have the Internet connection at their homes. Fifty-one (58.6%) journalists used the Internet as a source of information. These figures are

closer to those reported by Nicholas et al. (1997) for the British journalists. It is strange to find in a latter section that only three of these respondents identified this as an important source of information. The study conducted by Jose (2005) on "state of automation in major newspaper libraries in Delhi city" observed that the status of automation in newspaper libraries in Delhi is not very encouraging. Only three (30%) libraries are automated and only six (60%) libraries have computers. Regarding the availability of internet in the newspaper libraries, it was observed that only four (40%) out of libraries under study have internet connection.

Mahalik (1998) in his study on "Information Needs and seeking Behaviors of working journalists in Orissa" shows that 34.95% of the newspaper organizations do not possess a library and surprisingly, 57.07% of the working journalists say "personal visit "as their most preferred mode of acquiring information from their parent library system.

Hansen and Wards (1991) study on "information technology changes in large metropolitan daily newspapers in USA" reveals that 67% of the newspaper libraries under the study were automated and 90% of such libraries subscribe to at least one commercial database ; followed by 89% of the automated libraries that have fax facilities. Surprisingly, 65% of librarians were not aware of the use of electronic public records and 97.9% of them use outside libraries every week .6% of the library staff is highly proficient and 79 % moderately proficient in handling modern technologies.

Gurdev Singh's (1997) study on " the role of newspaper clippings in the news making" revealed that a high percentage of respondents use clipping files frequently (70%), followed by sometimes(27%) and never by only 1.58%. A largest percentage of respondents (50.71%) use the clipping files for the purpose of acquiring background information, followed by those using it for acquiring specific information (38.48%) and keeping up to date (7.55%) .In order to make the write –up more complete and understandable to the readers ,the clipping files play a very significant role in providing background information to journalists in their day-to-day work.

The study of Mahapatra and Panda (2001) on "state of information seeking and searching behavior of working journalists in Orissa: a study" indicates that journalists gave first priority to current periodicals (57.96%), seminar/conference proceedings (53.53) and newspapers/clippings (40.01%), which are required in their daily need. They gave second priority to thesis/dissertations (45.57%), personal correspondence (42.47%) and media reports (422.03%).They gave third priority to CAS,SDI, book trade etc. With regards to constraints, they analyzed that one of the major constraints of respondents is 'paucity of time', 42.25% do not find time to read or look for information. The other major constraints which they find extreme difficult include lack of library automation, materials in different

Table 1. Sources used for the purpose of specific information.

Sources	Rept.staff		Edit.staff		Sr.Edit.Stf		Total		
	No	%	No	%	No	%	No	%	RANK
Dictionaries/biographical dictionaries	80	60.60	76	65.51	17	56.66	173	62.23	1
Governments publications	60	45.45	63	54.31	12	39.99	135	48.56	2
Encyclopedic	67	50.75	51	43.96	8	26.66	126	45.32	3
Books	50	37.87	42	36.20	15	49.99	107	38.48	4
Newspaper clipping files	51	38.63	45	38.79	11	36.66	107	38.48	4
Periodicals	50	37.87	38	32.72	13	43.33	101	36.33	5
News magazines	40	30.30	32	27.58	13	43.33	85	30.37	6
Current issues of newspapers	33	24.99	30	25.86	10	33.33	79	28.41	7
Photographs	46	34.84	29	24.99	3	9.99	78	28.05	8
Map/atlases	43	32.57	29	24.99	6	19.19	78	28.05	8
Back issues of newspapers	33	24.99	30	25.86	10	33.33	73	26.25	9
Census publications	36	27.27	23	19.82	7	23.33	66	23.74	10
Handbooks	34	25.75	22	18.96	3	9.99	59	21.22	11
Book reviews	21	15.19	21	18.10	5	16.66	47	16.90	12
Archival sources	24	18.18	16	13.79	2	6.66	42	15.10	13
Indexes	17	12.87	19	16.37	3	9.99	39	14,02	14
Newspapers in microform	12	9.09	18	15.51	2	6.66	32	11.51	15

languages, inadequate reference and referral service, poor organization of reading material, etc.

Objectives

The main objectives of the study are:

(i). To identify the types of information sources consulted by various categories of journalists.
(ii).To find out the purpose of information seeking by different categories of journalists.
(iii). To find out the areas of information needs of various categories of journalists.
(iv).To determine the frequency of use of various sources of information by the different categories of journalists.
(v).To identify the various difficulties encountered by different categories of journalists in their information seeking activities.

METHODOLOGY

For the purpose of collecting data, survey approach was adopted. The data were collected through the questionnaires and interview methods. A total of 618 questionnaires were distributed among the three categories of journalists (editorial, reporting and senior editorial staff) working in 15 newspapers in Delhi, India. Besides, some journalists from the two main news agencies, namely PTI (Press Trust of India) and UNI (United News of India) are also included in order to make the study more comprehensive. Out of 618 questionnaires, 278 (45%) were received back duly completed. The questionnaires were distributed personally at the place of their work. Some questionnaires were also distributed at the time of their

visit to their institutional libraries either personally or with the help of the library staff.

Purpose of using information sources by different categories of journalists

Use of information sources for specific purpose

Table 1 shows that dictionaries and biographical dictionaries are used heavily by the journalists for the purpose of specific information173 (62.23%), followed by government publications135 (48.56 %) and encyclopedias 126(45.32%). These sources are the most used sources for the purpose of specific information and are ranked 1st, 2nd and 3rd, respectively for this purpose by the journalists. The use of these sources for other purposes is found to be very less. Category wise distribution shows that little higher percentage76 (65.51%) of editorial staff use dictionaries and biographical dictionaries as compared to other two categories of journalists for the purpose of specific information. It is followed by reporting staff 80 (60.60%) and senior editorial staff 17 (56.56%).

The analysis reveals that dictionaries/biographical dictionaries, government publications, encyclopedias, books and newspaper clipping files are the five main sources consulted by journalists for the purpose of specific information. Consulting periodicals, newsmagazines, current issues of newspapers and photographs are ranked 5th, 6th, 7th and 8th respectively. Whereas, use of maps/atlases, back issues of newspapers, census publications, hand-books, book reviews, archival sources, indexes and newspapers in microforms ranks low by them for the purpose of specific information.

Use of information sources for keeping up-to-date

Table 2 shows that journalists use current issues of newspapers

Table 2. Sources used for the purpose of keeping up-to- date, by rank.

Source	Rept.Staff		Edit.Staff		Sr.Edit.Stf		Total	%	Rank
	No	%	No	%	No	%			
Current issues of newspapers	85	64.39	60	51.72	18	59.99	163	58.63	1
News magazines	79	59.84	57	49.13	14	46.66	150	53.95	2
Periodicals	64	48.48	55	47.41	10	33.33	129	46.40	3
Book reviews	24	18.18	16	13.79	02	6.66	42	15.10	4
Government publications	23	17.42	15	12.93	02	6.66	40	14.38	5
Books	18	13.63	19	16.37	02	6.66	39	14.02	6
Census publications	10	7.57	11	9.48	02	6.66	23	8.27	7
Newspaper clipping files	09	6.81	08	6.89	04	13.33	21	7.55	8
Photographs	09	6.81	11	9.48	01	3.33	21	7.55	8
Handbooks	06	4.54	07	6.03	01	3.33	14	5.03	9
Back issues of newspapers	09	6.81	02	1.72	01	3.33	12	4.31	10
Indexes	05	3.78	05	4.31	02	6.66	12	4.31	10
Maps /atlases	05	3.78	04	3.44	01	3.33	10	3.59	11
Dictionaries/biographical dictionaries	03	2.27	05	4.31	01	3.33	9	3.23	12
Archival sources	02	1.51	05	4.31	02	6.66	9	3.23	12
Encyclopedias	04	3.03	02	1.72	02	6.66	8	2.87	13
Newspapers in microform	05	3.78	01	0.86	00	0.00	6	2.15	14

the purpose of keeping up-to-date. senior editorial staff 18(59.99%) and editorial staff 60(51.72%) for mainly for the purpose of keeping up-to-date, 163 (58.63%), Thus, for keeping up-to-date, current issues of newspapers, of reporting staff 85 (64.39%) used these sources as compared to followed by news magazines 150(53.95%) and periodicals 129 (46.40%).Category wise distribution shows that higher percentage news magazines and periodicals are the main sources consulted by the journalists in the descending order of preference for keeping up to date and are more useful to reporting staff as compared to other two categories.

Use of information sources for background information

Table 3 shows that journalists use newspaper clipping files mainly for the purpose of background information (54.31%), followed by back issues of newspapers (52.87%) and books (28.05%). News-paper clippings ranked first for the purpose of background information by all categories of journalists. In order to make the story more complete and understandable to the reader, newspaper clipping files play a very significant role in providing background information.

For the purpose of background information, newspaper clipping files, back issues of newspapers, books and archival sources are the main sources consulted in descending order of preference by the journalists.

Category wise distribution shows that press clippings, back issues of newspapers are more useful for reporting staff as com-pared to editorial and senior editorial staff.

Frequency of using information sources

To determine the frequency of use of various sources of infor-mation, journalists were asked to indicate the frequency with which they used various sources of information in their day to day work.

Table 4 shows that 88.18 % of journalists use news magazines

frequently, followed by current issues of newspapers (86.27%) and periodicals (74.77%).

Category wise distribution in Table 5 shows that periodicals were ranked first by the reporting staff and ranked third by the editorial and senior editorial staff respectively. It shows that periodicals are important source for reporting staff as compared to other two categories. News magazines and current issues of newspapers were ranked second and third by the reporting staff, whereas editorial staff ranked them 1st and 2nd respectively. Senior editorial staff ranked 2nd. It shows that periodicals, newsmagazines and current issues of newspapers are most important source for all the three categories of journalists.

Thus, a large majority of the newspaper journalists used news-magazines and current issues of newspapers frequently. This shows the heavy dependence on these sources by the journalists in their day-to-day work. The other frequently used sources are newspaper clippings and back issues of newspapers. Information sources such as handbooks, archival sources, Government public-cations, census publications, indexes and map/atlases are not frequently used by the journalists.

Usefulness of press clippings

Among all these sources, clipping files or press clipping is con-sidered an important source for all categories of journalists. Before writing any major story, the journalists call the library for relevant clipping files on various events. Every reporter generally uses clipping files for the purpose of background information. These clipping files are useful for providing information on various events such as election statistics, records of major crimes, trials, disasters or anything that made big headlines in the past. It is a common practice to clip every local story of consequence, and no reporter can tackle an unfamiliar subject without first checking in clipping files.

Respondents were asked to indicate the usefulness of press clippings in their day to day work.

Table 3. Sources used for the purpose of background information, by rank.

Source	Rept.Staff		Edit.Staff		Sr.Edit.Stf		Total	%	Rank
	No	%	No	%	No	%			
Newspaper clipping files	99	74.99	36	31.03	16	53.33	151	54.31	1
Back issues of newspapers	78	59.09	55	47.41	14	46.66	147	52.87	2
Books	45	34.09	30	25.86	03	9.99	78	28.05	3
Archival sources	29	21.96	24	20.68	03	9.99	56	20.14	4
Periodicals	23	17.42	21	18.10	05	16.66	49	17.62	5
Government publications	25	18.93	15	12.93	02	6.66	42	15.10	6
Encyclopedias	22	16.66	15	12.93	03	9.99	40	14.38	7
Current issues of newspapers	24	18.18	11	9.48	03	9.99	38	13.66	8
News magazines	18	13.63	06	5.17	06	19.99	30	10.79	9
Census publications	19	14.39	10	8.62	01	3.33	30	10.79	9
Handbooks	10	7.57	06	5.17	02	6.66	26	9.35	10
Book reviews	16	12.12	06	5.17	03	9.99	25	8.99	11
Newspapers in microform	13	9.84	06	5.17	03	9.99	22	7.91	12
Photographs	10	7.57	14	12.06	02	6.66	18	6.47	13
Dictionaries/biographical dictionaries	08	6.06	08	6.89	01	3.33	17	6.11	14
Indexes	08	6.06	01	0.86	03	9.99	13	4.67	15
Maps/atlases	05	3.78	04	3.44	00	0.00	11	3.95	16

Table 4. Frequency of using information sources.

Source	Frequency of use						Total
	Frequently		Sometimes		Never		
	No	%	No	%	No	%	
Periodicals	169	74.77	57	25.22	0	0.00	226
Books	85	45.69	100	53.76	1	0.53	186
News magazines	209	88.18	27	11.39	1	0.42	237
Current issues of newspapers	220	86.27	32	12.54	3	1.17	255
Back issues of newspapers	125	55.30	97	42.92	4	1.76	226
Newspaper clipping files	179	70.75	70	27.66	4	1.58	253
Book Reviews	21	16.27	76	58.91	32	24.80	129
Photographs	25	18.79	81	60.90	27	20.30	133
Newspapers in micro forms	9	8.10	43	38.73	59	53.15	111
Encyclopedias	37	19.27	133	69.27	22	11.45	192
Dictionaries/biographical dictionaries.	116	57.14	78	38.42	9	4.43	203
Handbooks	22	18.64	68	57.62	28	23.72	118
Archival Sources	11	7.74	83	58.45	48	33.80	142
Govt. publications	70	31.24	141	62.94	13	5.80	224
Census publications	14	9.39	113	75.83	22	14.76	149
Indexes	13	12.62	49	47.57	41	39.80	103
Maps/atlases	16	12.30	88	67.69	26	19.99	130

Note: % is out of total number of respondents against each source

Table 6 shows that 90.64% of respondents find the press clippings very useful to their day to day work. Only some respondents (9.35%) pointed out that these are not very useful to them. They explained that they prefer to get information directly from the sources because finding the information from clippings is time consuming. Some of the respondents explained that clipping files are not useful to them "because we are working with the 'situation vacant' column, where we do not need the help of

Table 5. Frequency of use of information sources, by category and rank.

Source	Reporting Staff		Editorial staff		Senior Editor		W.I*	Rank
	W.I*	Rank	W.I*	Rank	W.I*	Rank		
Periodicals	2.69	1	1.78	3	1.83	3	2.10	1
Books	1.39	11	1.52	8	1.42	9	1.44	8
News magazines	1.84	2	1.93	1	1.85	2	1.87	2
Current issues of newspapers	1.80	3	1.88	2	1.93	1	1.87	2
Back issues of newspapers	1.56	9	1.50	9	1.54	7	1.53	7
Newspaper clipping files	1.69	7	1.68	6	1.72	5	1.69	4
Book reviews	0.75	25	1.11	18	0.90	17	0.92	20
Photographs	0.92	22	1.09	19	0.75	20	0.92	20
Newspapers in micro forms	0.51	28	0.57	27	0.71	21	0.59	24
Encyclopedias	1.00	20	1.19	15	0.93	16	1.04	17
Dictionaries/biographical Dic.	1.31	14	1.71	5	1.60	6	1.54	6
Handbooks	0.81	23	1.06	20	1.42	9	1.09	16
Archival sources	0.70	26	0.76	26	0.81	19	0.75	21
Govt. publications	1.32	13	1.20	14	1.11	14	1.2`	14
Census publications	0.95	21	0.94	23	0.90	17	0.93	19
Indexes	0.66	27	0.82	25	0.66	23	0.71	22
Maps/atlases	0.80	24	1.09	19	0.88	18	0.92	20

Table 6. Usefulness of press clippings

Usefulness	Respondents	
	No	%
Yes	252	90.64
No	26	9.35
Total	278	100.0

N=278.

clipping files".

Specific Areas of information needs

Journalists, like their counterparts in their professional groups demonstrate a wide diversity of information needs. They need all kinds of information on variety of subjects; the larger the newspaper, the greater the demand for precise and diversified information. In order to find out their areas of greater information needs, the respondents were asked to rank the 12 important areas of their information needs.

Table 7 shows that journalists mainly needed information on political activities and ranked this area first by all the three categories of journalists. It shows that politics is the major area of specialization of all the three categories of journalists. The government affairs and social activities are other important areas of information needs and ranked second by them.

The area of government affairs is ranked second by the reporting staff, ranked fourth by the editorial staff and ranked sixth by the senior editorial staff. Economic activities /development ranked third by the journalists. Reporting staff ranked it fourth, editorial staff third and senior editorial staff ranked it fifth. Sports activities are considered as the sixth important area of information needs by the journalists. This area is most important for the senior editorial staff as compared to the other two categories of journalists. Health and religious activities are the areas of lesser information needs and are ranked low by all categories of journalists.

It can be concluded that political activities, government affairs and social activities are the important areas of their information needs for all the categories of journalists. The newspaper libraries should have good collection in these areas. Therefore, more coverage is being given to these areas in the newspaper. The areas of lesser information needs are environment, law, fashion, science and technology, health and religious activities.

Purpose of information search from the library

The journalists obtained information from the library for different purposes to meet their information needs in their day to day work. Library is very useful for the working journalists who often make news on current events and write feature articles, report an event with its historical background to a newspaper. The library staff of a newspaper provides in-depth information for reporters and editors. Table 8 shows that information obtained from the library is most often used for writing feature articles ,closely followed by for writing an article ,writing a news item and for writing a personality profile. Mahapatra and Panda (2001) in their study also concluded that the information which journalists obtained from the library is used mainly for writing feature articles and news items .The use of information for general knowledge, editing a news item ,writing a column, writing an editorial ,and writing stories received somewhat lower scores and were ranked fifth ,sixth ,seventh ,eighth, and ninth respectively .Significantly lower scores were recorded in respect of writing on sports, for getting a photograph and other purpose ,being ranked tenth ,eleventh and twelfth respectively. Thus, library is much less used for these purposes.

Category-wise distribution shows that purpose of information search for writing an article was ranked first by senior editorial staff, while editorial staff assigned first rank to writing a feature article and reporting staff assigned first rank to writing a news item. The use of information in writing a feature article was ranked second by

Table 7. Specific areas of information needs, by category.

Areas	Reporting staff		Editorial staff		Senior Edit. staff		Mean	Rank
	W.I*	Rank	W.I*	Rank	W.I*	Rank		
Political activities	10.60	01	10.45	01	10.83	01	10.62	01
Government affairs	10.68	02	9.06	04	9.15	06	9.43	02
Social activities	9.74	03	9.57	02	9.00	07	9.43	02
Economic activities /development	9.45	04	9.39	03	9.22	05	9.35	03
Religious activities	4.79	11	6.00	11	3.85	12	4.88	11
Hobbies and recreational activities	7.11	09	6.53	09	7.27	09	6.97	09
Sports	6.65	10	6.58	08	9.61	03	7.61	06
Educational activities	7.76	06	6.86	07	7.09	10	7.23	08
Health	7.25	08	6.03	10	7.00	11	6.76	10
Personalities	7.11	09	7.41	05	7.42	80	7.31	07
Business/finance	7.65	07	7.11	06	9.72	02	8.16	04
Other areas	7.90	05	5.95	12	9.33	04	7.72	05

Table 8. Purpose of information search.

Purpose	Reporting Staff		Editorial Staff		Senior editorial		Mean	Rank
	W.I*	Rank	W.I*	Rank	W.I*	Rank		
Writing a feature article	10.66	2	10.72	1	10.66	2	10.68	1
Writing an article	10.56	3	10.44	2	10.75	1	10.56	2
Writing a news Item	11.27	1	9.59	3	9.14	5	10.00	3
Writing a personality profile	8.73	4	8.14	5	8.18	7	8.35	4
General knowledge	8.18	5	8.02	6	8.42	6	8.20	5
Editing a news Item	6.79	9	8.18	4	9.61	4	8.19	6
Writing a column	8.17	6	7.44	7	7.69	8	7.76	7
Writing an editorial	6.90	8	6.13	9	10.07	3	7.7	8
Writing stories	7.76	7	7.07	8	6.80	10	7.21	9
Writing on sports	5.18	10	5.68	10	7.33	9	6.06	10
For a photograph	5.03	11	5.55	11	5.25	11	5.27	11
Other purpose	4.00	12	2.50	12	0	12	2.16	12

senior editorial staff and reporting staff respectively .The use of information for writing a news item and for writing an article was ranked third by editorial and reporting staff respectively .For writing an editorial was ranked third by senior editorial staff .

Thus, information so obtained from the library is heavily used for the purpose of writing feature article (rank 1), writing article (rank 2) ,writing news item (rank 3), writing personality profile (rank 4) while it is less used for the purpose of writing stories ,for writing on sports, for photograph and other purpose.

Time spent in the library

Table 9 shows the average amount of time that each journalist spent in the library on each visit .It is the duration of time spent in browsing /reading literature etc. in the library. It shows that 3.59% of the respondents spent an average of less than 15 min in the library in their information seeking activities. While 26.97% of respondents spent between 15 to 30 min and 36.33% spent between 30 min to one hour and rest of the respondents (33.09%) spent 1 to 2 h in the library each time they visit.

It shows that a large majority of journalists (67%) spent an hour or less in the library on each visit .On an average 52 min per visit (weighted average) was spent by the journalists in their information seeking activities.

Category –wise distribution in the table shows that 80.16% of editorial staff spent about 30 min to 2 h, followed by senior editorial staff (69.99%) and reporting staff (about 60 %). On an average reporting staff spent about 48 min per visit and editorial staff spent about 59 min. Whereas senior editorial staff spent about 50 min per visit in the library for their information seeking activities .It shows that editorial staff and senior editorial staff spent more time on an average on each visit in their information seeking activities in the library as compared to reporting staff .It may be due to the fact that editorial and senior editorial staff have more time to spend in the library (due to their nature of job) ,while reporting staff mainly doing field job ,have less time to spend in the library .No respondent has indicated that they spend more than 2h. Majority of the respondents (36.33%) spent 30 min to 1 h in the library. The reasons for spending shorter time in the library may be that they have to work against deadlines most of the times. Dissatisfaction with library services, lack of reading material, lack of properly organized

Table 9. Time spent in the library.

Time spent	Reporting Staff		Editorial Staff		Senior Editorial		Total	%
	No	%	No	%	No	%		
Less than 15 min	04	3.03	05	4.31	01	3.33	10	3.59
15-30 min	47	35.60	20	17.24	08	26.66	75	26.97
30 min. to 1 h	42	31.81	46	39.65	13	43.33	101	36.33
1 to 2 h	37	28.03	47	40.51	08	26.66	92	33.09
Total	132	100	116	100	30	100	278	100

(N=278)(N1=132; N2=116;N3=30); (N1=reporting staff; N2=editorial staff;N3=Senior editorial staff).

Table 10. Frequency of visit.

Frequency	Reporting Staff		Editorial Staff		Senior Editorial		Total	%
	No	%	No	%	No	%		
Daily	37	28.03	30	25.86	8	26.66	75	26.97
Twice a week	47	35.60	35	30.17	11	36.66	93	33.45
Once in a week	18	13.63	15	12.93	05	16.66	38	13.66
Once in a fortnight	07	5.30	09	7.75	02	3.33	18	6.47
Once in a month	04	3.03	04	3.44	03	6.66	11	3.95
Occasionally	16	12.12	23	19.82	01	3.33	40	14.38
Never	03	2.27	00	00	00	00	03	1.07
Total	132	100	116	100	130	100	278	100

library material, and lack of physical facilities also discourage them from spending more time in the library.

Frequency of visiting the library

Frequency of visit to the library is an important indicator of its relative importance in terms of use of its resources and services. Therefore, frequency of visit by the users has been taken into account to find the effective use of the library. The frequency of visit to ·the library is studied by means of how frequently they visited the library in their day to day information seeking activities. Distribution of respondents according to their frequency of visit to the library is shown in Table 10. It shows that highest percentage of users (33.45%) visited the library two times a week, followed by 26.97% daily, 14.38% occasionally, 13.66% once in a week, and 6.47% once in a fortnight, 3.95% once in a month and never by only 3 (1.07%) respondents.

Category-wise distribution of respondents in the table shows that twice a week visit to the library was indicated by the highest percentage of all the three categories of journalists. It is also noted that senior editorial staff visited the library twice a week, little more frequently as compared to other two categories of journalists. The table also shows that 74.08% of the respondents visit the library at least once in a week. It also indicates the importance of library in their routine work. Somewhat similar conclusion was drawn by Joseph (1993:1) in her study. Her study shows that 87% respondents visited the library at least once in a week. Out of that highest percentage, 27% of respondents used the library two or more times a week. They mentioned that their work needs to be finished and written up by the evening. Therefore, they do not have enough time to think and to get required information from outside sources.

Difficulties in seeking information

Journalists face many difficulties while seeking information in their day to day work. These difficulties are generally observed to hinder or come in the way of information seeking by the journalists. The six main difficulties faced by than are: Lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available, inadequate library resources and inadequate library services.

Lack of modern communication gadget

Table 11 shows that lack of modern communication gadgets is a serious problem and was ranked first by them. This is a serious problem faced by all the three categories of journalists. This barrier presented extreme difficulty to 10.12% and no difficulty to 10.122% of respondents.

Most of the journalists feel that media houses should provide modern communication gadgets such as latest computers with internet facilities, laptops, fax machines, etc., for easy and quick retrieval of information. The use of these modern communication gadgets as information retrieval tools can enable journalists in the news room or in field to gather, analyze, and /or transfer information electronically within a very short time. This means timely publication of news that would have seemed old if journalists had to wait for access to the information by traditional methods.

Information scattered in many sources

Information scattered in many sources is considered to be an extreme difficulty by 14.92%, considerable difficulty by 41.53%, little

Table 11. Difficulties faced in seeking required information, by level.

Kind of difficulty	No difficulty		Very little difficulty		Considerable difficulty		Extreme difficulty		Total
	No.	%	No.	%	No.	%	No	%	
Lack of time to look for or read information	42	16.21	64	24.71	131	50.57	22	8.49	259
Inadequate library resources	36	14.51	93	37.49	87	35.08	32	12.90	248
Information scattered in many sources	35	14.11	73	29.43	103	41.53	37	14.91	248
Lib. Staff is not qualified enough to locate information	151	61.38	53	21.54	24	9.75	18	7.31	246
Information not readily available	39	16.45	86	36.28	77	32.48	35	14.76	237
Lack of modern communication gadgets	24	10.12	24	10.12	118	49.78	71	29.95	237
Inadequate library services	35	15.28	85	37.11	76	33.18	33	14.41	229
Lack of xerox facilities	117	49.57	45	19.06	47	19.91	27	11.44	236
Not aware of the availability of lib. material	78	36.11	85	39.35	34	15.74	19	8.79	216
The lib. materials are disorganized	60	26.31	93	40.78	48	21.05	27	11.84	228
Working hours of the lib. are not sufficient/suitable	175	72.91	28	11.66	17	7.08	20	8.33	240
Inadequate physical facilities (space, furniture etc.)	78	34.21	44	19.29	64	28.07	42	18.42	228
Lack of transportation facilities to the place of events for collecting Information	120	64.17	22	11.76	30	16.04	15	8.02	187
Lack of finance (To undertake journey, pay to eye witness etc.)	119	63.97	23	12.36	19	10.21	25	13.44	186
Bureaucracy	33	21.71	39	25.65	53	34.86	27	17.76	152
Language	58	40.55	39	27.27	36	25.17	10	6.99	143
Professional risks while carrying out official duties	46	39.99	35	30.43	26	22.60	8	6.95	115
Other difficulties	2	40.00	2	40.00	1	20.00	0	0	5

difficulty by 29.43% and no difficulty by 14.11% of respondents. Thus, majority of the respondents feel that information scattered in many sources presents a considerable difficulty. This barrier is second greatest barrier faced by them. This barrier is faced more by senior editorial staff as compared to reporting and editorial staff.

Lack of time to look for or read information

Lack of time to look for or read information as a barrier for seeking information presented extreme difficulty to 8.49%, considerable difficulty to 50.57%, very little difficulty to 24.71% and no difficulty to 16.21 of respondents. This barrier is the third greatest barrier faced by the journalists in their information seeking activities. This barrier is faced more by editorial and senior editorial staff as compared to reporting staff. Thus, time seems to be one of the major factors to look for or read information either from the library or from other outside sources.

Information not readily available

Information not readily available is considered to be an extreme difficulty by 14.7 4%, considerable difficulty by 32.48% and no difficulty by 16.45% of the respondents.
This barrier is ranked fourth by the journalists. This barrier is faced more by senior editorial staff as compared to editorial and reporting staff.

Inadequate library resources

Inadequate library resources, such as lack of reading materials, are considered as an extreme difficulty by 12.90%, considerable difficulty by 35.08%, very little difficulty by 37.49% and no difficulty by 14.51% of respondents. It shows that inadequate library resources are the 5th greatest problem faced by them while seeking information. This difficulty is faced more by reporting and editorial staff than senior editorial staff .It may be due to the fact that reporting and editorial staff are good users of library. The nature of duty of editorial staff is such that they have to consult the library frequently and can spend more time.
The majority of the respondents have pointed out that library collection (such as reference books, newspaper clippings, etc.) is inadequate to meet their information needs. During the interview with some of the librarians, they mentioned that it is none of their fault. According to them, the management is not enthusiastic about developing a good reference collection. They do not provide sufficient funds for the library.

Inadequate library services

Inadequate library services present an extreme difficulty to 14.41%, considerable difficulty to 33.18%, very little difficulty to 37.11% and no difficulty to 15.28% of the respondents. This difficulty is felt equally by all the categories of journalists.
The rest of the difficulties pose less of the problems to the journalists while seeking information in their day to day work.

FINDINGS AND CONCLUSION

It can be concluded that journalists use wide range of sources of information in their day -to-day work. The analysis indicates that their varied information needs cannot be satisfied with one type of source. The use of sources of information is determined by various factors such as their information needs and purpose of use of information. Journalists used information sources for various purposes. For the purpose of seeking specific information, the five important sources are dictionaries/ biographical dictionaries, Government publications, encyclopedias, books and newspaper clipping files. The most used sources consulted by the journalists for the purpose of keeping unto-date are current issues of newspapers, newsmagazines, periodicals, book reviews and Government publications and for the purpose of background information the five important sources are newspaper clipping files, back issues of newspapers, books, archival sources and periodicals.

As far as frequency of use of these sources is con-cerned, periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information (Table 5).Thus, in order to provide an effective library service and to satisfy their information needs, the libraries of their respective newspapers should have good collection of these sources.

The findings further revealed that journalists face many difficulties while seeking information. The main difficulties faced by journalists are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

As journalists cited lack of modern communication gadgets as the major problem faced by them in their information seeking activities, most of the journalists suggested that media houses should be equipped with modern communication gadgets such as latest computers with internet facilities, fax machines, etc. Like foreign journalists, Indian journalists should also be equipped with advanced communication gadgets such as laptops, fax machines etc. This will enable the journalists to pro-duce news and features with greater speed and accuracy whenever required. The findings reveal that library resources and services available to the journalists are inadequate. Majority of the journalists suggested that more news magazines, newspapers and reference books need to be added in the present collection of these libraries. This problem could also be solved by resource sharing with other newspaper libraries. At present, no such system is existing. There is a need to develop a system of resource sharing among the media libraries in order to have sufficient resources. The low use of information retrieval tools such as library catalogue, newspaper indexes and other bibliographical tools suggests that journalists need instructions and training to search information from these sources. The low use is also due to lack of awareness of various library services and sources among the journalists. Therefore, there is need to organize user education programmes in newspaper libraries by the management. They should allocate separate and sufficient budget for this purpose.

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