Information Seeking Models in the Digital Age

I

Mudasir Khazer Rather
University of Kashmir, India

Shabir Ahmad Ganaie
University of Kashmir, India

INTRODUCTION

Information Seeking Behavior of students in higher academic institutions is an exhaustive and complex process. The theoretical representation of such process is very difficult to comprehend, thus the graphical or pictorial representation will make things easier to understand and the same principle forms the base of Information Seeking Models. A model may be defined as a structure for thinking about a perceived problem and may evolve into a statement of the relationships among theoretical propositions. Information seeking models diagrammatically represent the complex tasks of information seeking process. Most Information Seeking Behavior models are generally the statements, often in the form of diagrams that attempt to explicate an information-seeking activity, the causes and consequences of that activity, or the relations among stages in information Seeking Behavior (Wilson, 1999). Information seeking models aim to describe the process that a user follows to satisfy his information need and while fulfilling that need, he approaches towards formal and informal information sources or available services which finally results in success or failure to retrieve desired information. A number of models have been designed by various authors and researchers from time to time globally relevant to information needs and seeking behavior of users in various academic institutions. Some models also highlight major as well as minor factors that may directly or indirectly influence the Information Seeking Behavior of users.

BACKGROUND

Most models of information behavior are generally the statements, often in the form of diagrams that attempt to explicate an information-seeking activity, the causes and consequences of that activity, or the relations among stages in information-seeking behavior. Behavior may be defined as the more general field of investigation with information-seeking Behavior being seen as a sub-set of the field, particularly concerned with the variety of methods people employ to discover, and gain access to information resources, and information searching Behavior being defined as a sub-set of information-seeking, particularly concerned with the interactions between information user (with or without an intermediary) and computer-based information systems.. The first model for study of Information Seeking Behavior was proposed by James Krikelas in 1983. This model suggests that the steps of information seeking process are as follows:

1. Perceiving a need,
2. The search,
3. Finding the information, and
4. Using the information which results in either satisfaction or dissatisfaction.

Over the period of four decades a number of information seeking behavior models have been propounded by many researchers globally (Sawant, 2015). Robson and Robinson (2015) reveal that *Model* presents practical vision into the information seeking behavior of users and the factors that influence them. A variety of models like that of Kuhlthau, Dervin, Wilson, Ellis etc. describe the information seeking process of researchers and students thereby highlight important activities, services, actions and issues related to their information search (Infomatters, 2006). Bates (2005) reveals that *Models* are most useful at the description and prediction phases of understanding a process. Proper explanation of a phenomena results in a *'Theory'*. It is believed that most of the theories in LIS are still at the modeling stage. Models are of great importance in the improvement of theory. They are a kind of proto-theory, a tentative anticipation set of associations, which can then be validated by means of various tests. McKenzie (2003) found that many information seeking models are limited in their ability to explain everyday life information seeking. These are generally related to the studies of scholars or professionals and some have been designed using a *cognitive approach* to model building. However, Robson and Robinson (2013) state that the existing models have some elements in common and most of these in the field of Library and Information Science focus on information seeking behavior of users. Nkomo (2009) divulges that scholars within Library and Information Science as well as outside the field have designed several information seeking models to sketch the information seeking behavior of researchers and students. It can therefore be supposed that the models somehow map out the development of information seeking and number of such models have been designed like *Ellis 1993 model, Kuhlthau's 1992 model* etc. These models have been applied by researchers to examine the information seeking behavior of various users in different academic institutions of the world (Kakai, Odongo & Bukenya, 2004).

Information Seeking Models

A number of models have been designed from time to time globally by various authors and researchers relevant to information needs and seeking behavior of users in various academic institutions. Some of the famous models of information seeking behavior are discussed as:

Models Proposed by T.D. Wilson

T.D. Wilson has put forth a series of models of Information Seeking Behavior including Wilson Model (1981), Wilson Model (1996) Wilson Model (1999) etc.

Wilson's Model (1981)

Wilson propounded an Information Seeking Behavior model in 1981 (Figure 1*)* in which he suggested two things:

- Information need is not a primary need rather it is a secondary need that arises out of needs of a more basic kind.
- While satisfying his information needs the user come across various problems or barriers.

Drawing upon definitions in psychology, Wilson states that the basic needs can be defined as physiological, cognitive or affective. He further reveals that the needs arise as a result of personal life issues or the environments (political, economic, technological, etc.) within which that life or work takes place. He then suggests that the barriers that hamper the information search arise as a result of satisfying those needs (Wilson, 1981).

Wilson's Model (1996)

Wilson proposed another model in 1996 as a modification to his earlier model of 1981 which presents a cycle of information activities from the rise of information need to the information use of

Related Content

E-Human Rights

Kay Mathiesen (2015). *Encyclopedia of Information Science and Technology, Third Edition (pp. 2981-2990).*

www.irma-international.org/chapter/e-human-rights/112722

Attention-Based Time Sequence and Distance Contexts Gated Recurrent Unit for Personalized POI Recommendation

Yanli Jia (2023). *International Journal of Information Technologies and Systems Approach (pp. 1-14).*

www.irma-international.org/article/attention-based-time-sequence-and-distance-contexts-gated-recurrent-unit-for-personalized-poi-recommendation/325790

An Empirical Evaluation of a Vocal User Interface for Programming by Voice

Amber Wagnerand Jeff Gray (2015). *International Journal of Information Technologies and Systems Approach (pp. 47-63).*

www.irma-international.org/article/an-empirical-evaluation-of-a-vocal-user-interface-for-programming-by-voice/128827

Knowledge Engineering Methodology with Examples

Ronald John Lofaro (2015). *Encyclopedia of Information Science and Technology, Third Edition (pp. 4600-4607).*

www.irma-international.org/chapter/knowledge-engineering-methodology-with-examples/112902

Evaluating the Degree of Trust Under Context Sensitive Relational Database Hierarchy Using Hybrid Intelligent Approach

Manash Sarkar, Soumya Banerjeeand Aboul Ella Hassanien (2015). *International Journal of Rough Sets and Data Analysis (pp. 1-21).*

www.irma-international.org/article/evaluating-the-degree-of-trust-under-context-sensitive-relational-database-hierarchy-using-hybrid-intelligent-approach/122776