

User's Sentiments and Information Seeking Behavior: A Case Study

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ABSTRACT

The fifth law of library science indicates that the Library is a growing organism. Therefore, the library needs to increase the number of the users as well its services. This growth put pressure on the staff, collection, and services of the libraries and thus result in dissatisfaction among users towards the libraries. The user created a negative image of the libraries in the absence of adequate facilities, services, and staff behavior. The users are not coming to libraries rather they using alternate for their information needs. It is observed that neither libraries nor the users have bounding to supplement each other. The aim of present study is to elaborate the picture of the role of sentimental expressions in seeking information by the users. The emphasis given to the positive and negative sentiments expressed while getting information from the libraries. Keep in mind the sentimental aspects of the users; the present study tries to find out the answers to the questions such as how they feel, reacts and behaves if they did not receive their information. How the staff behavior influenced by information seeking approaches of the users.

The major finding of the study reveals that sentiments play a significant role in the workplace; sentimental factors are equally important because they affect the general tone of discussion and influence the ways in which users pursue information.

Keywords: Information Seeking-Behaviour, Information- Sharing, Sentiments, Users-Sentiments, Academic Library, User-Service, Users-Habits.

INFORMATION SEEKING BEHAVIOR

The term Information Seeking refers to information need, patterns and various methods of locating and searching for information, evaluation, and use of information by patrons. Fundamentally it refers to the information gathering habits and approaches of patrons of the library. The information seeking behaviour is a manner in which a user conducts himself in relation to a given information environment. Pendleton & Chatman, 1998 described that Information behavior more appropriate term, rather than information seeking, to best describe the multifaceted relationship of information in the lives of human beings, a relationship that can include both active searching through formal information channels and a variety of other attitudes and actions, including skepticism and ambivalence.

SENTIMENTS

A sentiment is a mental state of willingness that arises from cognitive appraisals of events or thoughts. Usually, it has:

- A phenomenological tone
- It is accompanied by physiological processes;
- It is often expressed physically (e.g., in gestures, posture, facial features); and
- It may result in specific actions to affirm or cope with the sentiment, depending on its nature and meaning for the person having it.
- It affects the general routine of working.

A conscious mental reaction (as anger or fear) subjectively experienced as strong feeling usually directed toward a specific object and typically accompanied by physiological and behavioral changes in the body (Merriam-Webster, 2016). The term 'sentiment' refers feelings concerning an object, event, or a person

(Frijda, 1986). While, the word 'mood' implies feelings not link to a particular object, event, or a person. Lazarus and Folkman, 1984 described that sentiments considered as experience state of mind arises by cognitive assessment of situations. Further, they describes the hierarchy of effects those derived sentiments of individuals. Kelly & Barsade, 2001 explained the sentiments as psychological states which include an evaluative element to perception to other mental states.

It is often overwhelming to attempt to produce good services, interact with your users and follow what is suggested to build a brand of your libraries. User's sentiment is a way of measuring the emotions behind their need of information. According to Lake 2017 '*it is a manner in which you can measure the tone of the conversation that's being had--is this person satisfied, happy, angry, or annoyed?*' Further, she adds with the help of emotions we can know what is trending in what context. It helps in launching new products and services for the users by which the library can easily identify whether these are good for the users.

In context of the libraries, the present study deals with the user's sentiments associated with the Information Seeking behaviour.

LITERATURE REVIEW

Brief and Weiss, (2002) expressed that human behavior is affected not only by rational and cognitive processes but also by emotional processes that can often be irrational. Emotions play a powerful and central role in our lives. Gratch and Marsella, (2004), write that the emotions influence our beliefs and attitudes and they help guide our thinking, decision making, and actions. It is, therefore, necessary to investigate how library users' emotions emerge and drive their actions while getting information. Affect has been defined variously in the literature. It is generally understood to comprise a class of mental phenomena characterized by a consciously experienced, subjective feeling state, commonly accompanying emotions (Parkinson, 1995). Xiaojuan Zhai, Jingjing Wang, (2016) investigated the effectiveness of library services according to user experiences in which they underlined internal problems existing in libraries that affect user satisfaction.

Emotions after information retrieval, whether success or failure, are influenced by thinking processes Quinn, 2003. Sentimental components of the search behaviour influence information

processing Kao et al., 2008. For instance, Bechwati and Xia (2003) noted that people have less accurate search outcomes when they put less effort into searching for information. High self-efficacy and optimism significantly affect varieties of information tasks.

Norazah Mohd Suki (2016) emphasized that user behaviours, attitudes, and feelings significantly upset a library's effectiveness. Therefore, the study is relevant in the present context of sentiment of the users as well as the library staff.

STATEMENT OF PROBLEM

First take an example of the result of information explosion that misleads the users in getting pinpointed information in an online environment. The users consume lots of their time in finding relevant information, but unable to find on the Internet. This is how they wastage their valuable time and result as irritation, anger and anxious. This state of mind of users also results in frustration and negative thoughts about an online information retrieval system.

Similarly, in an offline environment (i.e. in the Library), it is observed that the users also waste their time in searching and locating information in the absence of proper guidance. Sometimes, the users comes in library and unable to find requisite information because either unavailability of information or lack of proper awareness, this resulted dissatisfaction with the libraries and its services.

Present study is an attempt to find out the pattern of information seeking behavior of users and if they unable to get their information how does they react and feel and what are their reaction. The study focused on the users' sentiment while getting their information from the library. It is an attempt to find whether they satisfied with the library functionalities and availability of information resources in the lights of emotional relationship between the users and the library staff.

SCOPE OF THE STUDY

The study has undertaken to keep in mind the sentimental aspect of the users. The study intended to find out the information seeking behavioral approach of the users in the Library of Babasaheb Bhimrao Ambedkar University (BBAU), Lucknow. The Central Library established in 1998 and named as Gautam Buddha Library (GBL) after the name of Lord Gautam Buddha. The Library has a total of 2258 membership (comprises 1221 Males and 1037

Females). The library remains open on each working day from 8:00 am to 8:00 pm for its readers. The library collection comprised 46439 Books, Subscribes 84 Print-Journals, 02 Bibliographic databases and 12 Full-text databases in which it provides electronic access to 8903 full-text e-journals through E-Shodhsindhu- Digital Library Consortium, Ahmadabad. (BBAU website, 2016).

OBJECTIVES

In this study, an attempt was made to find out the answers to the following questions:

1. How sentiments affect the behavior of users for seeking the information?
2. How the services of library affected user's sentiments?
3. How the staff's behavior affect the information seeking approaches of the users.
4. How the users react to getting information?
5. What are the positive and negative sentiments impact on user behavior?

Table 1: Gender and Age-groups of the Respondents

Age Groups	Male		Female		Total	
	No.	%	Nos.	%	Nos.	%
Below 24 Years	33	15.6	17	13.1	50	14.7
25-29	104	49.2	59	45.7	163	48
30-34	53	25.1	37	28.7	90	26.4
34-39	13	6.1	16	12.4	29	8.5
Above 40 Years	8	3.7	0	0	8	2.3
Total	211 (62%)	100	129 (38%)	100	340	100

Table 2: Qualification Level of the Respondents

Gender	Level of Users				Total	%
	Ph.D.	M. Phil.	PG	UG		
Male	74	19	90	28	211	62
Female	40	11	62	16	129	38
Total	114	30	152	44	340	100

The first section of the questionnaire deals with the *user's demography* of the respondents. The BBAU is having more than 500 Ph.D. Scholars, 80 M. Phil. Scholars, more than 3000 PG and 350 UG users. Therefore, for this study, a sample of 350 respondents seems appropriate. The Table 1 reveals that the majority of respondents were youngsters studying in Postgraduates and Ph.D. The Table 2 shows that 62% respondents were male and 38% were female. Almost the same ratio of male and female finds in the membership of the library and total users population of the University.

Library Perception

To know the awareness of the respondents on the various aspects of arrangement in the

RESEARCH METHODS ADOPTED

The population of the study is the users of comprises the UGs, PGs, and Research Scholars studying in BBAU, Lucknow. The study is a survey, based on the random sampling in which a questionnaire contains four sections i.e. User demography, Library Perception, Information-seeking Behaviour and User's Sentiments was used for the study.

DATA ANALYSIS AND DISCUSSION

A total of 350 questionnaires were distributed during July – September 2016 among the users who visit the library out of which 340 questionnaires with a 97% response rate were received. The analyses of the data received through questionnaire are given in the subsequent figures.

User's demography

The detail of the respondents who responded to the questionnaire are given below in Table 1 and Table 2.

library, two questions as listed below in the Table No. 3, were asked. The responses received are given below:

The Table 3 reveals that most of the respondents satisfied with the arrangement of books in the library and they are able to find books on the shelf their selves. Since the library keeps proper shelving for access to the users, therefore, the majority of respondents given their response in favor of good shelving arrangement. However, the library should not forget the 28% response against the proper shelving and keep try for the better shelve management. In the analysis of table 3, it is also revealed that majority of the respondents are not able to find their books from shelve. Therefore, the library should conduct regular orientation and awareness programs.

Table3: Library Aspects of Respondents

S. No.	Aspects of library	Yes		No		Total
		Nos.	%	Nos.	%	
1	Whether proper shelf arrangement	245	72	95	28	340
2	User's ability to find books from shelf	148	44	192	56	340

Information-Seeking Behaviour

To know the user's approach to finding their information from the library, a question was asked in the questionnaire i.e. the way by which

they find/search their required information from the library. The respondents were allowed to give multiple choice answers. The options and responses are given in Table 4.

Table 4: Approach to get Information

S. No.	Approach for Getting Information		
	Approaches	Number of Users	Users %
1	Subject	228	67
2	Author	85	25
3	Title	185	54
4	Keyword	280	82.3
5	Any other	18	5.2

The analysis in Table 4 reveals that the respondent approach by the *Keywords* and the *Subjects*. Modern google age technology forced the users just to put keyword to search for their information rather go with a systematic or advanced search in an online environment. However, while searching the information in the library, the users search by the subject approach which is the common phenomenon. It is the lack of awareness among the respondents that they

not go for the specific method of information searching like advance search by using *Title* or *Authors*. Again in this section, a question categorized into two portions first online and second offline sources of information to know the preference of sources to get their information was asked. Several options as given in Figure 1 were given to the users to select multiple choice. The responses received are given below in Figure 1.

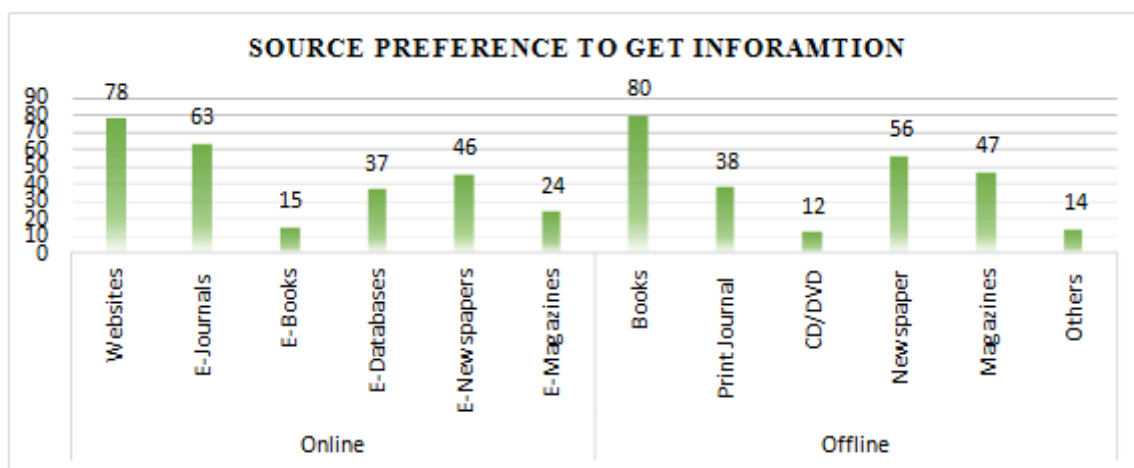


Figure1. Source Preference of Users to get Information

The analysis in Figure 1 reveals that both types of resources have their own importance as users use websites and e-journals along with e-newspapers and e-magazines. The users are still dependence on the offline resources as shown in figure 1. It is observed that in the electronic environment the speed of internet is crucial that influence the information seeking behavior and motivates users towards the offline sources of information.

User's Sentiments

The study focused on the *user's sentiments* that are why this section is very important. The analysis is given in the subsequent sections. It is essential to know how the library staff cooperates with users in case of seeking information. Therefore, a question was asked whether the respondents are satisfied with the cooperation of library staff. The responses are given in Figure 2.



Figure2. Satisfaction with Co-operation by Library Staff

The library is dedicated towards the user's services up to its maximum extent and always try to serve them in a better way so that maximum user satisfaction could be achieved. As it indicated in the analysis of Figure 2 that majority

of the users are satisfied with the library cooperation. However, a significant percentage of the users are also dissatisfied due to several reasons. Table 5 reveals the reasons and responses received from the dissatisfied respondents.

Table 5: Reasons for Not Satisfaction Respondents

S. No.	Reasons	No. of Users	Users %
1	Staff is unwilling to serve	175	51.4
2	Lack of awareness of staff	69	20.2
3	Lack of skilled staff	82	24.1
4	Any other	14	4.1
Total		340	100

Staff unwillingness to serve the users as a negative approach towards user services. They must be welcomed with a smiling face every time they entered the library. This will not only give a good impression but also keep them positive even if the information is not available. As per the Indian mythology, the customer sees as a worshipful god so the library staff should learn the ethics of the library. The reasons like Lack of awareness of staff and Lack of skilled staff are interlinked to each other because if the staff is skilled, then he/she must have aware with the user's services and the techniques of retrieval and dissemination of information. The

library should deploy right person at the right place to get maximum users satisfaction.

It is the need of study to know the satisfaction level of the respondents with overall library collection, user's privileges, and the quality of the library books. The purpose of this question was to know the perception of the users towards library collection. To know whether the numbers of books issued to the users are sufficient. This may also help the library to redesign the collection development and weeding out policies of the library. The responses received are given in figure 3.

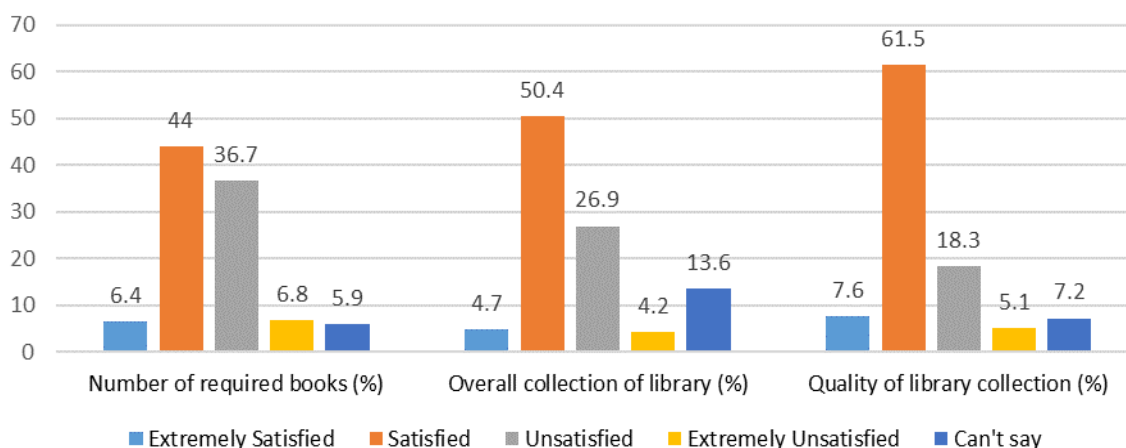


Figure3. Satisfaction Level of Respondents

It is a positive gesture of users that they are satisfied with the library collection, overall

collection of the library, and with the quality of library collection. It shows that the collection of

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the library is good and adequate to fulfill their educational needs. The numbers of privileges are logically distributed among all the user's categories. However, as the figure 3 reveals, there is need to look inside to make the library more qualitative and quantitative. A weeding out should be carried out to remove the old and unused collection. When information is not

provided, it is natural that user may react. Sometimes it may be as high as it may cause an inappropriate situation in the library. To know how the users react when they not received their information and how they feel if they received beyond their expectation. The next question was asked to the users. The response received are given in figure 4.

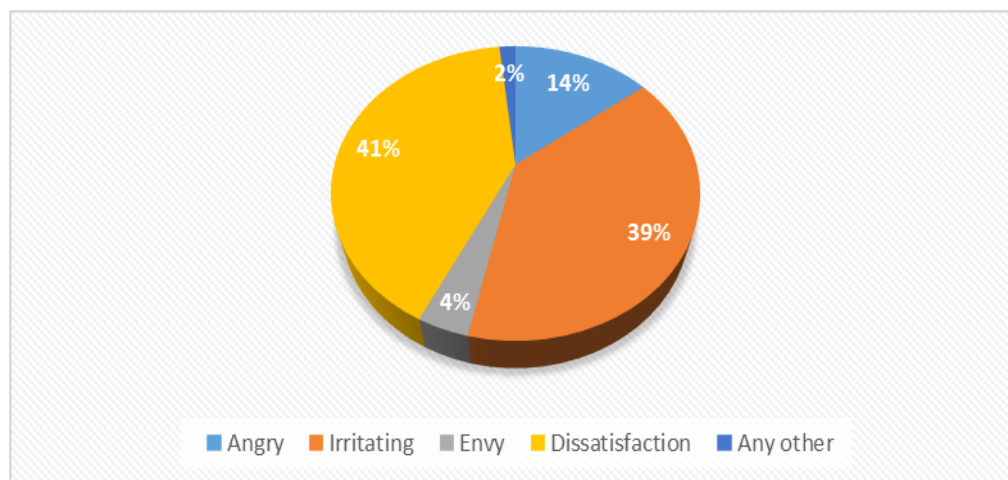


Figure4. Sentimental Feeling when Information not obtained

It is natural that if desires do not fulfill one can disappoint and it can lead to the dissatisfaction with the existing system. The figure 4 indicates that the library should review its existing system and ensure maximum user satisfaction. It is reveal from figure 4 that the feeling of respondents affected by the library services caused angrily, irritation and envies that lead to dissatisfaction. The staff should respect the sentimental feeling of the users. However, the

library should help to build a good sentimental relationship with its users. What happened if you get an unexpected response from the library staff, information beyond your expectation and overwhelming positive, welcoming approach from the library? In the next question, an attempt was made to find out. Few multiple options (as in figure 5) were given to the respondents. The response received are presented below in figure 5.

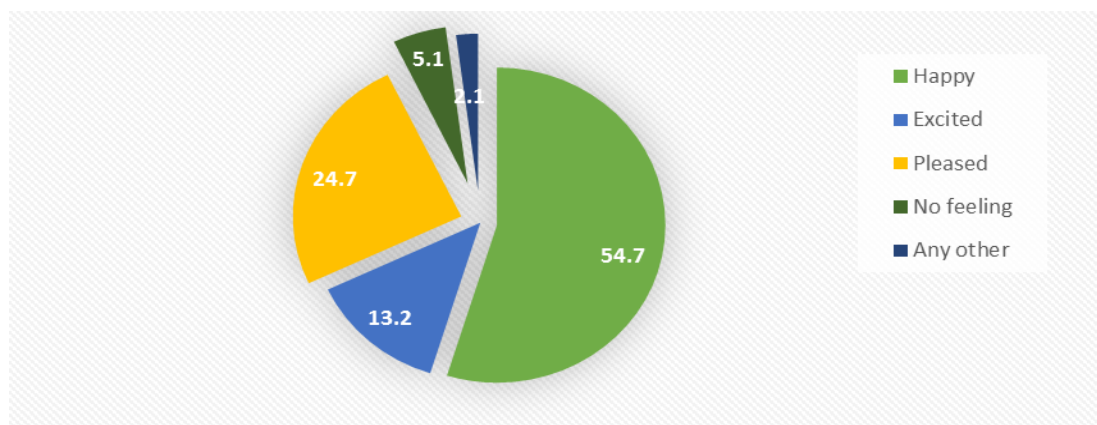


Figure5. Feeling when Information obtained

Sure, if one desires to fulfill with the right information at the right then he/she be happy as showing in figure 5 above. The libraries should keep in mind the happiness of users in mind before designing its products and services. The user also feels pleased if the get information timely and beyond their expectation as showing

in figure 6. It not only enhanced the value of the library but also increased the respect of the staff. The library should try to maintain an exciting place to the users. Continue information supply of the information keep users engaged and motivates toward utilizing library services beyond their expectation.

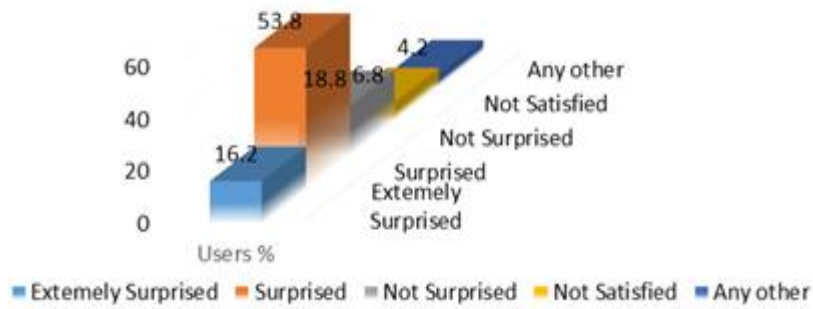


Figure6. *Feeling When Information Obtained Beyond Expectation*

Self –services oriented approach of the users in the Google age, forced us to know the sentimental feeling towards the technological changes in the library. It is quite interesting that in the case of technical error occurrence how the

users feel and behave. The technical errors are a common problem while information is seeking through an online environment. Therefore, a question was asked. The responses received are presented in Figure 7.

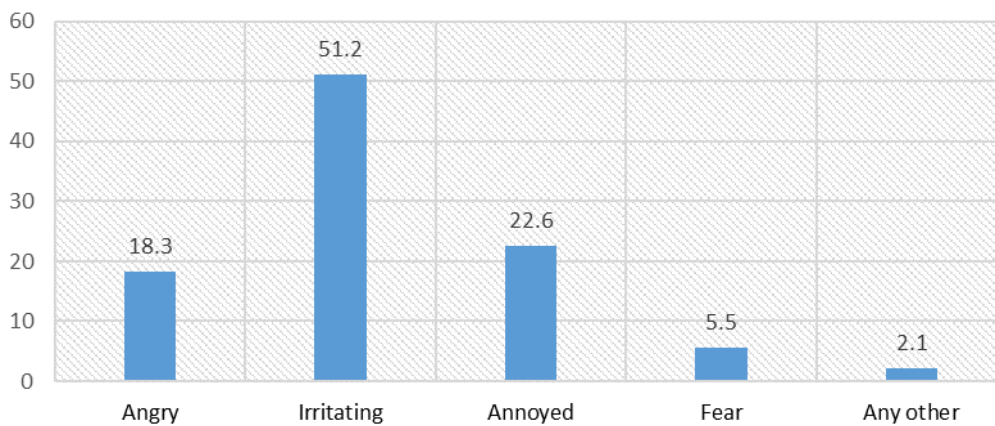


Figure7. *Feeling when Technical Error Occurs while Seeking Information*

All the user in the library are not computer savvy who can handle even the little technical errors. Even, sometimes, the library staff also unable to solve such technical errors. Both have to wait a technical support from the computer section that takes times. So in this case, how the

users feel and what reactions in their minds usually moves, an attempt has made to find out. Most of the occasion, till the problem resumes the desire of getting information end because they cannot wait longer. This figure 7 support that it creates irritation at large among the users.

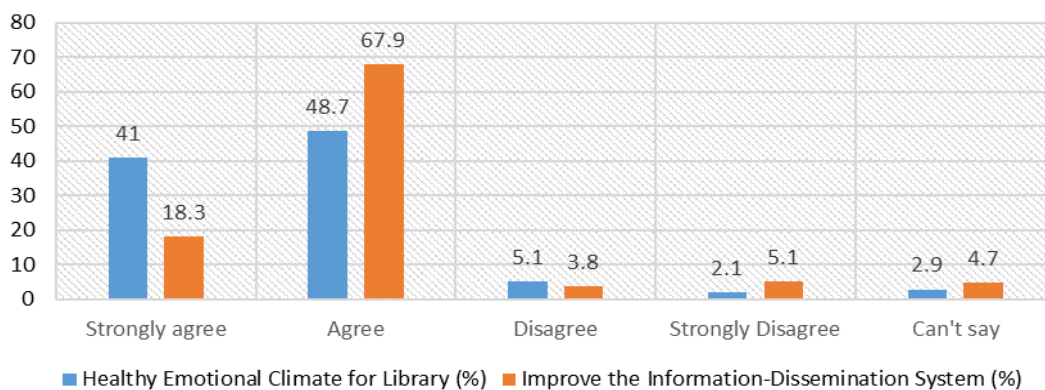


Figure8. *Effect of Sentiments Awareness*

Here needless to mention that the library staff however does not control the technical errors in the computer system but they can provide them quick help. There is also a need to take care

other feelings like annoyed and angerness of the users. Finally, to measure the scale of agreement and how awareness about the sentiment of the users while seeking information effects the

library services the last question was asked. The responses are given in figure 8.

It is the responsibility of the library that the staff should be aware of the sentiments of the users because the majority of the respondents are agreed that a healthy sentimental environment in the library with the users is essentially required to improve the information dissemination system as the figure 8 supports. A healthy sentimental environment helps the user to ask for their information without fear and hesitation. Similarly, the staff can also serve them in a different and friendly way.

CONCLUSION

The survey examined that users' satisfaction is the key to library services. The library should implement a new system of emotional relationship that distinguishes between formal and informal relationship. However, the data analysis indicated sufficient user satisfaction yet the library need to build a strong emotional relationship with the users. The problems were mainly associated with the sentiments of the users and its treatment by the library staff. It is natural that the ways we treats users according they behave. In the age of Google, where engaged users is very difficult it is the moral duties of the library staff to maintain a healthy emotional relationship and care the sentiments of the users. In the study, mainly find that the library should felicitate users and keep the library as an exciting place not only for learning but also to provide them creative freedom.

The users' feedback is not integrated within the library system that creates gap between the users and library services. The regular feedback from the user about different aspects such as staff behavior, library services, and users need, etc. should obtain. Because of the process-oriented architecture of the current integrated library system, librarians and users do not communicate effectively. These barriers between users and the library staff members are need to be overcome. To strengthen user's sentiments, librarians must examine the user experience with the staff to identify gaps between library services and user requirements.

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