INFORMATION SEEKING BEHAVIOUR OF THE FACULTY MEMBERS AND STUDENTS OF SRI VENKATESWARA UNIVERSITY, TIRUPATI, A.P: A CASE STUDY

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Abstract:
The present study has been undertaken to investigate information seeking behaviour and the level of satisfaction of the faculty members and the students of Sri Venkateswara University, Tirupati, A.P. For this purpose, a structural questionnaire covering most relevant aspects of the study including frequency of library visit, purpose of information seeking, preferred resources, most preferred search engine, satisfaction level of the users, etc. was distributed among 150 faculty members and 350 students out of which 129 questionnaires from the faculty members and 284 questionnaires from the students were received. The collected data was tabulated in a logical order and conclusions were made based on the analysis and interpretation of the results.

Keywords: Information Seeking Behaviour, Online Database, e-Resources, Search Engines, Satisfaction Level.