Library Progress International
Vol.42, No.2, July-December 2022: P.395-411
DOI: 10.5958/2320-317X.2022.00038.1

Print version ISSN 0970 1052
Online version ISSN 2320 317X

Original Article

Available online at www.bpasjournals.com

Information Seeking Behaviour of Journalists in Print and Electronic Media (Newspaper) in Karnataka State: A Study

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(Received on 18.06.2022, Revised on 28.09.2022, Accepted on 18.10.2022, Published on 15.12.2022)

How to cite this article: Parvathamma N., Mahadevagouda R. (2022). Information Seeking Behaviour of Journalists in Print and Electronic Media (Newspaper) in Karnataka State: A Study. *Library Progress International,* 42(2), 395-411.

ABSTRACT
Journalists search, access, and make use of a variety of information sources, both in print and electronic media. Journalists have been increasingly reliant on internet tools in recent years. An attempt has been made through the study to identify the information-seeking behaviour of journalist working in 39 newspapers at the national, state, as well as regional levels. A total of 610 respondents have responded to the questionnaire. The data shows that approximately 60% of the respondents are below 35 years. The study witnessed that more than 30% of respondents opined that the information required about all areas is of utmost significance whereas more than 50% of respondents felt that the information is required at the level of moderate significance related to all areas. The study also recommends increasing the number of staff for the maintenance of the newspaper libraries. The study also suggested improving the physical facilities in newspaper libraries as well as staff training is required.

KEYWORDS: *Information seeking, Journalists, Print media, Electronic media, Karnataka*

INTRODUCTION

Information usage by a variety of professionals is becoming unavoidable. The way that professionals obtain knowledge varies, though. For instance, a doctor looks for both recent and old information, but a sailor looks for weather updates. One occupation that involves gathering and analyzing information is journalism (Althaus and Tewksbury, 2002; Lowrey, 2006). A journalist is the one professional who gathers data from numerous sources, either directly or indirectly, and creates reliable news content (Gillmor, 2006). The public gets informed of the news item as a result through the appropriate media (Mahapatra and Panda, 2001). A journalist is a researcher who compiles fundamental and current data about the news

item to be prepared (Keeble, 1994). Journalists are the experts who deal with information and its application continually (Hansen et al., 1994).

Working journalists of print media rely on other sources of information too. Broadcast media or mass media, news agencies, and human resources play a major role in providing the required information to working journalists. The journalists compile and distribute the current and retrospect news items to the public (Singer, 2006). The creation of news depends on the availability and access to the information stored in various information sources (Shrivastava, 2007). They conduct a comprehensive, nonlinear search for information. It becomes crucial to locate the information sources that are crucial to journalists. The selection of the right information sources becomes inevitable to ensure the creation of reliable news. Hence, it is necessary to identify the ways adopted by journalists to locate and access reliable information sources to satisfy their information demands. The discussion with colleagues, information brought from news agencies, and the internet tools such as social media also provide required information to the journalists. The study focusing on the information use pattern of journalists needs to identify the types and forms of information used.

REVIEW OF RELATED LITERATURE

A review of related literature clearly illustrates that the journalists working for newspapers seek knowledge available in various forms. Previous studies on the information use pattern by journalists, media professionals, editors, translators, etc. are reviewed in this study. Many scholarly papers witnessed that the information available in different sources such as digital archives, newspapers, newspaper clippings, Columns, journals, magazines, and books along with internet resources such as e-resources and social media networking sites were extensively used by journalists (Attfield and Dowell, 2003; Andén-Papadopoulos, 2013; Bird et al., 2019; Brandtzaeg et al., 2018; Craig and Yousuf, 2013; Gh and Jagannath, 2014; Haider et al., 2022). The major reasons for utilizing the information sources in print and electronic forms are to get background information, check facts, develop news items, write columns & feature articles, and do news editing. The two most frequent motives for seeking information are to gain background knowledge and update existing knowledge (Jayaraman et al., 2011; Jacobs et al., 2017; Kataria, 2018; Kumar and Mahajan, 2018; Kiran Kumar and Chikkamanju, 2020). The majority of journalists, it was also discovered, are interested in learning about politics, governance, economic development, social concerns, religion, sports, and other extracurricular activities. A review of the literature revealed that journalists and other information searchers utilized a range of information sources. Newspapers, news articles, newspaper clippings, and reference books are the primary information sources for journalists. The use of human resources, such as conversations with colleagues and advice from senior personnel, is rarely studied yet is one of the major sources of information for journalists. In addition to these print resources, it is observed that classic mass media outlets like television and radio are more comfortable (Ojha, 2004; Chavan, 2014; Djerf-Pierre et al., 2016; Ahmad et al., 2020).

The analysis of linked literature reveals how heavily the profession of journalism depends on information. Therefore, journalists search, access, and make use of a variety of information sources, both in print and electronic media. Journalists have been increasingly reliant on internet tools in recent years. The advent and use of Smartphone technology have become standard among journalists as a result of Smartphone technology and the expansion of internet services that provide information through portable devices.

OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

1. To find out the frequency and purpose of information seeking by the journalists;
2. To find out the vital areas of information needed among journalists
3. To determine the frequency of use of print, electronic, social networking, news agencies, and human resources for information

4. To identify the status of newspaper libraries and their services
5. To find out the obstacles faced by journalists while seeking the required information.

HYPOTHESES

Based on the above objectives following hypotheses have been formulated.

1. The frequency of use of print resources varies with the year of experience of professionals
2. There is a positive correlation between the use of electronic sources and the professional experience of the respondents
3. The frequency of use of human resources varies with the year of experience of professionals

SCOPE AND LIMITATIONS OF THE STUDY

This study is confined to knowing the information-seeking behavior of journalists working for newspapers both in Print and Electronic formats. A total of 30 newspapers were considered for the study. Care has also been taken to select the newspapers that have electronic versions of circulation. Table2 shows the distribution of selected newspapers available both in print and electronic formats. The study covered newspapers published in six languagesviz., Kannada, English, Hindi, Tamil, Telugu, and Urdu.

METHODOLOGY

The present study has adopted the survey method to collect the primary data. The researcher surveyed the journalists working for 30 newspapers published in six different languages. Further, personal interview and observation methods are also adopted to enhance the rate of data collection. The study also followed the selection of a sample to overcome the time and financial barriers. The analysis of data was done using suitable statistical analysis.

This study has adopted the sample size formula given by Cochran (Cochran, 1977). The sample size formulas can be given as:

Formula 1: Sample size for infinite population

$$S=Z^2 \times P \times \frac{q}{e^2}$$

Where the S = sample size for infinite population, Z = Z score, P = population proportion (Assumed as 50% or 0.5), e = Margin of error, q= 1-p. The Z score is calculated based on the confidence level. The study kept the confidence level of 99% for which the Z score is 2.58. The margin of error is taken as 5% or 0.05.

Therefore,

$$= 6.6564 \times 0.5 \times \frac{0.5}{0.0025}$$

$$= 665.64$$

As per the formula, the sample size for the infinite population is 665.64. Keeping this value, the required sample size for the population of 6918 is calculated. The population size was determined by the members' list provided by the Karnataka Union of Working Journalists which is a registered body.

Formula 2: Using the below formula the required sample size has been calculated.

The formula for adjusted sample size is

$$\frac{n_0}{1+\frac{n_0-1}{N}}$$

Hence,

$$\frac{665.64}{1+\frac{665.64-1}{6918}}$$

$$=607.2948$$

The formula has given the required sample size of 607.2948. The random sampling method was adopted. Determined to reach the required sample size the researcher has distributed the questionnaires to 625 respondents. The email IDs of 625 respondents were collected and the online questionnaire was sent in turn, all the respondents responded. However, of the 625 responses, 610 responses were complete and genuine, and the remaining 15 responses were incomplete and not considered for the analysis. SPSS 22.0 was used to test the hypotheses.

ANALYSIS AND INTERPRETATION OF DATA

Table 1: Gender-wise distribution of respondents

Gender	**Number**	**Percentage**
Male	491	80.49
Female	119	19.51
Age group	**Number**	**Percentage**
20-25	71	11.64
26-30	155	25.41
31-35	134	21.97
36-40	119	19.51
41-45	74	12.13
46-50	38	6.23
>50	19	3.11

Table1 indicates that of the 610 respondents, 491 (80.49%) are male and the remaining 119 (19.51%) are female. The table shows that the male respondents are the highest to respond to the survey. The majority of respondents i.e. 25.41% belonged to the age group of 26-30 years followed by 31-35 years (21.97%), and 36-40 years (19.51%). The table also shows that 12.13% of respondents belonged to the age group of 41-45 years and 11.64% of respondents belonged to the age group of 20-25 years. Nearly 10% of the respondents are above 45 years. The data indicates that approximately 60% of the respondents are below 35 years.

Table 2: Distribution of respondents by the name of the organization

State Level Kannada Newspaper					
	Name	**Language**	**E-version**	**Number**	**Percentage**
1	Vijayakarnataka	Kannada	Available	94	15.41
2	Samyuktha Karnataka	Kannada	Available	51	8.36
3	Vijayavani	Kannada	Available	50	8.20
4	Prajavani	Kannada	Available	35	5.74
5	Kannada Prabha	Kannada	Available	24	3.93
6	Vishwavani	Kannada	Available	21	3.44
7	Udayavani	Kannada	Available	17	2.79
8	HosaDignatha	Kannada	-	16	2.62
9	VarthaBharthi	Kannada	-	14	2.30
	Total			**322**	**52.79**
Regional level Kannada Newspaper					
	Name	**Language**	**E-version**	**Number**	**Percentage**
1	Udayakala	Kannada	-	13	2.13
2	Karavali Ale	Kannada	-	17	2.79
3	E-Sanje	Kannada	Available	16	2.62
4	Kannadamma	Kannada	-	15	2.46
5	KannadigaraPrajanudi	Kannada	-	15	2.46
6	Sanjevani	Kannada	Available	14	2.30
7	Andolana	Kannada	Available	12	1.97
8	Suddimola	Kannada	-	12	1.97
9	PrajaPragati	Kannada	-	12	1.97
10	Mysore Mitra	Kannada	Available	11	1.80

11	Lokadarshan	Kannada	Available	9	1.48
	Total			**146**	**23.93**
Others Language newspaper					
	Name	**Language**	**E-version**	**Number**	**Percentage**
1	The Times of India	English	Available	22	3.61
2	Deccan Herald	English	Available	19	3.11
3	The Hindu	English	Available	18	2.95
4	Indian Express	English	Available	15	2.46
7	Hindustan Times	English	Available	9	1.48
8	Bangalore Mirror	English	Available	8	1.31
9	Economic Times	English	Available	5	0.82
10	RajastanPatrika	Hindi	-	5	0.82
11	DainikBhaskar	Hindi	-	5	0.82
12	Enadu	Telugu	-	5	0.82
13	AndraJyothi	Telugu	-	5	0.82
14	Sakshi	Telugu	-	5	0.82
15	Daily Thanthi	Tamil	-	5	0.82
16	Dinakaran	Tamil	-	5	0.82
17	MalayalaManorama	Malayalam	-	5	0.82
18	Mathrubhumi	Malayalam	-	4	0.66
19	Daily Salar	Urdu	-	2	0.33
	Total			**142**	**23.28**

The researcher has attempted to find out the number of respondents working for various newspapers. Table2 shows that of the 610 respondents, 322 of them are working for State level newspapers which accounted for 52.79%. Of the professionals working in Kannada dailies, 94 (15.41%) are working for Vijayakarnataka followed by 51 (8.36%) are working for Samyuktha Karnataka, and 50 (8.20%) are working for Vijayavani. A good percentage of respondents working for regional-level Kannada newspapers also responded that accounting for 23.93%. The table also shows that 23.28% of respondents are working for newspapers in another language such as English, Hindi, Urdu, Tamil, Telugu, and Malayalam. The survey tried to cover the newspaper professionals working for state-level, regional level newspapers belonging to different languages.

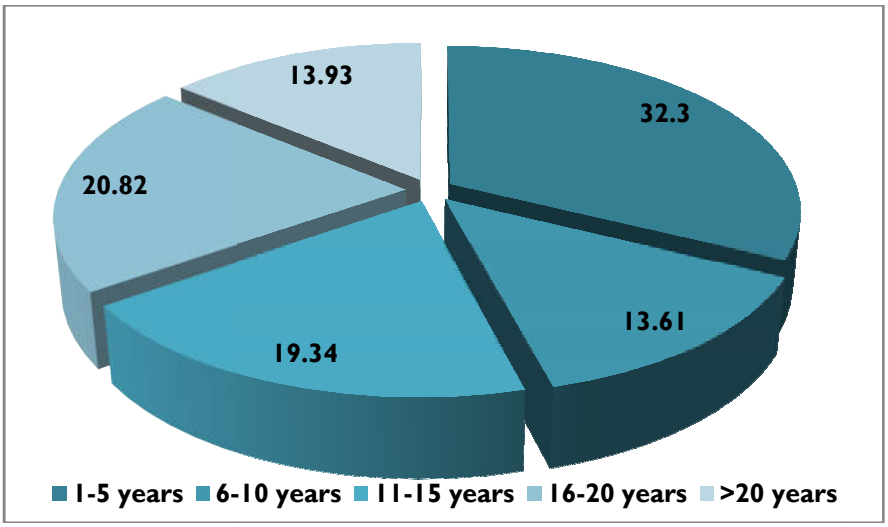

Figure 1: Distribution of respondents by professional experience

Figure1 depicts the distribution of respondents by their years of professional experience. The majority of respondents are having experience of 1-5 years (32.30%) which is followed by 16-20 years (20.82%) and 11-15 years (19.34%). Nearly 14% of respondents have professional experience of more than 20 years and 13.61% of respondents have 6-10 years of professional experience. Arguably, more than 50% of respondents have more than 10 years of professional experience.

Table 3: Distribution of respondents by the type of news covered cross tabulated by respondents' qualification

Type of news covered	Qualification				Total	
	Journalism degree (N=368)		Other qualification (N=242)			
	Number	Percentage	Number	Percentage	Number	Percentage
General	330	89.67	200	82.64	530	86.89
Investigative	152	41.30	71	29.34	223	36.56
Critic	18	4.89	14	5.79	32	5.25
Feature Writing	208	56.52	132	54.55	340	55.74
Political Events	237	64.40	131	54.13	368	60.33
Sports	27	7.34	14	5.79	41	6.72
Health & Women	196	53.26	82	33.88	278	45.57
Film Critic	10	2.72	2	0.83	12	1.97
Children's Literature	22	5.98	2	0.83	24	3.93
Literary	97	26.36	47	19.42	144	23.61

Table 3 indicates that the majority of respondents cover general news (86.89%) followed by political news (60.33%), features writings (55.74%), health and women (45.57%), and investigative news (36.56%). Literary writings are covered by 23.61% of the total respondents. Of the total 368 respondents with journalism degrees, 330 (89.67%) cover general news followed by political events (64.40%), feature articles (56.52%), and health & women issues (53.26%). Meanwhile of the 242 respondents with other qualifications, the majority i.e. 530 (86.89%) cover general news followed by political events (60.33%), features writings (55.74%), and health & women (45.57%). The news coverage has multiple areas of interest for readers. Hence, newspapers cover news in different areas. Table7 clearly shows that the respondents with both journalism and other qualifications have a common way of news coverage. In other words, there is no difference is identified between the respondents with professional and other qualifications.

Information requirement

Another attempt has been made to know the type of information required by the respondents while working for newspapers. Various information requirements were identified and question-related to the same were asked. The detailed data are presented in Table 4.

Table 4: Vital areas of Information Needs

Areas	Less Significant	Moderate Significant	Utmost Significant	WA
Technical or Journalistic writing / Report writing	0 (0.00)	331 (54.26)	279 (45.74)	2.46
Press Law, Copyright law, Norms	12 (1.97)	357 (58.52)	241 (39.51)	2.38
Ethics of Journalists	2 (0.33)	416 (68.20)	192 (31.48)	2.31
Indian Constitution, Government Policies / Different commissions/ report	12 (1.97)	357 (58.52)	241 (39.51)	2.38
Press Accreditation	29 (4.75)	407 (66.72)	174 (28.52)	2.24
VIPs tour schedule	2 (0.33)	383 (62.79)	225 (36.89)	2.37
Techniques of feature writing	0 (0.00)	303 (49.67)	307 (50.33)	2.50
Investigative Journalism	0 (0.00)	348 (57.05)	257 (42.13)	2.40
Film Criticism	17 (2.79)	336 (55.08)	288 (47.21)	2.55
Recorded Speech of politicians & great luminaries.	7 (1.15)	315 (51.64)	257 (42.13)	2.31
Press clippings of important events	17 (2.79)	336 (55.08)	209 (34.26)	2.16
Antecedents of corrupt officials / or corrupt politicians	0 (0.00)	401 (65.74)	201 (32.95)	2.30
Consolidated FIR Reports of the local police stations editing & Information on anti-socials	0 (0.00)	331 (54.26)	279 (45.74)	2.46
Financial Reporting/ Stock Market / Sports and Games events	12 (1.97)	357 (58.52)	241 (39.51)	2.38

Table 4 shows the level of significance in relation to the area of information needs. The majority of respondents opined that information requirements are of utmost significance in the areas such as feature writing (50.33%) followed by film criticism (47.21%), FIR reports, and information on anti-socials (45.74%), and report writing (45.74%). Information requirement is moderately significant in the areas such as ethics for journalists (68.20%), press accreditation (66.72%), Antecedents of corrupt officials / or corrupt politicians (65.74%), and VIP tour schedule (62.79%).

The data presented in the above table indicates that the information requirements are significant for all journalists who work for different sectors of newspapers. More than 30% of respondents opined that the information required about all areas is of utmost significance whereas more than 50% of respondents felt that the information is required at the level of moderate significance related to all areas.

Frequency of use of Information Resources

The researcher has attempted to identify the frequency of use of information sources available in different forms. The data about the frequency of use of print, electronic, human resources, news agencies, and social networking sites as the source of information is gathered and well presented in table 5.

Table 5: Frequency of using print resources for collecting the required information

Print Sources	Always	Most of the Time	Often	Rarely	Never	WA
Newspaper (binding, clippings)	270 (44.26)	226 (37.05)	9 (1.48)	105 (17.21)	0 (0.00)	4.08
Magazines	231 (37.87)	243 (39.84)	10 (1.64)	114 (18.69)	12 (1.97)	3.93
Books	179 (29.34)	293 (48.03)	13 (2.13)	123 (20.16)	2 (0.33)	3.86
Government Publications	231 (37.87)	243 (39.84)	10 (1.64)	114 (18.69)	12 (1.97)	3.93
Pamphlets	124 (20.33)	246 (40.33)	50 (8.20)	161 (26.39)	29 (4.75)	3.45
Press Clippings	191 (31.31)	254 (41.64)	34 (5.57)	129 (21.15)	2 (0.33)	3.82

A question has been asked to know the frequency of use of print resources by the respondents. Table5 depicts the respondents' opinion on the frequency of use of print resources. Of the 610 respondents, 270 (44.26%) always use newspapers followed by magazines and government publications accounting for 37.87%. Press clippings and books were always used by 31.31% and 29.34% of respondents respectively. 48.03% of respondents stated that they use books most of the time followed by press clippings (41.64%), and pamphlets (40.33%). This shows that books, press clippings, and pamphlets are the highly preferred print resources by the respondents. Overall more than 80% of respondents frequently use newspapers and more than 77% of respondents use magazines, books, and government publications. Undoubtedly, newspapers in print format have been used as rich sources of information by the majority of respondents.

Hypothesis 1: The frequency of use of print resources varies with the year of experience of professionals

Table 6: The frequency of use of print resources varies with the year of experience of professionals

Print resources	df	F	Sig.
Newspaper (binding, clippings)	4	16.858	.000
Magazines	4	7.789	.000
Books	4	18.015	.000
Govt Publications	4	7.789	.000
Pamphlets	4	3.721	.005
Press Clippings	4	6.871	.000

The one-way ANOVA test was used to identify if any variations exist among the respondents with various levels of professional experience concerning the use of print resources at the probability level of 0.05. The data presented in table 6 indicates that there is statistically significant difference exists among the respondents with different levels of professional experience in the use of Newspaper (f=16.858, p=.000), Magazines (f=7.789, p=.000), Books (f=18.015, p=.000), Govt Publications (f=7.789, p=.000), Pamphlets (f=3.721, p=.005), Press Clippings (f=6.871, p=.000). Hence, it is arguable that the use of print resources varies as the years

of professional experience increases. In other words, the professional experience influences the extent of the use of print resources. Hypothesis-1 is accepted.

Table 7: Frequency of using electronic resources for collecting the required information

Electronic Sources	Always	Most of the Time	Often	Rarely	Never	WA
Internet / Websites / Smarts Phones	296 (48.52)	266 (43.61)	11 (1.80)	37 (6.07)	0 (0.00)	4.35
Television	238 (39.02)	256 (41.97)	24 (3.93)	92 (15.08)	0 (0.00)	4.05
Archives in your library (Newspaper, photos, cartoons, and Graphs)	194 (31.80)	247 (40.49)	94 (15.41)	68 (11.15)	7 (1.15)	3.91
Radio	208 (34.10)	234 (38.36)	49 (8.03)	102 (16.72)	17 (2.79)	3.84

Electronic resources have been gaining momentum and the use of the Internet has become inevitable for the information seeker. Many previous studies have recorded the significance of the Internet in obtaining information (Arias et al., 2018; Weaver et al., 2018; Goian et al., 2020; Zacharias, 2020; Ansari, 2020). Keeping in mind this, a question has been posed to the respondents to indicate the frequency of use of e-resources to obtain the required information.

Table7 shows the frequency of using electronic resources by the respondents. The majority of respondents always use the Internet/websites/smartphones (48.52%) followed by television (39.02%). Radio is used by 34.10% of the respondents to gather the required information.

More than 90% of respondents have been depending on the internet to collect the required information. Arguably, the frequency of use of the Internet is very frequent compared to other electronic resources. Television, as well as Radio, is also used frequently to gather information. It is notable to know that more than 25% of the respondents used the library archives less frequently.

Hypothesis 2: There is a positive correlation between the use of electronic sources and the professional experience of the respondents

Table 8: There is a positive correlation between the use of electronic sources and the professional experience of the respondents

Electronic Sources	T	p value
Internet / Websites / Smarts Phones	-0.085	0.035
Television	-0.145	0.000
Audiovisual Program	-0.156	0.000
Archives in your library (Newspaper, photos, cartoons, and Graphs)	-0.073	0.073
Radio	-0.156	0.000

It was assumed that there is a positive correlation exists between the use of e-resources and the years of professional experience of the respondents. The data presented in Table 8 indicates that the uses of e-resources are negatively correlated with the years of experience of the respondents. The results of the Pearson correlation for the Internet (t = -0.085), television (t = -0.145), audio-visual program (t= -0.156), archives (t = -0.073), and radio (t = -0.156)

show that the use of these sources is not correlated with the years of experience of the respondents. It indicates that the respondents with a higher number of professional experience use fewer e-resources than the respondents with a lesser number of years of professional experience. Meanwhile, the correlation is statistically significant for the use of the Internet (p= 0.035), television (p= 0.000), audio-visual programs (p = 0.000), and radio (p = 0.000). Hence, hypothesis-2 is rejected.

Table 9: Frequency of using human resources for collecting the required information

Human Sources	Always	Most of the Time	Often	Rarely	Never	WA
Fellow professional colleagues	203 (33.28)	320 (52.46)	6 (0.98)	81 (13.28)	0 (0.00)	4.06
Friends & relatives	131 (21.48)	316 (51.80)	70 (11.48)	88 (14.43)	5 (0.82)	3.79
Local leaders / person	181 (29.67)	257 (42.13)	55 (9.02)	117 (19.18)	0 (0.00)	3.82
Employee	234 (38.36)	275 (45.08)	25 (4.10)	63 (10.33)	13 (2.13)	4.07
Subject experts in various fields	231 (37.87)	265 (43.44)	76 (12.46)	34 (5.57)	4 (0.66)	4.12

Another attempt has been made to identify the frequency of use of human resources for collecting the required information. Table-9 indicates that the majority of respondents always used employees (38.87%) followed by subject experts (37.87%), and professional colleagues (33.28%). A good percentage of respondents always used local leaders (29.67%) and friends & relatives (21.48%) to gather the required information. It is interesting to note that most of the time, colleagues (52.46%) and friends & relatives (51.80%) are used as human resources to collect the required information. The table gives a clear insight that colleagues along with employees and friends & relatives play an important role in helping the respondents gather need-based information.

Hypothesis 3: The frequency of use of human resources varies with the year of experience of professionals

Table 10: The frequency of use of human resources varies with the year of experience of professionals

Human resources	df	F	Sig.
Fellow professional colleagues	4	3.233	.012
Friends & relatives	4	10.955	.000
Local leaders/person	4	5.027	.001
Employee	4	7.349	.000
Subject experts in various fields	4	2.743	.028

The results of the one-way ANOVA test indicate that variations existed among the respondents with various levels of professional experience in the use of human resources as the source of information. The test was run at the probability level of 0.05. The data presented in Table 4.10 indicates that there is statistically significant difference exists among the respondents with different levels of professional experience in the use of professional colleagues (f =3.233, p = 0.012), friends and relatives (f = 10.955, p = 0.000), local leaders (f = 5.027, p = 0.001),

employee (f = 7.349, p = 0.000), subject experts in various fields (f = 2.743, p = 0.028). Based on the data, it is clear that the use of human resources as the source of information varies among professionals with different professional experiences. Hence, hypothesis 4 is accepted.

Table 11: Frequency of using social networking sites for collecting the required information

Social networking sites	Always	Most of the Time	Often	Rarely	Never	WA
Twitter	103 (16.89)	226 (37.05)	69 (11.31)	206 (33.77)	6 (0.98)	3.35
Facebook	256 (41.97)	192 (31.48)	41 (6.72)	101 (16.56)	20 (3.28)	3.92
YouTube	194 (31.80)	247 (40.49)	94 (15.41)	68 (11.15)	7 (1.15)	3.91
LinkedIn	69 (11.31)	59 (9.67)	92 (15.08)	340 (55.74)	50 (8.20)	2.60
Instagram	151 (24.75)	333 (54.59)	38 (6.23)	60 (9.84)	28 (4.59)	3.85
WhatsApp	267 (43.77)	249 (40.82)	12 (1.97)	78 (12.79)	4 (0.66)	4.14
All the above	203 (33.28)	291 (47.70)	80 (13.11)	15 (2.46)	6 (0.98)	4.02

Note: 5-Always, 4-Most of the Time, 3-Often, 2-Rarely, 1-Never

Social network sites have been gaining momentum among professionals intending to enhance professional and personal communication. A question has been raised before the respondents to indicate the use of social networking sites for gathering information. Table 11 shows that the majority of respondents always use Whatsapp (39.51%) for gathering the required information followed by YouTube (31.80%), and Facebook (30.49%). 54.59% of respondents use Instagram most of the time followed by Whatsapp (43.77%) and YouTube (40.49%). It is also observable from the data that 55.74% and 50.16% of the respondents rarely use LinkedIn and Twitter respectively.

It is interesting to note that Whatsapp, Instagram, and YouTube are the most frequently used social networking sites followed by Facebook. Whereas LinkedIn and Twitter are used at a low frequency by the respondents.

Table 12: Frequency of using news agencies for collecting the required information

News Agencies	Always	Most of the Time	Often	Rarely	Never	WA
United News of India (UNI)	161 (26.39)	179 (29.34)	94 (15.41)	165 (27.05)	11 (1.80)	3.51
Press Trust of India (PTI)	248 (40.66)	243 (39.84)	24 (3.93)	87 (14.26)	8 (1.31)	4.04
Asian News International (ANI)	103 (16.89)	155 (25.41)	93 (15.25)	248 (40.66)	11 (1.80)	3.15
Hindustan Samachar	128 (20.98)	109 (17.87)	0 (0.00)	288 (47.21)	85 (13.93)	2.85
Samachar Bharti	0 (0.00)	67 (10.98)	162 (26.56)	320 (52.46)	61 (10.00)	2.39
Indo-Asian News Service (IANS)	27 (4.43)	230 (37.70)	293 (48.03)	58 (9.51)	2 (0.33)	3.36
Karnataka Photo News (KPN)	8 (1.31)	6 (0.98)	466 (76.39)	130 (21.31)	0 (0.00)	2.82

Note: 5-Always, 4-Most of the Time, 3-Often, 2-Rarely, 1-Never

News agencies serve as the major source of information in favour of the professionals working in the news industry. Table-12 indicates the frequency of use of news agencies for collecting the required information. The majority of respondents i.e. 40.66% always use Press Trust of India (PTI) followed by United News of India (26.39%). PTI and UNI news agencies were also used most of the time by 39.84% and 29.34% of respondents respectively. Interestingly, 37.70% of respondents use Indo-Asian News services (IANS) most of the time. It is also observable that Karnataka Photo News is often used by 76.39% of the respondents.

The data presented in Table12 indicates that PTI and UNI are the major sources of required information among the respondents. Meanwhile, Hindustan Samachar and Asian News International are also frequently used by the respondents.

Table 13: Availability of newspaper library

Availability of newspaper library	**Number**	**Percentage**
Yes	367	60.16
Not responded	243	39.84
Total	**610**	**100.00**

Table-13 shows that the majority of respondents have opined that their newspaper has a newspaper library (60.16%). Whereas 39.84% of respondents have stated that they do not have access to newspaper libraries.

Table 14: Frequency of visits to newspaper library

Frequency	**Number of respondents visit newspaper library**	**Percentage**
Daily	107	17.54
Once a week	47	7.70
Once a month	12	1.97
Need-based	201	32.95
Never	243	39.84
Total	**610**	**100.00**

The researcher intended to check the frequency of library visits by the respondents. Table14 indicates that the majority of respondents visit the library whenever they required it (32.95%) followed by daily (17.54%). Once in week visit is made by 7.70% of the respondents. The table indicates that the frequency of library visits by the respondents is depending on the need for the information.

Table 15: The adequacy of useful documents available in the library

Documents	Most adequate (N=367)	Adequate (N=367)	Neither adequate nor inadequate (N=367)	Not at all adequate (N=367)	WA
Books/ Ref. books	78 (21.15)	98 (26.72)	28 (7.54)	164 (44.59)	2.25
Currents Periodicals	164 (44.59)	27 (7.38)	98 (26.72)	78 (21.15)	2.75
Newspaper Clippings	224 (60.98)	28 (7.70)	68 (18.52)	44 (11.97)	3.16
Digital Newspaper Archiving	188 (51.15)	43 (11.64)	63 (17.21)	73 (19.84)	2.94
Films, Videos	222 (60.49)	18 (4.92)	51 (13.77)	70 (19.18)	3.04
CD, DVD's, Microfilms	230 (62.79)	36 (9.84)	55 (14.92)	39 (10.49)	3.21
Newspaper Archives	256 (69.84)	36 (9.84)	48 (13.11)	19 (5.08)	3.40

The adequacy of useful documents available in the library has been presented in Table15. The majority of respondents opined that the newspaper archives (69.84%) are the most adequately available in newspaper libraries and 62.79% believed that CD,DVD, and Microfilms are the most adequately available followed by newspaper clippings (60.98%) and films/videos (60.49%). Nearly 51% of respondents opined that the current periodicals are adequately available for access followed by books (nearly 48%). The data presented in the above table shows that the newspaper archives and newspaper clippings are adequately available for access to the respondents whereas the adequacy of books and current periodicals is low in newspaper libraries.

Table 16: Purpose of using library resources

Purpose	Number of Respondents (N=367)	Percentage
To prepare article/ feature article/ special article	221	60.16
To consult reference sources / tools	156	42.46
To read newspapers/periodicals	188	51.15
To Borrow books/periodicals/microfilms	76	20.82
To spend leisure time	39	10.66

Various purposes motivate the respondents to visit the library. Table-16 depicts that the majority of respondents visit the library to prepare articles/ feature articles/ special articles (60.16%) followed by reading newspapers/periodicals (51.15%), and to refer reference sources (42.46%). An average percentage of respondents borrow information resources (20.82%) and a low of 10.66% of respondents visit the library to spend leisure time. The data presented in the above table shows that the prime purpose of library visits is to write articles as well as to update knowledge through newspaper reading.

Table 18: Frequency of use of services offered by the library

Services	Most Frequently	Frequently	some times	Rarely	Never	WA
Back ground information proving services	37 (10.00)	64 (17.38)	101 (27.54)	21 (5.74)	144 (39.34)	2.53
Content Management service	33 (9.02)	28 (7.70)	55 (15.08)	35 (9.67)	215 (58.52)	1.98
Online resources updating/ alert service	19 (5.25)	57 (15.57)	71 (19.34)	38 (10.33)	182 (49.51)	2.16
Newspaper Archiving services	13 (3.44)	63 (17.05)	73 (19.84)	42 (11.48)	177 (48.20)	2.17
Archival services (Photos, Cartoons, Info-graphics)	26 (7.21)	51 (13.93)	60 (16.23)	34 (9.34)	196 (53.28)	2.12
Translation Services	29 (8.03)	42 (11.48)	45 (12.13)	26 (7.21)	224 (61.15)	1.97
Referral Services	35 (9.67)	40 (10.82)	42 (11.31)	33 (9.02)	217 (59.18)	2.03

***Note**: 5-Most Frequently, 4-Frequently, 3-Some times, 2-Rarely, 1-Never*

The libraries of newspaper firms offer various services to their users. The researcher has attempted to identify the frequency of use of services offered by the libraries and the related data is presented in Table18. As limited as 10% of respondents use background information proving service followed by referral service (9.67%), content management service (9.02%), and translation service (8.03%). Less than 18% of respondents frequently use all the services offered by the libraries. It is evident from the data presented in the above table that the mean values for the services offered by the libraries are used to some extent. Background information proving services (mean=2.56) is the highly preferred service by the respondents. The remaining services are used rarely which accounted for the mean value of less than 2.17 for all services.

Table 19: Difficulties faced in seeking the required information

Difficulties	Opinion					
	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Completely Disagree	Mean
Inadequate library resources	151 (24.75)	256 (41.97)	102 (16.72)	65 (10.66)	36 (5.90)	3.69
Inadequate library services	147 (24.10)	230 (37.70)	129% (21.15)	42 (6.89)	62 (10.16)	2.96
Inadequate physical facilities (space, furniture etc.)	107 (17.54)	104 (17.05)	313 (51.31)	62 (10.16)	24 (3.93)	3.34
Information not readily available	81 (13.28)	141 (23.11)	298 (48.85)	62 (10.16)	28 (4.59)	3.30
Information scattered in many sources	79 (12.95)	101 (16.56)	347 (56.89)	65 (10.66)	18 (2.95)	3.26
Lack of modern communication	87 (14.26)	88 (14.43)	367 (60.16)	53 (8.69)	15 (2.46)	3.29

technology						
Lack of Searching Skills	109 (17.87)	121 (19.84)	299 (49.02)	66 (10.82)	15 (2.46)	3.40
Lack of time	97 (15.90)	111 (18.20)	348 (57.05)	57 (9.34)	27 (4.43)	3.47
Language	66 (10.82)	106 (17.38)	320 (52.46)	58 (9.51)	32 (5.25)	3.05
Library Staff is not qualified enough to find information	59 (9.67)	108 (17.70)	319 (52.30)	79 (12.95)	44 (7.21)	3.09
Not aware of the availability of library material	73 (11.97)	118 (19.34)	297 (48.69)	85 (13.93)	34 (5.57)	3.17
Professional risks while carrying out official duties	94 (15.41)	83 (13.61)	371 (60.82)	80 (13.11)	21 (3.44)	3.44
The library materials are disorganized	55 (9.02)	83 (13.61)	371 (60.82)	71 (11.64)	30 (4.92)	3.10

Table 19 indicates the difficulties faced by respondents while seeking the required information. The majority of respondents strongly agreed that inadequate library resources (24.75%) followed by inadequate library services (24.10%) have become difficulties while seeking the required information. The majority of respondents i.e. 41.97% agreed that inadequate library services followed by inadequate library services (37.70%) and information not readily available (23.11%) hinder the information-seeking process. Approximately 50% of the respondents have given a neutral response about the various difficulties in seeking required information and the expected lack of library resources and services. The above table indicates that the respondents opined that the high-level difficulty persisted with the library resources and services.

DISCUSSION AND CONCLUSION

The study is confined to finding out the information-seeking behavior of print media journalists. The study also considered the newspapers having e-version. It is found that 39.67% of respondents have other academic qualifications. The newspaper industry demands a professional education i.e. a journalism degree. Hence, the respondents without other qualifications shall opt for courses related to journalism and related subjects. The state of existing newspaper libraries is quantitatively low. Moreover, newspaper libraries shall make attempts to acquire all forms of information resources on current and retrospective information. So that background verification of information for authenticity shall be achieved. The referral service redirects the users to the proper source of information available in other libraries and information centres.

Disseminating comprehensive information is inevitable for newspaper libraries. Hence, the staff of libraries shall design and develop a database that could cover government publications such as official gazette of the Governments, circulars, reports, and notices. A database of newspaper archives can be developed that becomes a significant reference material for the journalists. Libraries need to promote a personal visit to the library. Libraries shall provide reading rooms, and discussion room facilities to the users so that they can effectively use information resources available in the library.

It is found that news agencies also play a major role in disseminating the needed information. Moreover, all professionals need to register with Journalist associations. These associations provide a platform to develop professional contacts and cooperation at regional, state, and

national levels. Awareness shall be created about alternative digital media platforms such as Scroll.in, Huffington Post,etc among the professionals. This ultimately develops the skills to access information through multiple platforms.An adequate volume of electronic resources shall be acquired by the libraries so that the information needs of the users can be fulfilled in time by breaking the time and space barriers. The study found that lack of ICT skills is the major hurdle faced by professionals. Therefore, it is recommended to newspaper firms and newspaper libraries conduct ICT literacy programs for working professionals at regular intervals. Meanwhile, the libraries shall provide the technical support required during the information search and retrieval process.

The study witnessed that libraries exist and serve the users. However, there are ample opportunities for these libraries to grow in terms of collection, services, and preservation of information. The libraries need to be equipped with the ICT infrastructure to facilitate information dissemination to the user community.

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