INFORMATION SEEKING BEHAVIOR OF ACADEMICIANS AT MALAYSIA INSTITUTE OF INTEGRATIVE MEDIA (MIIM), TAMAN SETIAWANGSA, KUALA LUMPUR.

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Sekian, harap maklum. Terima kasih

Yang benar,

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ABSTRACTS

This research investigated the information seeking behavior of academicians with regard to fulfill their needs in teaching and learning methods. The survey was carried out at Malaysia Institute of Integrative Media (MIIM), Setiawangsa, Kuala Lumpur. In this case study, the methodology that had been used is questionnaire which supported relevant data to collect from those academicians that been chosen as sample at earlier stage. Among the findings of the study are majority of academicians agreed the training skills in information searching is important to the academicians, Internet becomes preferred information resource among them, they chosen information resource that obtained information which easier and quicker accessed, Librarians become preferred person in helping search information in the library, system failure is common faced by the academicians in searching information and library resources becomes valuable to them. Several recommendations are proposed that the need to provide information searching skills training, library assistance for academicians should be considered, academicians' should be made aware towards facilities and resources, advertise the information sources they have and the latest information resources, overcome the internet connection problem and improving the academicians frequency going to the library through various approaches.

CHAPTER 1

1.0 INTRODUCTION

Information seeking behavior is a process of how people seek and access information from any types of material. It helps them in finding answer or searching information at suitable sources to support their daily work.

For the academicians, normally they use most of the resources obtain from the library. Basically, all information that they collect, select and use is for preparation for their teaching session. Therefore, the academicians have to make sure they have enough skills to obtain required, accurate and needed information on their discipline. However, they are not clear enough about their skills in information searching and sometimes the librarian perceives that end user of the library know how to use the library, and they do not give a high priority to knowing how to users use the library. Furthermore, action should be taken by librarian to examine and recognize the level of information skills contained by academicians.

During the last decades, Boyd (2004) has mentioned that the research interest in using the library and information behavior has increased mainly because of increasing number of users and libraries needs to meet their clients' demands in the best possible way. Therefore the librarians need to take responsibilities in guiding