

**A  
Survey On  
Information Needs  
and Search Methods  
of  
Politeknik Kota Bharu  
Senior Officers**

By

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## ***Abstract***

*The rapid development of ICT in Malaysia creates phenomena to majority of its community. For the higher education sector, implications include access to information from outside the library or information centers and a more towards end-user and away from mediated searches. Senior management should realize that their organizations are to survive in this dynamic era. Decisions have to be made concerning new educational opportunities, technical development; etc. This survey is to an insight into the information needs of, and information provision to Senior Officers of Politeknik Kota Bharu, Kelantan. The purpose of this study is to gather information on their problems, views, opinions and experiences, regarding their information needs and search methods. The changing and turbulent information environment requires for continual research and survey to ensure the needs of their information and search methods are satisfactory met.*

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**‘ MAY GOD BLESS US ALWAYS ‘**

## INTRODUCTION

Information is a very powerful tool in our everyday lives. It has also been said before and we hear it everywhere, “ Information is Power “. The importance of information to individual and organizations, and therefore the need to manage it well is the ongoing process. We should also understand the critical role of information plays in every aspect of business and life. It enhance our communication, our reactions to the entire environment and our decision making process.

Rapid development in technology have had such great effect on communication and information storage and retrieval that the late 20<sup>th</sup>. Century has been termed the “ Information Society “ ( **Corral, 1995** ). Information is available in various formats and from more sources than ever before. The advancement of electronic equipment has had a massive effect to the ability to store and retrieve information. Rapid development of Information and Communication Technology (ICT) in Malaysia creates a phenomena to majority of its community. For the higher education, implications include access to information from outside the library or information centers and a more towards end-user and away from mediated searches.

Senior management of higher learning institutions should realize that their organizations are to survive and strive in this dynamic and challenging environment. They have to think and make decisions concerning new educational opportunities, technical developments, curriculum advancement, educational strategies and strategic human resource very quickly and efficient. They also have to be aware of what additional and cultural factors gave other institutions the competitive edge.