

# INFORMATION SEEKING BEHAVIOR OF GENERATION Z IN THE CONTEXT OF DIGITAL AGE SERVICES -A CASE STUDY

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## ABSTRACT

The innovation joining has rolled out an extraordinary improvement in the public eye and among kids and youth the same. Data looking for conduct is chiefly worried about them who look for fluctuated sorts of data for shifted reasons, likewise how data is discovered, assessed and utilized, and how their necessities can be recognized and fulfilled. It is a cycle where the clients deliberately look for data by distinguishing, looking, choosing, associating and examining with suitable wellsprings of data. Technology has gotten numerous chances to non-industrial nations like India. The idea of data looking for conduct in advanced period is testing. Taking into account this, my examination is attempted to evaluate understudies' data needs, data looking for conduct in advanced climate through the data administrations of School Library.

**Keywords:** Generation Alpha, Generation Z, Information Channels, Information needs, Information seeking behaviour, School Libraries, SchoolPad, Types of learning.

## INTRODUCTION

The 21st century can best be portrayed as a period of data insurgency, with the presence of data bearing material in various organizations. Libraries and data focuses are outfitted with materials in customary organizations as well as in electronic arrangements offering clients a tremendous

territory of choice. Library gives abundance of information and different materials to contemplate stories, articles, reference material and other data at whatever point understudies need it.

## **WHAT IS INFORMATION?**

Information assumes a critical part in our expert and individual lives. Individuals need data to work appropriately in their fields. Understudies for the most part search for word implications, counsel word references, articles, reference books, realities discovering, ebb and flow undertakings and test reference books for setting up their opposition. They likewise read fiction to spruce up their brain separated from scholastics. According to Davis and Olson (1985) “Information is data that has been processed into a form that is meaningful to the recipient and is of real or perceived value in current or prospective action or decisions”.

## **OBJECTIVES**

This study is undertaken with the following views:

- To understand the information needs of Generation ‘Z’ students according to their learning environment;
- To discover the purpose of information seeking by students;
- To determine the methods used for seeking information;
- To find out the problems faced by students while information seeking;
- To understand how technology impacts on the school libraries to provide fruitful sources of information towards the patrons;
- To empower the library staff for taking an initiative in effective decision making in concerned with dissemination of the information in the digital era.

## **METHODOLOGY**

This study is conducted thoroughly keeping in mind the objectives of the same. This study uses the ‘Secondary Data Collection Methodology’ which is collected from the personal observation, internet and especially from the books written by eminent authors on specific area of concerns.

## **SCHOOL LIBRARIES IN A DIGITAL ERA**

The idea of a school library in a computerized age is testing. With the ability to download books onto a scope of advanced gadgets there is each chance the library could look pointless to adolescents growing up today. For what reason would you need to visit a room which is basically about capacity and coneyance? We are trying to updating our school library. Thus, this inquiry has practiced the brain of my school since senior school understudies are now furnished with iPads.

## **INFORMATION SEEKING BEHAVIOUR**

Information seeking behaviour according to Wilson (2000) entails the totality of human behaviour in relation to sources and channels of information including active and passive information seeking. In the quest for information, different kinds of behaviour are manifested as students have different reasons for wanting information, different levels of search skills and preference for some types of information bearing materials. Leckie, Pettigrew & Sylvain (1996) affirm that information seeking involves personal reasons for seeking information, the kinds of information which are being sought, and the ways and sources with which needed information is being sought.

## **GENERATION Z LEARNER AS DIGITAL NATIVES**

According to Natarajan (2015) “Generation Z are a little nebulous than the other generations, with a variety of opinions for the actual start date. Some people claimed that this generation started around 1996, but others claim it started back to the middle 80s. Generation Z has amazing potential

with so many advantages that past generations did not have. They are growing up in a changing world; though which sometimes can feel pretty scary and even threatening. This generation mostly stays in touch with each other through social networking for example: facebook, linkedin, twitter, quicker”. In the digital era Generation Z learners could also be characterized as tech savvy, globally connected (in the virtual world) flexible and smarter, and tolerant of diverse cultures.

## **GENERATION ALPHA: GOOGLE KIDS AS INFORMATION SEEKERS**

Alpha age youngsters brought into the world after 2010 and expected to be more technically knowledgeable, instructed and materialistic than past ages. Age Z is trailed by carefully unrivaled and all around educated age Alpha. Age Alpha being considered as Google kids need to embrace the innovation quicker and need data in more powerful and effective manner, as indicated by their everyday necessities.

## **PATRONS OF SCHOOL LIBRARIES**

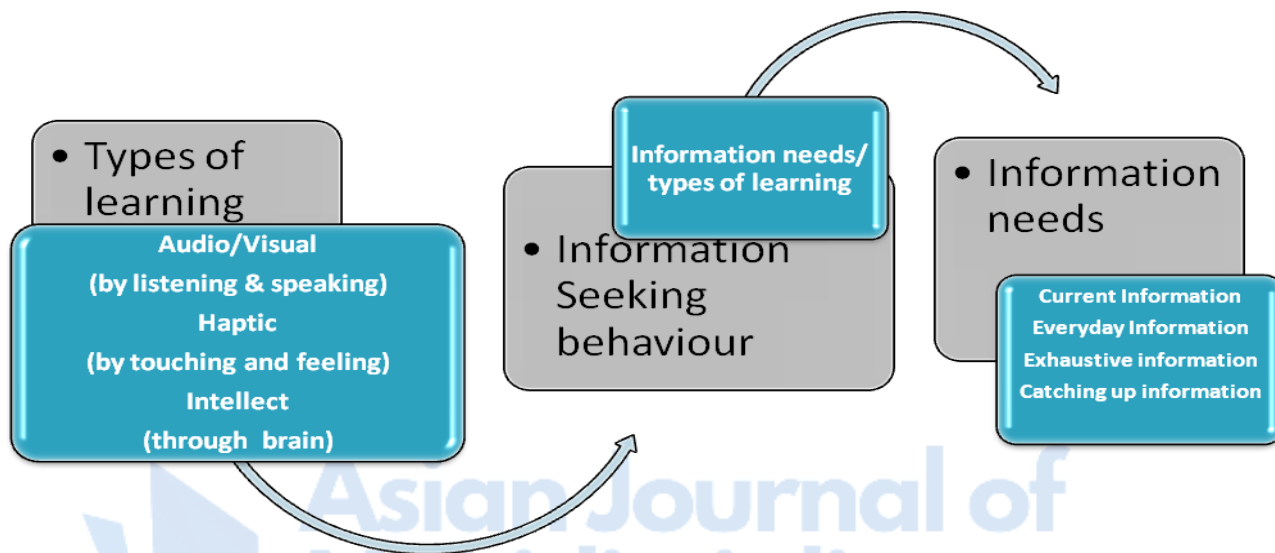
- Students (Kindergarten & Senior wing)
- Teachers (All the teaching members)
- Non-teaching staff (Admn. Staff/Doctor etc.) and
- Parents and grandparents of students

## **INFORMATION SEEKING BEHAVIOR OF GEN ‘Z’**

Most occasions Gen ‘Z’'s information seeking behaviour includes dynamic or intentional data looking for because of the need to finish their relegated task; for instance if there is an expression of the day given by the class instructor, understudies would go to the library for looking for the importance of that specific word. Understudies' data looking for conduct absolutely relies on the

data needs of the understudies. Now and then understudies visit the library for understanding papers and for keeping them refreshed.

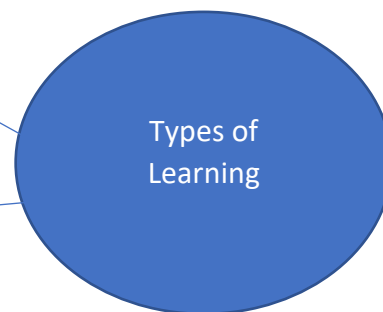
### CYCLE OF INFORMATION SEEKING BEHAVIOUR OF GENERATION Z



**Fig 1: Cycle of Information Seeking Behaviour of Gen. ‘Z’ Students**

### TYPES OF LEARNING: RELATES TO LIBRARY PRACTICES IN DIGITAL ERA

- Auditive learning (“by listening and speaking“),
- Visual learning (“through eyes, by watching”),
- Haptic learning (“by touching and feeling”),
- Learning through intellect.



**Fig. 2.**

*For example:*

Grade 1 to Grade 3 Children

Grade 5 onwards

These students are more interested in auditive & visual learning.	These students learn through intellect and are sometimes haptic.
Librarian may present a presentation to make the students understand easily about the	Librarian may let the students to do at their own by providing their User Id & the Password to them (Specifically for School I Pad or Mobile Apps)

### INFORMATION NEEDS OF GEN. 'Z'

In this advanced world youthful understudies need to get familiar with the things through auditive and haptic way. Remembering this view, school libraries offer the accompanying types of assistance to all the students in like manner. It renders flow of library assets as per the requirements of the students.

#### Books



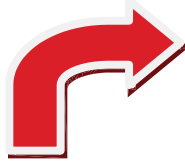
Grade 3 onwards students  
(Visual Learning)

#### Reference Material CDs/Dvds



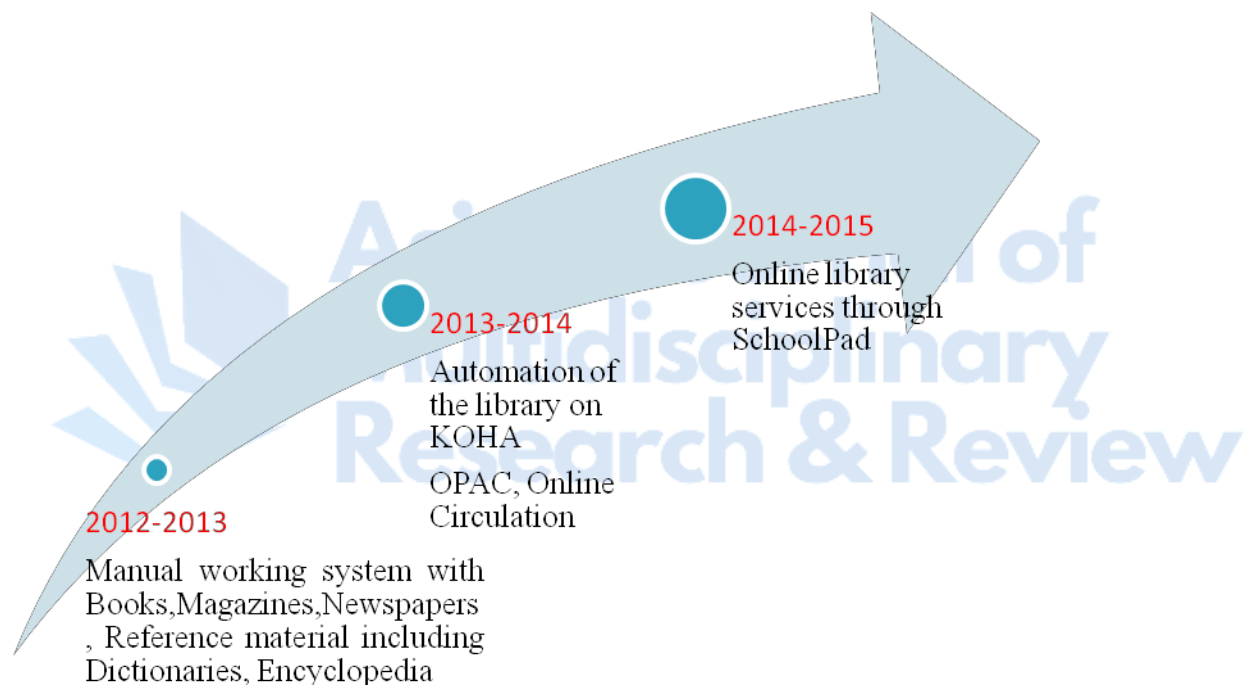
Kindergarten Students  
(Auditive Learning)

**Magazines/Newspapers**



From Grade 7 to Grade 12

## **GROWTH OF INFORMATION RESOURCES IN SCHOOL LIBRARIES**



*Fig: 3 Glimpse of Growth of Information Resources in school libraries till date*

## **ONLINE SCHOOL PORTAL / SCHOOL IPAD/MOBILE APPS**

These are all-in-one soft wares which help in school operations. For example: Online attendance, 24x7 feedback, diagnostic assessments, interactive circulars, resources and planners,

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collaboration, student management, parent engagement, examination, mobile access etc. Following information can be provided to the patrons of a school library on monthly basis.

- Author of the month
- Book of the month
- E-links to E books
- Information about important days
- Information about current affairs/general knowledge

### **PROBLEMS IN INFORMATION SEEKING**

- Communication gap with the students,
- Lack of knowledge at Librarian's end;
- Lack of resources or no funds available with the library;
- No decision making.

### **FINDINGS**

From the above examination it could be said that Data E assets and use of I Cushions/Pads or School Mobile Apps can be helpful for the benefactors of school libraries to stay up with the latest with the current data. With enormous blast of data and information one should overhaul their school libraries to get the ideal utilization of library assets which help the data searchers in giving forward-thinking data and maintain a strategic distance from any wastage of time.

### **SUGGESTIONS**

To overcome the above mentioned problems one should follow the followings:



- Time management;
- Keep the patrons posted with reminders and new arrivals etc.
- Orientation programs should be conducted on time to time basis;
- Decision making skills for the library staff;
- Personal Development programs for the library staff.

## CONCLUSION

To close it is apparent that in the event that we need to give well-rounded schooling to our kids and assemble their vocation, a decent library can demonstrate a resource for the school. From the discoveries it could be said that library staff, class instructors, guardians and grandparents are tutors to their understudies and kids. They can make them more proficient by managing them for the perfect data at the perfect time. Considering the brain of the youngsters is extremely fundamental in this worry. As per the fifth law of library science "Library is a developing creature", one ought to develop the school libraries remembering all the above proposals and steps forward.

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