Information Behaviour: getting to know the e-user

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Overview

- Introduction
- Background (e-user concerns with information behaviour (IB))
- Problem statement
- Research method
- Findings
- Generic Model of IB
  - Information
  - Context
  - User (inner experience)
  - Information Needs
  - IB Activities (seeking/searching/use/transfer)
  - ICTs (sources/channels/networks)
- Conclusion
Background - User Concerns

- First encounter with Information Behaviour (IB)
- Why IB in training programmes?
- Can information behave?
- Value of IB in everyday life
- Is Information seeking behaviour the same as IB?
- Problems with terminology
- Prominent researchers
- Definitions
- Need for a holistic picture of information behaviour
Information behaviour is essentially the interaction between information and the user”.

- (Bates 2009)

Information behaviour is the “the totality of human behaviour in relation to sources and channels of information, including both active and passive information-seeking and information use”.

- (Wilson 2005)
Problem statement

Core question:
What would constitute a holistic picture of IB?

Sub questions:
What has been reported on

- Core components which are instrumental in IB
- Attributes of the respective components that influence IB
- Relationships among the core components
Research method

- Qualitative research approach
- Literature review
- Selected multi-faceted models
- Existing models did not include all components
- Content analysis
- Core components isolated and described separately
- Special attention paid to relationships
- Repackaged findings into a new framework
Findings

- IB is primarily a mental process
- Core components
  - Context
  - Person-in-context
  - Information needs
  - Information activities
  - Information technologies (technological mechanisms)
- Interrelationships
- Combination of contributions provided a holistic picture
Building blocks of IB

Information Component
- Factual information,
- Internal knowledge,
- People, Objects, Images, ...

Context Component
- Roles, Tasks, Rules,
- Regulations, Events,
- Situations, ...

Information Needs Component
- Cognitive needs
- Affective needs

Personal Component
- Cognitive
- Affective
- Sensorimotor

Technology Component
- Internet, ICT, Media, Social media,
- Mobile devices, App software, ...

Seeking
- Formal seeking
- Informal seeking

Activities

Use
- Create, Collect,
- Apply, ...

Transfer
- Communicate, Share,
- Disseminate, ...

Key: Inter-relationships → Action flow
Conclusion

- Generic model – Holistic picture
- Core components are fundamental to IB
- IB mental process only observable in information activities
- IB can shape information preferences and habits
- IB important for Library and Information Services