



# Information Behaviour: getting to know the e-user

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LIS Research Symposium

28 July 2016

# 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**

# Important definitions

- **“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**





# 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**