

Abstract 38

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Behavioral Patterns of Journalists when seeking information (focusing on the Lake House Library)

Journalists have requirements for different information. The main objective of the profession is to communicate accurate news to the public. For this they need to have access to the correct source of information. The library is the usual source to find quality information effectively. Accordingly, this study focusses on the behavioral patterns of journalists when seeking information investigation. The research problem of this research is ‘what is the nature of the investigation of information and the behaviour of journalists?’ The hypothesis is ‘libraries of media institutes are not capable of fulfilling the need of journalists for information. The main objective was to identify the information sources used by the journalists to find information and their investigation behaviour. Other objectives are to identify the strategies used to access the information sources, the positive factors of information services and weaknesses. This study uses a review methodology, questionnaire, written reports, interviews and participant observations to collect data from a sample of 100 journalists based on public scientific factors. Thus, the nature of information investigation behaviour of journalists were found. It was clear that, the library of Lake House was capable of fulfilling the requirement related to journalists and many print media institutes have not established a library service to fulfill the information investigation need of the journalists. The importance of systematically providing journalists with information was identified. Accordingly, to give opportunities to access to information, investigation with a technological base, the use of ample staff in the library, internet facilities for the library, maintaining a website about the information about the library, creating awareness via handbills, instruction sheets, widening readership, education programmes and computerizing photographs can be suggested.

Keywords: Information, Information Investigation Behaviour, Information Requirements, Information Sources, Journalists, Libraries in Media Institutes