

# The Relationship between Delayed Gratification in Information Seeking Behavior and Online Resources

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**Abstract** - This study aims to discover the relationship between delayed gratification in information seeking behavior of research scholars and online resources. The survey method was adopted for data collection through a questionnaire which were distributed among research scholars using stratified sampling in three universities in Karnataka (India). The result shows that almost half of the research scholars are satisfied with the Internet access and databases access. The study of dimensions of delayed gratification in information seeking behavior (DGISB) indicates that there is a significant relationship between Internet access with two dimensions of DGISB which are 'search information' and 'communication with experts,' and there is a significant association between database access and 'search information.'

**Keywords:** Delayed gratification, Information seeking behavior, Internet access, Databases access.

## I. INTRODUCTION

All the time, the university has been responsible for providing services to research scholars. Especially, providing facilities to access the information by the research scholars in the university campus. The primary role of any university is to fulfill the requirements of the students, research scholars, and teachers. In this way, the library has been the information center of the university and providing services and facilities are the primary duty of any library. Nowadays, research scholars are not interested in staying at the library physically, but they would like to access the information electronically. So, the academic libraries should offer various digital services and online resources for the research scholars.

Satisfying users' information requirements in the educational institutions have been the main aim of academic libraries and librarians (Agyen-Gyasi, 2008). The libraries of academic institutions serve different categories of users such as students, research scholars, teaching/non-teaching staff, and administrators with varied information demands (Oakleaf, 2010). The information services are to be increased not only to meet user wants and to develop current services but also to foresee clients' requirements in the future.

Information seeking behavior of research scholars has been examined in this study. Universities should provide the information for the research scholars like Internet access in the campus. Also, the research scholars should have access to the maximum number of the online databases such as

online E-Books, E-Journals, and other databases. Nowadays, by changing information environment, electronic sources are essential resources in doing research. So, the study of the access to online resources seems essential in the university. The purpose of this study is to identify the research scholars' satisfaction of Internet access and database access. The study aims to find out the relationship between delayed gratification in information seeking behavior of research scholars and online resources in universities in Karnataka. This research is limited to examine the academic facilities with only the electronic resources like books, journals, and the audio and video materials are not studied.

## II. LITERATURE REVIEW

Some studies have been assessed the users' satisfaction in different universities. User's satisfaction with the academic library is studied by Saikia and Gohain (2013) that discovered the students were highly satisfied with the library services. The outcome is plays that many of the users visit the library for more than one reason whereas the major proportion of the respondents goes to the library due to the accessibility of Internet connectivity in the library. Library services and user satisfaction in developing countries by Mairaj & Naseer (2013), indicates that a library should provide an appropriate collection, services, and facilities to patrons to gain their satisfaction. The association between service quality and users' satisfaction at Redeemer's University has been studied by Adeniran (2011). The result shows that users were satisfied with the services of the library. Singh and Chand (2014) studied the use and satisfaction level of the users. They measure the satisfaction level of using print and electronic resources, library services and facilities. The result shows that the users are more satisfied with the availability of magazines, journals, online/offline databases, Internet facility.

## III. DELAY OF GRATIFICATION IN INFORMATION SEEKING BEHAVIOR

Delay of gratification is a postponement of immediately available opportunities to satisfy impulses in favor of the pursuance of chosen important rewards or goals. (Bembenuddy and Karabenick 1998, 329). Chatman (1991) has applied gratification theory to the information-seeking behavior and confirmed the efficacy of gratification theory

as a theoretical framework to recognize what describes information problems, motivations, and information seeking behavior for an impoverished population. In this study, we found out four factors for delay of gratification in information seeking behavior during the exploratory study as a part of this study. These dimensions are: 1) Search information, 2) Communication with experts, 3) Collect more information, 4) Topic selection.

Various online resources such as Internet and database access in universities are the main infrastructure of information seeking behavior. Therefore, it is supposed to be an important reason for delayed gratification in information seeking behavior. If the university provides access to a large number of the databases and wide Internet access in the campus, we can expect more delayed gratification while seeking information. There are various resources which studied the level of satisfaction of students in universities and colleges, but we hardly find the study which considers the relationship between the level of satisfaction of research scholars and delayed gratification in information seeking behavior.

#### IV. METHOD

This research is a quantitative study, and the design of the study is the survey method. The data has been collected from research scholars in three oldest universities in Karnataka (India) including the University of Mysore, Bangalore University, and Karnatak University. We distributed 462 questionnaires among the sample population using stratified sampling. These questionnaires are distributed between art and humanities, science and technology, commerce, education, and law. The study evaluates the relationship between delayed gratification in information seeking behavior of research scholars and online resources.

The IBM SPSS software (version 24) was used for statistical analysis of the data. To analysis of data, T-test, One-way ANOVA, and Pearson correlation coefficient have been employed to show the analysis of variance, the differences between means, and the association between variables. The survey collected information on the level of satisfaction of the research scholars about Internet access, and database access in the university. Also, the access to the online databases is asked through the university library website on campus/off campus by using their password or not. The author designed some questions to determine that how many of the research scholars are using online databases on campus/off campus.

#### V. ETHICAL CONSIDERATIONS

The ethical committee approved the study proposal at the University of Mysore. The study objectives were clarified for the participants and informed consents were obtained for filling out the questionnaires, and the questionnaires were completed anonymously (without asking the name of the participants or knowing the participant beforehand).

## VI. RESULTS

### A. Demographic Information

In the present study, the data has been collected from 462 research scholars. The wide range of the participants, i.e. 275 (59.8%), were male and 185 (40.2%) female. 92.8 percent of the sample were Indian, and only 7.2 percent from other countries. Though, most of them, 59.8 percent were in the age group of 25-29. (See Table I)

TABLE I DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Items	Frequency (Valid percent)	N (%)
<b>Sex</b>		
Male	275 (59.8)	460 (100)
Female	185 (40.2)	
<b>Age</b>		
20-24	41 (9.3)	443 (100)
25-29	265 (59.8)	
30-34	101 (22.8)	
35-39	27 (6.1)	
40 and above	9 (2.0)	
Mean of age	28.5	
<b>Nationality</b>		
Indian	427(92.8)	460 (100)
Other	33(7.2)	

In this study, the researcher asked the participants about the level of their satisfaction with Internet access in the university. 48.9 percent of the respondents were much and very much satisfied, 31.6 percent moderate satisfied, and 19.5 percent a little satisfied. The statistical analysis displayed that the mean was 3.40, and the median is 3.00, and a standard deviation of 1.18. The level of their satisfaction of the participants with database access in the university confirm that 40.4 percent were moderately satisfied, 32.5 percent much and very much satisfied, and 27.1 percent a little satisfied. The statistical analysis showed that the mean was 3.10, and the median is 3.00, and a standard deviation of 1.10. (See Table II)

TABLE II THE LEVEL OF SATISFACTION OF RESEARCH SCHOLARS WITH ACADEMIC FACILITIES

Level of measurement	Internet access	Database access
	Frequency (%)	Frequency (%)
Not satisfied	40 (9.0)	35 (8.1)
A little	47 (10.5)	82 (19.0)
Moderate	141 (31.6)	174 (40.4)
Much	127 (28.5)	84 (19.5)
Very much	91 (20.4)	56 (13.0)
Total	446 (100)	431 (100)
Mean of scales(1-5)	3.40	3.10

One of the online databases which provide access to 15,000 core and peer-reviewed journals in different disciplines is E-Shodha Sindhu. We asked whether research scholars used it during the process of research or not. 52.9 percent of them used this database, and 47.1 percent did not use it. Another important database to search for the dissertations is Shodhganga which is the collection of a digital repository of

the thesis submitted to the Indian universities. 76.3 percent of them used it, and 23.7 percent did not use it during their research. The researcher asked the respondents about the access to the scientific databases by password whether on

campus or off campus in the university. 61.9 percent of the respondents replied have a password and 38.1 percent of the respondents do not have the password. (see Table III).

TABLE III THE USAGE OF DATABASES BY RESEARCH SCHOLARS

Level	E-Shodha Sindhu	Shodhganga	Password to access scientific databases off campus
	Frequency (%)	Frequency (%)	Frequency (%)
Yes	195 (47.1)	334 (76.3)	197 (61.9)
No	219 (52.9)	104 (23.7)	121 (38.1)
Total	414 (100)	438 (100)	318 (100)

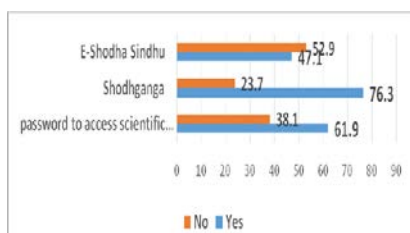


Fig. 1 The usage of databases by research scholars

In this section, the relationship between the dimensions of delay of gratification in information seeking behavior and online resources has been reviewed based on the viewpoint of the research scholars. According to the findings of Person Correlation Coefficient, there is a significant relationship between ‘search information’ and

Internet access, and it shows that these variables are correlated positively with 19 percent. Also, there is a significant association between ‘communication with experts’ and Internet access which indicates that these items are correlated positively with 21 percent. There is no significant relationship between ‘collect more information’ and ‘topic selection’ with Internet access. The findings indicate that there is a significant relationship between one of the dimensions of delay of gratification in information seeking behavior and database access which is ‘search information’ with 10 percent. In this section, there is no significant association between database access and other dimensions of delay of gratification in information seeking behavior. (See Table IV).

TABLE IV CORRELATION COEFFICIENT MATRIX OF DIMENSIONS OF DELAYED GRATIFICATION IN INFORMATION SEEKING BEHAVIOR AND ONLINE RESOURCES

Factors		Search information	Communication with experts	Collect more information	Topic selection
Internet access	Pearson Correlation	.192**	.215*	-	-
	Sig. (2-tailed)	.000	.031	-	-
	N	446	101	-	-
Database access	Pearson Correlation	.105*	-	-	-
	Sig. (2-tailed)	.029	-	-	-
	N	431	-	-	-

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the T-test, the mean of the usage of E-Shodha Sindhu by research scholars is 8.46 which is more than not using this database (7.88). There is a significant difference between ‘collect more information’ and usage of E-Shodha Sindhu and it shows that these variables are correlated positively with .034. Also, the mean of the usage of E-Shodha Sindhu by research scholars is 4.40 which is more than not using this database (3.81). The significant difference between ‘topic selection’ and usage of E-Shodha Sindhu is .001 which indicates that these items are correlated positively. There is no significant difference between ‘search information’ and ‘communication with experts’ with the usage of E-Shodha Sindhu. The findings indicate that the mean of the usage of Shodhganga with 16.54 is more than not using this database (14.59).

Furthermore, there is a significant difference between ‘search information’ and usage of Shodhganga with .020. (See Table V)

## VII. DISCUSSION

Nowadays, using the databases and having password is one of the basic steps of the research. For this purpose, the role of universities and institutions is to provide the facilities to access the databases. Therefore, investment and making the infrastructure to access the databases is one of the duties of the organizations. All of these facilities will help the researchers to make their research work with better quality. So, the competition between organizations is to provide the best research facility in their organizations. Another

important step in using the databases is having adequate information literacy skills which the researchers require to do the research in high quality. Therefore, in the first view, delayed gratification in information seeking behavior seems to be an individual action, but this study shows that it

depends to the infrastructure of the university and the facilities which they provide to make the research easy. These facilities affect all the research works in the university and will increase the information literacy skill of the researchers.

TABLE V ANALYSIS VARIANCE OF DIMENSIONS OF DELAY OF GRATIFICATION IN INFORMATION SEEKING BEHAVIOR BY USAGE OF DATABASES (BASED ON T-TEST)

Factors		Search Information	Communication with Experts	Collect more Information	Topic Selection
E-Shodha Sindhu (n/mean)	1. Yes	-	-	190 (8.46)	191 (4.40)
	2. No	-	-	212 (7.88)	211 (3.81)
	T	-	-	2.133*	3.337*
	Sig.	-	-	.034	.001
Shodhganga (n/mean)	1. Yes	293 (16.54)	-	-	-
	2. No	86 (14.59)	-	-	-
	T	2.327**	-	-	-
	Sig.	.020	-	-	-
password to access scientific databases off campus (n/mean)	1. Yes	-	-	191 (8.59)	195 (4.47)
	2. No	-	-	171 (8.00)	117 (3.85)
	T	-	-	1.944**	2.978*
	Sig.	-	-	.053	.003

\*Levene's Test for Equality of variances based on Equal variances not assumed

\*\*Levene's Test for Equality of variances based on Equal variances assumed

## VIII. RECOMMENDATIONS

The status of the academic facilities in three universities in Karnataka is good, and it can be improved in future. Also, the usage of the various databases is essentially by the research scholars and it can be improved the quality of the dissertations in future. For this purpose, university library can send the application for the research scholar to encourage them to apply for an off-campus password. This article will be helpful to libraries to improve library services especially in assisting academic staff in teaching and research. As the access to the databases is very important to do the research, this service can be provided for most of the research by awareness to the off-campus service. Also, the information literacy skill of the research scholars is very important in usage of the different databases.

## IX. CONCLUSION

The research scholars have mentioned that almost half of them are satisfied with the Internet access, and databases access in universities in Karnataka. So, it shows that these universities have provided good services to the research scholars. To access the online databases which university library has provided for the research scholars, most of them have the password to access the databases on campus or off campus (61.9%). Based on the research outcomes, half of the research scholars do not use E-ShodhaSindhu which is very less. Therefore, it is predicted that they are not aware of this database. Another database is Shodhganga, which most of the research scholars used it in their research. It shows that most of them are aware of this database.

The relationship between the dimensions of delay of gratification in information seeking behavior and online resources has been reviewed based on the viewpoint of the research scholars. According to the findings of Person

correlation coefficient, there is a significant relationship between Internet access with 'search information' and 'communication with experts' and there is a significant relationship between database access and 'search information.'

Based on the results of the T-test, 'collect more information' and 'topic selection,' and usage of E-Shodha Sindhu correlated positively. Furthermore, there is a significant difference between 'search information' and usage of Shodhganga, but there is no significant difference between the usage of Shodhganga and other dimensions of delay of gratification in information seeking behavior.

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