

## **Generation 'Z': Information Seeking Behavior In Digital Age Services -a case study**

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### **Abstract**

The use of innovation has significantly improved both the general public's perception as well as that of children and young people. Data seeking behaviour is primarily concerned with those who seek out different types of data for different purposes, as well as how data is found, evaluated, and used, and how their needs might be identified and met. Clients actively seek information by identifying, searching for, selecting, associating, and reviewing pertinent data sources. India and other non-industrial countries have many opportunities thanks to technology. Data gathering for behaviour in advance is a testing concept. In light of this, my study sought to assess students' data demands and data-seeking behaviour in an advanced environment using data administrations.

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

### **Introduction**

With data-bearing material present in many organizations, the 21st century is best characterized as a time of data insurgency. Libraries and information centres are stocked with materials in traditional organizational structures as well as in electronic arrangements, giving customers a wide range of options. When students need it, libraries provide a wealth of information and other items they can use to read books, articles, and other types of information.

#### ***What is Information?***

Information plays a significant role in both our professional and personal lives. For people to function effectively in their industries, data is necessary. For setting up their opposition, students typically look for word implications, suggest word references, articles, reference books, facts uncovering, ebb and flow tasks, and test reference books. In addition to reading fiction, they also read non-academic material to brighten up their minds. "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," state Davis and Olson (1985).

#### ***Objectives***

This study is undertaken with the following views:

- To understand the information demands of Generation 'Z' students in light of their learning environment;
- To find the motivations behind student information searching;
- To discover the strategies employed in information seeking;

- To provide useful information sources to the patrons, school libraries must understand how technology affects them.
- To check the compatibility of library staff to take the initiative in making decisions that are effective in the digital era when it comes to the dissemination of information

## **Methodology**

This study is being carried out carefully while keeping in mind its goals. This study employs the "Secondary Data Collection Methodology," which gathers data from personal observation, the internet, and particularly from books written on a certain topic by prominent authors.

### ***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.

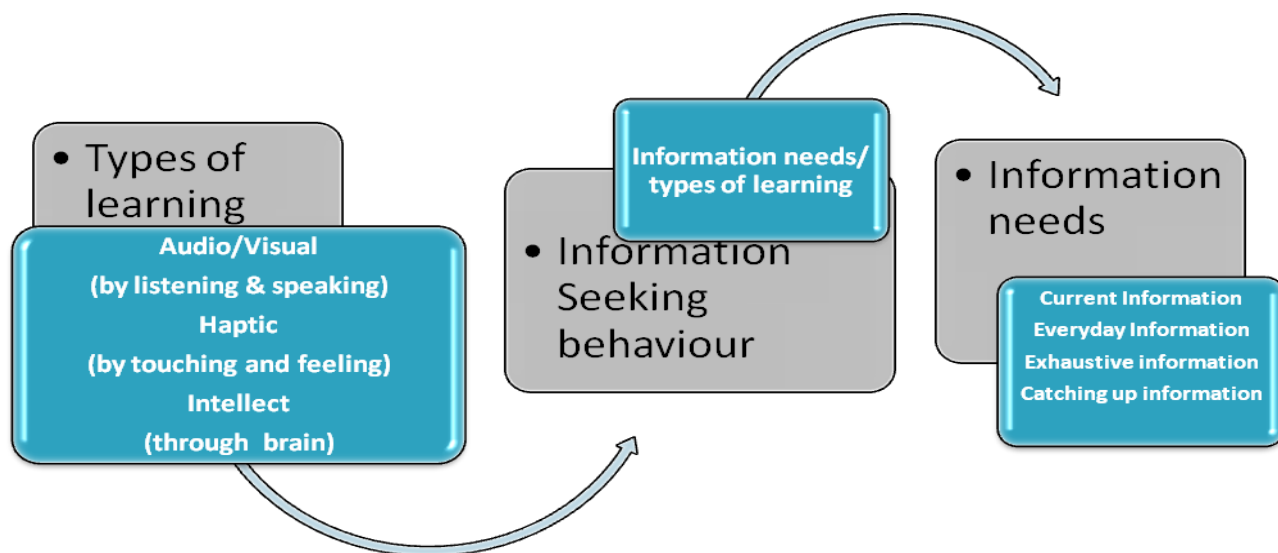
**Patrons of School Libraries**

- 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.

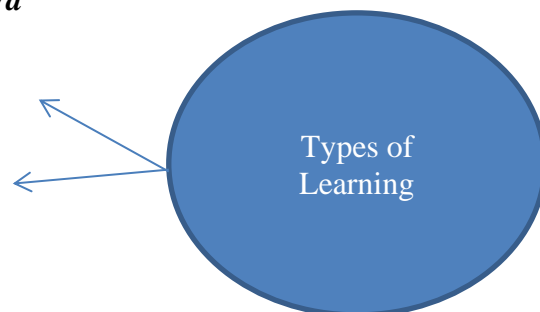
Cycle of Information seeking behaviour of Generation Z



**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.

Librarian may present a presentation  
to make the students understand easily  
about the

These students learn through intellect and are  
sometimes haptic.

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***



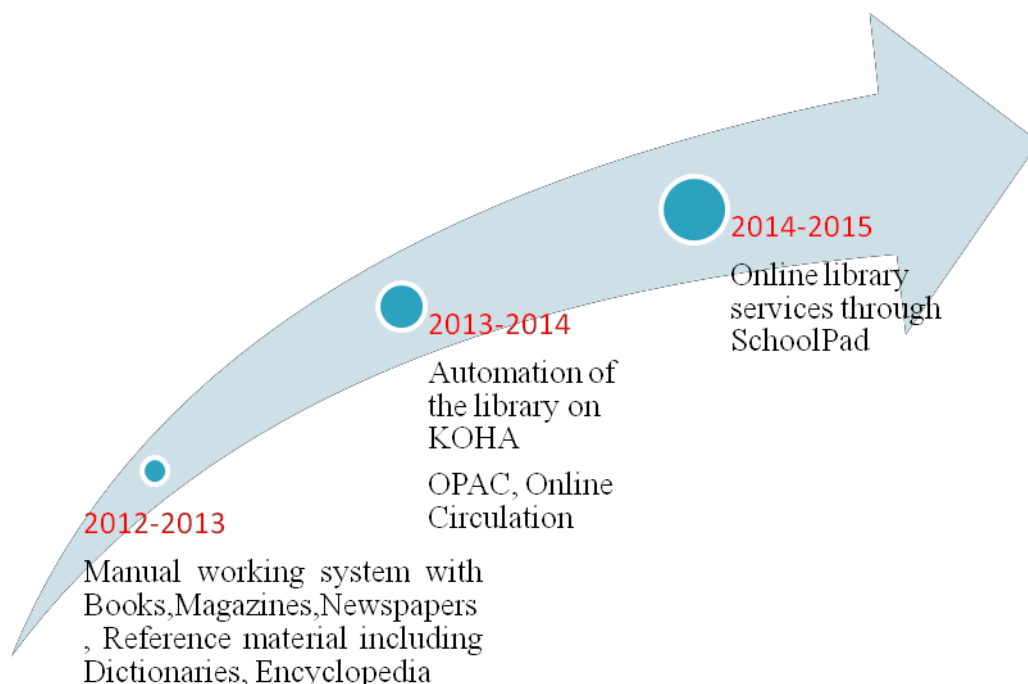
Kindergarten Students  
(Auditive Learning)

***Magazines/Newspapers***



From Grade 7 to Grade 12  
(Learning through intellect)

*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, 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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