

EXPLORING ICT ADOPTION AND INFORMATION-SEEKING BEHAVIOR IN MANAGEMENT COLLEGES

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Abstract

This study investigates ICT adoption and information-seeking behavior in educational institutions, specifically focusing on students, faculty, and librarians. The research delves into unique roles and perspectives within these groups, addressing key objectives: Gender Distribution: ICT Utilization, Information Sources, ICT-Based Library Services: The study employs a cross-sectional research design, utilizing stratified random sampling and structured survey questionnaires tailored to each group. Data is analyzed using descriptive and inferential statistics, with ethical considerations ensuring participant consent and anonymity. The data analysis, presented in tables, showcases the gender distribution and high ICT utilization rates among students and faculty members. It identifies key information sources and underscores opportunities for enhancing awareness and utilization of ICT-based library services. These findings contribute to our understanding of ICT adoption and information-seeking behavior in educational institutions. The study offers valuable insights for further research and informs strategies to optimize ICT integration in the educational landscape.

Keywords: *ICT adoption, Information-seeking behavior, educational institutions, Gender distribution, ICT utilization, Information sources, ICT-based library services.*

Introduction:

In an era characterized by the rapid evolution of Information and Communication Technology (ICT), its integration into the educational landscape has become increasingly significant. The effective use of ICT is instrumental in enhancing learning experiences, fostering information dissemination, and expanding the boundaries of knowledge acquisition. As a result, understanding the adoption of ICT, the sources of information access, and the awareness of ICT-based library services among individuals in educational institutions has become a central focus of academic research (Sampath et al., 2018).

This study embarks on an exploration of these crucial dimensions within the context of different management colleges. By examining the prevalence of ICT users, identifying the sources from which individuals seek information, and assessing their awareness of ICT-based library services, we aim to gain valuable insights into the status and trends of ICT utilization in the academic setting (Okumus, 2019). Furthermore, this research contributes to the body of knowledge on the roles of students, faculty, and librarians in these contexts, ultimately enhancing our understanding of their experiences and needs (Kumar, 2018).

The insights gleaned from this study are instrumental not only for academic research but also for the institutions themselves. By understanding the current ICT landscape, educational institutions can make