Barriers Faced by Youth in Seeking Cultural Heritage Information

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ABSTRACT

Knowing barriers to information seeking is imperative as it regulates the degree to which individuals access different sources. This study aims to examine the barriers faced while seeking cultural heritage information. A structured survey-based questionnaire tool and stratified random sampling techniques were employed to collect 400 respondents. Before analysing the data, a validity and reliability test were carried out. For data analysis, MS Excel and SPSS version 20 were used. An independent samples *t*-test and ANOVA were administered to determine the difference between demographic and study variables. The mean analysis exposed "information is not readily available" with a mean score=3.59 as the most vital barrier. Twelve studied variables were subjected to factor analysis and generated three factors, i.e., independent, administrative and management barriers. Gender difference plays a significant role in seeking CHI with an individual barrier, with *p*=0.050, female respondents have a higher difference with a mean score=3.4289.

Keywords: Information seeking; Information resources; Information barriers; Cultural heritage information, Tangkhul youth

1. INTRODUCTION

Information seeking and sharing are viewed as discrete activities linked by an intermediary factor, such as information use.[1] Information needs, information sharing, and information use are vital theories for improving the discipline's conceptual and theoretical foundation.[2] Similarly, in information behavior research, obstacles to information seeking continue to be a vital research area. Barriers are commonly understood to be physical or immaterial that obstruct, impede, or restrict access to information.

Preceding research on information behavior[3] expanded by Jansen and Rieh[4] is most relevant to this study. Savolainen[5] described human information behavior as the most expensive area and the highest overview, covering all human information communications features with numerous information shapes. Information-seeking action is the mid-level process, consisting of retrieving and learning information resources in reaction to its goals and purposes. Finally, information searching behavior is at the micro level, denoting networking activities with an information search system and information retrieval.[5] Therefore, information barriers can be assumed as obstacles deterring, suspending, or avoiding admission to information.[6] Information barriers can be internal barriers or external barriers. Internal barriers ascend from a person and can

be separated into two categories: affective and cognitive. Affective obstacles characteristically arise from destructive sentiments such as distress of fronting disagreeable shreds of evidence when seeking information.[7] In comparison, cognitive barriers result from a lack of knowledge about information sources and poor examination skills. External barriers derived from outside an individual comprise spatial, temporal and socio-cultural.[7] Cultural heritage information (hereafter CHI) is an information on a group's or societies hereditary material and immaterial cultural heritage assets. Study on CHI is imperative as youngster are weaning away toward modern culture. This study examines the obstacles to cultural heritage information retrieval by youths in Tangkhul tribe, Manipur. The objectives are as follows:

(a) To inspect the prominent barriers faced in seeking CHI

(b) To investigate the significant differences among demographic variables and studied variables.

2. PROBLEM STATEMENT

Prior research on socio-cultural barriers exposed that preceding studies were piecemeal and mostly descriptive.[5] Socio-cultural elements can be restricted as a set of ethics, standards, characters, languages, signs, customs, ethical and spiritual principles, taboos, opinions and favorites assimilated by individuals as followers of society.[8] Therefore, examining the obstacles faced in seeking

CHI is imperative. This study has practical inferences for improvement in seeking CHI as the results will shed light on why and how cultural ethics and social standards restrain people's admission to information.[5] This study investigates information-seeking behavior by reviewing barriers to seeking CHI in the context of socio-cultural obstacles; thus, researchers addressed the following research questions:

RQ1: What are the prominent barriers youth face when seeking CHI?

RQ2: Do demographic characteristics influence seeking CHI?

3. LITERATURE REVIEW

Information barriers are impediments to accessing information.[9,10] It causes obstacles in accessing information services and hampers the effective use of information.[11] Information barriers occur when there is a difference in ideal and genuine approachability to printed information[12], it is a hurdle deterring, deferring and diverting access to information, i.e., information seeking, examining, use and it is associated with individual characteristics. It has a destructive impact on information needs and information-seeking behavior.[6] Earlier studies on information barriers were focused on information-seeking behavior and information requirements.[6,9] Haag[12] studied the significance of barriers and their influence on acquiring knowledge, research assignments, and inclining barriers. In the same direction, Savolainen[13] presented six obstacles in information seeking: refusal to identify one's requirements as information needs, failure to express one's information requirements, obliviousness to information sources, modest personal efficacy, inadequate search abilities and inexperience to handle information overload. Savolainen[5] further stated that barriers hinder, obstruct and restrict information seeking and result in negative responses, such as annoyance. However, barriers can also positively impact and help concentrate on seeking information.[5]

Preceding research has worked on different information barriers, user's studies, and library anxiety and Świgoń[6] recommended a general classification of information barriers comprising four groups:

(a) Individual characteristics barriers - the barrier of unfamiliarity, absence of information gathering abilities, the barrier of vocabulary, the obstacle of foreign language, shortage of   time, emotional conflict for/against computer and internet use, psychosomatic struggle to search query, the barrier of educational qualification, inactive approach, barriers associated with demographic variables: age, gender, sex and other factors.

(b) Social barriers - an absence of support from persons who are the upholder of primary and secondary information.

(c) Environmental barriers - lawful, economic, geographic, party-political, and traditional barriers.

(d) Information resource barriers - libraries, the internet

and obstacles formed by authors of such information. Barriers to information seeking are not a new concept.

Wilson[14] worked in ascertaining interpersonal restraints of information seeking and the absence of social capital.[15] Furthermore, hurdles to information seeking arise because of economic reasons[6] as financial resources are allocated unequally across the population. Therefore, poorer people tend to face more barriers in seeking information. Based on the literature reviewed, the following research model (Fig. 1) and hypothesis were proposed:

H1: There is a significant variance between barriers and demographic characteristics in seeking CHI.
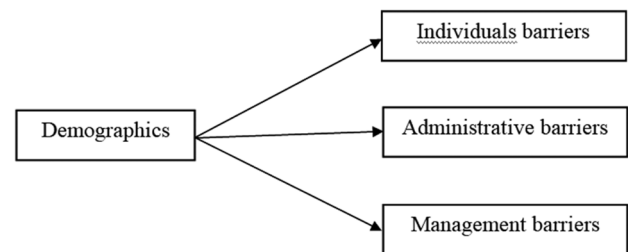

Figure 1. Research model.

4. METHODOLOGY

Before data collection, a research assistant is trained to assist in collecting data. Moreover, before filling out the questionnaire, participants were briefed about the purpose and reason for conducting the study and consent was taken from the participants to participate in this study. Moreover, the participant's identities were kept utmost confidential. The participants were briefly explained about cultural heritage.

For this study, a structured questionnaire, a survey-based tool and stratified random sampling techniques were used to collect data. The questionnaire comprises two sections: the first includes questions regarding demographic characteristics. The second part consists of a Likert scale statement containing 12 statements on a 5-point Likert scale. Before full-scale data collection, a pilot examination (50 respondents) was directed to examine the data's reliability and validity[16].

This study's minimum required sample size is 384.16 (385).[17] Consequently, 500 questionnaires were circulated among the Tangkhul youth from Manipur, India. Of the total, 418 responses were returned. After data screening,18 questionnaires were excluded owing to missing values. Thus, only 400 completely filled-in questionnaires were finally selected for the data analysis.

Table 1 presents the respondents' descriptive statistics, of which 51 per cent of the respondents were females, more than one-fourth (28.5 per cent) respondents belonged to 24-26 years age group, 50.5 percent were postgraduates, 34.5 per cent were from arts subject background and 24.5 per cent has family annual income (INR) between 1,00,001 – 3,00,000.

Table 1. Respondent's descriptive information

Variable	Classification	No.	%
Gender	Male	196	49
	Female	204	51
Age (in years)	18-20	70	17.5
	21-23	105	26.3
	24-26	114	28.5
	27-29	71	17.8
	30 & above	40	10
Educational Qualification	Graduate	198	49.5
	Postgraduate	202	50.5
Subject background	Arts	138	34.5
	Science	108	27
	Technical	90	22.5
	Management/Commerce	64	16
Family annual income (INR)	<1,00,000	74	18.5
	1,00,001 – 3,00,000	98	24.5
	3,00,001 – 5,00,000	89	22.3
	5,00,001 – 7,00,000	96	24
	7,00,001 – 9,00,000	20	5
	>9,00,001	23	5.8

To examine internal consistency, a reliability test was conducted. Hair[18], *et al.* stated that alpha values between 0.6 and 0.7 validate the research tool has acceptable reliability. The current study fulfilled the recommended alpha value, i.e. individual barriers = 0.712, administrative barriers = 0.743 and management barriers = 0.726, which implies that this scale has internal uniformity.

5. DATA ANALYSIS

IBM SPSS version 20 and Microsoft Excel were used for data analysis. Exploratory factor analysis was executed to regulate the construction of an association between the variable and the respondent. A principal component examination, Bartlett's test of sphericity (significant at 0.05) and Kaiser-Meyer-Olkin (KMO) (>0.6) were employed to examine the appropriateness of the data. Eigen values higher above one, factor loading 0.4 and above were rotated using varimax rotation with Kaiser Normalisation. An independent samples *t*-test and ANOVA were administered for statistical examinations to inspect the differences among group means in a sample. For this study, a *p*-value of 0.05 is measured as significant.

5.1 Barriers Faced When Seeking Cultural Heritage Information

Both tangible and intangible CH are considered in this study. Information barriers hinder information exchange between the sender and receiver of information[5]. The significant obstacles faced when seeking CHI are presented in

Table 2. The variables are ranked in line with the mean score (ms); "information is not readily available" was the most important barrier faced (ms=3.59) ranked first, followed by "absence of elders who are the custodians of cultural heritage knowledge" (ms=3.58) ranked second, "lack of searching skills" (ms=3.51) ranked third, "accessibility of the information resources" (ms=3.50) ranked fourth, "inadequacy of required materials" (ms=3.44) ranked fifth and "not interested to learn about culture" (ms=3.00) was the weakest barrier faced while seeking for information, ranking as twelfth.

Table 2. Barriers faced while seeking CHI

Barriers	Mean	Rank
Information is not readily available	3.59	1
Absence of elders who are the custodians of cultural heritage knowledge	3.58	2
Lack of searching skills	3.51	3
Accessibility of the information resources	3.50	4
Inadequacy of required materials	3.44	5
Clarity about purpose and information needs	3.43	6
Resource availability in my village/ town information center	3.36	7
Improper communication methods	3.33	8
Lack of modern information communication facilities	3.32	9
Inconvenient location of information centers	3.22	10
Lack of required time to seek information	3.02	11
Not interested to learn about the culture	3.00	12

Source: Primary data

5.2 Factors Grouping of Barriers

The factor analysis technique was engaged in mitigating many variables into a fewer number of variables. Therefore, principal component factor investigation with a Varimax rotation was employed to determine different barriers to seeking CHI. KMO value larger than 0.5 denotes the data's suitability to proceed for further analysis.[19] The KMO value in this study is 0.806, which is higher than the recommended value (0.5 and the p-value (p=0.000) is less than 0.05, indicating that the variables are related. All study variables were subjected to factor analysis, and factors with eigenvalues greater than one were preferred. In this study (Table 3), three factors that obstruct the search for CHI are "individual barriers", "administration barriers" and "management barriers". From these three indispensable factors, "individual barriers" is the most prevalent barriers faced in seeking CHI with an eigenvalue of 3.791 and variance=36.594.

6. RESULTS AND DISCUSSION

6.1 Barriers Faced while Seeking CHI

The issues dealing with information-seeking barriers are not recent; a good amount of research has been conducted on information-seeking. Świgoń[6] conducted a study on

Table 3. Factor analysis of barriers faced when seeking CHI

Factors	Loading	Eigenvalue	Variance	Reliability
Individual				
IND1	0.733			
IND2	0.709	**3.791**	**36.594**	**0.712**
IND3	0.633			
IND4	0.497			
Administration				
ADM1	0.770			
ADM2	0.670			
ADM3	0.577	**1.371**	**16.424**	**0.743**
ADM4	0.547			
ADM5	0.518			
Management				
MAN1	0.854			
MAN2	0.787	**1.139**	**9.489**	**0.726**
MAN3	0.445			

information barriers, underlining the pyramid of barriers and the association concerning demographic variables (gender, age, sex, education qualification, etc.) and sensitivity of barriers, and found that there are different barriers faced by information seekers: barriers related with personal/individual characteristics, interpersonal barriers, environmental barriers, barriers associated with information resources, barriers in libraries, barriers formed by writers and publishers of primary and secondary information and barriers in using information technology. Past studies found that women encountered more obstacles than males while searching for information.[6] The results (table 4) illustrate a significant difference in "individual barriers" (t=-1.915, *p*=0.050) between male (ms=3.2844, SD=0.78022) and female (ms=3.4289, SD=0.72845). Conversely, no significant difference in "administration barriers" (t=-0.607, *p*=0.544) among males (ms=3.3908, SD=0.70232) and females (ms=3.4314, SD=0.63230). In the same way, no significant difference in "management barriers" (t=-1.258, *p*=0.209) between males (ms=3.2194, SD=0.85205) and females (ms=3.3252, SD=0.82943). The study conducted by, Świgoń (2011) recommended

Table 4. Different barriers faced while seeking CHI vs. gender

	Gender	N	Mean	S.D	t	Sig.
Individual	Male	196	3.2844	0.78022	-1.915	0.050*
	Female	204	3.4289	0.72845		
Administration	Male	196	3.3908	0.70232	-0.607	0.544
	Female	204	3.4314	0.63230		
Management	Male	196	3.2194	0.85205	-1.258	0.209
	Female	204	3.3252	0.82943		

Table 5. Different barriers faced when seeking CHI vs. age

	Age	N	Mean	S.D	F	Sig.
Independent	18-20	70	3.4036	.85369	1.325	0.260
	21-23	105	3.3857	.74601		
	24-26	114	3.3553	.70232		
	27-29	71	3.4190	.69150		
	30 & above	40	3.1063	.84900		
Administration	18-20	70	3.3886	.57573	0.161	0.958
	21-23	105	3.4076	.73585		
	24-26	114	3.4474	.67748		
	27-29	71	3.3746	.65109		
	30 & above	40	3.4250	.65035		
Management	18-20	70	3.2714	.75351	0.025	0.999
	21-23	105	3.2921	.88155		
	24-26	114	3.2632	.85241		
	27-29	71	3.2770	.80077		
	30 & above	40	3.2500	.95108		

Table 6. Different barriers to obtaining CHI vs. educational qualifications

	Educational Qualification	N	Mean	S.D	T	Sig.
Independent	Graduate	198	3.3952	0.75110	0.970	0.333
	Postgraduate	202	3.3218	0.76241		
Administration	Graduate	198	3.4000	0.70156	-0.341	0.733
	Postgraduate	202	3.4228	0.63283		
Management	Graduate	198	3.2710	0.81029	-0.054	0.957
	Postgraduate	202	3.2756	0.87244		

Table 7. Different barriers faced when seeking CHI vs. subject background

	Subject background	N	Mean	S.D	F	Sig.
Independent	Arts	138	3.3859	.77077		
	Science	108	3.3403	.73423		
	Technical	90	3.3639	.73359	0.136	0.939
	Management/Commerce	64	3.3203	.80975		
Administration	Arts	138	3.3536	.69421		
	Science	108	3.4722	.65365		
	Technical	90	3.4756	.65245		
	Management/Commerce	64	3.3437	.64682	1.143	0.332
Management	Arts	138	3.2560	.83155		
	Science	108	3.3704	.82325		
	Technical	90	3.2148	.78423		
	Management/Commerce	64	3.2292	.96659		
	Arts	138	3.3859	.77077	0.701	0.552
	Science	108	3.3403	.73423		
	Technical	90	3.3639	.73359		

Table 8. Different barriers faced when seeking CHI vs. family annual income

	Family annual income	N	Mean	S.D	F	Sig.
Independent	Less than 1,00,000	74	3.2601	.75675		
	1,00,001 – 3,00,000	98	3.3622	.70539	0.558	
	3,00,001 – 5,00,000	89	3.3876	.75755		0.732
	5,00,001 – 7,00,000	96	3.3646	.76598		
	7,00,001 – 9,00,000	20	3.3250	.97367		
	9,00,001 and above	23	3.5435	.75623		
Administration	Less than 1,00,000	74	3.4189	.61947		
	1,00,001 – 3,00,000	98	3.4633	.62167	0.615	
	3,00,001 – 5,00,000	89	3.4000	.64173		0.689
	5,00,001 – 7,00,000	96	3.4188	.65023		
	7,00,001 – 9,00,000	20	3.1800	.83578		
	9,00,001 and above	23	3.3826	.97592		
Management	Less than 1,00,000	74	3.2793	.77051		
	1,00,001 – 3,00,000	98	3.2721	.82535		
	3,00,001 – 5,00,000	89	3.3970	.69970		
	5,00,001 – 7,00,000	96	3.2674	.90563	1.959	0.084
	7,00,001 – 9,00,000	20	2.7500	1.02527		
	9,00,001 and above	23	3.2609	1.06816		

that personal characteristics and interpersonal barriers are the most prominent barriers. In line with Świgoń (2011)[6], this study presented that females confronted information barriers more often than males. Thus, gender significantly impacts individual barriers in seeking CHI.

The findings (Table 5) show no significant difference in "individual barriers" ($F=1.325$, $p=0.260$), "administration barriers" ($F=0.161$, $p=0.958$) and "management barriers" ($F=0.025$, $p=0.999$) within different age groups. The results present that the respondents; age does not influence barriers faced while seeking CHI. Therefore, this study is a disparity with the findings of Świgoń[6] that older respondents struggle more significantly in seeking CHI.

Various barriers faced when seeking CHI with different educational qualifications are presented in Table 6. The outcomes of the study indicate no significant difference in facing "independent barriers" while seeking CHI ($t=0.970$, $p=0.333$) among graduates (ms=3.3952, SD=0.75110) and postgraduate (ms=3.3218, SD=0.76241). Similarly, no significant difference in "administration barriers" while for seeking CHI ($t=-0.341$, SD=0.733) between graduates (ms=3.4000, SD=0.70156) and postgraduate (ms=3.4228, SD=0.63283). Likewise, no significant difference in "management barriers" while for seeking CHI ($t=-0.054$, SD=0.957) with graduate (ms=3.2710, SD=0.81029) and postgraduate (ms=3.2756, SD=0.87244). The results propose that educational qualifications do not influence barriers when seeking CHI. Thus, this study does not match the outcome of the earlier study[6], which stated that respondents with lower educational qualifications are inclined to struggle to seek CHI.

Świgoń's[6] findings recommended that respondents from technical subjects faced more barriers than other subject backgrounds. The results (Table 7) indicate no significant difference in "independent barriers" ($F=0.136$, $p=0.939$), "administration barriers" ($F=1.143$, $p=0.332$) and "management barriers" ($F=0.701$, $p=0.552$) with different subject backgrounds. These results show that respondent's subject background does not influence barriers faced while seeking CHI; thus, this study's results do not align with earlier findings.[6]

Annual incomes are distributed across the population; thus, families or individuals with lower income levels are expected to face more barriers in seeking information.[5] Yu[20] states that information-deprived people are inclined to involve/participate in a partial information search due to inadequate literacy, proficiency and analytical skills. Johnson[15] recommended that economically lower sections of individuals have limited access to valuable information. The findings (Table 8) show no significant difference in "independent barriers" ($F=0.558$, $p=0.732$), "administration barriers" ($F=0.615$, $p=0.689$), and in "management barriers" ($F=1.959$, $p=0.084$) with annual family income. These results show that the respondents' annual family income does not impact individual, administration, or management barriers while seeking CHI. Thus, this study's results do not match with earlier findings[15, 20].

7. CONCLUSION

This study investigates barriers encountered while seeking cultural heritage information. Barriers to information seeking are crucial to know as it regulates how individuals can access different sources of information.[10] The findings of this study exposed that the most vital barriers are connected with "information are not readily available" with a ms=3.59 and ranked as first in seeking CHI out of 12 statements. Further, factor analysis yielded three factors i.e., independent, administrative and obstacles to management, that impact seeking CHI. Besides, statistical analysis revealed that gender difference has a significant barrier in seeking CHI with an individual with $p=0.050$, whereby female respondents have a difference with a mean score=3.4289. Age, educational qualification, subject background and family income do not significantly differ in the studied variables. The present study is imperative since the barriers to information seeking are inseparably entwined. This study bridged the existing literature gap by defining the most critical obstacles faced while seeking CHI and revealing the essential factors from factor analysis. Further studies can be conducted to examine socio-cultural barriers, linguistic barriers, social stigma and cultural taboos to know their role in seeking CHI.

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