

Determinants of Television Media Libraries' Use, Collections, and Services among the Television Media Professionals in Bengaluru

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ABSTRACT

The purpose of this study is to examine the utilisation of television media libraries use, resources and services among the media professional working in various television channels at Bengaluru. Based on this background, a survey method has been adopted and well-structured questionnaire was distributed to collect relevant data about usage behaviour by the media professionals. The study covers media professional working at various television media in Bengaluru. Data was collected from 1132 media professionals and final results indicate that minimum usage of the television media libraries is observed in respondents. The overall statistics shows that usage, collections and services of television media libraries as somehow satisfactory. It is found that primary purpose of the media library is archival and not for referral. An effort has been made by the authors to study the ways to accomplish the demands of television media professionals in television media of Bengaluru, Karnataka.

Key words: Television media, media libraries, information retrieval, media professionals

1. INTRODUCTION

Information plays a significant role in our professional and personal lives. People need information to efficiently carry out work in their respective fields. The advent of information and communication technology introduced into both news-rooms and the media culture in the past few years has changed the information needs and habits of print and television journalists. Indian model of television programmes is unique as it is expected to pass on the culture from one generation to other and persuasion. The proliferation of information on the internet, the diffusion of communication technologies such as cell phones and personal digital assistants have increased television media professionals capabilities at both seeking and gathering information for their work.

Media professionals working in media organisations need current, authoritative and factual information to construct the news and programmes. There is an enormous need to identify for the qualitative information needs of media professionals because they are the information users as well as information producers and information communicators. The present study aims to describe the television media professional's information needs and seeking behaviours throughout the working day.

2. MEDIA LIBRARY

Media library is to support the professional activities of journalist. Media libraries acquire preserve and make available of archival and special collection materials of

national and regional significance relating to the audio visual and media communities and popular culture. This includes, but is not limited to historical and contemporary film/video production, advertising, electronic and print journalism, broadcasting, photographic arts, multimedia and music production. These collections are contained in the form of audio, video, photographic, digital and printed media formats. Media library also called as archives library, broadcasting library. Archives encompass numerous different archives containing different materials produced or acquired by the television media. Nowadays due the budget for managing, protecting and digitising the archive accounts for only a small part of the media's overall spend.

Now all the Medias' are engaging in an ongoing project to digitise archived programme material, converting recordings made on older analogue formats such as audio tape, videotape and film to electronic formats which are compatible with modern computer systems. Much of the audio-visual material was originally recorded on formats which are now obsolete and incompatible with modern broadcast equipment due to the fact that the machines used to reproduce many formats are no longer being manufactured. Additionally, some film and audio formats are slowly disintegrating, and digitisation also serves as a digital preservation programme. In this context, Media library plays a significant role in satisfying the huge information requirements of its media professionals for their information seeking and information production.

3. TV MEDIA IN BENGALURU

Bengaluru traces its introduction to television way back to 1981 upon the establishment of a relay centre by Doordarshan. The steady growing of numerous satellite TV channels, cable operators and direct to home services available at Bengaluru now has spoilt for choice. Doordarshan is the broadcaster of the Government of India and its channel DD Chandana is dedicated to Kannada. Prominent Kannada channels include Udaya TV, Colors Kannada, Zee Kannada, Suvarna, Suvarna pulse, Kasthuri TV, Kaliki Kannada, Udaya News, TV9 Kannada, Suvarna News 24x7, Samaya News, Raj News Janashri, KasthuriNewz 24, Public TV, News9 Karnataka, BTV Kannada, Praja TV, ETV News Kannada, Udaya Music, Raj Music, Public Music, Udaya Comedy, Udaya Movies, ChintuTV, Sri Sankara and Sarala Jivana.

4. LITERATURE REVIEW

Previous studies, literature on the subject of sources, modes of collecting information by the media professionals and other professional's information requirement have been reviewed.

One of the earliest studies about usage of libraries by media professionals, Joseph¹ stated that the journalists who are working on the eight Kerala newspapers used libraries for conducting research on their news, which were published in the Kerala newspapers. Also the study concluded that there was a separate room for improvement in the collections and services of the media libraries concerned.

Gupta² conducted a study on information needs and information and sought behaviour of print and electronic media journalists in Madhya Pradesh with special reference to Rewa division. The study finds that maximum numbers of journalists were graduate, most of number of journalist preferred to visit personally to obtain information, highest number of respondents desired to avail library services free of cost and few journalists prefer fee-based library services in both print media and electronic media.

Objiofor³ carried out a study on news channels professionals perceptions and use of the internet as a news channel. The study revealed that news channels professionals relied basically on internet as most popular source for news. The study also stated that news channels professionals were highly selective of the news media for satisfying their news needs.

Singh⁴ in a study examined the information behaviour of newspapers journalists working at New Delhi. Study found that different categories of journalists used various types of sources for acquiring the needed information. The periodicals, news magazines, current issues of newspapers, clipping files and dictionaries/biographical dictionaries are most frequently used sources of information by them. The main difficulties faced by newspaper journalists are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or

read information, information not readily available and inadequate library services and sources.

McCollough⁵ in his study stated that resources for local journalism outlets are on the decline and the use of digital tools are on the rise, there have been greater consideration of the audience among journalists, editors, and foundations. Researcher introduced three themes such as, (a) self-reliant news consumer, (b) lack of citizen journalism, and (c) continued importance of interpersonal networks. These themes may provide insights into the nature of local news consumers.

5. OBJECTIVES

The objectives of the study are to:

- (a) Identify the various types of information resources available for media professionals
- (b) Know the awareness level of media professionals with response to different information resources available
- (c) Study the purpose of information seeking by media professionals
- (d) Know about the factors responsible for information gathering
- (e) Find out difficulties and barriers faced by television media professionals while accessing the information.

6. METHODOLOGY

The authors have chosen a descriptive survey method and well-structured questionnaire was used as the data collection instrument. The authors distributed 1320 questionnaires to media professionals and 1132 questionnaires were returned duly filled with the response rate of 85.80%. The data collected were tabulated and analysed in the following tables, Chi-Square test was used for statistical analysis and statistical techniques of percentage of respondents have been mainly used to analyse the collective data.

7. DATA ANALYSIS

The study attempts to find out whether the media library has any influence on media professionals with regard to their professional activities. The study covered television media located at Bengaluru. Table 1 demonstrates the demographic characteristic of respondents.

7.1. Demographic Characteristics of Professionals

The data summarised in the Table 1 demonstrates the demographic characteristics of respondents. Data shows that majority of the respondents are male (65.81%). Among the total respondents, higher number of respondents belong to the age group of 20-30 years. Further, the data also reflects that most of the media professionals are graduates. Also, there are Media professionals with high academic qualifications, like PhD, MPhil, Post Graduate, Diploma, Certificate courses in Journalism and Mass communication and with other technical qualification.

Table 1. Demographic characteristics of professionals

Demography respondents		Frequency (%)
Gender	Male	745 (65.81)
	Female	387 (34.19)
Age (in years)	20-30	489 (43.20)
	31-40	368 (32.51)
	41-50	204 (18.02)
	51-60	111 (9.80)
	61 and above	026 (2.29)
Qualification	PhD	003 (0.26)
	MPhil	015 (1.325)
	Post Graduate	331 (29.24)
	Graduate	536 (47.35)
	Diploma	129 (11.4)
	Certificate	118 (10.42)
Total		1132

7.2. Library Usage

The library visit among the respondents was studied and it was found that majority of media professionals have the habit of visiting the library regularly. Table 2 shows the library visit by both entertainment and news professionals. Table 2 also depicts that among total 1132 respondents including entertainment and news channels, 995(87.89%) of respondents opine as 'Yes', i.e. visit the library and 137(12.1%) of respondents opine as 'No' i.e. do not visit the library.

Table 2. Library usage

Library visit	Entertainment (%)	News (%)	Total (%)
Yes	289 (92.33)	706 (86.20)	995 (87.89)
No	24 (07.66)	113 (13.79)	137 (12.10)
Total	313	819	

$$\chi^2 = 7.998, df=1, P= 0.004$$

Table 3. Library usage

S. No.	Frequency of visit	Entertainment (N=289) (%)	News (N=706) (%)	Total (N=995) (%)	Mean	SD
1.	Daily	71 (24.57)	120 (17.00)	191 (19.20)	1.6283	0.48454
2.	Twice a week	74 (25.61)	241 (34.14)	315 (31.66)	1.7651	0.42462
3.	Once in a week	58 (20.07)	075 (10.62)	133 (13.37)	1.5639	0.49777
4.	Fortnightly	34 (11.76)	081 (11.47)	115 (11.56)	1.7043	0.45833
5.	Monthly	15 (05.19)	063 (08.92)	078 (07.84)	1.8077	0.39666
6.	Occasionally	37 (12.80)	126 (17.85)	163 (16.38)	1.7730	0.42018

$$\chi^2 = 31.369, df=5, P=0.000$$

Table 4. Average time spent in the library

S. No.	Time	Entertainment (N=289) (%)	News (N=706) (%)	Total (N=995) (%)	Mean	SD
1.	Less than 15 min.	53 (18.34)	148 (20.96)	201 (20.20)	1.7363	0.44173
2.	15-30 min.	98 (33.91)	290 (41.08)	388 (38.99)	1.7474	0.43505
3.	30 min. to 1 hr.	75 (25.95)	127 (17.99)	202 (20.30)	1.6287	0.48435
4.	1 to 2 hr.	34 (11.76)	085 (12.04)	119 (11.96)	1.7143	0.45366
5.	More than 2 hr.	29 (10.03)	056 (07.93)	085 (08.54)	1.6588	0.47692

$$\chi^2 = 13.626, df=4, P=0.008$$

The χ^2 -test conducted for 2 d.f. at the 5% level of significance shows that there is a significant relationship between library visit and the respondents ($\chi^2=7.998$, $df=1$, $P=0.004$).

7.3. Frequency of Library Use

When the media professionals were asked about access to media library, the response received from the users are shown in table 3. It is revealed from the study that most of the respondents, i.e., 315(31.66%) visit media library 'twice a week' and it is observed that 191(19.20%) of respondents daily visit the media library.

The χ^2 -test conducted for 2 d.f. at the 5% level of significance shows that there is a significant relationship between frequency of visit to the library and the respondents ($\chi^2=1.151E2$, $df=3$, $p=0.000<0.05$)

7.4. Time Spent in the Library

Table 4 depicts that majority of the respondents, i.e., 388(38.99%) of respondents spend '15 to 30 minutes' in a day with mean value 1.7474 and SD 0.43505, followed by 202(20.30%) of respondents spend '30 minutes to 2 hours' in a day with mean value 1.6287 and SD 0.48435, 201(20.20%) of respondents spend 'Less than 15 minutes' in a day with mean value 1.7363 and SD 0.44173, 119(11.96%) of respondents spend '1 to 2 hours' in a day with mean value 1.7143 and SD 0.45366 and about 85(08.54%) of respondents spend 'More than 2 hours' in a day in the library with mean value 1.6588 and SD 0.47692.

7.5. Specific Information needed from media library

In order to identify the specific information requirements from the media professional's respondents were asked to mention the specific type of information prefers in media libraries. The Specific Information needed from media library by the respondents has been summarised in

Table 5. Media Professionals, like their counterparts in their professional groups demonstrate a wide diversity of information needs. They need all kinds of information on variety of subjects the larger the television, the greater the demand for precise and diversified information. The χ^2 -test conducted for 2 d.f. at the 5% level of significance shows that there is a significant relationship between type of information prefer and the respondents (N =995, $\chi^2=337.762$, df=36, p=0.00<0.05)

7.6. Information Gathering on Definite Topic

The way of gathering information on definite topic by the respondents has been summarised in Table 6, majority of the respondent 508(51.06%) ‘Never’ gather information on definite topic by searching the shelves, about 536(53.87%) of respondents ‘Consistently’ gather information on definite topic by asking the librarian, about 391(39.30%) of respondents ‘Rarely’ gather information

The χ^2 -test conducted for 2 d.f. at the 5% level of significance shows that there is a significant relationship between information gathering on definite topic and the respondents ($\chi^2=1444.293$, df=8, p=0.00<0.05).

7.7. Library Need for Users

Table 7 depicts that 409(41.11%) of respondents opine as ‘Effective’ with mean value of 1.7433 and SD 0.43736, followed by 234(23.52%) of respondents opine as ‘Very Effective’ with mean value of 1.6026 and SD 0.49042, about 187(18.79%) of respondents opine as ‘Somewhat Effective’ with mean value of 1.7273 and SD 0.44656, 122(12.26%) of respondents opine as ‘Ineffective’ with mean value of 1.7869 and SD 0.41120 and about 43(04.32%) of respondents opine as ‘Very Ineffective’ with mean value of 1.6744 and SD 0.47414.

Media Professionals face many difficulties while seeking information in their day-to-day work. These

Table 5. Specific Information needed from media library

S. No.	Fairly preferable (%)	Very much preferable (%)	Fairly preferable (%)	Preferable (%)	Slightly preferable (%)	Not at all preferable (%)
1.	Business/finance	140 (14.07)	156 (15.68)	272 (27.34)	316 (31.76)	111 (11.16)
2.	Educational activities	136 (13.67)	144 (14.47)	235 (23.62)	345 (34.67)	135 (13.57)
3.	Entertainment	217 (21.81)	273 (27.44)	220 (22.11)	187 (18.79)	98 (09.85)
4.	Health	152 (15.28)	219 (22.01)	244 (24.52)	210 (21.11)	170 (17.09)
5.	Hobbies and recreational activities	127 (12.76)	205 (20.60)	254 (25.53)	215 (21.61)	194 (19.50)
6.	Personalities	124 (12.46)	183 (18.39)	345 (34.67)	223 (22.41)	120 (12.06)
7.	Political activities	135 (13.57)	192 (19.30)	336 (33.77)	218 (21.91)	114 (11.46)
8.	Religious activities	139 (13.97)	218 (21.91)	245 (24.62)	218 (21.91)	175 (17.59)
9.	Social activities	129 (12.96)	204 (20.50)	254 (25.53)	244 (24.52)	164 (16.48)
10.	Sports	116 (11.66)	210 (21.11)	321 (32.26)	212 (21.31)	136 (13.67)

$\chi^2=337.762$, df=36, P=0.00

Table 6. Information gathering on definite topic

S. No.	Sources	Consistently (%)	Rarely (%)	Never (%)
1.	Searching the shelves	146 (14.67)	341 (34.27)	508 (51.06)
2.	Asking the librarian	536 (53.87)	346 (34.77)	113 (11.36)
3.	Discussion with colleagues	351 (35.28)	391 (39.30)	253 (25.43)
4.	Subject bibliography	158 (15.88)	236 (23.72)	601 (60.40)
5.	Library OPAC	062 (06.23)	114 (11.46)	819 (82.31)

$\chi^2= 1444.293$, df=8, P=0.00

Table 7. Library need for users

Time	Entertainment (N=289)	News (N=706)	Total (N=995)	Mean	SD
Very effectively	093 (32.18)	141 (19.97)	234 (23.52)	1.6026	0.49042
Effectively	105 (36.33)	304 (43.06)	409 (41.11)	1.7433	0.43736
Somewhat effectively	051 (17.65)	136 (19.26)	187 (18.79)	1.7273	0.44656
Ineffective	026 (09.00)	096 (13.60)	122 (12.26)	1.7869	0.41120
Very ineffective	014 (04.84)	029 (04.11)	043 (04.32)	1.6744	0.47414

$\chi^2= 19.336$, df=4, P= 0.000

on definite topic by discussion with colleagues, about 601 (60.40%) of respondents ‘Never’ gather information on definite topic by Subject bibliography and about 819 (82.31%) of respondents ‘Never’ gather information on definite topic by Library OPAC.

difficulties are generally observed to hinder or come in the way of information seeking by the journalists. The main difficulties faced while accessing the media library is inadequate library resources, inadequate library services, inadequate physical facilities, due to lack of modern

Table 8. Difficulties faced while accessing libraries

S. No.	Reasons	Strongly agree (%)	Agree (%)	Neither agree nor disagree (%)	Disagree (%)	Strongly disagree (%)
1.	Inadequate library resources	120 (12.06)	125 (12.56)	130 (13.07)	192 (19.30)	428 (43.02)
2.	Inadequate library services	089 (08.94)	101 (10.15)	135 (13.57)	181 (18.19)	489 (49.15)
3.	Inadequate physical facilities	098 (09.85)	101 (10.15)	131 (13.17)	191 (19.20)	474 (47.64)
4.	Information not readily available	126 (12.66)	168 (16.88)	191 (19.20)	264 (26.53)	246 (24.72)
5.	Information scattered in many sources	110 (11.06)	159 (15.98)	210 (21.11)	260 (26.13)	256 (25.73)
6.	Lack of modern communication technology	079 (07.94)	093 (09.35)	141 (14.17)	238 (23.92)	444 (44.62)
7.	Lack of Searching Skills	065 (06.53)	104 (10.45)	160 (16.08)	265 (26.63)	401 (40.30)
8.	Lack of time	102 (10.25)	198 (19.90)	204 (20.50)	301 (30.25)	190 (19.10)
9.	Language	077 (07.74)	115 (11.56)	179 (17.99)	256 (25.73)	368 (36.98)
10.	Library Staff is not qualified enough to locate information	012 (01.21)	059 (05.93)	65 (06.53)	099 (09.95)	760 (76.38)
11.	Not aware of the availability of library material	088 (08.84)	101 (10.15)	122 (12.26)	133 (13.37)	551 (55.38)
12.	Professional risks while carrying out official duties	112 (11.26)	156 (15.68)	195 (19.60)	201 (20.20)	331 (33.27)
13.	Library materials were disorganised	071 (07.14)	110 (11.06)	144 (14.47)	249 (25.03)	421 (42.31)

communication technology, lack of searching skills, due to lack of awareness of the availability of library material, and library materials are disorganised.

8. RECOMMENDATIONS

Based on the findings the following suggestions are made to improve the services provided by media libraries. To satisfy the information requirement by the media professionals media libraries have to review and regularly analyse the resources and ICT infrastructure as internet is one of major source of information.

It is recommended that all Television Medias' should establish a state of the art library for media professionals to fulfil the complex need of the user. To improve the services and facilities of the library it is recommended that the libraries shall adopt the practice of taking feedback from the users by circulating an online questionnaire which will certainly help strengthen the library resources and services.

9. CONCLUSIONS

Media professionals usually consult the source and channel which is easily available and accessible. Most of their work assignments need information seeking from specialised sources of information. Media professionals need good library facilities and services as well as online data facilities. This study found that library and specialised collations are the main channels of information in use. Media professionals in this study also commonly use the libraries, as they are easily accessible and important channel of information and also television media professionals' information seeking behaviour is very distinct and pronounced as compared to other professionals. Similarly, it is also noted that program based information sources is the most used

by the television professionals, whereas other library services and applications are used moderately. Finally, it is suggested that the media librarians need to work in collaboration with the media professional's information seeking behaviour by re-evaluating the collection development policy, instructional programmes, services and facilities based on the needs of the current users.

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