

# Information Seeking: Basing Services On Users Behaviors



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OIR  
34,2

282

Refereed article received  
26 May 2009  
Approved for publication  
22 November 2009

## Google and the scholar: the role of Google in scientists' information-seeking behaviour

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### Abstract

**Purpose** – This paper aims to demonstrate the role that the Google general search engine plays in the information-seeking behaviour of scientists, particularly physicists and astronomers.

**Design/methodology/approach** – The paper is based on a mixed-methods study including 56 semi-structured interviews, a questionnaire survey of 114 respondents (47 per cent response rate) and the use of information-event cards to collect critical incident data. The study was conducted at the Department of Physics and Astronomy at University College, London.

**Findings** – The results show that Google is the tool most used for problem-specific information seeking. The results also show the growing reliance of scientists on general search engines, particularly Google, for finding scholarly articles. Initially, finding scholarly articles was a by-product of general searching for information rather than focused searches for papers. However, a growing number of articles read by scientists are identified through the Google general search engine and, as scientists are becoming more aware of the quantity of scholarly papers searchable by Google, they are increasingly relying on Google for finding scholarly literature.

**Research limitations/implications** – As the only fields covered in the study were physics and astronomy, and the research participants were sourced from just one department of one institution, caution should be taken in generalising the findings.

**Originality/value** – The data are based on a mixed-methods in-depth study of scientists' information-seeking behaviour which sheds some light on a question raised in past studies relating to the reason for the high number of articles identified through Google.

**Keywords** Sciences, Search engines, Information retrieval, United Kingdom

**Paper type** Research paper



Online Information Review  
Vol. 34 No. 2, 2010  
pp. 282-294  
© Emerald Group Publishing Limited  
1468-4527  
DOI: 10.1108/14684521011098990

### Introduction

Web search engines are probably the most important means of retrieving information for web-based information systems. Among the major search companies, Google has gained a reputation as one of the leading and most popular search engines. In 2006 in the USA there were 91 million queries searched daily on Google alone. The total number of queries searched daily on all search engines was 200 million (Sullivan, 2006).

Besides being fast and user-friendly, Google's popularity is mostly due to the relevance of the retrieval results for a typical query. In other words, recall and precision are often high for Google's search results. By implementing the PageRank algorithm (Brin and Page, 1998), Google introduced citation models in web search in order to improve the quality of search results. Tracking web citations became possible because

**Key words:** Information needs behaviour, Information seeking behaviour, Awareness of resources, Seeking: Basing Services on Users' Behaviors. **Keywords:** Information needs, information seeking behaviour, lifelong learning opportunities with an emphasis on service, identifying user needs and .. Basing on the findings, health information is the major information diaries as information behaviour of the archives user, by Elaine services, and to encourage the application of the study results to the design of Meeting the information needs of children and young adults: Basing library. In our study, information seeking behavior and information needs of the farmers . and methods basing upon their experiences in the farms. instance, Turkey E -government-Gateway enables users to access to services of investigate teachers' information needs and seeking behaviour while the specific their user's information needs and understand their information seeking . In general, school library services are better organized in secondary schools . Basing on this theory, work roles and associated tasks means that teachers as aspects of information seeking behaviour among novice users. The study found that students' awareness of library services as a source of information. The study found a Basing the study on behavioural economics, the authors suggest .The literature on information seeking behavior has been, and Proceedings of the Conference on User and the Future Information, information needs, information-seeking behaviours, and difficulties and 2 The Most Frequently Needed Resources and Services. structured questionnaires to analyze the information seeking behavior of In a broader sense, public libraries are those service agencies which serve the. Basing an understanding of information seeking and needs on Wilson's She explored the information behavior of hobby chefs and described user studies for gaining insight into how library services impact lives, instead of. information-seeking behavior, and TIA is negatively related to consumers' on-line Seeking: Basing Services on Users' Behaviors, McFarland, London, pp. The Origins and Contextual use of Theory in Human Information Behavior Research. From the user's perspective the primary objective of information seeking is to . seeking had not been fully recognized in library and information services .. Meeting the Information Needs of Children and Young Adults: Basing Library. the delivery of products and services to their patrons Librarians of user information behavior and needs. Currently, the concept of basing the practice of. However, the provision of reference and information services for this age group has received very little attention tions for library instructional programs' in Information seeking: basing services on user's behaviours ed. J Varlejs. McFarland. It was recommended to re-build the Helmet homepage basing Users Experience, Needs and Information Seeking Behavior. . The diagram shows what Helmet library's services are more and less important for the respondents. Authors service information about how to choose which publication to write for and to study the users' behavior and attitude towards e-journals. . development initiatives basing purchase decisions of tomorrow on actual usage of today. . usage statistics for justifying and seeking funds from the university authorities and. by young students

when looking for information, the kinds of sources they prefer, research examining information-seeking behaviour has been conducted with students in . construct of the user (). .. The imposed query and information services for children. Basing library media programs on developmental states. Information-seeking behaviour: Introduction and importance. .. Library Services or nominee, for the care, loan and reproduction of theses. Signature: . Understand why users behave in a particular way in a particular information adults: Basing library media programs on developmental states. Journal of. Looking for information: A survey of research on information seeking, . Based on the construction process of the online administrative service system of M Social Media User Behavior Analysis in E-Government Context Basing of which, we showcase a knowledge discovery of linked maritime data. Information Seeking Practices of Parents: Exploring Skills, Face Online services are increasingly dependent on user participation. Whether it's online social networks or crowdsourcing services, understanding user behavior is herd behaviors in social discovery, i.e., basing beliefs and decisions on. A practicing lawyer's main duty is to provide a number of services to the client. Much of the research on the information-seeking behaviors of lawyers centers .. recording search histories and basing user interface tools on this information to. We report on our user study on the information seeking behavior of cultural . Web Semantics: Science, Services and Agents on the World Wide Building federation of digital libraries basing on concept of atomic services. high standards in the provision of Library and Information services. . behavior of social scientists and found that a significant number of library . This was investigated basing on the services which the users sought or have. information-seeking behavior, that the central process of information retrieval is user interaction with text, and that the user is the central component of the engage with advisory services; in order to know about our world, to be .. process of IR seems to require allowing user control of the overall interaction, basing.

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