

INFORMATION SEEKING BEHAVIOUR OF MEDICAL PRACTITIONERS IN KHANDESH

Dr. Pallavi Mundhe * Ganesh Sagre **

*Librarian

Marathwada Sanskritik
Mandal's College of
Physical Education,
Aurangabad, Maharashtra,
India.

**Librarian

MGM Institute of
Technology N-6 CIDCO
Aurangabad, Maharashtra,
India.

QR Code



Abstract: - *The present paper depicts information seeking behaviour of Unani medical practitioners in Khandesh region of Maharashtra. The action research is done on 72 Unani medicine practitioners of the area through questionnaire, sample interviews and literature review on the base of random sampling method. Out of 72 Unani Medical Practitioners, 50 have furnished the information, which was found quiet important to analyse and also to conclude the scientific statements to valid the study.*

Keywords - Information seeking behaviour, Unani Medical, Information

1. Introduction

Unani medical practitioners presently practicing in Khandesh Region were selected for this research project. The aim this research is to comprehend information seeking behaviour of the unani medical practitioners. The major problem as a constraint was about the availability of their names and addresses. However, this problem was worked out by making the contacts with Directorate of Maharashtra Council of Indian Medicine, literature survey method and finding of

website “www.mcim.com were the real measures to find the information required for said problem. In the literature survey the registration list of Maharashtra Council of Indian Medicine, Mumbai, was studied to find a list of total unani medical practitioners of Khandesh Region.

The list of medical practitioners which was obtained to carry the further study was the adopted measure to select the names of unani medical practitioners. The names of medical practitioners were finalized at the total number of

124. Out of which the 72 unani medical practitioners were selected to send the questionnaires to obtain 50 questionnaires the information required for the study.

The literature survey, questionnaire, interview, to elicit the data and information and face to face contact method were prominently used. In these methods literature survey is the prime method for collecting the data and information. The mortality rate of questionnaire is found at 69 per cent. The reluctance of medical practitioners in providing information was also found while using face to face contact method. The numbers of questionnaires were used to collect the data and information.

A total of 50 medical practitioners actively respond to send filled in questionnaires out of 72 practitioners. The reluctance among the medical practitioners to till questionnaires found main constraint for the study. 69 per cent filled in questionnaires have been acid and the mortality rate of Questionnaire for and to the extent of 35 per cent. The results and inferences drawn in this study are totally based n the extraction of analyzing made by using the data received through questionnaires.

2. Objectives

- To comprehend the need and important of information seeking behaviour.
- To study the communicative media used by those practitioners.

- To know whether the Unani Medical Practitioners generated information in different form.
- To fathom the uniformity in Unani Medical Practitioners in Khandesh Region.
- To achieve the statistical data through the different of Unani Medical Practitioners in Khandesh.
- Unani Medical Practitioners in Khandesh.

3. Hypothesis

The following hypothesis are formed to valid the study.

- Whether the Unani Medical Practitioners are playing an important role in the process of information generation.
- Whether the Unani Medical Practitioners have their own individual Information Seeking Behaviour.
- The Unani Medical Practitioners have used the communication media to collect information.
- Whether information has been generated by way of writing the newspaper articles, journal articles, research reports, conference papers as also etc. by adopting a way of guiding scholars to generate new information.

4. Literature review

The Primary and Secondary Sources of Information related to this study have been surveyed and more important sources out of those

have been included in the list of reference of the Chapters. For the information of the Khandesh Region the internet facility facilitated the core information about this: one of the major regions in Maharashtra. The web site about the Khandesh Region provided almost thorough information and highlighted the salient features and specialities related with social, economical, historical, cultural, agricultural, educational, geographical and other fields. In addition, the books of renowned authors of history also played a key role particularly disclosing the derivation of Khandesh word. For the Unani Medicine, the books of Dr. S.M.Husain, Dr.Hakim Sayyed Mohd. And the article of Hakeem Abdul Hameed provided the crucial and indispensable history, Principles, Medicine etc.

5. Scope of the Study

The significant aspects of information and information seeking behavior of Unani Medical Practitioners have been evaluated. The area of research covered is the “*Khandesh Region*” in Maharashtra State (India).

6. Methodology

For the study of 72 Unani Medical Practitioners from the Region of Khandesh were selected and a well- prepared questionnaire was distributed among them and through personal interview method the information was collected. The primary data collected from Unani Medical Practitioners through questionnaire were the base of this scientific study.

The application of statistical method was considered for arriving at the analysis of the logical conclusions based on the data. The data and the information collected was analysed and the inferences drawn in the study is thus totally based on the analysis of data.

Analysis

Out of the total unani medical practitioners, as mentioned in this chapter. The following medical practitioners shown in Table 5.1 have responded to questionnaires.

Table 5.1 District wise Responded Unani Medical Practitioners

Srno.	Name District	Responded
1.	Jalgaon	27(38)
2.	Dhule	16(21)
3.	Nandurbar	07(13)

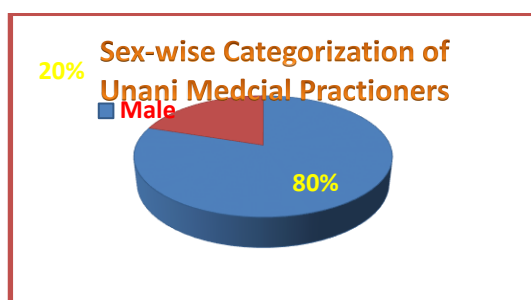
5.2 Sex-Wise Classification of the medical practitioners:

It was hypothetically assumed that, there may be the sex-wise categories of Unani Medical Practitioners. In this context the received data were analysed and found that 80 per cent Unani Medical Practitioners are from the male category and 20 per cent are from female category. The details are provided in Table 5.2 below

Table 5.2 Sex-Wise Categories of Unani Medical Practitioners

Sr. No.	Sex	Total Respondents	Percentage(%)
1.	Male	40	80%
2.	Female	10	20%

Graph Sex-Wise Categorization of Unani Medical Practitioners



Seeking of Information by Unani Medical Practitioners

“Advice or Information sought and aimed at resolving a problem or difficulty, or information is used to avoid uncertainty is the seeking of information.”¹ Discussions with teachers, colleagues, participants in Seminars and Conferences are the vital source of information to obtain the information and also to encourage the medical practitioners for their profession. The medical practitioners who obtained information are helped by their teachers, colleagues, research scholars, participations of conferences and seminars. The practitioners also obtained information from books, magazines and internet sites. Some of also had participated and obtained the information though extension education programmers. The collected data received so far

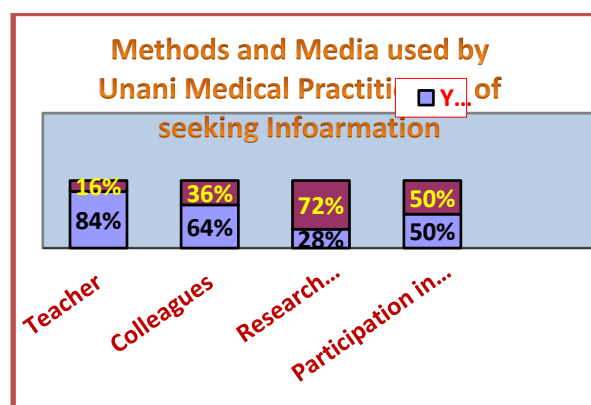
are shown in Table 5.3 and illustrated through Graph 5.2

Table Seeking of Information through Different methods and Media

Sr.No	Information sought Through	Percentages
1.	Teachers	84%
2.	Colleagues	64%
3.	Research Scholars	28%
4.	Participate in Conference/Seminars	50%

The foresaid Table No.5.3 reveals that the chain Media Practitioners have used different Methods and Media to obtain the information to use the save for their profession. 84 per cent Unani Medical Practitioners obtained information from teachers, 64 per cent from colleague, 28 per cent from Research Scholars, 50 per cent from participation in conference and seminars. This said percentage is illustrated through Graph No. 5.2 as below.

Graph 5.2 Methods and Media used by Unani Medical Practitioners for seeking Information



The a foresaid Table No5.3 and Graph No.5.2 illustrate that the teachers are the best media to obtain the interaction for medical professional.

1.3 Using communication media by medical practitioners

The word communication comes from the Latin Verb “Communicate” meaning to talk together, confer, discourse and consult, one with another. It is clearly related to the Latin word “communicates” which means community, fellowship as well as justice in men’s dealing with one another. Men share knowledge information and experience thorough communication and thus understand, persuade convert or control their fellows.²

In this context the question “Whether the media (printed, non-printed) are used to obtain information” was asked to Unani Medical practitioners. The data record in this regard are analysed and formed that the different media are used by Unani Medical Practitioners to collect the information for their profession. The details are as below.

5.3.1 Radio

Radio is the transmission and reception of signals by means of electric waves. If the radio broadcasting is properly conducted, it serves as a medium of educating the masses, catering to their various tastes, such as news. Radio has been used for the dissemination of information for eradicating social evils from society.

In this context it was hypothetically assumed that whether the Unani Medical Practitioners have used the Radio as media. The question “While doing practice is using any communication media” was asked to respondents. The data record in this regard were analysed and found that 18per cent Unani Medical Practitioners have used Radio to collect the information regarding their profession.

5.3.2 Television

Television is an excellent means for information communication. T.V. enables us to see and hear for ourselves and is often thought to be the most believable new source. Communication by T.V. is effective because it can transmit a wide range of audio-visual materials, including still pictures, films, objects specimen and drum. It is a superb dissemination device.³

It is was hypothetically assumed, whether T.V. as media are used. The question in this regarded “Unani medical Practitioners” was asked to respondents. The data record in this context were analysed and found that 36 per cent Unani Medical Practitioners have used T.V. as media to collect information about Unani Medicine.

5.2.3 Internet

Internet as the name itself indicates (Internet) is essentially a world-wide network of computers. It is an open interconnection of electronic machines that enables connected computer to communicate directly. These networks are scattered all over the globe, yet the interconnected making it possible to

communicate with each other in seconds. Information can be sent and reply is communicated. In just about a couple of minutes. Internet is not owned by any individual, organization or country, it is a free for all open service facility.

5.3.4 A Media

Today, communication plays a vital role in the present day information society. With the advancement in science and technology, communication of information is going its importance. A number of communication media have developed which are utilized fully, would prove very beneficial to the intellectual society. Some of the communication media in popular use have been discussed below;³ In this context, it was hypothetically assumed that the different media might have been used by medical practitioners to collect the information. In regard to this the medical practitioners were requested to furnish information regarding the use of different media. The data and information received so far were analysed and it revealed that the printed and non-printed media mainly have been used by medical practitioners. **The details analysed as below :**

5.3.5 Printed Media:

The combination of paper and the printing press has probably done more to preserve man's accomplishments than any other single human achievement. Without doubt it is largely responsible for the mountain of recorded information extent today. In brief, paper and

printing have joined together to give documents, the source of all information.⁴

In this context a hypothesis whether the printed media have been used by medical practitioners to collect the information was put to verify its validity. The data received so far were analysed and found that 72 per cent medical practitioners have used printed media to obtain the information on medical sciences.

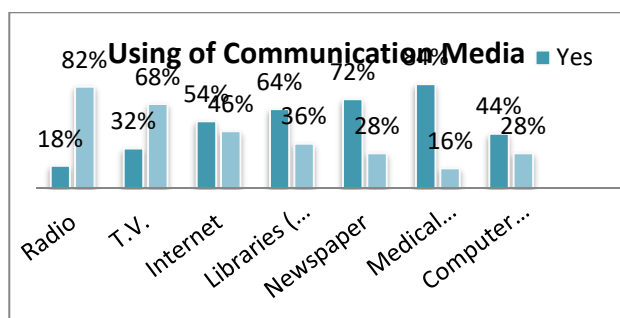
5.2.6 Computer Disk

DVD stands for Digital Video Disc or Digital Versatile Disc and it is next generation of Optical Disc storage technology. DVD is very large capacity CD with advanced multimedia support with at least seven time the storage capacity of CD-ROM. DVD is basically a CD technology. In its single from, a DVD can hold 4.7GB.⁵

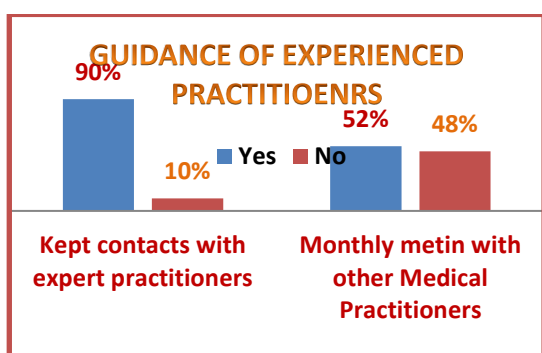
Table 5.4 Communication Media Used by Medical Practitioners

SrNo	Communication Media Used	Yes Percentage (%)	No Percentage (%)
1.	Radio	18%	82%
2.	T.V.(Television)	32%	68%
3.	Internet	54%	46%
4.	Libraries (Book)	64%	36%
5.	Newspaper	72%	28%
6.	Medical Periodicals/Journals	82%	16%
7.	Computer Disk(CDs/DVD)	44%	56%

Graph 5.3



Graph 5.5 Methods used by Medical Practitioners



5.5 Information Seeking Methods

Visits, Meetings and Observation these methods for seeking of information have been adopted by medical practitioners, it seems that visit to other places to search information by observing is a popular method for collecting the reliable information. In this context it was hypothetically assumed that the different media have been used by medical practitioners to collect the information. In view of the hypothesis the medical practitioners were requested to furnish information regarding the use of method of contact with expert practitioners and monthly meeting with other medical practitioners and other. In data and information received so far were analysed and it showed that the contact with

expert practitioners method has been used by 90 per cent the following Table 5.5 shows “Methods Used By Medical Practitioners”.

5.6 Views of Unani Medical Practitioner in regard to Importance of Information:

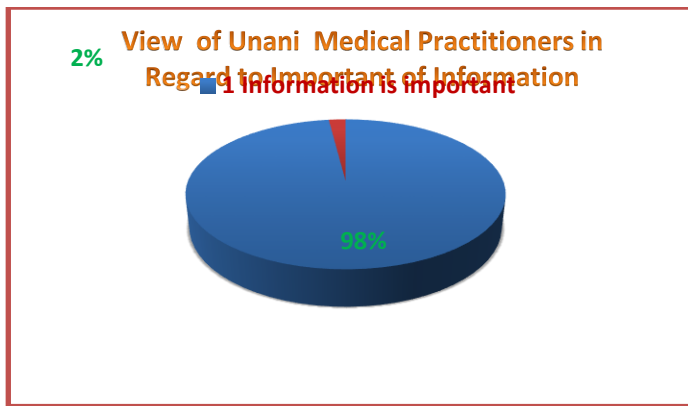
Information has recokoned as a driving force for all human development⁷.In fact information has the potential to improve the quality of life and work of peop.⁸Air, water, food and shelter are the four basic needs of the human being. In the modern world, information is considered as fifth need of the human life.⁹

In Khandesh Region out of 50 medical practitioners received the important of information. The following table shows the details :

Table 5.6 medical practitioners in Importance of Information

Srno	Status of Information	Percentage of medical practitioners who have given importance to information (%)
1	Information is important	98%
2	Information is not important	2%

In view of the above it is safe to state that information has a lot of importance impractical life as also it is an ingenuous source to be using it in practice to generate new information to make particular inferences and to obtain desired results.



Conclusion:

Regarding Communication media, 84 per cent Doctors/Practitioners follow the Medical Periodicals/Journals. 18 per cent Unani Medicine Doctors/Practitioners have used Radio. It reveals that the printed Literature Periodical is used by optimum Unani Medical Practitioners and minimum Doctors/Practitioners are using Radio. 90 per cent Doctors/Practitioners in Unani are keen to keep contacts with expert practitioners. Only 52 per cent Unani Doctors/Practitioners attended monthly meetings with other Medical Practitioners. 98 per cent Unani Medical Practitioners says that Information is important and only 2 per cent says that Information is not important.

References:

Barua B.P.; National Policy on Library and Information System and services for India, Bombay, Popular Parkashan, 1919, 3p.
Hakim Mohammed Abdur Razzak; Hakim Ajaml Khan : The Versatile Genius, New Dehli, Central Concl for Research in Unani Medicine, 1987, 1p.
Hussain, S.M.; Handbook of Holistic Medicine, Mumbai, Avicenna Research Publication, 2003, 10p.

Khan, M.T.M.; Information Organisation and Communication, New Delhi, Ess Ess Publicaiton, 1997-98, 3p.

Khanna, J.K.; Library and Society; New Delhi, Ess Ess Publication, 1994 47p

Mahawar, K.L; Verma, S.; Information seeking Behaviour of the Geologist: A Study in Geological Survey of Indai. "IASLIC Buletin", Kolkata, 54(2), 2009, 103 p.

Nair, Chandrakantarm M.; Access to Health Science Information Current Technology and its Application: Progress in IT: Dr. Dvarajan, New Delhi, Ess Ess Publication, 1996, 79 p.

Prasher, R. G.; Information and its communication, Ludhiana, Medallion Press, 2003, 1p.

Rani Poonam; Jevan VKJ.; Information Seeking Behaviour of Teachers and Students in selected Schools : "Library Heard" 47(1), 2009, 24p.

Reddy Rama; Rajan Varatha; DVD: The storage media: Information Management in academic and Research library, Ahmedabad, Press Inflibnet ed.M.Mahapatra, D.B. Ramesh

Singh, Jagtar.; Inforamtion Demorcary and South Asia, Medallians Press, 2003, p

Thakur, S. Library and Information Science, New Delhi, Publishing Company, 2009, p.

Visakhi P; Srivastava, S.S. Agricultural Libraries Vis-à-vis community Information Service (CIS) in India Context : IASLIC, Vol.47(3), 2002, p.171

www.vivikypedia of Unani Medical science.com
Date 22/oct/2009