Information Seeking Behavior of Pakistani Newspaper Journalists

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Abstract

This study, a replication of the one done in Kuwait, investigated the information seeking behavior of print journalists in Lahore, Pakistan, using a self-administered questionnaire. The 87 respondents, coming from 11 establishments, were mostly male. In terms of the type of information, they place emphasis on fact-checking and general information. Information was obtained by using a wide variety of both informal and formal sources. 'Human' sources were the primary informal sources used by the participants. Personal collections, daily news diaries, and news agency reports were considered high in terms of importance. The Internet and the 'in-house electronic library of stories / reports generated by their colleagues' was very limited both in availability and use. The lack information searching skills is their top ranking problem. They consider these very important for their work and are willing to go through training if it were provided to them.

Keywords: Information needs; Information seeking behavior; Print journalists; Pakistan

Introduction

Information need, seeking and use is an area of fundamental concern to LIS professionals. During the past 35 years or so, a large amount of research has been produced

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dealing with the information needs and seeking behavior of both individuals and groups in a variety of contexts. According to Talja (1992), the "information needs arise when an individual finds himself in a problem situation, when he or she no longer can manage with the knowledge that he or she possesses" (p. 72). It is the information need that triggers information seeking which is caused by "uncertainty due to a lack of understanding, gap in meaning, or a limited construct" (Kuhlthau, 1993, p. 347). We, as individuals and groups, "repeatedly find ourselves in situations where information is needed, gathered, sought, organized, retrieved, processed, evaluated, and used" (Solomon, 1996, p. 292). A full understanding of this process is critical in order to design information systems and services that enable people to meet their information needs.

Information seekers use a variety of both formal (published and publicly available) and informal (personal knowledge, colleagues, conferences, meetings, etc.) sources of information. However, the emphasis on each category of these sources varies from discipline to discipline (Pinelli, 1991). Scientists show equal interest in both formal and informal sources, social scientists prefer monographs and journals, and humanities scholars prefer monographs (Fulton, 1991; Line, 1973; & Majid et al., 2000).

Journalists' information seeking behavior seems to be different from other professional and discipline-oriented groups. First, their approach to information is different from others because they are not a homogenous group. Second, journalists do not communicate their need in clear and precise terms while using the services of information professionals. They do this due to the confidentiality of their interest, their own uncertainty as to what they want, and a certain professional arrogance as to why information professionals should want to know more about their work (Nicholas & Martin, 1997).

Review of Literature

Beginning with Herron's (1986) research of American journalists, a little over two dozens of studies have been conducted to understand journalists' information seeking behavior and its various aspects. A significant part of this literature was reviewed by Anwar, Al-Ansari, and Abdullah (2004) in their study of Kuwaiti journalists. The present study is a replication of research done in Kuwait. There are a few later studies that deserve mention and will add to the earlier review.

Anwar, Al-Ansari and Abdullah (2004) conducted an in-depth study, based on quantitative data collected by a questionnaire, of various aspects of information seeking behavior of 92 Kuwaiti newspaper journalists. They examined their information source preferences, level of satisfaction with the sources used, use of electronic resources, level of information use skills, and problems journalists faced while seeking information. It was found that fact-checking, background information, and finding angles for future articles were the main purposes of using information sources. 'Conversations' and 'phone calls' were very important information sources for them. The level of satisfaction with various types of formal and informal sources was almost similar to the importance given to these. Information searching skills of these journalists were found to be deficient. The researchers made several recommendations to improve the situation including curriculum-integrated information literacy at the undergraduate level.

Ojha (2004) examined the information needs of 180 journalists employed by 10 daily national newspapers in India in his doctoral dissertation. This paper, reporting a small segment of the original study, does not go beyond looking at the frequency of use of various types of sources. It is reported that among the 20 formal sources, the newspaper library, personal files, and other Indian newspapers were the most frequently used sources. Within

the informal sources, personal communications with journalists and non-journalists were extensively used. This paper presents a superficial look at the topic.

A number of researchers have studied the impact of information technology and the Internet on the use of information by journalists. Veglis et al. (2005) investigated the adoption of information technology by studying 142 Greek journalists working in local newspapers. They found that, in general, their computer knowledge was inadequate, the diffusion of Internet among them was moderate, and age and education had a significant relationship with IT use. They concluded that Greek journalists were aware of the importance of information technology in their profession but they lacked training in new technologies. Abdulla (2006) investigated the information technology related information behavior of 117 journalists working in seven Kuwaiti newspapers. He found that younger and recently educated journalists displayed better Internet-related information behaviors. He concluded that these journalists were lacking in terms of Internet-related information behaviors, were at the beginning stages of Internet adoption, and were lagging behind their counterparts in the developed world.

Muneera Ansari (2007) studied the information needs and seeking behavior of 185 mass media (radio, television and newspapers) practitioners based in Karachi using structured interview. She found that reports of various organizations were the most sought sources. The respondents mostly required selective rather than exhaustive information. The use of libraries was low whereas Internet use was increasing. There is also a study, quite dated now, of the information needs of 30 newspaper editors of Lahore, Pakistan (Gureja, 1975). This study focused on the editors' use of their library, government information departments, related local institutions and autonomous bodies, and foreign embassies among other sources. It was concluded that the editors use informal sources more frequently as compared to formal sources of information. This study does not examine the

information use skills of its respondents. It was, therefore, considered important to conduct this research focusing on the information seeking behavior of print journalists in Lahore.

Research Objectives

This study investigated the information seeking patterns of print journalists in Pakistan. The following questions were used to design the study:

1. What type of information sources do the journalists use and how satisfied are they with these sources?
2. For what purpose do they use the information gathered from various sources?
3. To what extent do these journalists make use of electronic information sources?
4. What is the level of information searching skills of these journalists?
5. What problems do these journalists encounter while seeking information?

The results of this study will help in designing information systems and services for journalists in Pakistan resulting in a better quality news media. This research will also show how Pakistani journalists compare with their Kuwaiti colleagues.

Methodology

This is a replication study of the research done earlier in Kuwait (Anwar, Al-Ansari & Abdullah, 2004). It used the same questionnaire with a few minor modifications. Details of the process used in designing the original instrument are given in the previous paper.

For the sake of convenience, it was decided to conduct the study in Lahore because it is well-known for its journalistic activity and that all major newspapers have either their head offices or

branches there. Identifying the population of the study was a ticklish problem. Another problem was to define as to who was a journalist? There was no way to use a formal journalism degree-based definition. There were a lot of senior journalists who never formally studied journalism. Also, that the journalists affiliated to an organization could be stationed outside of Lahore. A look at the membership of the Lahore Press Club and the large numbers listed against each organization would confirm our difficulty. The organizations concerned also hesitated to provide exact number of their journalists. As a result, it was not possible to identify the population in terms of its size. It was, therefore, decided to let each participating organization distribute the survey instrument to the potential respondents who must be working full-time.

It must be mentioned that journalists are very busy people, some of them are always on the move, and it is difficult to catch them to participate in such a survey. Eleven organizations participated in the survey returning a total of 92 questionnaires. Five of these were rejected due to incomplete data. Although these 87 respondents can not be regarded as representative of the total population of journalists based in Lahore, the quantum of the response seems to be reasonable to report the findings of the study. However, the findings of this study should not be generalized either at the local or the national level.

Results and Discussion

The results of data analysis are reported in the following sections.

Demographic characteristics of respondents

These journalists are predominantly male and consist of 74 (85.1%) males and 13 (14.9%) females. A majority (n=49, 56.3%) of the respondents are 35 years in age or lower. Twenty-eight (32.2%) are between 36 and 45 years, and 7 (8.0%) between 46 and 55 years. Only three (3.4%) are older than 55. The

educational background of the respondents of this study is quite diverse, both in terms of its level and disciplines. One-third of the respondents (n=29, 33.3%) are educated at the Bachelor level and 57 (65.5%) at the Master's. There is one lone soul (1.1%) who has a doctorate. Five of those who have a master's degree possess a second in another discipline. Interestingly, one of the respondents has a post-graduate diploma in Braille. The various disciplines in which they are educated vary a great deal. Two respondents did not specify their field of education. Table 1 provides the data for 85 journalists.

Table 1. Disciplines in which the respondents are educated (n=85)

No.	Discipline	Frequency	Percentage*
1	Journalism / Mass Communication	43	50.6
2	Arts and Humanities**	13	15.3
3	Political Science	8	9.4
4	English Language and Literature	6	7.1
5	Economics	3	3.5
6	Law	3	3.5
7	Business Administration / Commerce	2	2.4
8	History	2	2.4
9	Social Sciences**	2	2.4
10	Punjabi Language and Literature	1	1.2
11	Special Education	1	1.2
12	Urdu Language and Literature	1	1.2

*The percentage total is 100.2 due to rounding up of figures.
**These areas represent bachelor's degrees.

It is apparent that a majority of the respondents (50.6%) possess a university degree, either bachelor or master, in journalism. Others come from a diverse area. The participants of

this study are better educated, both in terms of level and discipline than their Kuwaiti counterparts. All Pakistani journalists are university graduates as compared to 63.1 percent of Kuwaitis. They are better prepared for their profession with 50.6 per cent having studied journalism as compared to only 14.1 per cent of Kuwaitis (Anwar, Al-Ansari & Abdullah, 2004). They are also better educated than their Greek counterparts, only 28.3 per cent of whom have a university degree (Veglis et al., 2005).

All the respondents received their education in Pakistan except one who had a degree in law from Saudi Arabia. The years of their degrees are spread over a long period. Out of the 85 respondents who specified their year of graduation, 46 (54.1%) got their degrees between 1982 and 1991, 22 (25.9%) during 1992 and 2001, 15 (17.4%) between 1972 and 1981, and two (2.4%) in 1966 and 1969. These respondents comprise of a good mix of experienced journalists. Only 10 (11.5%) respondents have up to five years of working experience compared to 29 (33.3%) who have been in the profession from 6 to 10 years, 22 (25.3%) who have been working from 11 to 15 years, and 18 (20.7%) from 16 to 20 years. There are eight (9.2%) respondents who have been working for more than 20 years. In terms of length of experience, Pakistani journalists have a little edge over their Kuwaiti colleagues.

What is the nature of work that these journalists do? All respondents specified the positions that they were holding in their organizations. 'Reporters' form the largest group (n=27, 31.0%), followed by 'sub-editor' (n=13, 14.9%), 'columnist' (n=7, 8.0%), and 'copy editor' (n=5, 5.7%). Sixteen (18.4%) positions are shared equally by 'city/local editor', 'news editor', 'sports editor', and 'religious editor'. Thirteen (14.9%) of them place themselves in the 'other' category. The remaining six (6.9%) are equally represented by the 'economic editor' and 'political editor'.

Internet facilities and their use

Newspaper organizations provide access to and the journalists use the Internet to find information. How do our respondents fare in this? Thirty-six (41.4%) of the 87 respondents acknowledged that their organizations provided the Internet connection and search facilities while 31 (35.6%) claimed to have the Internet connection at their homes. Fifty-one (58.6%) journalists use the Internet as a source of information. These figures are closer to those reported by Nicholas et al. (2000) for the British journalists. It is strange to find in a latter section that only there of these respondents identified this as an important source of information (Tables 4 and 6). This raises the question of the nature of facilities available to them, both in office and at home, and the diffusion of Internet in their work. It is also possible that resources in Urdu language on the Internet were still limited, the nature of work of most respondents did not require the use of the Internet, and that most of the respondents were not well versed in information searching However, the Kuwaiti journalists placed the Internet at the top rank in terms of its importance as a source of information as well as in terms of satisfaction that they gained with the information obtained (Anwar, Al-Ansari, & Abdullah, 2004). It seems that the diffusion of the Internet in the Pakistani newspapers as well as among the practicing journalists is slow.

Type of information and its importance in journalists' work

The questionnaire provided four types of information needed in the daily work of respondents who were asked to indicate the level of importance of each. Their responses are presented in terms of mean and standard deviation in Table 2.

These respondents consider all the four types of information as important at various levels. 'Fact checking and verification' is very close to being 'critically important' (mean =

4.29) and gets the top ranking whereas 'background information', ranked lowest, is still considered as more than 'very important'.

Table 2. Types of information and their importance

Type of Information	n	Mean	SD	Rank
Fact checking and verification	87	4.29	0.714	1
General information	87	3.75	1.143	2
Getting ideas for future articles	84	3.56	1.216	3
Background information	87	3.45	1.086	4

Scale: 1, Not important to 5, Critically important

These journalists place more emphasis on 'fact-checking and verification' and 'general information' as compared to 'getting ideas for future articles' and 'background information'. It may be mentioned that most of the analysis-based articles and columns are written by outside academics and experts who are not included in this study. The information needs of these participants broadly fall into the same categories identified for Kuwaiti (Anwar, Al-Ansari & Abdullah, 2004) and British journalists (Nicholas & Martin 1997).

Types of information sources used and their importance

The participants were given two sets of 'informal' and 'formal' information sources and were asked to specify the ones that they used indicating the importance of each. Informal sources are those where information is received from a 'person' direct rather than from a structured source that is publicly available to everyone for use. The respondents' replies for each source are presented in the form of mean and standard deviation in Table 3.

Three (3.5%) respondents give the 'other informal sources' the top rank in terms of their importance (mean score 4.33). However, 'conversations' (mean = 3.92) and phone calls from citizens (mean = 3.70) are considered as the most important ones. It appears that 'conversations', 'phone calls' and 'letters from

general public' which provide direct contact with the source of information are the primary sources of information for print journalists. 'Outside officials and experts' (mean = 3.63) are also regarded closer to 'very important'. 'Colleagues in other agencies' receive the lowest rank (mean = 2.56).

Table 3. Types of informal information sources and their importance

Informal Information Source	n	Mean	SD	Rank
Other informal sources	3	4.33	0.577	1
Conversations	87	3.92	1.183	2
Phone-ins/people call you	87	3.70	1.122	3
Outside officials and experts	86	3.63	1.148	4
Letters/faxes from general public	87	3.44	1.208	5
Colleagues in your agency	86	2.91	1.271	6
Colleagues in other agencies	80	2.56	1.261	7

Scale: 1, Not important to 5, Critically important

Print journalists use a variety of formal sources to gather information for their daily work. The data on these sources are provided in Table 4.

The respondents' 'personal collection' (mean = 3.71) and their 'daily news diary' (mean = 3.51) appear to be the most important formal sources of information for them. It is interesting to note that 'the electronic library of reports' (mean = 2.86) and the organization's library (mean = 2.79) receive very little importance.

Pakistani journalists use a wide variety of informal and formal sources to obtain information they need as do their colleagues in other countries. However, in addition to giving preference to 'human' sources, as was found for Kuwaiti journalists (Anwar, Al-Ansari & Abdullah, 2004), they give more

importance to their 'personal collection' and 'daily news diary'. Their use of the Internet was very limited.

Table 4. Types of formal information sources and their importance

Formal Information Source	N	Mean	SD	Rank
Your personal collection at home	85	3.71	1.280	1
Daily news diary	86	3.51	1.049	2
Internet	3	3.33	1.155	3
News agency reports	87	3.17	1.296	4
Press releases	86	3.09	1.214	5
Television	83	2.93	1.197	6
Other libraries in the city	79	2.92	1.141	7
Electronic library of reports produced by your colleagues	72	2.86	1.282	8
Library of your agency	80	2.79	1.250	9
Radio broadcasts	85	2.52	1.201	10

Scale: 1, Not important to 5, Critically important

Level of satisfaction with the sources of information used

The information obtained from various sources by the respondents and the resulting satisfaction, naturally, varies from source to source. They were asked to indicate their level of satisfaction with the information received from both informal and formal sources. The data related to 'informal sources' are given in Table 5.

Three participants had mentioned the 'other sources' as important but only one of them expressed satisfaction with them. The rankings for all sources in terms of satisfaction with information received are almost the same as those given to their importance.

The data related to satisfaction with information obtained from the formal sources are presented in Table 6.

Table 5. Level of satisfaction with information obtained from informal sources

Informal Information Source	N	Mean	SD	Rank
Other informal sources	1	5.00	-	1
Phone-ins/people call you	84	4.17	0.862	2
Conversations	84	4.06	1.090	3
Outside officials and experts	83	3.81	1.142	4
Colleagues in your agency	83	3.71	1.030	5
Letters/faxes from general Public	84	3.68	1.066	6
Colleagues in other agencies	84	3.35	0.951	7

Scale: 1, Very dissatisfied to 5, Very satisfied

Table 6. Level of satisfaction with information obtained from formal sources

Formal Information Source	n	Mean	SD	Rank
Internet	2	5.00	0.000	1
Daily news diary	83	3.99	0.876	2
Library of your agency	72	3.98	1.056	3
Your personal collection at home	80	3.80	1.152	4
Other libraries in the city	74	3.65	0.898	5
News agency reports	76	3.63	1.031	6
Press releases	80	3.56	1.017	7
Electronic library of reports produced by your colleagues	66	3.52	1.026	8
Television	82	3.51	1.189	9
Radio broadcasts	81	3.32	1.192	10

Scale: 1, Very dissatisfied to 5, Very satisfied

The 'news agency reports' (mean = 3.63), and 'press releases' (mean = 3.56) are given high ranks in terms of satisfaction with the information received. Satisfaction with the 'library of the organization' (mean = 3.98) is higher than with the 'personal collection' (mean = 3.80). The 'Electronic library of

reports created in-house', surprisingly, receives a low, but the same rank for both importance and satisfaction. Only two of the three who considered the Internet an important source were 'very satisfied' with it. Kuwaiti journalists gave this important resource the lowest rank in satisfaction.

These respondents seem to be more satisfied with the information that they receive from informal sources that they prefer but their satisfaction level varies from the importance level for some of the formal sources. For example, the 'library of the agency' is ranked ninth in importance but 'three' in satisfaction. It is interesting to note that these respondents give the same rank in both importance and satisfaction to the in-house 'electronic library of stories/reports produced by their colleagues'.

Purpose for which gathered information is used

The respondents were asked to indicate the purpose for which the acquired information was used. The related data are given in Table 7.

Table 7. Purpose for which gathered information is used (multiple response)

Purpose	Frequency	Percentage
Writing a news item	49	56.3
Writing an article	34	39.1
Writing a feature	29	33.3
Editing a news item	28	32.2
General knowledge	20	23.0
Writing a column	18	20.7
Personality profile	16	18.4
Writing an editorial	5	5.7

More than half of the respondents use the information for 'writing a news item' (n=49, 56.3%) and 'writing an article' (n=34,

39.1%). Only five (5.7%) respondents use it for 'writing an editorial' which is normal because editorials are written by the senior most staff members.

The information gathered by these respondents appears to be mainly used for preparing news items, articles, features, and editing news items and less so for preparing columns and personality profiles. In this area, there are some variations between Pakistani and Kuwaiti journalists, e.g., more Pakistanis write 'articles', 'columns' and 'personality profiles'. In Kuwait, writers from outside the news establishments write some of the 'columns' and articles.

Use of electronic resources and libraries

Newspaper organizations have started to create an in-house electronic library of the reports prepared by their staff for their future use. Are news organizations in Lahore doing that? Only 16 (18.4%) respondents said that their organizations maintained such a resource. Of these, one respondent 'never' used this resource. Four respondents used it 'always', six used it 'frequently', and five 'rarely'. The 15 respondents, who actually used it, were asked to specify the purpose for which they used this electronic library. Their responses are presented in Table 8.

The main purposes for the use of the in-house electronic library are: 'getting story angle/idea' (n=9), and 'background research' (n=5).

Does the use of this electronic resource have any impact on their daily work? The responses given by 15 participants are presented in Table 9.

Table 8. Purpose for which the in-house electronic library was used (n = 15, multiple response)

Purpose	Frequency	Percentage
A. Conceptualizing the story		
Get story angle / idea	9	60.0
Background research	5	33.3
Assign stories	2	13.3
Identify interviewees	1	6.7
B. Analyzing previously published materials		
Check past editorials	2	13.3
Avoid duplication	1	6.7
Check dates, spellings	1	6.7
Compare coverage	1	6.7
Detail retrieval and resolution	1	6.7
Resolve discrepancies	1	6.7
Check past treatment	0	0.0

These participants indicate that the overall effect of their use of 'in-house electronic reports' has been positive. The most positive effect mentioned was an increase in the 'amount of total background information in the papers' (n=12) and the 'amount of background information used by the reporter' (n=9). Nine respondents feel that the time used to gather information decreased whereas three felt that it increased. Eight respondents indicated that the number of errors in their papers decreased whereas four felt that the errors increased. The increase / decrease in 'instances of fact-checking' were the same. However, most of the respondents are not very happy about this facility, and, whether accessible or not, consider its 'lack' as an important problem (Table 11).

In general, newspaper agencies maintain some sort of a library which is used by their staff to locate pertinent materials for their stories. Forty-three (49.4%) of the 87 respondents acknowledged that their organization maintains a library. Five of

these 43 individuals used the library 'daily', seven 'twice a week', five 'once a week', seven 'twice a month' and 19 'rarely'. Ten of these 43 respondents consider library services 'very effective', 14 'effective', 13 'somewhat effective', three 'ineffective' and the remaining three 'very ineffective'. These 19 individuals, in the last three categories, are those who use their library rarely. On a scale of 5 'very effective' to 1 'very ineffective', the mean score for the effectiveness of the library comes to 3.58, which is lower than 'effective'.

Table 9. Effect of the use of the in-house electronic library on respondents' work

Nature of Effect	n	Decreased	No Effect	Increased	Don't Know
Amount of total background information in papers	13	0	1	12	0
Amount of background information used by the reporter	12	1	1	9	1
Amount of time to get information	15	9	2	3	1
Number of fact Errors in the paper	15	8	1	4	2
Instances of fact-checking	12	5	2	5	0
Use of library staff for reference help	9	4	0	3	2

For what purpose do these respondents use the library? The responses of 43 users are given in Table 10.

Table 10. Purpose of using the library (n = 43, multiple response)

Purpose of Using the Library	Frequency	Percentage
To borrow materials	20	46.5
To study back volumes of journals and newspaper files	18	41.9
To search a database	9	20.9
To use Internet	4	9.3
To read materials there	2	4.7
To ask library staff to search materials for you	2	4.7

The main purposes for using the library are 'to borrow materials' and 'to study back volumes of journals and newspaper files'. Only nine (20.9%) respondents go to the library 'to search a database' and only four (9.3%) to use the Internet. Seeking assistance of the library staff is one of the two least used services. Do these journalists use any commercial electronic information sources to locate the needed information? Only 33 (37.9%) respondents use electronic databases and such other resources to locate information.

Forty-two (48.3%) of the participants used other libraries in the city. Eight of them used these 'always', 22 'frequently', and 12 'rarely. The most frequently used libraries were: The American Center (n=20), The British Council (n=16), the Punjab Public Library (n=13), and the Quaid-e-Azam Library (n=12). Nine other libraries were mentioned by one to three respondents. We can safely conclude that if the newspaper organization libraries were more effective, more journalists would be using them.

Level of information searching skills

Several writers have emphasized the need for, lack of a general policy of, and actual teaching of information searching skills to journalists (Campbell, 1997, Stanbridge, 1992 & Wien, 2000). The 33 respondents, who used electronic resources, were

asked to indicate the level of their information searching skills. Out of these 33 participants, six (18.2%) claimed to have 'excellent' information searching skills, 14 (42.4%) as 'very good', eight (24.2%) as 'good', and four (12.1%) as 'fair'. Only one (3.0%) mentioned 'poor'.

Only 31(35.6%) of the 87 respondents claimed to have attended a training programme on how to use libraries, databases or the Internet whereas a majority (n=56, 64.4%) never received a chance to get such training. Of these 56 individuals, 46 would like to be trained in information searching skills, four showed no interest, and six did not respond. Do these participants consider training in information searching for journalists important? A large majority (n=71, 81.6%) of the respondents 'strongly agreed' while 13 (14.9%) 'agreed' that such raining was important. Only three (3.4%) persons expressed 'no opinion'. It is reassuring that none of these 87 participants either 'strongly disagreed' or 'disagreed' with this idea. The mean, on a scale of '1' for 'strongly disagree' to '5' for 'strongly agree' comes to 4.80 which is closer to 'strongly agree'.

Major problems faced while searching information

The respondents were asked to express their opinions regarding the problems that they faced while searching information. A set of six problems was listed in the questionnaire with regard to their importance to them. Some respondents did not give their opinion for some problems. The data related to the problems faced are presented in Table 11.

It is not surprising that the 'lack of training in information use skills' (n = 80) mean score 4.49) was considered as the most important problem. It may be pointed out that 56 (64.4%) of the participants had never received any information use training. It is quite understandable for these respondents to regard 'difficulty in accessing international information sources' as the second most important problem (n = 79, mean score 3.77) when Internet was

not easily available to them. Journalists, who are always busy and short of time, consider the 'lack of available time' for searching information as a major problem (n = 83, mean score 3.55). Eighty (92.0%) respondents consider 'Lack of electronic library of reports' (mean score 3.55) also as a problem, although only 16 (18.4%) had mentioned the availability of such a facility in their organization and only 15 of them had used it (Tables 8, 9).

Table 11. Problems faced while searching information

Problems	n	Mean	SD	Rank
Lack of training in information use skills	80	4.49	0.900	1
Difficulty in accessing international information sources	79	3.77	1.154	2
Lack of available time	83	3.55	1.096	3
Lack of electronic library consisting of reports produced by your organization	80	3.55	1.200	3
Lack of support from staff working in the library or information center	79	3.28	1.250	4
Information explosion / too Much information	79	3.15	1.494	5

Scale: 1, Not important to 5, Critically important

The nature of some of these problems is similar to those identified by Anwar, Al-ansari and Abdullah (2004) and Nicholas & Martin (1997). These are the areas where the information professionals can play a positive role and come in to help.

Conclusions and Recommendations

Looking at the results of the Kuwaiti research, this study points to several areas where more research needs to be conducted in Pakistan. It is clear that the diffusion of the

information and communication technology is very slow and the availability of electronic resources is very limited. Why are the Pakistani newspaper agencies not adopting these technologies and not giving proper attention to developing in-house electronic library of stories / reports generated by their journalists and other electronic information resources? What could be the reasons for Pakistani journalists making a very limited use of whatever Internet and electronic resources were available to them? This phenomenon could be investigated by using intensive interviews with selected journalists.

Findings of this study show that the Pakistani journalists are quite deficient in information searching skills. There is a need to study both the bachelor and master's degree level curriculum taught at Pakistani universities if it gives any importance of teaching information use skills to the potential journalists. The possibility of making a provision for curriculum-integrated instruction of information literacy should to be explored. There is also an urgent need to develop and offer need-oriented packages of information literacy training for working journalists through the press clubs of various cities.

The role of the newspaper library on the one hand and that of the information professional vis-à-vis the journalist client on the other should be explored. These roles need to be articulated and defined by conducting a study using interviews with both journalists and information professionals. During the last 10 years, TV journalism has flourished a great deal in Pakistan with more than two dozen stations serving a population of over 170 million. It is urgent that the information needs of the electronic media and the information seeking behavior of the journalists engaged in this sector be examined carefully.

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