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INFORMATION LITERACY, INFORMATION SEEKING BEHAVIOUR AND USER SATISFACTION: A CONCEPTUAL FRAMEWORK

Meena S. Suryavanshi*

ABSTRACT

An information literate person is one who is able to recognise when information is needed, and have the ability to locate, evaluate and use effectively the needed information. User education and information literacy programmes had impact on information seeking of students, teachers, researchers and on many others of society. It was found that changing pattern of new syllabus was a major environment factor, that influence information seeking behaviour. Professional students had high level of information seeking behaviour than the non-professional students. This paper explores the world of information literacy describing, Information Seeking Behaviour and Reader's Satisfaction, and Effective use of Social Media for users. This paper explore conceptual framework of information literacy for users' satisfaction resulting in a progressive society.

Keywords: *Information Literacy, Reader's Satisfaction & Information Seeking Behaviour, Information Literacy Programmes.*

Introduction

Most people think of information literacy as a set of abilities requiring individuals to recognise when information is needed and have the ability to locate-evaluate and use effectively the need information. Information literacy is a survival skill in the information age. Information literacy responsibilities are increasing in all areas of life. Information literacy bridges the gap between digital divide that we observe at grassroots level. Initiatives in India, in the form of Common Services Centre's Village Knowledge Centres, CIC's, Gyandoot etc. were ushered in with the participation of NGO's developmental agencies and corporate organizations. Government of India recently established National Knowledge Commission to formulate national plans and policy framework for nurturing knowledge-based economy in India and addressing challenges of globalization.

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