

IS20050 – Theories of Information Behaviour

Dr. Kalpana Shankar
School of Information and Library Studies
Spring 2013
Lecture: 11-12 M, 12-1W

School name: UCD School of Information & Library Studies

Module Code & Title: I20050, Theories of Information Behaviour

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Office Hours:

Module Description

Seven billion people on the planet are interacting with information every day - written, digital, oral, and visual. How do people create, find, use, share, and manage information? The purpose of this module is to introduce students to the theory, current research, and practice associated with Human Information Behaviour. Through writing, discussion, in-class exercises, and other media, students will gain an understanding of several key topics: the nature of information, people as information seekers and users, the contexts and processes of information behavior, and incentives and barriers to information seeking.

Learning Outcomes

On successful completion of this module students should be able to:

1. Describe the basic concepts related to information behaviour;
2. Demonstrate an understanding of the factors that influence information behaviour;
3. Explain and discuss the stages and activities associated with information-seeking processes;
4. Describe current research in Information Behaviour;
5. Demonstrate an understanding of the ways in which individuals evaluate information.

Assessments

Group project 50% Due week 12

In-class exercises 20% (throughout term)

Observation exercise 30% Due week 11

Readings

All readings will be posted on BB or be on the Web. You are expected to have the readings done BEFORE class. In-class exercises may include short questions on the readings if I find that students are not doing the readings.

I may change the readings if I find ones that are interesting, timely, or based on student questions/interest. If that's the case, I will make sure I let you know with plenty of notice and put them in Blackboard in the appropriate week's readings or indicate the Website.

Assessment Submission Policy

- UCD Policy on Late Submission of Coursework is available:
http://www.ucd.ie/registry/academicsecretariat/late_sub.pdf

- Assessments must be submitted in Blackboard as indicated
- Assessments submitted up to 1 week late will be deducted 10% and 1-2 weeks late by 20%. Work submitted 2 weeks late will not be accepted. You are responsible for making sure your assessments are properly uploaded to Blackboard.

Plagiarism

- Plagiarism will not be tolerated and will be dealt with per UCD policy. If you have any questions or concerns, please contact the instructor for guidance or refer to one of the following documents.
- UCD policy on plagiarism is available:
http://www.ucd.ie/registry/academicsecretariat/plag_pol_proc.pdf
- Further information provided by UCD Library. http://www.ucd.ie/library/students/information_skills/plagiari.html

General Policies

- This syllabus is a guide to the course which means I may change readings or topics depending on guest lecturers or emergent topics, with warning. I will let you know through Blackboard/email.
- Attendance is not “required” but note that there will be in-class exercises that you cannot make up. If you are more than 5 minutes late to class, you will not receive credit for any in-class assignments we do. I also reserve the right to ask you to sit in the front, or not come in at all, as it is disruptive.
- Texting, phone calls, and using laptops for purposes can be distracting and disruptive to others. I expect students to be paying attention, participating, and reading. Any kind of disruption will not be tolerated and students will be asked to leave the class and receive a zero for the day and any in-class exercises for that day.
- Standard UCD policies for medical certificates and late policy will be adhered to.
- Plagiarism and other forms of academic dishonesty will not be tolerated
- If you have questions, please email me and put “IS20050” in the subject line. Please give me up to 24 hours to respond and I will do the same for you. I will communicate with you through your UCD email and Blackboard. I treat your emails as a form of PROFESSIONAL communication and as such, I will not answer messages addressed to “Hey” or without a subject or other unprofessional communiqués.

The readings are to be done for the date listed.

Week	Tentative Topics	Readings	Assignments
1	Introduction		
	Search today: the nature and value of information	Bates, watch TED talk	
2	Models of information behaviour	Wilson 1999	
		Niedzwiedzka, 2003	
3	Seeking and seekers	Wilson 1981	
		Kolowich, 2009	
4	TBD		

5	Information overload	Neal, 2006	
		Guglielmo, 2011	
6	Health and scientific information	Frost and Massagli, Cline and Hayes	
		Anderson, 2008	
7	Children and youth	Dresang, 2005; Shenton and Dixon 2004	
		Selwyn 2009	
8			
	Psychological barriers to participation	Ridings et al	
9	Socioeconomic barriers	Muela-Meza; Livingstone and Helsper	
	Censorship	Censorship in Ireland	
10	Linguistic and cultural barriers	Macfarlane	
	Privacy	Tsai et al	
11	Groups	Adamic, et al	
		Lee and Downie	Observation due
12		DiMicco et al	
	Wrap-up		Group project due

Week 1

Watch: http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles.html

Bates, M.J. (2005). Information and knowledge: An evolutionary framework for information science. *Information Research* 10(4). <http://InformationR.net/ir/10-4/paper239.html>

Week 2

Wilson, T. (2000). Human Information Behavior. *Information Science Research* 3(2): 49-54. Available: <http://inform.nu/Articles/Vol3/v3n2p49-56.pdf>

Niedzwiedzka, B (2003). A proposed general model of information behaviour, *Information Research*, 9 (1), Available: <http://informationr.net/ir/9-1/paper164.html>

Week 3

Wilson, T. (1981). On User Studies and Information Needs. *Journal of Documentation* 37 (1): 3-15. (BLACKBOARD)

Kolowich, S. (2009). Course Hero or Course Villain? Inside Higher Ed. Available: <http://www.insidehighered.com/news/2009/10/06/coursehero>

Week 5

Neal, David T. , Wendy Wood, and Jeffrey M. Quinn. (2006). "Habits—A Repeat Performance." *Current Direction in Psychological Science* 15, no. 4 (2006): 198-202 (BLACKBOARD)

Guglielmo, Wayne (2011). "Fighting Back Against Nasty Online Reviews," *Medscape Business of Medicine* March 22, 2011. Retrieved March 26, 2011 from <http://www.medscape.com/viewarticle/739261>.

Week 6

- Anderson, Chris. "The End of Theory: The Data Deluge Makes the Scientific Method Obsolete," *Wired* 23 June 2008, http://www.wired.com/science/discoveries/magazine/16-07/pb_theory (January 28, 2011).
- Cline, R.J.W. and Haynes, K.M. (2001). Consumer health information seeking on the Internet: State of the Art. *Health Education Research* 16(6). Available: <http://her.oxfordjournals.org/content/16/6/671.long>
- Frost, H. J. and P. M. Massagli (2008). "Social Uses of Personal Health Information Within PatientsLikeMe, an Online Patient Community: What Can Happen When Patients Have Access to One Another's Data." *J Med Internet Res* 10(3): e15. Available: <http://www.jmir.org/2008/3/e15/>

Week 7

- Dresang, E.T. (2005). The information seeking behavior of youth in the digital environment. *Library Trends*, Vol.54, No.2, Fall 2005 ("Children's Access and Use of Digital Resources," edited by Allison Druin), pp. 178–196 (BLACKBOARD)
- Selwyn, N. (2009). The digital native – myth and reality. *Aslib Proceedings*. 61(4): 364–379. (BLACKBOARD)
- Shenton, Andrew K & Dixon, Pat (2003) Models of young people's information seeking. *Journal of Librarianship and Information Science*, 35(1): 5–22. (BLACKBOARD)

Week 8

- Case, D.O., Andrews, J.E., Johnson, J.D., Allard, S.L. (2005). Avoiding versus seeking: the relationship of information seeking to avoidance, blunting, coping, dissonance, and related concepts. *Journal of the Medical Library Association*, 93(3): 353–362. Available: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1175801/>
- Ridings, C., Gefen, D., Arenze, B., et al (2006). Psychological barriers: lurker and poster motivation and behavior in online communities. *Communications of the Association for Information Systems*. 18(16). (BLACKBOARD)

Week 9

- "Censorship of Publications in Ireland" (Updated 7 October 2010)
http://www.citizensinformation.ie/en/travel_and_recreation/recreational_activities_in_ireland/censorship_in_ireland/censorship_of_publications_in_ireland.html
- Livingstone, S., and Helsper, E. J. (2007) Gradations in digital inclusion: Children, Young people and the digital divide. *New Media & Society*, 9: 671–696 Available: [http://eprints.lse.ac.uk/2768/1/Gradations_in_digital_inclusion_\(LSERO\).pdf](http://eprints.lse.ac.uk/2768/1/Gradations_in_digital_inclusion_(LSERO).pdf)
- Muela-Meza, Z.M. Information needed to cope with crisis in the lives of individuals and communities : an assessment of the roles public libraries and voluntary sector agencies play in the provision of such information, 2005. In *Information for Social Change. Information for Social Change*. (Published) [Journal Article (Online/Unpaginated)]. <http://eprints.rclis.org/bitstream/10760/6749/1/7.pdf>

Week 10

- Macfarlane, A., Singleton, C., and Green, E. (2009). Language barriers in health and Social care consultations in the community: A comparative study of responses in Ireland and England. *Health Policy*.
http://www.nuigalway.ie/general_practice/documents/health_policy.pdf
- Tsai, J.Y., Egelman, S., Cranor, L., Acquisti, A. (2011). The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study *Information Systems Research*, 22(2), June 2011, pp. 254–268, Available: <http://www.guanotronic.com/~serge/papers/isr10.pdf>

Week 11

Adamic, L. A., J. Zhang, E. Bakshy and M. S. Ackerman (2008). Knowledge sharing and Yahoo answers: everyone knows something. Proceeding of the 17th international conference on World Wide Web. Beijing, China, ACM: 665-674.

Lee, J.H. and Downie, S. Survey of music information needs, uses, and seeking behaviours: Preliminary findings. Available:

http://people.lis.illinois.edu/~jdownie/ismir2004_survey_downie_draft.pdf

Week 12

DiMicco, J., D. R. Millen, W. Geyer, C. Dugan, B. Brownholtz and M. Muller (2008). Motivations for social networking at work. Proceedings of the 2008 ACM conference on Computer Supported Cooperative Work. San Diego, CA, USA, ACM: 711-720.