

A Study on the Information Seeking Behavior of Members of Qazvin Public Libraries on Health Related Topics

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Abstract

Purpose: The main purpose of this study is to examine the ways, resources, and objectives of obtaining health related information by members of four Qazvin public libraries (affiliated with the Public Libraries Foundation) in December 2011. For the purpose of data analysis, descriptive statistics were used.

Findings: Almost all members of Qazvin public libraries have experienced the need for health related information in their daily lives. Most commonly, this is obtained through passive means. Watching TV was the most popular method of obtaining health information, and was ranked in first place. Where internet research was concerned, search engines were the most popular method. Prevention was found to be the key motivation for individuals seeking health information.

Originality/value: This study is valuable given the emergence of new era of health information within the public libraries of Iran, and the emphasis placed by the Iran Ministry of Health and Medical Education and in particular, the clinical governance program on the collaboration of community and patients in making decisions based on their health related issues. This study is valuable for public libraries particularly in terms of developing a policy for offering health information services. It illustrates the inclinations, and needs of the libraries' members, and shows the channels and types of resources being used.

Keywords: information seeking behavior, health information, public library.