

# Information Seeking and Information Needs

Ahmad Bakeri Abu Bakar



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**Editor**

Ahmad Bakeri Abu Bakar



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# 1. SEEKING ACCESS TO HEALTH INFORMATION: THE DILEMMA OF WOMEN COMMUNITY IN RURAL MALAYSIA

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## ABSTRACT

This study examines the information needs and seeking behaviours of women in a rural setting of Malaysia. In traditional society, women were supposed to do housework, to take care of her children and to give her family emotional stability. However, with the social and economic changes that affect our urban and rural society, the traditional sense of value also changes. The aim of the study is to identify the information needs of women on health information, to determine the *information* sources used by women in a rural village, to determine their information seeking behaviours and to identify any *access* barriers to those sources of *information*. A sample of 80 women was selected and each was given a questionnaire for them to fill in. Only 51 women or 64 percent of the samples returned the questionnaire. This study revealed that women were found to be concerned with information needs related to health information. It occupied fifth position in terms of priority. When seeking information on health information women used popular magazines as the main source. When seeking information on health information through the Internet most of the housewives used the relevant websites or homepages to get the needed information. In addition, they also used the online periodicals or magazines. Generally they observed that their