

ANALYSING THE INFORMATION BEHAVIOUR OF VETERINARIANS IN KERALA

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ABSTRACT

Information behaviour of veterinary surgeons was studied in terms of four elements viz., information seeking behaviour, storing behaviour, processing behaviour and dissemination behaviour. Information seeking behaviour of most of the veterinarians was high while information storing and processing behaviours were medium. Nonetheless, information dissemination behaviour was low. Even if the veterinarians are gathering the needed information, they are not storing or processing it properly. Also the quantum of information transferred to the livestock owners is very meagre.

KEYWORDS: Information Behaviour