



**ASSESSING INFORMATION SEEKING BEHAVIOR AMONG MEMBERS OF UNIVERSITY COMMUNITY IN MALAYSIA AND NIGERIA:  
A MULTIGROUP INVARIANCE ANALYSIS**

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**Abstract**

The Internet is increasingly considered a crucial information resource. However, adoption of the Internet as an information source within a given society depends on factors such as the technical infrastructure of a given area and the local culture. This paper reports a study of the information seeking behavior of people in Malaysia and Nigeria, a culture that has traditionally relied on social networks for gathering information. This paper discusses some results of a survey that assessed information-seeking behavior, computer use, and technology infrastructure. Results of analysis using Structural Equation Modeling (SEM) suggest that many respondents feel Internet can be an important information resource. The results of the survey suggest that both technical and cultural readiness are necessary to successfully implement internet information resources, and that design strategies can accommodate cultural issues.

**Keywords:** Internet, information seeking behaviour, computer use, technology infrastructure

**Introduction**

Information behaviour has been the subject of many studies in the last thirty years. Information seeking behaviour refers to the way people search for and utilize information. In 2000, Wilson described information seeking behaviour as the totality of human behaviour in relation to sources and channels of information, including both active and passive information seeking, and information use.

Information Seeking Behavior (ISB) is basically, the behavior pattern of various scholars, researchers and students in collecting information according to the need of their subjects. The ISB is dependent upon many factors as the culture and society of any country, the personal behavior of the researcher, and the social, political and economic system of a country affect the information seeking behavior of an individual.

The highlights of research on information behaviour include the Ellis (1989) behavioural model of information searching strategies, Kuhlthau's (1993) information search process, and Wilson's (1997) problem-solving model. Many others contribute to shape our general understanding of information seeking. Collectively these studies suggest information seeking exists within context, and is a linear process consisting of stages and iterative activities. These views are echoed in studies of specific contexts, such as interdisciplinarity, which include Palmer (2001), and Spanner (2001). These principles form the foundation of much that is recognisable as information seeking behaviour theory.

However, in a diverse cultural society, the information seeking behavior differs from person to person and ethnic group to other ethnic groups. There is a universal assumption that man was born innocent or ignorant thus, should actively seek knowledge. Information seeking is thus a natural and necessary mechanism of human existence (Marchionini, 1995). Information seeking behavior is the purposive seeking for information as consequence of a need to satisfy some goal. In the course of seeking, the individual may interact with manual information systems (such as a newspaper or a library), or with computer-based systems (such as the Web) (Wilson, 2000).

ISB involves personal reasons for seeking information, the kinds of information being sought, the ways and sources with which needed information is being sought (Leckie, Pettigrew & Sylvain, 1996). ISB is expressed in various forms, from reading printed material to research and experimentation. Scholars, students and faculties actively seek current information from the various media available in libraries, e.g. encyclopedias, journals and, more currently, electronic media. Abels (2004) mentioned that the frequency of use of the Internet in 1998-2000 had greatly increased. Information users make active and intentional attempts to seek up-to-date information from the library resources, including electronic sources.

Some studies investigating the information-seeking behaviour of scholars and academics have examined the role of the library in relation to other information providers. Smith (1987) reported that about one-half of the respondents from Pennsylvania State University relied more on their personal collections and borrowing materials from other libraries. Guest (1987) noted that 85 percent of the respondents relied on their personal collection as a major source for information for teaching and research. The author also found that librarians were rated lowest as a source for getting information.

Shokeen and Kushik (2002) report on a study about information seeking behaviour of social scientists in the university of Haryana. The study showed that most of the social scientists visit the library daily. The preferred search tools were indexing and abstracting periodicals and citations in articles. Current journals and books were preferred sources of information. Al-Shanbari and Meadows (1995) report that 36 percent of the academicians in Saudi universities were spending four hours per week on reading, whereas, almost three-quarters of the respondents were spending the same amount of time on communicating with their colleagues. The study concluded that scholars in developing countries prefer informal channels for acquiring the needed information because of inadequate and irrelevant library collections, lack of information infrastructures, ineffective library services, lack of money to use fee-based information services, inadequately trained and less co-operative library staff.

The information-seeking activities of 31 faculty at Stanford University were studied by Reneker (1992). Using a naturalistic approach and qualitative techniques for the data collection, mainly personal interviews, the study found a close relationship between knowledge of the information environment and the sources used. Sethi (1990) used questionnaire to study the information-seeking behaviour of 256 social science faculty members in Indian universities. It was found that respondents preferred journals, books, government documents, and reference sources for meeting their information needs. Hart (1993) reported faculty made about seven visits each semester to the library and looked at how scholars in different disciplines vary in their use of library resources.

Information-seeking behaviour of faculty members from Government Arts Colleges in Cuddalore District was studied by Suriya, Sangeetha, and Nambi in 2004 to evaluate information-seeking pattern of faculty members in the library. Most of the respondents visited the library several times a week to meet their information needs. The advent of information technology has revolutionized the field of library and information services and has brought considerable changes in the information-seeking behaviour of users (Adedibu & Adio, 1997). Electronic communication facilities such as e-mail, discussion groups, bulletin boards, electronic conferencing, and chat groups have opened new channels for communication.

In Pakistan, the evaluation of information needs and information-seeking behaviour has gained interest during the last two decades. Anwar (2007) reports on different research studies of different groups of people in Pakistan. Bhatti (2008) carried out a survey on student needs in the Islamia University of Bahawalpur. Shahzad (2007) conducted a survey to find out the information-seeking behavior of



faculty members from all three faculties, i.e., science and technology, social sciences, and humanities of Government College University, Lahore. The information needs of humanities teachers at the University of the Punjab were studied by Anjum in 1978.

The Internet exerts increasingly more influence on our everyday life. Internet-based activities expand their reach beyond the economic and social fields. A growing number of Internet users spend their leisure time in the cyber community. Recent studies indicate that age is a more important variable than schooling or income in determining internet use. The rapid development of information technology has caused significant changes in the social network pattern. There are two contending perspectives on the orientation of these changes. One is that, as individuals spend more time on the Internet, it necessarily reduces available time for people to interact with others. As a result, Internet use results in decreasing intensity of social interaction in the off-line world. The other is that, as the Internet expands opportunities for people to interact with others, it contributes to increase in not only intensity but also the scope of social interaction (Howard et al., 2001; Nie, 2001; Orleans and Laney, 2000; Pruijt, 2002; Wellman et al., 2001).

This paper presents a study that began with the aim of further extending our understanding of the information seeking behavior among academicians in Malaysia and Nigeria as a comparative study and in doing so, looked to consolidate and improve our interpretation of information seeking behavior among different communities. The results of the study go beyond a consolidation of existing theory and describe instead, a new non-linear model of information seeking behaviour.

### Literature Review

Information seeking is undertaken to identify a message that satisfies a perceived need (Wright and Guy, 1997). This activity may be actively or passively done when taking steps to satisfy a felt need (Ikoja–Odongo, 2002). On the other hand, Andersen (2002) noted that research on information seeking has looked at how individuals go about finding the materials that they need in order to satisfy information needs. It was therefore noted on this basis that a number of models had been developed in this respect such as Ellis' 1993 model, Eisenberg and Berkowitz's 1992 model, and Kuhlthau's 1992 model. These models have been applied in a number of instances to follow up the patterns used in seeking information or to explain how information could be sought systematically.

Information seeking behavior refers to the way people search for and utilize information. The literature of information seeking behaviour of faculty members available is greatly broad ranging. An attempt has been made to cover number of works that go beyond discussions of the information seeking behavior itself and its direct applications to closely related topics such as information seeking. This broad review also includes topics like information seeking of faculty.

Robinson's (2010) research suggests that when seeking information at work, people rely on both other people and information repositories (e.g., documents and databases), and spend similar amounts of time consulting each (7.8% and 6.4% of work time, respectively; 14.2% in total). However, of theoretical interest on the distribution of time among the constituent information seeking stages differs depending on the source. When consulting other people, people spend less time locating the information source and information within that source, similar time understanding the information, and more time problem solving and decision making than when consulting information repositories. Furthermore, the research found that people spend substantially more time receiving information passively (i.e., information that they have not been requested) than actively (i.e., information that they have been requested), and this pattern is reflected when they provide others with information.

Suriya, Sangeetha and Nambi (2004) carried out a research work on information seeking behaviour of Faculty Members from Government Arts Colleges in Cuddalore District. The purpose of their study was to investigate how faculty members seek information from the library. It mentions that most of the respondents 61 (38.12 percent) visited the library several times a week to meet their information needs. Regarding the type of search made by the respondents the majority of the respondents 91 (56.87 percent) made their search by subject.

Shokeen and Kushik (2002) studied about information seeking behaviour of social scientists working in the universities located in Haryana. They reported that most of the social scientists visit the library daily. The first preferred method of searching the required information by the social scientists involve searching through indexing and abstracting periodicals, and citations in articles respectively. The social scientists use current journals followed by books.

Challener (1999) investigated artists and art historians teaching in five liberal arts colleges and three universities. Results found that they need information for teaching. The participants almost all subscribe to art journals, and many read newspapers. They visit libraries frequently, usually more than one library, and unlike previous reports, majority are willing to ask the librarian for help. A large percentage of both art historians and artists are using computers for teaching. All 27 participants use slides extensively in the classroom, supplemented in most cases by textbooks.

Reneker (1992) investigated the information seeking activities of 31 members of the Stanford University academic community; examined over a two-week period during the 1990-91 academic year. She adopted the naturalistic approach and employed qualitative techniques for the data collection using mainly personal interviews. Informants' perception of their information environment is expressed in positive terms, and there is a close relationship between knowledge of the information environment and the sources used. Information seeking is embedded in the day-to-day activities and relationships of the participants and is triggered both by the articulation of need and availability of information. A large number of needs are satisfied by sources the informants created or organized themselves and by interpersonal information sources. The findings of the study indicated that the action of information seeking originated from a wide variety of needs like personal, professional, entertainment, etc.

### Theory of Mental Model

Every individual has a different psychology and belongs to a different social and cultural environment. This social and cultural environment plays a very important role in developing the psychological structure of any person. Mental model is basically the psychological approach of an individual to conduct research and thorough investigation.

There are people who do not care to dig in-depth and research to develop their personal analysis and opinions about ideas and events. Therefore, research shows that the mental model of an individual plays a very significant role in the information seeking behavior. According to Borgman (1986) however, the best way to understand the theory of mental model in Information Seeking Behaviour can be achieved with an extensive research regarding different behaviours.

Two things are very important in the theory of mental behavior model. The first is the mental approach and the psychological behavior that is shaped by the social and cultural environment of an individual or a specific society. While the other thing learned from this model is the relationship between the input of an individual's mental and physical energy and the output of information achieved from it which might be different from one culture to another. This further justifies the need for comparative study between nations.



The need for comparative studies between nations has been well established in literature (Wee & Schwarz, 2004). That the world has been conscripted to 'a global village' is as a result of knowledge sharing and its attending cultural imperialism. While expressing their views on knowledge sharing system in the travel industry, Laila et al submit that knowledge sharing of other people's experience help to reduce tourists' perceived risk because it is perceived to be more neutral and trust worthy.

Malaysia shares the same historical background with Nigeria; both being ex-colonies of Britain. Although Malaysia gained her independence in 1957 while Nigeria gained hers in 1960, the structural differences between the two countries go beyond the three years gap in their acquisition of self rule. To resolve this disparity in development, Annah (2000) suggests borrowing ideas from the developed nations to assist the developing or underdeveloped ones to achieve the elusive development.

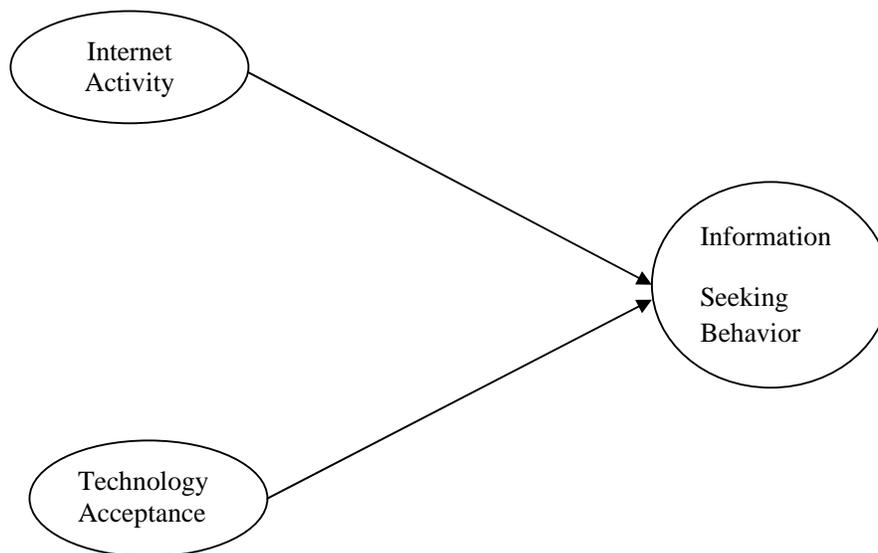
Malaysia, like Nigeria, is a multicultural country with three major ethnic groups: Malays, Chinese, and Indians in Malaysia, and Hausa, Ibo, and Yoruba in Nigeria (Bakar, Mohamad & Mustafa 2007, Ighodalo, 2005). Although the absence of commonness continuously fuel chaos (Gudykunst and Mody 2002), one must pay cognizance to 'the voices of others and aspects of ourselves that intersect and intertwine throughout our multifaceted existence' (Beck, 2005) to understand how the forces of divergence and convergence offer insight into planning and decision making that are premised on effective information dissemination. To this extent, while Bakar et al. report that the various ethnic groups in Malaysia ' cooperate harmoniously in their everyday living' (p.52), Ighodalo likens the Nigerian situation to strange bed fellows. Citing Kennedy, Bakar et al. say: 'Malaysian people place specific emphasis on collective well-being and display a strong humane orientation within a society that respects hierarchical differences and give priority to maintaining harmony' (p.53). To the contrary, Ighodalo justifies the lack of harmony in Nigeria thus: 'a state that has abdicated its responsibility to its people ...has no moral justification to demand the people's loyalty and support' (p.330). These similar, yet, distinct features of these two countries prompt this study to assess place of gender, age, and socio-economic status in the context of literature from the two countries and to establish an implication for the assessed places for effective information dissemination in the two countries.

Similar cross-nation studies between Malaysia and Nigeria exist in history. Soludo, a one time governor of the Central bank of Nigeria refers to the merger of banks in South Africa and Malaysia to justify the banking reforms in Nigeria (Abdulraheem, 2005). Also in the business environment, a trade exchange between the two countries was planned to gather business leaders to interface in the production sectors of both countries. Consequently, a comparative study of findings on information seeking behavior from the two countries will guide in suggesting ways to achieving effective dissemination of information within the two countries. Thereby, contributing to the literature on information dissemination on one hand, and identifying the factor that contribute to the activities is another important contributions.

#### Research Framework

The research framework proposed for this research is a in Figure 1. We predict the positive relationship between Internet Activity and Technology Acceptance with Information Seeking Behavior for both countries.

Figure 1: Proposed Model



#### Method

The study used a questionnaire-based survey design for data collection. This technique was preferred as it was less time consuming and affordable for a scattered population. Another reason for using a questionnaire was the convenience of contacting the participants.

According to Creswell (1994), a survey design provides a quantitative or numeric description of some fraction of the population. It allows the researcher to determine the values and relation of variables and constructs as well as providing responses that can be generalized to other members of the population studied and often to other similar population. Other strengths of the survey are replication and its objective ways of comparing responses over different groups, times and places. It permits theoretical propositions to be tested in an objective fashion (Newsted, Huff, & Munro, 1988).



**Sampling**

The population from which the sample was drawn consisted of all academics, belonging to College of Arts and Sciences, College of Business and College of Law and Government at the University Utara Malaysia. For University of Ilorin, samples were drawn from among academic members of staff in the Faculties of Agriculture, Communication and Information Sciences, and Education.

**Instrumentation**

According to Ipsos (2008), quantitative research is a study that aims to quantify attitudes or behavioural patterns, measure their underlying variables, compare responses and highlight correlation. It is also most appropriate to obtain exact information from respondents in time. It often involves questioning sample populations that are representative, so that results can be extrapolated to the entire population studied. Therefore, data for this study was obtained through questionnaires from selected sample.

Questionnaires reduce bias given that the researcher's opinion will not influence respondents to answer questions in a certain manner, since there are no verbal or visual clues to influence them. Besides, questionnaires are easy to analyze. Data entry and tabulation for nearly all surveys can be easily done with many computer software packages. Questionnaires are also less intrusive than telephone or face to face surveys. When the respondents receive the questionnaire, they are free to complete the questionnaire on their own time table.

Questionnaire was used for gathering data for the quantitative aspect of the study. Responses to the questions were in closed-ended forms for ease of analysis. However, provision was made for some brief expressions where necessary. The responses were presented in a five point Semantic Differential Scale format for uniformity. Before the self administered questionnaire was subjected to a pilot study to ensure proper interpretation of instructions and questions by the respondents (Baxter & Babbie, 2004). It is significant to note that the survey questions were prepared in English language being the official language in Nigeria and second language in Malaysia.

**Description of Instrument**

The questionnaire comprised two distinct parts. Part A consisted of 12 items seeking demographic information of the respondents. Each item was accompanied by multiple choice responses and/or open-ended response space to allow free responses where the alternatives provided do not adequately capture the respondent's view. Specifically, the items sought information on the respondent's personal data, computer possession, computer usage, and internet subscription. Part B was further sub-grouped into four each focusing on one variable be it independent and dependent.

The Internet activity in part B was measured by using instrument proposed by Reddick, Boucher dan Groseillers (2005). It consists of 31 items to measure facilities, information and entertainment dimensions. Information seeking behavior was measured by instrument developed by D'Ambra dan Wilson (2004); consisting of 12 items. Technology acceptance was measured by Moore and Benbasat's (1991) instrument with 34 items.

The validity of the instrument was examined in term of internal consistency (i.e. reliability). Internal consistency was examined using Cronbach's Alpha values. All the constructs exhibited high alpha values greater than 0.85, significantly higher than the threshold values of 0.80 (Nunnally & Bernstein 1994) as indicated in table 1. This shows that all the constructs exhibited a high internal consistency with their corresponding measurements indicators. Convergent and discriminant validities were examined by construct items' factor loadings. By using principal component analysis of Varimax with Kaiser normalization rotation, the factor loadings of each item and their corresponding components were found. The four constructs exhibited both convergent validity (high factor loadings among items of the same component) and discriminant validity (low factor loadings across components).

Table 1: Alpha Value

Variables	Alpha Value	
1. Internet Activity	.82	
2. Information seeking behavior	.85	
3. Technology Acceptance	.80	

**Research procedure**

Data were gathered by means of a questionnaire in April 2011 at two large universities located in Malaysia and Nigeria. Out of 250 questionnaires distributed in each of the universities, 185 and 106 were returned and use for statistical analysis for Malaysia and Nigeria respectively. Table 2 summarizes sample demographics. This investigated the characteristics of respondents along gender, age, marital status, computer possession, computer usage and internet subscription.

Table 2: Sample Demographics

	Malaysia		Nigeria	
	F	%	F	%
<b>Gender</b>				
i) Male	65	35.1	68	64.2
ii) Female	120	64.9	38	35.8
<b>Total</b>	185	100.00	106	100.00
<b>Marriage Status</b>				
i) Single	58	31.4	35	33.0
ii) Married	122	65.9	67	63.2
iii) Others	5	2.7	-	-
<b>Total</b>	185	100.00	102	96.02
<b>Age</b>				
i) Under 20 years	-	-	4	3.8
ii) 20-24 years	19	10.3	10	9.4
iii) 25-29 years	49	26.5	20	18.9
iv) 30-39 years	70	37.8	20	18.9



v) 40-55 years	36	19.5	48	45.3
vi) 55 years and above	11	5.9	2	1.9
Total	185	100.00	104	98.2
Computer Possession				
i) Yes	170	91.9	90	84.9
ii) No	15	8.1	16	15.1
Total	185	100.00	106	100.00
Computer Usage				
i) Yes	183	98.9	105	99.1
ii) No	2	1.1	1	0.9
Total	185	100.00	106	100.00
Internet Subscription				
i) Yes	140	75.7	87	82.1
ii) No	45	24.3	19	17.9
Total	185	100.00	106	100.00

Table 3 and table 4 show the inter-construct correlations off the diagonal of the matrix.

**Table 3 Inter Correlation between Variable (N=138) Malaysia**

Variable	Mean	S.D	ISB	TA
1. Internet Activity	3.04	.663	.18**	.39**
2. Information Seeking Behavior (ISB)	3.97	1.48		.20**
3. Technology Acceptance (TA)	4.14	.441		

\*\*p<.01, \*p<.05

**Table 4 Inter Correlation between Variable (N=106) Nigeria**

Variable	Mean	S.D	ISB	TA
1. Internet Activity	2.81	.515	.20**	.17**
2. Information Seeking Behavior	3.70	.641		.20**
3. Technology Acceptance	4.02	.389		

\*\*p<.01, \*p<.05

### Model testing results

The proposed model for this study was tested through Structural Equation Modeling (SEM). Bryne (2010) explains three cardinal strength of SEM over other forms of multivariate analysis like regression, ANOVA, etc. These are (i) its ability to simultaneously estimate two structures: the measurement model and the structural model in a single structure; (ii) ability to assess and estimate measurement errors in the explanatory variables which can lead to untold inaccuracies and lastly, (iii) the application of SEM incorporates both unobserved (latent) and observed variables as against other forms of multivariate analyses which are based on observed variables only. The relevance of SEM to the current study is underscored by the submission of Shook et al. (2004) which noted that the application of SEM becomes handy when 'strong theoretical underpinnings are critical to causality inferences' (p.398) in a nonexperimental research.

This section presents the assessment of hypothesised structural causal relationship between information seeking behavior, Internet activity and technology acceptance on Internet effect. The final measurement model with all its fit indices revealed that, each construct was aptly identified with minimum of three and maximum of six indicators (Bryne, 2010; Hair et al., 2010), meaning that none of the construct in the study is under identified.

For Malaysia, the overall model  $\chi^2$  is 226.160 with .134 degrees of freedom. The p-value of the result is 0.00; significant one at type 1 error rate of 0.05. In addition to determining the fit of the model by its  $\chi^2$  and degrees of freedom, other fit indices were also considered from absolute, incremental and parsimony fit indices. Instructively, scholars are yet to reach a consensus on acceptable values of fit indices. While Kline (1998) argue that values should not be less than 0.9, Alias (2008) is of the view that a model is considered good when its fit indices fall within the acceptable range in which ratio is less than 5, TLI is greater than .80, and CFI is greater than .80, while RMSEA should be less than .10 (Kelloway, 1998; Kline, 1998; Hair et al., 1998). In this regard, the proposed model in this study is established to fit the data collected from the two countries of study. Representing absolute fit indices are GFI= 0.846, RMSEA = 0.071, for incremental; CFI = 0.90, TLI = 0.88; while for parsimony AGFI = 0.80. All indicating good fit for the measurement model of the relationship between information seeking behavior, Internet activity and technology acceptance. The RMSEA provide a very good support for this model with value of 0.071. Equally, the normed  $\chi^2$  (x2/df) is 1.204, suggesting an acceptable fit for the model (Hair et al., 2010). All other fit indices exceed the cutoff point of greater than 0.80. Figure 1 presents the graphical representation of these theories.

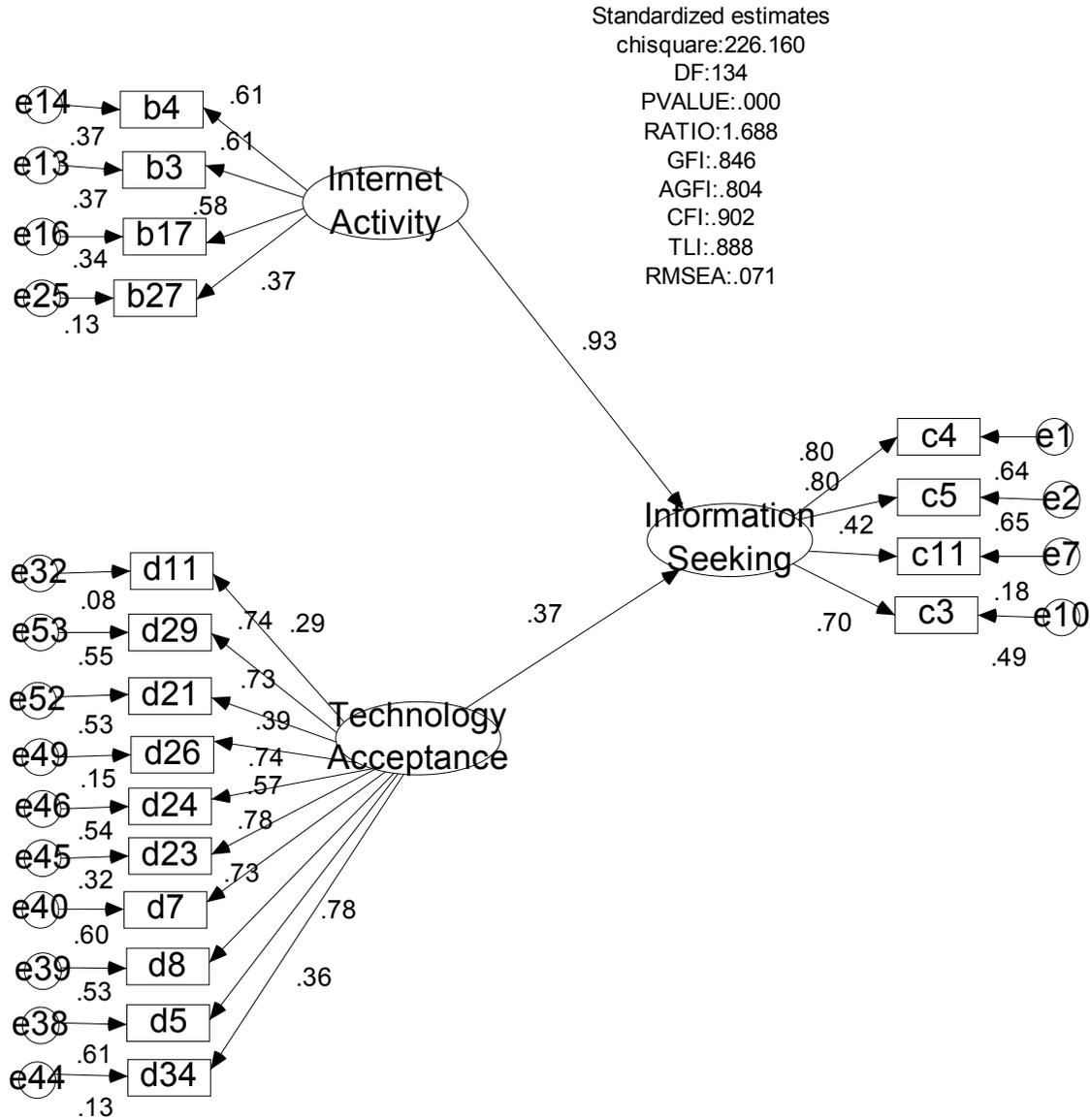


Figure 1: Structural equation modeling for Malaysia

For Nigeria, the overall model  $\chi^2$  is 172.388 with .117 degrees of freedom. The p-value of the result is 0.00; significant one at type 1 error rate of 0.05. In addition to determining the fit of the model by its  $\chi^2$  and degrees of freedom, other fit indices were also considered from absolute, incremental and parsimony fit indices. Representing absolute are GFI= 0.853, RMSEA = 0.67, for incremental; CFI = 0.85, TLI = 0.828; while for parsimony AGFI = 0.80. All indicating good fit for the measurement model of the relationship between information seeking behavior, Internet activity and technology acceptance on Internet effect. The RMSEA provide a very good support for this model with value of 0.067. Equally, the normed  $\chi^2$  ( $\chi^2/df$ ) is 1.204, suggesting an acceptable fit for the model (Hair et al., 2010). All other fit indices exceed the cutoff point of greater than 0.80. The graphical representation of these theories are presented in Figure 2.



Standardized estimates

chisquare: 172.388

DF: 117

PVALUE: .001

RATIO: 1.473

GFI: .853

AGFI: .807

CFI: .852

TLI: .828

RMSEA: .067

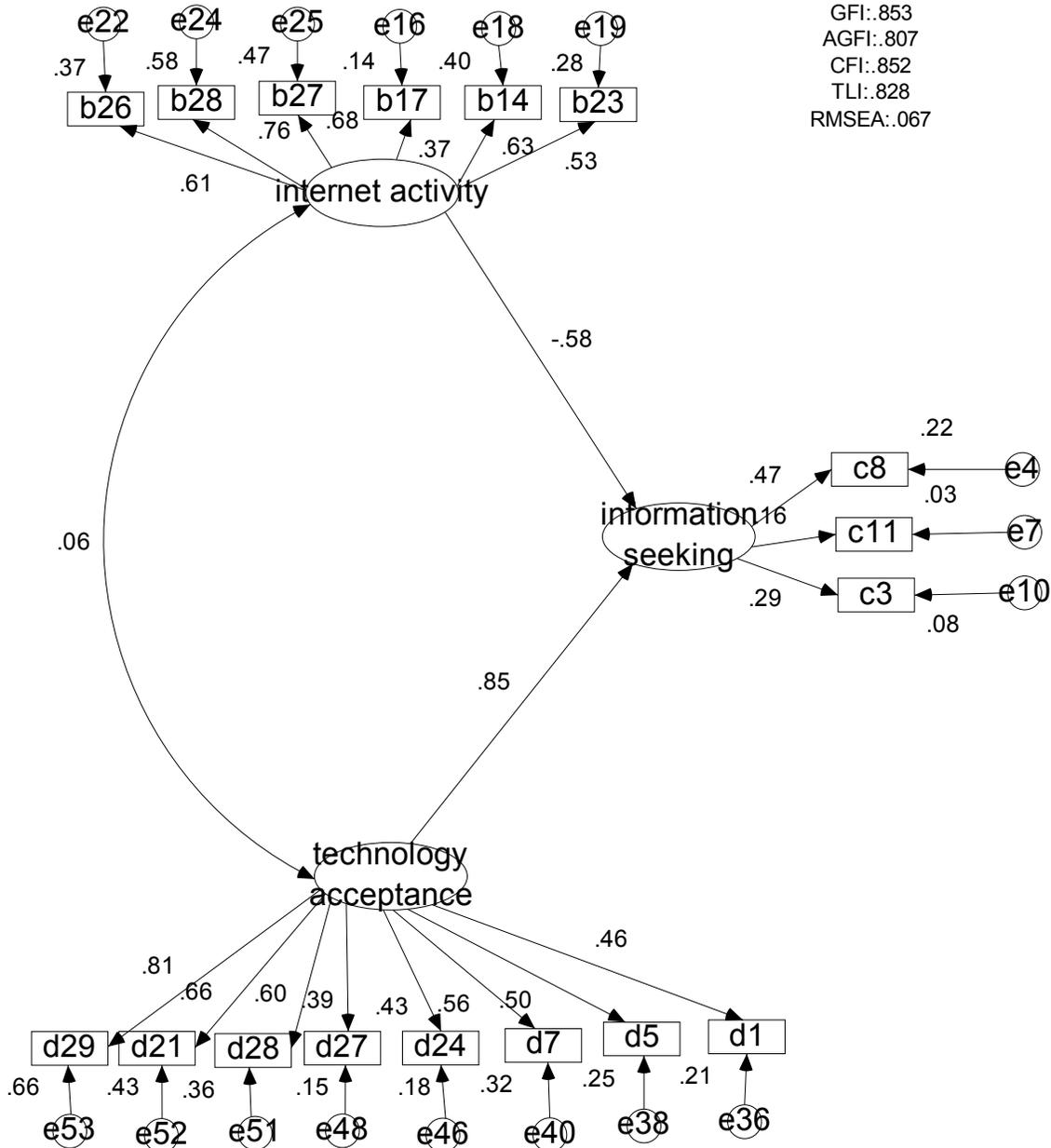


Figure 2: Structural equation modeling for Nigeria

**Discussion**

The research objective of this study were to explore the relationship between information seeking behavior, internet activity and technology acceptance with Internet Effect and to identify any difference between Malaysia and Nigeria. It was found that both independent variables were related to dependent variables for both categories of respondents. It was found for both groups of respondents that internet activity and technology acceptance are the key determinants of information seeking behaviour. This finding is comparable with prior studies in other organizational contexts. This can be explained by the fact that the volume or extent to which an individual engages actively in internet usage relates positively with his or her level of technology acceptance and consequently affects his/her information seeking behaviour.



Our result implies positive relationship between technology acceptance and internet activity and information seeking behavior between both respondent categories. The findings are consistent to explain both variables as key determinants for explaining information seeking behavior among academic at both universities.

This study has contributed to two research areas of information seeking. First it has enhanced understanding of factors that contributed to ISB by looking at the relationship between technology acceptance and Internet activity with ISB. Second, this study suggest that the theory of mental model can be used to explained the mental approach and the psychological behavior that is shaped by the social and cultural environment of an individual or a specific society.

There were some limitations in this study that should be taken into consideration before findings can be generalized. Firstly, faculties were the subjects in this study. Implying that, only members of the academics constitute the focus of this study whereas, internet usage is not restricted to the academics alone. Yet, they serve as a good proxy and can help us project and understand the opinion of professionals whose central responsibility lies in research and indepth information seeking. Future research could be designed to collect data from both academic and non-academic members of university communities for comparison. It would also be more fruitful for future research to consider collecting data from different institutional settings like secondary and tertiary institutions to compare the differences of empirical findings.

Although much has been learned about information seeking behavior of Malaysian and Nigerian, there is still a need for more studies to verify the results reported here. These studies should consider the triangulation of research methods for data collection, particularly interviews (both face-to-face and telephone and/or computer mediated).

### Conclusion

This study attempted to explore the corroboration between internet activity, technology acceptance and information seeking behaviour of faculty members from two different countries. The findings indicate a positive relationship between the three variables under study in the two countries. The findings, the discussion and the implications of this study were definitely important to the study and implementation of computer technology most especially among faculty members of Universities.

Nonetheless, a more authentic result could be achieved by comparing previous information seeking behaviors and contemporary behaviors. In this study, we can understand the ratio of input and output. (Callan, Croft & Harding, 1992), this means the amount of effort and energy used while seeking information vs the amount of information earned. It shows the behavior of an individual about his mental capacity and potential to earn accordingly. So input means the energy and resources utilized for the collection and management of information.

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