An Investigation into the Information Behaviour of Veterinary Practitioners in South Africa

By

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The Study

• Purpose and scope

• Methodology
Literature overview

• The Veterinary Profession

• Continued Professional Development (CPD)

“... a subset of lifelong learning, which is the formal and informal process of turning academic learning into professional skills and knowledge.”

Cropley in Short et al (2007: 689)
Literature overview (continue)

- Information behaviour
  - information seeking
  - information searching
  - supplying, using and sharing of information

- Previous studies

- The Internet
Results

1. The Information user

**Sex of respondents**

- Male
- Female

**Age of respondents**

- 26 - 35: 10%
- 36 - 50: 30%
- 51 - 60: 20%
- Older than 61: 50%

**Qualification**

- BVSc Degree: 50%
- Honours: 15%
- Masters: 10%
- Other (diploma in senior management): 5%
2. Information needs

Reasons why veterinarians need information:

- Keeping up-to-date (CPD)
- Emergency problem solving
- Self development
- Papers / presentations to deliver at conferences
- To buy new products, equipment or technology
- Work related projects (e.g. committees)
- Studies
- For professional groups (e.g. associations)
Results

2. Information needs (continue)

Other interesting findings:

- 40% - feel overloaded with information
- 65% - do not need assistance to find information
- 60% - willing to pay for the correct information
- 80% - are aware of new developments
- All – need information
- 50% - are aware of Web 2.0 technologies
Results

3. Information seeking behaviour

Information sources used by veterinary practitioners
Results

3. Information seeking behaviour (continue)

Information sources consulted in case of emergency
Results

3. Information seeking behaviour (continue)
Results

3. Information seeking behaviour (continue)

Information tools / websites on the Internet:

– Databases (PubMed)
– International Veterinary Information Service (IVIS)
– Food and Agriculture Organisation (FAO) and the World Animal Health Organisation (OIE)
Results

4. Information use, sharing and transfer

- 75% save retrieved information in personal file
- 50% share / communicate retrieved information with other people / colleagues
- 71% agreed that social networks are important
- 95% agreed that the Internet can be used as a tool to facilitate CPD
5. General

- CPD is essential
- Limitations such as time; distance from centers where CPD activities are held; problems with administration and registration and cost implications
- More CPD activities can be web based.
Recommendations

• Development of products and services
• Training
• Assist in information support for CPD courses
• Promotion of alert services
Limitations of the study

• Questionnaire was only sent out by e-mail
Value of the study
Conclusion
Thank You
References


