

INFORMATION CULTURE AND INFORMATION USE OF MEDIA SPECIALISTS

JutatipChanlun

Ph.D. Candidate, Department, of Information Science, Sukhothai Thammathirat Open University(STOU)and a lecturer at Faculty of Arts, Silpakorn University, Thailand.

Email: jchanlun@gmail.com

Abstract

This article describe about information culture and information use that is related theory. Information culture is behavior of people in organizations act to information in organization. These are based on the beliefs, norm, value, attitudes and understanding that everyone in the organization understands together. To be able to use information to work more efficiently. Information as one of the basic components of information system and management is especially important in the organization. Therefore, information culture concerns with how members perceive or describe information work within the organization by describing information environment, information gathering, information systems and information used by its members. Information culture is vital to the modern enterprise that focuses on information in the workplace. Information contained in every work process and in every organizations. In media organization is a group of media specialists associated with the information that are information seeking, information use and information dissemination. Information use is in that part of the information culture that occurs in the information flow and processes. Information use is relevant to the organization and the individual. Therefore, the study of information culture and information use in media specialist is important in order to understand the concept, process that related information culture and applied to the development of information culture in media organization.

Keywords: Information culture, Information use, Media specialists

Information Culture and Information use of media specialists

Introduction

Information culture has been studied from two main perspectives: societal (including national) and organizational in this article focus on organizational information culture. Ideas about cultural influences on the ways in which information is managed, accessed and used in organizations have been discussed and explored since the 1980s. Understanding and interpretation, though, vary greatly. The first mention of information culture specifically is generally credited to Mariam Ginman, who used the phrase to characterize a particular organizational type, namely one with a management style responsive to information from the external environment and open to change and innovation (Ginman, 1993). Information culture has been specifically linked to recognition of the critical nature of information in organizations, so defined as a setting conducive to effective information management. (Oliver & Foscarini, 2014) Ideas about cultural influences on information-related practices in organizations have been discussed and explored since the 1980s. Interpretations of information culture are at least as varied as those of organizational culture. Some authors look at it as 'culture of information' and suggest that organizations that have an information culture are more likely to achieve success in their business performance. No organization without an information culture, whether the latter is perceived as being effective or not. (Foscarini and Gillian, 2013)

The concept of culture

Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. (Tyler, 1870, cited by Avruch, 1998, p.6)

Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action. (Kroeber & Kluckhohn 1952, cited by Adler, 1997, p.14)

Culture consists of the derivatives of experience, more or less organized, learned or created by the individuals of a population, including those images or encodings and their interpretations (meanings) transmitted from past generations, from contemporaries, or formed by individuals themselves. (T. Schwartz, 1992, cited by Avruch, 1998, p.17)

Culture is the collective programming of the mind which distinguishes the members of one group or category of people from another. (Hofstede 1994: 5)

From the concept of culture above conclusion, culture is the common perception in the society about knowledge, beliefs, norms, values, expressed in the form of symbols and behaviors are acceptable. Culture can be transmitted from one generation to another generation in society.

Organizational culture

"Organizational culture" are almost as numerous as those of "culture" a 1998 study identified 54 different definitions within the academic literature between 1960 and 1993. One helpful, though general, definition offered by Edgar Schein (1984) of MIT's Sloan School of Management is that organizational culture is: a pattern of shared basic assumptions that the group learned as it solved its problems of external adaptation and internal integration, that has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think, and feel in relation to those problems. Delving deeper, three common attributes seem to arise across the varying perspectives within sociology, psychology, anthropology, and

management science. One is that the concept of shared meaning is critical; Secondly, is the notion that organizational culture is constructed socially and is affected by environment and history. The third common feature among the many definitions is that organizational culture has many symbolic and cognitive layers, culture is thick and resides at all levels.

Another definition from Barney (1986, p. 657) organizational culture typically is defined as “a complex set of values, beliefs, assumptions, and symbols”

Pillania (2006) indicated that organizational culture is one of the major reasons behind the failures of knowledge management initiatives and it is crucial for successful knowledge management.

Alvesson (1991) suggests that organizational cultures work in a way similar to individual constructions of reality. Important aspects of organizations are the definitions of reality, the attitudes, values and interpretations that are common to a group. These common values are central to the structures that contribute to a relative stability in organizations.

Colquitt et al.(2009) It is the shared social knowledge within an organization regarding the rules, norms, and values that form the attitude and behaviors of its employees.

From the concept of organizational culture above conclusion, organizational culture is the common perception of the organization about ideas, beliefs, values, norms, practices in the workplace including learning together in organization. These can be transferred to the new members of the organization.

Information culture

The term "information culture" is not new, though it has not been very widely used to date. Where it has been used, its conceptualization tends to be some fusion of informational models (for example from library/information science (e.g. Ramirez, 2003; Oliver, 2004) or from information/knowledge management (e.g. Widén-Wulff, 2000; Curry & Moore, 2003) and cultural models (for example from literature on organizational culture (e.g. Curry & Moore, 2003; Martin et al., 2003) or from national-level/Hofstede work (e.g. Oliver, 2004). The current paper drew particularly from this past literature the importance of incorporating into information culture notions of information literacy (e.g. Ramirez, 2003) and of informational norms/values (e.g. Curry & Moore, 2003). In 1998 Höglund conducted a case study of information behavior in a pharmaceutical company. He argued that even though literature on organizational culture was growing, there was little use of the concept “information culture.” He defined information as part of corporate culture and concluded that a corporate culture that emphasized information issues was related to positive company performance. The connection between information culture and positive performance had been made earlier in empirical study carried out in collaboration with the British Library Research and Development Department in 1995. This study set out to determine whether there was a correlation between information culture and business success (Grimshaw, 1995). This study confirmed that human information activities gave organizations a competitive edge. The quality and value of information, its sources, management and communication were critical to the success of an organization. Information culture is an important component of an organization. Every organization, no matter how large or small it is, regardless of type and function, wherever in the world it is situated, has an information culture (Oliver, 2011, p.9). Information culture is a part of the whole organizational culture and is inextricably intertwined with it. It is only by understanding the organization that progress can be made with information management activities (Oliver, 2011, p.10).

Definition of information culture

Besides, the description of information culture are:

Widen-Wulff (2000) Information culture is about information systems, common knowledge, and individual information systems in form of attitudes and information ethics.

Curry and Moore (2003) Information Culture is a culture in which the value and utility of information in achieving operational and strategic success is recognized, where ICT is readily exploited as an enabler for effective information systems.

Martin et al. (2003) Information Culture is a system of shared meanings and knowledge that are enacted through people, processes and technology.

Zheng(2005) Information Culture incorporates is the general capability, views, norms and rules of behaviour, with regard to accessing, understanding and using information identified the capability of accessing, interpreting and using information to form valid opinions based on the results as part of Information Culture.

Travica (2005) Information Culture is terms of stable beliefs and behaviors. Beliefs are defined as “values, norms and attitudes” and behavior as “work practices and communication” that refer to organizational information and ICT.

Choo et al. (2008)Information culture is defined by as the organization’s values, norms and practices towards the management and use of information.

From above conclusion, information culture is behavior of people in organizations act to information in organization in areas of information management, information access, information use, information sharing and information assessment. These are based on the beliefs, norm, value, attitudes and understanding that everyone in the organization understands together. To be able to use information to work more efficiently.

Types of Information Culture

Marchand(1996, cited in Douglas, 2010, pp.48-49) identified four types of information culture:

1. Functional culture: managers use information as a means of exercising influence or power over others.
2. Sharing culture: managers and employers trust each other to use information to improve their performance.
3. Inquiring culture: managers and employees search for information to better understand the future and ways of changing what they do to align themselves with future trends/directions.
4. Discovery culture: managers and employees are open to new insights about crisis and radical changes and seek ways to create competitive discontinuities.

Davenport (1997, p.84, cited in Douglas, 2010) distinguishes the following types of information culture:

1. Open or closed.
2. Factually oriented or rumour and intuition-based.
3. Internally or externally focused.
4. Controlling or empowering.
5. Having preferences for information channels or media.

Choo, Chun Wei (2013) develops a typology of information cultures;

1. Result oriented culture, the goal of information management is to enable the organization to compete and succeed in its market or sector.
2. In a Rule-following culture, information is managed to control internal operations, and to reinforce rules and policies.
3. In a Relationship-based culture, information is managed to encourage communication, participation, and a sense of identity.
4. In a Risk-taking culture, information is managed to encourage innovation, creativity, and the exploration of new ideas.

To sum up types of information culture from Marchand (1996, cited in Douglas, 2010, pp.48-49); Davenport (1997, p.84, cited in Douglas, 2010) and Choo, Chun Wei (2013).

1. Functional culture, used information on the work and focused on the rules to complete the goal, control by organization.

2. Share culture, share information in work or have relationship with another in organization including exposure information from external.
3. Result or factually oriented, used the information as a guide to lead the competition or advantage.
4. Discovery culture, focused on acquiring new information for create new innovation or means to create new ideas for organization through various channels.

Component of information culture

Hindle (1997, p.185, cited in Douglas, 2010) suggest that six elements are comprising an information culture:

1. Information flows that are horizontal and vertical.
2. Individuals have access to the information they need to do their job.
3. Decisions are based on informed judgment.
4. Everyone sees information management as part of their role.
5. Sharing information in order to build effective working relationships.
6. IT is seen as a tool to enable the achievement of business outcomes.

Curry and Moore (2003, cited in Douglas, 2010) identify six elements important for the evaluation of information culture:

1. Communication flows.
2. Cross-organization partnerships.
3. Internal environment.
4. Information management.
5. Processes and procedures.
6. Leadership.

Choo et al. (2008) information culture consists of the following components:

1. communication flows.
2. cross-organizational partnerships.
3. internal environment (cooperativeness, openness, and trust).
4. information systems management.
5. information management.
6. processes and procedures.

To sum up component of information culture from Hindle (1997, p.185, cited in Douglas, 2010); Curry and Moore (2003, cited in Douglas, 2010) and Choo et al. (2008).

1. Information flows or Communication flows.
2. Individuals have access to the information they need to do their job.
3. Decisions are based on informed judgment.
4. information management as part of their role or Internal environment.
5. Sharing information.
6. Cross-organization partnerships.
7. Processes and procedures.
8. IT is seen as a tool.
9. Leadership.

According from above about culture, organizational culture and information culture this is make relation of organizational culture and information culture. Information culture is part of organizational culture. All organizations, whether large or small, have information culture.(Oliver, 2011, p.10)that a highly developed information culture correlates positively with successful business performance and is closely connected with activities, attitudes, and business cultures initiating successful results.(Ginmen, 1987).For information use is part of information culture and one of information component, individuals have access to the information they need to do their

job.(Hindle,1997) Organizational work process needs and used information for work, in the same way for media organizations need and used information for media product to disseminate for public through radio, television, newspapers and others. Therefore, the study of information use of media specialists is related and important to organizational information culture because, information use in media organizational is the core duty of media to disseminate information to public. This article to describe relation between information seeking and information use in media specialists it is part of organizational information culture.

Information use

Information use is one of three core elements of information behavior, along with information needs and information seeking (Wilson, 1999).Information needs and information seeking have been well studied and characterized (e.g.,Dervin,1983; Ellis,1993; Marchionini,1995). Information use, however, has received less attention in the research literature. It is often linked to information need, in that information is needed so that it can be used information use. Because use is the final step in an information seeking process.

For Taylor (1991, p. 230) proposed a taxonomy of eight classes of information uses, generated from the information need(s) perceived by users:

- 1.Enlightenment: context information.
- 2.Problem Understanding: better comprehension of a specific problem.
- 3.Instrumental: what to do and how to do something.
- 4.Factual: precise data.
- 5.Confirmational: verify a piece of information.
- 6.Projective: future oriented.
- 7.Motivational: relates to personal involvement.
- 8.Personal or Political: relationships, statue, reputation, personal fulfillment.

These classes of information use were developed from expressions of perceived needs, rather than of observation, report or discussion of actual information use. As such they represent the objectives of the information seeking episode (e.g., precise data) rather than a set of uses of that information. Saracevic and Kantor (1997, pp.533-4) described a three-step model of information use, with the following components:

- 1.Acquisition: getting information or objects potentially conveying information, as related to some intentions.
- 2.Cognition: absorbing, understanding, integrating the information.
- 3.Application: use of this newly understood and cognitively processed information.

This model clearly links the seeking and acquisition of information to its use; however, the discussion of use remains at a broad, conceptual level. Information use is the factor that drives all other information behaviors, since it represents the ultimate purpose for which information is needed and sought.

For the relation of information culture and information use that has been studied as below:

The study about information culture and information use by Choo, Chun Wei.et al (2006) study of a large Canadian law firm with a distinctive information culture that is vigorously implementing an information management strategy. Findings suggest that, at least for this organization, information culture trumps information management in its impact on information use outcomes. Employees did perceive a high level of information management activity in the firm, although information management played a smaller, perhaps indirect role in explaining information use outcomes. What might organizations do to improve information use? This study suggests that organizations might do well to recognize that, in the hustle and bustle to implement strategies and systems, information values and information culture will always have a defining influence on how people share and use information.

For the study about information use from Choo, Chun Wei et al. (2008) studied research explores the link between information culture and information use in three organizations. conclude that it is possible to identify behaviors and values that describe an organization's information culture, and that the sets of identified behaviors and values can account for significant proportions of the variance in information use outcomes.

Pierrette Bergeron, et.al.(2007) This studied examines how a knowledge-intensive organization mobilizes and leverages its knowledge and information capabilities. The results indicate that in terms of information use, culture, and management, the respondents believe that they can use information effectively to solve work problems, that their work benefits the organization, and that information sharing is critical to their being able to do their job.

From the above study, it was found that the information culture that affect to information use in organization that make the work process successful.

Information use in media specialists

Information use of media specialists is one of information behavior process that related with their main work. Their work process are related to information, from the studies of Attfield&Dowell(2002)describes work activity in the context of a series of behavior shaping constraints and cognitive and external resources. Describes the journalist's information seeking as motivated by originality checking (of the angle), developing a personal understanding, discovering/confirming potential content and also describes information gathering and managing multiple information spaces. Then from the process of information seeking they will use information to their work in news reporting or write news column. From literature reviews about information seeking and information use in media specialists show below:

1.Research interest in topic of information use for media work process Kamollimsakul (2003); Sukparee(2011); Attfield& Dowell (2002) and Ansari &Zuberi (2010;2011) for information behavior Chinn(2001); Singh & Sharma (2013) and Anwar &Asghar (2009) studied about information seeking behavior of journalists in Pakistan and Ansari &Zuberi (2010 ; 2011) studied information used of media specialists and information needs of media specialists in Pakistan.

2.Information need information needs caused by the work and the context of work responsibilities. Information seeking by interest in basic and mandatory in media work. The information seeking that would first start from an understanding of the needs, then looking for sources of information that can be searching, searching and confirm understanding of the content. It then gathers information and management of information from a variety of different sources. (Attfield& Dowell, 2002) Also information seeking depend on different type of program. Information seeking behavior and interest in the media specialists. Including access to sources of community radio. Community radio is a pre-determined point then seek information from various sources. (Sukparee, 2011).

3.Information sources, for information sources have difference and diversity journalists used 5 information sources for television news product 1) Local news 2)Foreign news 3) Satellite station 4) Internet 5)Special sources. Information from internet use for 5 purpose 1) used contents and images for broadcast 2) to fine news topic 3) to find informed sources and address for interview 4) to news writing or related and 5) used to access news (Kamollimsakul,2003). Information seeking from others sources are internet, newspapers, radio, television, magazine, brochure, document, text and personal is believable sources. For information source is easy to access is internet, easily and quickly find the information. For special topic source is personal (Sukparee, 2011). Library is the most source of used and the popular service are reference and news clipping service, for information sources to know themself and know from reading the reviews, internet is the expanding source to find information(Ansari &Zuberi, 2010) according to Singh& Sharma (2013) information is usually used are journal, current magazine, current news papers, news clipping, dictionary and biography book. The really need information are fact, opinion, technical

information, information need are manual script and report, need to selective information more than summarize and need information that necessary for daily work include information in printed that believable example report, encyclopedia, journal and annual report, information from formal source are internet, daily news, library and individual information, for information from informal source are talking, external source, expert person or friends that personal source is usually source to use including personal information, daily news and news from news agency that important for news writing, article, general information and column (Ansari &Nisar, 2009 ; 2011). Technology for information seeking, journalists used new technology to access information including used in other work because, technology is necessary and useful to make their work efficiency and believable in news reporting (Chinn, 2001).

4. Factor effect to information used, factor effect to information used from news agency and internet for television news product have 2 factors 1) internal factors are organization policy and news department policy, journalist background and technology 2) external factors are informed source, technology, news issue and competitor television (Kamollimsakul,2003). For factors effect to selective information is individual information need but, primarily for the benefit of the audience, also factor from current issue, problem and knowledge of audience in community (Sukparee, 2011). Information technology factor and information explosion in internet, expanding of communication technology example mobile phone and PDA make to searching information for work increases. (Chinn, 2001). People work in difference organization have use difference information sources and difference group of journalists have use difference information sources for their work (Ansari &Zuberi , 2011; Singh & Sharma, 2013).

5. Problem in information seeking and information use, overall for problem there was no time to search, unavailability of information sources including limit to access and less skill for searching, for a little have problem in time to information seeking because, have routine work to respond (Sukparee, 2011). Difference communicate, decimate of information from difference source, difference of time, unavailability of library including unavailability of information make problem in service (Singh & Sharma,2013). For internet and internal electronic source, organization report have limit to access and use including problem in information retrieval skills everyone is aware that it is important and necessary it is should have training in this topic (Anwar &Asghar, 2009).

Conclusions

Information culture is part of organizational culture, modern organization focus on information use in work process. In media organization is organization that has played an important role in the dissemination of information their work or activities that related with information is part of organization information culture including information seeking and information use in their work. The work of media specialists is relate with information from various sources including information seeking to make goal success and can disseminate information to public.

Information use of media specialists related to information culture in media organization because, information seeking and information use are component of information culture. The important things of information culture are information retrieval, information gathering and information use for organization work. Media specialists work process focus on disseminate information to public if information process is smoothly work process will be success, that human information activities gave organizations a competitive edge. The quality and value of information, its sources, management and communication were critical to the success of an organization. (Grimshaw, 1995).

Thus, the study of information culture that relation to information use in media organization is important. The result from this study is used to guide the development of information culture in media organization.

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