

Research Incentive Fund Report

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The research project focuses on the information behaviors of a random sample of adults in Bartholomew County, Indiana. Specifically, my collaborators and I are investigating information source selection across information need scenarios, demographic characteristics, and personality characteristics. This research is unique in that most information behavior research is based on convenience samples, such as college students who complete studies as part of a course requirement. Because we wanted to get a more representative sample, we decided to use a random sample method instead. We also wanted to reach people who might not be regular users of the internet, therefore we decided to mail paper surveys to respondents. This research would not have been possible without the support of the InULA Research Incentive Fund, which subsidized mailing supplies and postage. We will finish collecting data by the end of 2012 and we will analyze the data in preparation for presentation and publication in early 2013.