

Course Outline of Record



LIS 074 - Information Seeking Behavior

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|--|---------------------------------|------------------------------|------------|
| Department: | A - LIBRARY | Effective Date: | 08/01/2026 |
| Originator: | Jane McKenna | Approval Dates: | |
| State Control #: | CCC000617456 | State: | 02/02/2026 |
| TOP Code: | 1699.00 - Other Library Science | Board of Trustees: | 01/13/2026 |
| C-ID: | | Curriculum Committee: | 11/18/2025 |
| Meets GE/Transfer requirements (specify): | | | |
| Meets area E. | | | |

LIS 074 - Information Seeking Behavior **3.000 Units**

Course Description: Introduction to information-seeking theories, methods, and user behaviors; examination of social-scientific principles, research methodologies, value systems, and ethics used to study how individuals and groups seek, interpret, and use information; analysis of information behavior as a cultural and social phenomenon shaped by psychological, economic, and technological systems; exploration of issues such as power, bias, inequities in access, privacy, data ethics, AI, censorship, and intellectual property.

| Type | Units/Hours | In-Class Hours | Out-of-Class Hours | Total Student Learning Hours |
|---------|-------------|----------------|--------------------|------------------------------|
| Lecture | 3.000 | 52.500 | 105.000 | 157.500 |
| Lab | | | 0.000 | |
| Total | 3.000 Units | 52.500 | 105.000 | 157.500 |

Grading Policy: Both Letter Grade or Pass/No Pass

Requisites:**Student Performance Objectives (Exit Skills):**

1. Evaluate competing research findings using evidence-based reasoning grounded in behavioral-science methodology.
2. Interpret information-seeking patterns in light of systemic inequities, power structures, and social identity factors.
3. Analyze value systems and ethical considerations (e.g., bias, privacy, censorship, and intellectual property) within social-scientific inquiry related to information use.
4. Apply principles of research design to investigate how individuals and communities seek, evaluate, and use information.
5. Explain how social-scientific theories and research methods are used to study information behavior across different populations and contexts.

Course Content:

Lecture Content:

A. Information and Society (30%)

1. Historical, cultural, political, and economic forces shaping information behavior.
2. Social-scientific frameworks (e.g., sociology, psychology, anthropology, communication studies) used to analyze information creation, dissemination, and consumption.
3. Analysis of institutional influences such as media ownership, research funding, and algorithmic design.
4. Ethical and legal frameworks in social research: privacy, data ethics, artificial intelligence, intellectual freedom, and censorship.

B. Research Methods in the Social and Behavioral Sciences (35%)

1. Application of quantitative and qualitative methods to the study of information-seeking.
2. Design of research questions and hypotheses related to user behavior.
3. Data collection and analysis in human-subject research.
4. Social-scientific approaches to evaluating information systems and user studies.
5. Role of researcher bias, reflexivity, and ethics in interpreting data.

C. Cultural Bias and Information Behavior (35%)

1. Cross-cultural studies of information needs and access.
2. Psychological and sociological perspectives on motivation, perception, and trust in information.
3. Influence of social identity (e.g., race, gender, class) on information credibility and engagement.
4. Comparative analysis of research from diverse cultural contexts to highlight methodological pluralism and ethical responsibility.

Lab Content:

N/A

Texts, Readings, and Materials:

*Date is required: Transfer institutions require current publication date(s) within 5 years of outline addition/update.

- Markey, Karen. *Online Searching: A Guide to Finding Quality Information Efficiently and Effectively*. 3rd edition Rowman & Littlefield Publishers , 2023.
- Case, Donald O.. *Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior*. 5th edition Emerald Group Publishing Limited, 2024.
- Bhattacharjee, A.. *Social Science Research: Principles, Methods and Practices*. 2023 edition Global Text Project, 2023.

Methods of Instruction:

- Distance Education
- Activity
- Lecture
- Discussion
- Projects
- Multimedia Content
- Threaded Discussions
- Critique
- Observation and Demonstration
- Individualized Instruction
- **Other Methods:** 1. Observations and demonstration of various types of media and articles. 2. Instructor led lectures to introduce the strategies and principles behind scientific inquiry and research methods. 3. Group and individual activities to illustrate research design and techniques. 4. Student led discussions on topics around ethical issues related to research. 5. Student critiques of other students' research.

Assignments:

1. Group and individual activities to illustrate research design principles and research techniques. 2. Student discussions on topics around ethical issues related to research. 3. Student critiques of other students' research findings. 4. Writing projects that include analyzing reports and identifying cultural and gender bias within the research process. 5. Quizzes on readings 6. Essays that

demonstrate knowledge of social and behavioral sciences research design, methods and standards of practice. 7. Research reports include literature review, reasoned conclusions, critical thinking, synthesizing key pieces of information and comparing this information to their own research questions.

Student Assessment (Grades are based on):

- ESSAY (Includes "blue book" exams and any written assignment of sufficient length and complexity to require students to select and organize ideas, to explain and support the ideas, and to demonstrate critical thinking skills.)
- SKILL DEMONSTRATION
- MULTIPLE CHOICE
- NON-COMPUTATIONAL PROBLEM SOLVING (Critical thinking should be demonstrated by solving unfamiliar problems via various strategies.)
- OTHER (Describe)
- **Other:** 1. Group and individual activities to illustrate research design principles and research techniques. 2. Student discussions on topics around ethical issues related to research. 3. Student critiques of other students' research findings. 4. Writing projects that include analyzing reports and identifying cultural and gender bias within the research process. 5. Quizzes on readings 6. Essays that demonstrate knowledge of social and behavioral sciences research design, methods and standards of practice. 7. Research reports include literature review, reasoned conclusions, critical thinking, synthesizing key pieces of information and comparing this information to their own research questions.

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| CB 004: | D - Credit - Degree Applicable | CB 005: | A - Transferable to both UC and CSU. |
| CB 008: | N - Not Basic Skills | CB 009: | E - Non-Occupational |
| CB 010: | N - Is not part of a cooperative work experience education program. | CB 011: | Y - Credit Course |
| CB 013: | N - Course is not a special class. | CB 021: | Y - Not applicable |
| CB 022: | Y - Not Applicable, Credit course | CB 023: | Y - Not Applicable (funding not used to develop course) |
| CB 024: | 1 - Program Applicable | CB 025: | Y - Not Applicable |
| CB 026: | N - Course is not a support course | CB 027: | |