

Environmental Information Seeking Behaviour among Lecturers in Delta State University, Abraka

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ABSTRACT

Environmental information is very fundamental for our healthy well being. People seek environmental information for various reasons. The study examines environmental information seeking behaviour among lecturers in the Delta State University, Abraka. The study was anchored on Wilson's theory of information seeking behaviour, which explains how and why people seek information in order to satisfy their needs. The main objective of the study was to determine the level of interest in environmental information seeking behaviour among lecturers. To determine this, the survey research method was adopted using questionnaire as instrument for data collection. The study was scoped to the faculty of the social sciences in the Delta State University, Abraka. The faculty has seven departments, and each was administered with a questionnaire based on the numbers of academic staff. A total of eighty-four questionnaires was administered. The data analysed in percentage showed that academic staff level of environmental information seeking was poor despite the different sources of environmental information. Level of interest determines level of behaviour towards environmental information seeking. The level of environmental information seeking depends on the importance of the information. Health information is mostly sought for by academic staff. However, consistent seeking of environmental information will increase level of interest and behaviour towards environmental information.

Keywords: Behaviour, Environment; Environmental Information; Level of interest; Seeking

Introduction

Everyday millions of people seek information for numerous reasons. Information makes us where we are today. We have different habits of information seeking. Information seeking behaviour had been described by Wilson (2000) as the totality of human behaviour in relation to sources and channels of information, including both active and passive information-seeking, and information use, Wilson described information seeking behaviour as purposive seeking of information as a consequence of a need to satisfy some goal. Our goal here in this study is environmental seeking behaviour towards a sustainable environmental development and management

There exist studies on environmental information seeking in different fields. For instance, Choo (2001) did a work on environmental information seeking and organizational learning. His study showed that environmental information seeking help to be proactive in shaping organisation's environment. His study was concerned about organizational environment. Gordon, Meinde, White and Szgeti (2018) had a work on information seeking behaviours of academic chemists in Canadian. The results of their study showed that chemists could do better in keeping up to date with new and emerging information and technologies. However, chemists are not sure which information seeking behaviours, resources, or strategies work best. Their work on information seeking behaviour focused on academic chemists but not on information seeking behaviour for environmental management.

A study had investigated the information-seeking behaviour of students of Ajayi Crowther University, a private university in South Western Nigeria Fasola and Olabode (2013). In the study, it was discovered that majority of the students (66%) sought information for academic purposes and the library (62.8%) was their preferred place of searching and using available information resources. There is also a study on the perception and information seeking behaviour of rural households towards health promoting practices in Kaduna State, Nigeria (Ezeh, & Ezeh, 2017). Result obtained from the study showed a very poor perception of health promoting practices among the respondents. However, the study was rather on health promotion.

Much related to environmental management information seeking, Borgstede and Andersson (2010) examined environmental information factors for information behaviour. The study found that lack of information alone was not a significant antecedent to the intention to seek information. Personal norms were found to moderate the effect of perceived lack of information on the intention to seek information. Similarly, Pwadura, Plockey, and Yebowaa (2018) examined information seeking behaviour of undergraduate students in Ghana, and found that information seeking could be passive, active or purposeful and independent of time. Their study did

not dwell on environmental management. Awareness and accessibility of environmental information is a requisite for environmental attitude, behaviour and management. Babalola; Babalola and Okhale (2010) in their study showed that environmental awareness is a pre-condition for pro-environmental behaviour and sustainable environmental management. The study dwelt on environmental information but did not include information seeking behaviour of the respondents.

A comparative study on access to environmental information in the United States and the United Kingdom was conducted by Wilcox (2001). Wilcox work showed that the United States has a longer tradition of openness in government while the United Kingdom has been quite the opposite. The study did not include quantitative instrument for eliciting respondents' views on pattern of seeking environmental information. A report on access to environmental information in Uganda forestry and oil production was carried by Schwarte (2008). The report finds considerable lack of awareness in Uganda of the legal rights related to accessing environmental information. The report however did not look at information seeking behaviour. A study on information-seeking habits of environmental scientists in North Carolina was conducted by Murphy (2003). The result showed that environmental scientists have developed unique information-gathering habits to seek out relevant research.

Important and informative as these studies may be, many of them did not reviewed information seeking behaviour for environmental knowledge and management. None of the studies in Nigeria reviewed environmental information seeking by academic staff. There is a small body of literature that addresses environmental information seeking pattern or behaviour by academic staff.

This makes the study unique and distinct from other similar studies. There are a lot of studies that have been carried on information seeking behaviour but none of the studies so far touches on the subject of this research. The study will therefore add to existing knowledge, researches and theories on environmental information seeking behaviour. The study is also significant because it will not only address the foregone concerns but also provide a window for the promulgation of policy interventions for improving knowledge processing, use and dissemination of environmental information.

Objectives of the Study

Generally, the study examines environmental information seeking behaviour but specifically, it seeks among other things to:

1. Determine sources of environmental information to lecturers in the Delta State University, Abraka

2. Ascertain frequency of seeking environmental information
3. Find the types of environmental information most needed by lecturers
4. Ascertain level of interest in environmental information seeking

Literature Review

The focus of the review is on environmental information seeking behaviour and interest in environmental information behaviour as derived from the objectives of the study.

The study of information-seeking behaviour dates back to 1948 when Bernal and others presented a paper on scientific information at the 1948 Royal Society Conference (Bernal, 1960 as cited in Fasola & Olabode, 2013). Since then, a lot of studies have been conducted to investigate information-seeking behaviour based on their subject interests, occupation, information environment, gender and geographical location (Fasola & Olabode, 2013). Studies in information-seeking behaviour stem from concerns surrounding how people use information in their work environments. Information seeking behaviour arises as a consequence of a need perceived by the information user, who in order to satisfy it, makes demands upon formal or informal information sources or services, resulting in either success or failure. (Wilson, 1999; as cited in Ikoja-Odongo & Mostert, 2006). According to Wilson, information seeking behaviour are activities a person may engage in when identifying his or her own needs for information, searching for such information in any way, and using or transferring the information (Wilson, 1999; as cited in Ikoja-Odongo & Mostert, 2006). Donald (2002) described information seeking behaviour as the way people search for and utilize information. In a similar view, Uhegbu (2007) as cited in Fasola and Olabode (2013) described information-seeking behaviour as the way in which users conduct themselves when searching for information while Borgstede and Andersson (2010) see it as conscious, energetic way of acquiring information. The ultimate goal in information search is to use information gathered to satisfy human needs.

Concerns about global warming and climate, as well as other environmental problems have prompted world leaders and environmental researchers on environmental information seeking towards proffering probable solutions to these numerous environmental problems ravaging the world.

Environmental information is the medium or means by which people in a community receive or have accessed to environmental issues and management that affects them. Environmental information covers floods; pollutions; gully erosion; climate change; bush burning; improper sewage disposal; solid waste management; deforestation; legislation; judiciary; and everything that concerns the environment

(Akpoghiran, 2017). Taking environmental information from the public communication perspectives, Flor (2004) sees environmental information as the communication approaches, principles, strategies and techniques to environmental management and protection. Nwabueze (2007) on her part, describe environmental information as all forms of communication which keep the public enlightened about and aware of environmental issues and trends. The communication process could be interpersonal, group or mass. To Nwabueze, the goal of environmental information is to set agenda on environmental concerns and activate public efforts towards participatory management of the environment. By implication, environmental information is any form of information and communication whether oral, written, audio, visual, symbols or signs that state elements of the environment such as the air, water, land, animals, living organism and non-living organism and all natural settings. It is everything that provides us awareness and knowledge about the environment including government's policies and regulations.

On his part, Wilcox (2001) believes that environmental information should be environmental rights or right-to-know or as part of a right-to-participate in environmental decisions and actions as it affects the people that are concerned. Environmental rights as Bell, Ball and Bell (1997, as cited in Wilcox, 2001) noted, are often related to the concept of instilling some form of legal identity in the environment. The fact is that everyone has a right to information regarding the environment since the environment belongs to everybody. The aforementioned made Wilcox (as above) to suggest that governments must allow greater public access to environmental information. In other words, environmental information should be accessible. In the view of Babalola, Babalola and Okhale (2010), the public has the right of access to environmental information held by public authority and making information about the environment publicly available essential for achieving sustainable development. With access to environmental information, the people have full knowledge of the implications of their activities on the environment and are able to participate more effectively in decision making processes that affect the environment (UNESCO, 1992). In the vein, Kraimer (1989) as cited in Wilcox (2001) believes that dealing with environmental matters requires public access to environmental information, as well as public participation in environmental decisions.

Environmental information seeking behaviour is the drive that opens up access to information, data and knowledge utilisation and dissemination (Pwadura; Plockey; & Yebowaa, 2018) of information about environmental issues. However, less attention has been given to behaviours associated with information regarding the environment (Borgstede, & Andersson, 2010). Borgstede, and Andersson (2010) study

showed that reactions or behaviours towards environmental information on recycling information differs from reactions towards information regarding consumer products. To them, environmental information often appeals to self-sacrificing actions. A study had shown that environmental information behaviour is capable of influencing the right environmental behaviour on the basis that if an individual is regular with environmental information posted on the social media; and consistent with environmental management awareness campaigns (EMAC) from the mass media (Akpoghiran, 2017).

Interest in environmental information behaviour

The level of interest in any subject or thing determines an individual's behaviour towards that thing. In this wise, interest can be said to be one of the components of behaviour. The more we are interested in something, the more we go for it and the less our interest, the lesser we go for it. In the same manner, environmental information is based on people's interest. The more people are committed to environmental information the more they become environmentally responsible. Also, the lack of interest formed reason for the inadequate environmental information. Environmental information is largely needed for many reasons including health reasons. However, there is poor interest in environmental matters among the average Nigerian leading inadequate environmental information, as a study once showed (Akpoghran, 2017). There also exists research asserting that environmental consciousness is necessary and essential to pro-environmental behavioural changes (Haytko and Matuliich, 2009). The study showed that environmental consciousness is the first step for environmental information and thus, management.

Attention and exposure have been ascertained as possible factors for interest in environmental information seeking. Attention and exposure, according to (Borgstede, & Andersson, 2010), are very essential for environmental information seeking. However, while exposure has been measured as individuals' preferences for exposing themselves to different information, attention was regarded as a more passive process of perception (Eagly, & Chaiken, 1993). There are individual's factors associated with how information is selectively attended to. For example, socio-demographical factors such as age, gender, education and lifestyle correlate with attention to information (McGuire, 1989). Moreover, factors associated with attention to information can also be psychological in the sense that they relate to a person's beliefs and attitudes. It has been recognized that people are more likely to notice information that is relevant for their current goals. In addition, it is widely accepted that people attend to information that agrees with the attitudes they already hold (Eagly, & Chaiken, 1993; & Frey, 1986). At the same time, there is a tendency for people to prefer information that confirms their preconceptions or hypotheses, regardless of whether it is true or not

(Lewicka, 1998). In other words, people tend to engage in information that comforts and agrees with their own ideas and avoid information that contradicts their opinion or that does not seem relevant to them (Borgstede, & Andersson, 2010). Therefore, it is reasonable to assume that people with strong positive environmental attitudes will pay attention to information about environmental protection to a greater extent than those who have neutral or ambivalent environmental attitudes (Borgstede, & Andersson, 2010; all the authors cited in this paragraph were from Borgstede, & Andersson, 2010).

Interest in environmental information is based on:

- Self-consciousness of the environment
- Level of environmental awareness, education and knowledge
- Level of exposure to mass media environmental news and reportage
- Access to sources of environmental news and information
- Pattern of environmental news consumption

All these factors lead to environmental attitude and behaviour.

It is imperative to state that behaviour towards environmental information seeking determines behaviour towards environmental management.

Theoretical Framework

The study is anchored on Wilson's Model/Theory of Information Seeking Behaviour. Since 1941, a considerable number of information seeking models by various researchers have been developed in order to analyse information seeking behaviour needs. However, the Wilson's information behaviour seeking model was adopted for this study because of its integrated components of variables explaining information seeking behaviour. Wilson T.D model of information behaviour seeking was first developed in 1981. It is likely that T.D Wilson develop his model from human behaviour theories. The aim of Wilson's 1981 model was to outline the various areas covered by what he proposed as information-seeking behaviour as an alternative to information needs.

Wilson later in 1996 revised his 1981 model by bringing other elements of information behaviour seeking. Wilson suggested that information-seeking behaviour arises due to the need perceived by an information user in different stages or sequences. In order to satisfy that need, user makes demands upon formal or informal information sources or services. These demands for information result in success or failure to find relevant information. If the result becomes successful, the individual then makes use of the information found and may either fully or partially satisfy the perceived need or indeed. Ikoja-Odongo and Mostert (2006) put it in this way, that the satisfaction of information need is proposed to be the

driving force behind the action taken by a user. In order to satisfy a perceived information need, demands are made upon either formal or informal sources/services resulting in failure or success. Success leads to the utilisation of the information, which results in fully or partially fulfilling the perceived need. Should this not be the case, the search process is repeated. The model also highlights that part of the information-seeking behaviour may involve other people through information exchange and that information perceived as useful may be passed to other people, as well as being used or instead of being used by the person himself or herself (Kundu, 2017).

Wilson highlighted in his model information processing and use. To him, information needs and use are motivated by these variables namely; psychological, demographic, role-related or interpersonal, social environmental factors and the characteristics of information sources in determining information seeking behaviour that affect motivation. These variables or characteristics guide information-seeking behaviour. Using specific theories, Wilson explains how needs prompt people's information seeking behaviour, source preference, and why some pursue a goal more successfully than others. This model also seeks to explain the role played by various activating mechanisms or motivators influencing the 'what', 'how' and extent of a search. At the end, information-seeking behaviour could be passive attention, passive search, active search and on-going search depending on the individual personal characteristics and purpose. Invariably, information use is the guiding or main principle of information behaviour.

The Wilson information seeking behaviour model can be applied to the study of environmental information seeking behaviour. The Wilson's information seeking behaviour model explains how needs prompt people's seeking information. Information-seeking behaviour arises due to the need perceived by an information user in different stages or sequences. The need is important to fulfill or satisfy some desires. The model also explains that information seeking processes are guided by psychological, demographic, role-related or interpersonal and social environmental factors. These factors and processes make information seeking behaviour to be internally active or passive. The relevance and application of this model is based on environmental management through information needs. Environmental information need is required to drive people into seeking environmental information. An environmental information need comes from the fact that something is missing or need to be corrected, and this necessitates the seeking of information that might correct the missing items. In other words, environmental information needs and use are motivated by the need to promote responsible environmental behaviour and management. Behaviour towards environmental information seeking could be active or passive. Active behaviour towards environmental information are those

individuals who are very much concern and worry about environmental issues and situations and they are one way or the other involved in environmental management through policies making, decision participation, campaigns, environmental conferences and so on. They required environmental information on a regular basis. Passive behaviour towards environmental information are those individuals who are need environmental information personal consumption but not on a regular basis.

The model not only makes us understand the processes involved in information seeking but also why we seek information. Knowledge of the information needs and information-seeking behaviour of users is essential for sustainable environmental development.

Research Method

The survey research method was adopted as research method. The conceptual scope of the study was environmental information seeking behaviour. The geographical population was the Faculty of the Social Sciences (FSS), Delta State University, Abraka. The demographical scope was lecturers in the FSS. There are seven (7) Departments in the FSS. The numerical population of the study was the members of the academic staff of these Departments. The Departments are:

S/N	Departments	Numbers of Academic Staff
1.	Accounting	09
2.	Business Administration	10
3.	Economics	11
4.	Geography and Regional Planning	09
5.	Mass Communication	14
6.	Political Science	19
7.	Sociology and Psychology	12
Total		84

Source: Office of the Faculty Officer (FSS, DELSU, 2019)

The population of these members of the academic staff was also purposively adopted as population sample size for the collection of primary data. Questionnaire however, was the instrument for data collection. The copies of questionnaire administered to the respondents were eighty four (84). Each Department was given questionnaire based on the proportional numbers of academic staff as shown in the Table above. The questionnaire had eight (8) Tables in section B. The first part of the questionnaire was on respondent's demographic data. The second part was on the subject-matter. The questionnaire captured the objectives of the study. The data retrieved were analysed in percentage.

Results in Tables

Table 1: Sources of Environmental Information

Which one of these is your main source of environmental information?

Options	Frequency (N-84)	Percentage (%)
Textbooks	04	4.76
Journals	02	2.38
Radio	15	17.8
Television	18	21.4
Newspaper	05	5.9.5
Internet browsing	08	9.52
Attending conferences	03	3.57
Through colleagues	05	5.95
Environmental/health officials	00	00
Social media	23	27.3
Subscribing to environmental news letter	01	1.19
Total	84	100%

Source: Field survey, 2019. Data in all the Tables were analysed in percentage.

Table 2: Accessibility of Environmental Information Seeking

Indicate your rate of access to environmental information seeking?

Options	Frequency (N-84)	Percentage (%)
Highly accessible	10	1.19
Fairly accessible	40	47.6
Poorly accessible	19	22.6
Inaccessible	15	17.8
Total	84	100%

Source: Field survey, 2019. Data in all the Tables were analysed in percentage.

Table 3: Level of Satisfaction of Environmental Information Source

Options	Frequency (N-84)	Percentage (%)
Very satisfied	18	21.4
Satisfied	37	44.0
Less satisfied	11	13.0
Dissatisfied	18	21.4
Total	84	100%

Table 4: Frequency of Receiving Environmental Information

Options	Frequency (N-84)	Percentage (%)
Daily	21	25
Weekly	16	19.0
Monthly	16	19.0
Occasionally	16	19.0
Whenever the need arises	15	17.8
None at all	0	00
Total	84	100%

Table 5: Types of Environmental Information Most Needed by Respondents'

Which one of these aspects of environmental information that is most needed by you?

Options	Frequency (N-84)	Percentage (%)
Weather report	14	16.6
Flood disaster	13	15.4
Health	31	36.9
Food	07	8.33
Solid waste management	10	1.19
Bush burning	00	00
Oil spillage	02	2.38
Gas flare	02	2.38
Pollution	02	2.38
Gully erosion	03	3.57
Tree falling	00	00
Total	84	100%

Table 6: Level of Interest in Environmental Information Seeking by Respondents'

Rate your level of interest in environmental information seeking?

Options	Frequency (N-84)	Percentage (%)
Active/High	21	25
Passive/Low	33	39.3
Independent of time	11	13.1
Whenever the need arises/Occasionally	19	22.6
Total	84	100%

Discussion of Results

Eighty-four (84) copies of the questionnaire were administered and all were retrieved. This represented 100% of the sample size. Based on percentage analysis, 59 representing 70.2% of the respondents were male while 25 representing 29.7% of the respondents were female. A study had shown that issues of environmental management are dominated by men (Ifegbasan, 2009) even if women are environmental managers at home. On years of lecturing experience, those within 01-10 years of experience were 42 representing 50% of the respondents; those within 11-20 years of experience were 24 representing 28.5% of the respondents and those within 21 and above, were 18 representing 21.4% of the respondents. Lecturing experience helps to understand a lecturer's interest and attitude to environmental information seeking. The higher the education and academic experiences, the better a responsible environmental behaviour may be. In addition, in a subject-matter like this, academic staff with experience and better understanding can give deeper inputs or contributions to the subject-matter. This also confirmed the studies of Longe, Longe and Ukpebor (2009) that older adults with experience are

concern about environmental management than younger adults.

Objective one of the study seeks to determine the main source of environmental information to academic staff. In answering to objective one, Table 1 showed that the main source of environmental information to 84 of the respondents on frequency basis was the social media. This was represented by 27.3% of the respondents. This was followed by television information represented by 21.4% of the respondents. Those who had their environmental information from radio stations were 17.8%. It is no longer news that the social media like Facebook, WhatsApp, Twitter and many others harboured millions of users in Nigeria. The social media as platforms for group interactions enable individual's to have access to environmental information, news and discussion among groups. There is a study to show that the social media such as Twitter can be used to influence or change people's perception and attitudes towards environmental issues like climate change (Mooney; Winstanley; & Corcoran, 2013). This implies that social media can be used to draw attention and improve environmentally responsible behaviour. However, there are evidence that the social media are dominated by young people whose interest revolved around social issues, entertainment, sports, personal gist, politics and little or no discourse on environmental concern (Akpoghiran & Arimitan, 2017). Television is another important source of environmental information next to the social media as shown in the study in Table 1. Television, because of its features of sounds and images can also help to persuade and influence people for social change. Environmental disasters namely floods, pollutions (gas flare and oil spills on waters and farmlands), erosion, and its multiple effects can be shown to viewers consistently. Consistent viewing of television has the ability to influence or change people's perceptions of things around their immediate environment. This is media dependency postulation which states that consistent viewing and dependency on the mass media especially television can influence someone's perception and believability. Consistent television viewing can be helpful for environmental information and management (Akpoghiran; Umukoro & Okoro, 2018). As shown in the result in Table 1, radio was also considered as another main source of environmental information. By implication, radio is an effective medium of environmental information to the respondents in terms of coverage, frequency, programmes in local languages and repetition of the programmes for better consumption. In addition, radio set is portable and can easily be found in many business shops, business centres, offices and can be received in smart phones. Radio can be used to influence and mobilise social

change like environmental behaviour.

Access to environmental information is a crucial step for a healthy environment. Respondents were asked to rate their access to environmental information. On this, 47.6% of the respondents (being the highest) rated fairly accessible while 22.6% rated poorly accessible. This implies that respondents have access to environmental information whenever they seek to so but the accessibility to environmental information depends on the medium. For example, the study had shown the social media, television and radio are main sources of environmental seeking information to the respondents, and this also implies that they were the most accessible media of environmental seeking information. However, the medium and content sought determines the individual's rate of satisfaction. This was ascertained in Table 3 where 44.0% of the respondents were satisfied with the level of satisfaction of environmental information source. It has been established in the study that the social media and broadcast media are rich sources of environmental information because of the heavy presence of the audiences. A medium is described as a rich source if the medium has a lot of audience viewership, listenership and followership. The social media and broadcast media fall into this category.

The type of environmental information sought and the frequency at which it is sought as well as the purpose will definitely define respondents' behaviour. Objective two of the study sought to ascertain frequency of seeking environmental information by the respondents. Table 4 provided answers to this. The data showed 25% of the respondents indicated that the rate of receiving environmental information was daily. On daily basis, through smart-phones, radio and television sets, respondents received environmental information on weather and health reports. However, on weekly and monthly basis as 19.0% of the respondents indicated, environmental information on food issues, solid waste problem or disposal and oil spills were received by the respondents while occasionally as 19.0% of the respondents indicated, environmental information on gully erosion and bush burning were received by the respondents.

The above finding provides answers to objective three. Objective three seeks to find the types of environmental information most needed by lecturers. As shown in Table 5, types of environmental information most needed by the respondents' were health information as represented by 36.9% of the respondents, while weather report was 16.6% and flood disaster was 15.4% as indicated by the respondents. This means that health is the environment and the environment is health. Health is wealth they say. Hence, health information is very

important for our daily survival. Health issues, as the study as shown is part of environmental management

Level of interest determines level of behaviour towards environmental information seeking. To ascertain the level of interest in environmental information seeking was objective four. As obtained in Table 6, 39.3% of the respondents have passive or low level of interest in seeking for environmental information while 25% of the respondents indicated active, however, 22.6% of the respondents indicated whenever the need arose, implying occasional approach to environmental information seeking. By implication, 62.5% (39.3% + 22.6%) of the lecturers in the Faculty of the Social Sciences have low or poor level of interest in seeking for environmental information unless it has to do with health, weather report and flood as indicated in Table 5.

In all, level of interest determines level of behaviour towards environmental information seeking. Interest determines behaviour of environmental information seeking. Level of environmental information seeking by lecturers was poor despite the different sources of environmental information. The need for environmental information seeking is determined by the very importance or essentiality of the content. Seeking for environmental information is determined by what the content will be used for. Frequent seeking of environmental information is capable of influencing the right environmental change. If an individual is consistent with environmental management awareness campaigns (EMAC) from the mass media sponsored by the governments, NGOs, and other stakeholders as well as self-consciousness, attention, interest, desire and action (AIDA) on environmental development, then, level of interest will be high, and this will translate to good environmental behaviour.

It can be taken that environmental information seeking is based on people's interest. The more people are committed to environmental information seeking the more they become environmentally responsible. Also, the lack of interest formed reason for the inadequate environmental information seeking behaviour. Environmental information is largely needed for health reasons. Though level of environmental information seeking was poor but it is capable to influence environmental change if the individual is consistent with environmental information. Arising from the above, the findings imply that:

§ The environmental information seeking depends on the importance of the information.

§ Level of interest in environmental information leads to leads level of environmental behaviour.

§ Poor interest in environmental information seeking leads to poor environmental management;

Conclusion and Recommendations

Environmental management in every aspect is based on the public's access to environmental information and the provision of adequate information on the part of the mass media and the government. The study had showed that environmental information is necessary to help manage environmental problems like floods, solid waste, oil spills, erosion and many other environmental problems. One basic reason for environmental information seeking is for health management. Consistent environmental information is capable of influencing environmental change. Attitude is the best approach to environmental change. However, poor interest in environmental information leads to poor environmental management.

It is therefore recommended that environmental information should be directed towards health management. There is need therefore for consistent health communications. consistent seeking of environmental information will increase level of interest and behaviour towards environmental information. Academic staff should create adequate to seek for environmental information. Behaviour towards environmental information should be regular. This will help to build and promote self and societal environmental management.

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