

STUDYING THE INFORMATIVE LITERACY OF MANAGERS AND ITS RELATIONSHIP WITH THE CREATIVITY IN THE EXECUTIVE SYSTEMS OF KAHNOOJ

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ABSTRACT

Informative literacy is the required skill and knowledge for recognizing the accurate information which is being used for interpreting, analyzing and evaluating the information and also solving the problems but it refers to the creativity of a person in presenting the new ideas in the sciences and the other fields which is defined as the innovative phenomenon in terms of scientific, aesthetic, social fields and also technology by the experts. In each organization, based on its management hierarchical, different decisions are being taken by each organization as each of them depends on their information. So the managers for fulfilling their decisions in an organization must evaluate the information of each level and provide them by the use of information sources and the creative thoughts. Based on the significance of the information literacy and the creativity, the aim of this paper is to study the relationship between the information literacy of managers and its creativity in the executive systems of Kahnooj. This study regarding its aim is a functional and correlative – descriptive paper. The statistical population of this paper consists of all managers of the executive systems of Kahnooj over 2014 as its number is about 100 individuals. Since the number of the executive system of this city is about 50, two persons were selected as the managers and the deputy from each organization. In this paper, the volume of the population equals the volume of sample. The tools for collecting data contain of two questionnaires of informative literacy (34 questions) and creativity questionnaires (20 questions). After collecting data, it was analyzed. For data analysis, correlative test of Pearson, Spearman, relative test, Smirnoff – Kolmogorov test and stepwise regression were used. In this study, it concluded that there is a direct significant relationship between informative literacy and creativity as the more informative literacy of managers, the more will be the new ideas in the organizations and also the development of the organizational affairs.

KEY WORDS: Informative Literacy, Creativity, Psychological Powers, Recognition of the Informative Requirements, Information Location, Information Evaluation.

Introduction

Our society in these days face the considerable changes and the severe competitions among the countries and also the people of a country forced them to be up to dated forever. And for this reason, accessing to the information and its effective use for the people of a society is accounted as a main principle in their social and professional life. The mottos such as "the information is power" seems as the major idea but the most counties consider it as the main material or core of production

and their aim is to assist the people to get the knowledge and the better life by providing the desirable conditions of humans. Based on the value of information and its role in the development, some societies did not find out its importance and the required measures do not take for producing, organizing, distributing and accessing it. The efforts of some countries for learning the literacy were in the national level and they observed its positive effects in the life. Since the informative literacy in most countries is accounted as the valueless issue, so it did not along with the developments. In other words, the information environment in most countries is not important and for this reason, different developments do not occur in these countries as well, this environment to the pervious one is so complicated. Various reasons lead into this complexity such as the high volume of information in different forms, the high number of database and informative systems and also lack of qualitative control of information (*Askar Zadeh, 2008, p. 35*).

Statement of problem

By the considerable development of sciences, the distribution of scientific sources was progressively increased and we face the high level of information in all fields such as printed and electronic ones. In the other hand, development of each country in the cultural, scientific, economical and political fields depends on the use of new information. The considerable increase of publications and the development of the scientific majors resulted into the new problems for accessing the printed information. Some reasons resulted into the complexity of information retrieval such as:

Information through the barriers of distance, strings, repeated preparation, special interests, the patent of the language and political boundaries

Considerable increase of information, Increase of the potential users, Information through the barriers of distance, Repeated preparation, Special interests, The patent right of production,

The language, The political boundaries

Decreasing the effects of these boundaries and having effective access to the required information and the use of them require the skills whereby we can access the effective and useful information (*Davar Panah, 2013, p.: 1*). In the other hand, due to the occurred changes in the technologies and the increasing development of information and related technologies, the required skills of the persons in order to continue their activities in the modern information – orientated society resulted into changes and evolutions. In the past, the skills of reading and writing were accounted as the criterion of literacy and the people can do their work based on such issues but in the present days, the information and knowledge- oriented affairs are developing because the information and informative technologies are integrated with the roots of our society as well, the people require more information and knowledge in order to fulfill their aims and do their tasks by the use of these skills (*Hassan Zadeh, 2004, p.: 117*). Informative literacy is one of the pre-requisites of software movements because it can create the ability of thought growth of people in order to determine the requirements of information and seek or use those sources, systems and evaluate the task process

and finally, change them into the informative citizens (*Qotbi, 2008, p.: 2*). Based on the aforementioned points, the main question in this study is:

To what extent the information literacy of managers of Kahnooj executive systems has a relationship with the creativity?

Also this paper tries to answer the following questions:

- 1- What is the recognition level of the information requirements of Kahnooj executive systems' managers and its relationship with creativity?
- 2- What is the location of the information requirements of Kahnooj executive systems' managers and its relationship with creativity?
- 3- What is the evaluation level of sought informative sources of Kahnooj executive systems' managers and its relationship with creativity?
- 4- What is the effective use of information among Kahnooj executive systems' managers and its relationship with creativity?
- 5- Whether there is a relationship between the use of informative literacy of managers and their creativity based on the variables such as age, gender, educational level and the background of management or not?

Significance of the study

Based on the significance of the information and its role in development, some societies do not find out its importance and they do not do any measures in order to produce, organize, distribute and access information. In the other hand, the information environment in comparison with the previous one is so complex. Not only the high volume of information in different forms as well, the multiple number of database and information system resulted into this complexity but also the other reasons such as lack of qualitative control of information has the other role in this field as the major part of our society in spite of their severe efforts are not able to access their required information (*Parirox, 2007, p.: 12*). Accessing the information is an opportunity as the others can access it and use it in their life in order to promote it. This issue is in the field of personal development/growth or it is under the effect of social, economical and political situation of a society. What is being defined in these days may be excluded in the future, for instance, a job in the nowadays world may be lost in the near future. The economical development and the quality of life require the updated knowledge as the others believed that all of them will be fulfilled through the informative literacy of the level of information (*Qasemi, 2004, p.: 154*). About the significance of the informative literacy, Rochman in 2003 in an article said: in the international conference of San-Francisco "landscapes for accessing information in 21st century", the main message of all lecturers was the informative literacy. His viewpoint based on the idea of Anthony Kamper is that: the informative literacy is the foundation of success in 21st century (*Bardestani, 2004, p.: 483*). In fact, informative literacy in terms of its contractual concept is the valuable technical skills (*Hally and Vanden, 1995, p.: 210*). The literate people must use the current education theories and techniques in order to receive all dynamic requirements (*ALA [Americal Library Associate], 2003, p.: 2*).

Objectives

Main objective

Describe the relationship between the informative literacy of managers with creativity in the executive systems of Kahnnoj

Secondary objectives

- 1- Describing the situation of managers' informative literacy in the executive systems of Kahnnoj
- 2- Describing the requirement of managers' informative literacy and its relationship with creativity in the executive systems of Kahnnoj
- 3- Describing the location of managers' information and its relationship with creativity in the executive systems of Kahnnoj
- 4- Describing the evaluation of managers' information and its relationship with creativity in the executive systems of Kahnnoj
- 5- Describing the effective use of managers' information and its relationship with creativity in the executive systems of Kahnnoj
- 6- Describing the relationship between the informative literacy of managers with variables such as age, gender, educational level and management background

Theoretical definition of words

1- Informative literacy

Based on the presented definition in the conference of informative literacy: Informative literacy refers to the ability for recognizing the required time, defining, evaluating and using the information for solving a problem (*Arnon, 2005, p.: 133*).

2- Recognition the informative requirements

It consists of the definition of information and informative requirements, recognizing the domain of function and prioritization of informative needs (*Nazari, 2006, p.: 15*).

3- Location Of Information

It refers to the determination of information sources and how to use them as well, the seeking strategy (computer information) (*ibid, p.: 15*).

4- Information Evaluation

It refers to the analysis of seeking results and the prioritization of these results (*Bardestani, 2004, p.: 483*).

5- Effective Use of Information

It refers to the functionalization of information and measuring the effect of information (*Nazari, 2006, p.: 15*).

6- Creativity

Creativity refers to the ability for integrating the ideas and establishing an unusual relationship between different ideas (*Moqimi, 1998, p.: 129*).

Literature review

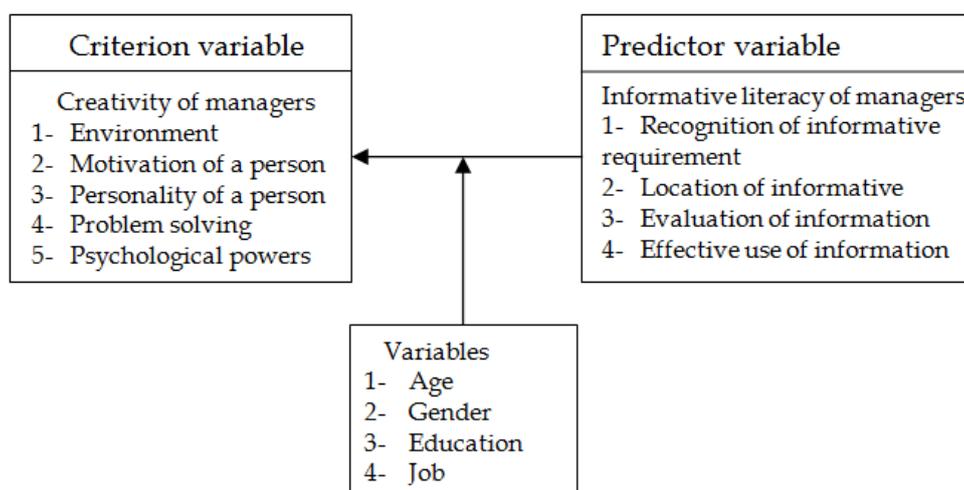
- 1- Eyni (2001) in a paper "*studying the informative needs of managers and the experts of the [Organization of Educational Planning]*" studied the informative requirements of managers and the experts of this organization. The related conclusions show that searching, educational planning or syllabus, compiling and producing the educational media and also the distribution of the required information are required in all fields and tasks of this organization.
- 2- Tabandeh (2004) in a paper "*evaluating the effective performance in the qualitative improvement of informative literacy and the use of widespread management system*" evaluated the effective factors in the qualitative improvement of informative literacy and the use of such system.
- 3- Farhang (1998) in a paper "*studying the effective use on the managers' creativity of Pars Oil Co., in Tehran*" came to the conclusion as there is not a significant relationship between the age and creativity of managers and also their educational background and their creativity.
- 4- Hashemi (2002) in a study "*studying the relationship between the philosophical subjectivity and the managers' creativity of high School in Isfahan*" showed that there is a positive relationship between the philosophical subjectivity and the creativity. And also there is a relationship between each dimension of philosophical subjectivity with creativity.
- 5- Castsa nitz (2003) in a thesis "*studying the understanding of beneficiaries toward the importance of informative literacy and the knowledge of beneficiaries about the informative literacy during the educational period of B.A.*" but the use of researcher – made questionnaire and interview collected the related information. The gained results from the answers of 141 B.A. students and 24 faculty members showed that the first choice of students was searching through internet and there is not a formal or typical plan for learning the skills of informative literacy to the students and also the conditions of faculty members as well as selecting the best students were so effective. Therefore, due to the lack of access to the whole text of this thesis, the conditions of the faculty members were not so obvious.
- 6- Dancer (2006) in a paper "*effect of coordination among the librarians – and the faculty members in improving the skills of informative literacy among the students of Arban college*" indicated 80% of development among the students in order to learn the informative literacy with the aid of librarians and also the faculty members who have an especial place among the students. The coordination among the librarians and also the faculty members was the important factor in order to learn the informative literacy and also improve the informative literacy among the students. Additionally, all students conformed that all of them enjoyed such learning process.
- 7- Mackinnon (1962) in a paper "*studying the attitude of creative people toward their creativity*" indicated that the creative people had a positive attitude toward the questionnaire of Goof which is about the traits. This study was done among the architectural engineers, managers and creative artists as their results showed that each of these groups had especial traits in order to express their feelings. The architectural engineers described themselves as the creative, artistic and active persons but the managers described themselves as the logical, flexible and hard – working persons along the various interests.
- 8- Raskin (1995) in a study "*personality characteristics of creative managers*" came to these results as the others who gained the high grade in the creativity test, their judgment did not follow these sources or their judgment was so independent.
- 9- Ford (1998) in a paper "*managers' viewpoint about the effective factors of creativity in the educational organizations of America*" stated that: in the 1st stage, viewpoints of 169 managers

about these factors were determined. In the 2nd stage, 46 managers were learnt indirectly and a clear difference was observed among the first and the second viewpoints. The gained results show that there is a direct relationship between the educational grade of managers and their creativity as well; this direct relationship resulted from learning the creativity along the educations.

Theoretical background

The creativity is a variable which is considered in this study as the criterion variable as its changes are being interpreted and explained by the informative literacy of managers and its components as the predictor variable. Literacy is the widespread concept which is associated with various aspects and due to the cultural, economical and social conditions, it considerably changed. Increasingly complexity governing on the virtual environments, people faced a wide range of information and different choices in the scientific studies. The information is accessible through various ways as without passing these filters, it transfers to the people who present different questions about the accuracy and correctness of data. In this study, informative literacy in terms of the viewpoints of Isenberg and Berkowitz associated with four dimensions such as informative requirements, information locating, information evaluation and the effective use of information as well as creativity based on the viewpoint of Griffin with five dimensions "environment, motivation of a person, person's personality, problem – solving and the psychosocial powers was used.

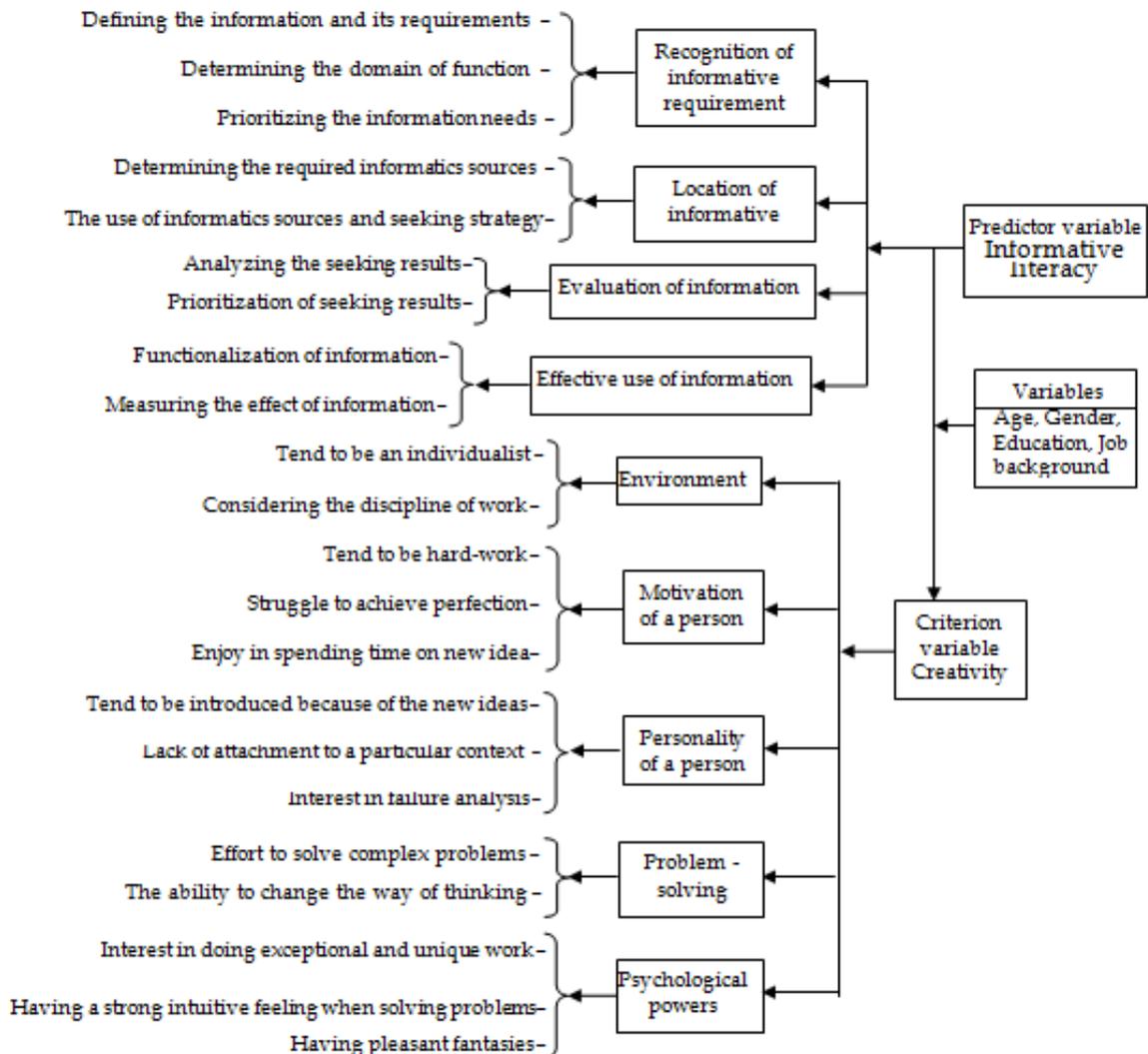
Conceptual model



Analytical model

Based on the theoretical basics and its framework, this model is presented as follows:

Index/indicator ← kind of component ← concept



Hypotheses

Main hypothesis

There is a relationship between the informative literacy of managers and also their creativity in the executive system of Kahnooj.

Secondary hypotheses

- 7- There is a relationship between informative requirement of managers and their creativity in the executive systems of Kahnooj
- 8- Describing the location of managers' information and their creativity in the executive systems of Kahnooj

- 9- Describing the evaluation of managers' information and their creativity in the executive systems of Kahnooj
- 10- Describing the effective use of managers' information and their creativity in the executive systems of Kahnooj
- 11- Describing the relationship between the informative literacy of managers and their creativity based on the variables such as age, gender, educational level and management background

Methods

Considering the objectives of this study, it must be noted this is a functional study based on its aim and regarding the method of collecting data, it is a correlative study which is done by the field methods.

Statistical society/population

The sample volume of this study consists of all managers of the executive systems of Kahnooj as their number is about 50 and two persons were selected as the manager and the deputy in this paper. The whole number of them is about 100 individuals. Since the number of this society is limited, therefore no sampling was done and for this reason, the society volume equals sample volume.

Tools for collecting data

In this study, questionnaire was used for collecting data.

Validity of questionnaire

In order to determine the content validity, viewpoints of 5 professors were asked to express their ideas about the presented questions for measuring the variables such as informative literacy and creativity in the form of "completely good, good, relatively good, inappropriate, completely inappropriate with the values of 1, 0.75, 0.25 and 0". After receiving their answers by the use of this method (content validity), the validity of informative literacy and creativity questionnaire were about 0.96 and 0.94, respectively.

Reliability of questionnaire

For measuring the internal consistency of the tests, there are various methods such as Cronbach alpha, Gotland, split, limited parallel and Richardson – Kodr methods. In this paper, Cronbach's alpha was used for measuring the internal consistency.

Statistical methods for data analysis

For studying the relationship between variables, Pearson, Spearman, relative test, Smirnov – Kolmogorov test and stepwise regression were used and for comparing the distribution of variables, the dispersion graphs were used. If the significant value of the correlation test (based on the tables of the coefficients of Pearson and Spearman through SPSS software) is less than 0.05, so there is a relationship between them which is being defined by the use of correlation coefficient and fitness line (direct and verse) (Azar and Momemni, 2001, p.: 15). Studying the relationship between informative literacy and creativity is done along the variables and the analysis of tables in the software environment.

Data description

Studying the frequency distribution of considered individuals based on their job background

Among 100 individuals, 34 of them (34.0%) has the job background less than 10 years, 49 of them (49.0%) has the job background between 11-20 years as well, 17 of them (17.0%) has the job background between 21-30 years.

Studying the frequency distribution of considered individuals based on their age

Among 100 individuals, 11 of them (11.0%) has the age less than 30 years, 40 of them (40.0%) has the age between 31-40 years as well, 43 of them (43.0%) has the age between 41-50 years and 6 of them (6.0%) has the age more than 50 years.

Studying the frequency distribution of considered individuals based on their gender

Among 100 individuals, 15 of them (15.0%) are women and 85 of them (85.0%) of them were men.

Studying the frequency distribution of considered individuals based on their educational background

Among 100 individuals, 5 of them (5.0%) has the diploma grade, 18 of them (18.0%) has the assistant diploma grade, 56 of them (56.0%) has the B.A. grade, 19 of them (19.0%) has the M.A. grade as well as 2 of them (2.0%) has the Ph.D. degree.

Data analysis (studying the hypotheses)

Based on the results of Smirnov – Kolmogorov test, the normalization hypothesis is established for the creativity variable ($p > 0.05$) means that by confidence level of 0.95, this hypothesis is confirmed but this is not confirmed for the variable of informative literacy ($p < 0.05$). Based on the gained results from the correlation test, correlation coefficient of Pearson and Spearman are about 0.539 and 0.482, respectively and this issue shows that there is a significant relationship between the informative literacy of managers and their creativity ($p < 0.05$). Since the correlation coefficient is positive, so it shows that there is a direct relationship between these two variables means that by increasing the informative literacy of managers, their creativity increases. Based on the gained results from the correlation test, correlation coefficient of Pearson and Spearman are about 0.430 and 0.443, respectively and this issue shows that there is a significant relationship between the informative requirement of managers and their creativity ($p < 0.05$). Since the correlation coefficient is positive, so it shows that there is a direct relationship between these two variables means that by increasing the informative requirement of managers, their creativity increases. Based on the gained results from the correlation test, correlation coefficient between the informative requirement of managers and the environment is about 0.539 which shows a direct relationship between them ($P < 0.05$). And also the correlation coefficient between the informative requirement of managers and the person's motivation is about 0.366 which shows a positive relationship between them ($P < 0.05$). Additionally, the correlation coefficient between the informative requirement of managers and the personality of a person is about -0.030 which shows the lack of relationship between them ($P > 0.05$) as well, the correlation coefficient between the informative requirement of managers and the problem – solving is 0.282 which shows a positive relationship between them ($P < 0.05$) and the correlation coefficient between the informative requirement of managers and their

psychological powers is 0.456 that indicates a positive relationship between them ($P < 0.05$). Based on the gained results from the correlation test, correlation coefficient of Pearson and Spearman are about 0.472 and 0.432, respectively and this issue shows that there is a significant relationship between the informative location of managers and their creativity ($p < 0.05$). Since the correlation coefficient is positive, so it shows that there is a direct relationship between these two variables means that by increasing the informative location of managers, their creativity increases. Based on the gained results from the correlation tables, correlation coefficient between the informative location of managers and the environment is about 0.481 which shows a direct relationship between them ($P < 0.05$). And also the correlation coefficient between the informative location of managers and the person's motivation is about 0.278 which shows a positive relationship between them ($P < 0.05$). Additionally, the correlation coefficient between the informative location of managers and the personality of a person is about 0.152 which shows the lack of relationship between them ($P > 0.05$) as well, the correlation coefficient between the informative location of managers and the problem – solving is 0.314 which shows a positive relationship between them ($P < 0.05$) and the correlation coefficient between the informative location of managers and their psychological powers is 0.527 that indicates a positive relationship between them ($P < 0.05$). Based on the gained results from the correlation test, correlation coefficient of Pearson and Spearman are about 0.553 and 0.523, respectively and this issue shows that there is a significant relationship between the informative evaluation of managers and their creativity ($p < 0.05$). Since the correlation coefficient is positive, so it shows that there is a direct relationship between these two variables means that by increasing the informative evaluation of managers, their creativity increases. Based on the gained results from the correlation tables, correlation coefficient between the informative evaluation of managers and the environment is about 0.435 which shows a direct relationship between them ($P < 0.05$). And also the correlation coefficient between the informative evaluation of managers and the person's motivation is about 0.380 which shows a positive relationship between them ($P < 0.05$). Additionally, the correlation coefficient between the informative evaluation of managers and the personality of a person is about 0.226 which shows the positive relationship between them ($P > 0.05$) as well, the correlation coefficient between the informative evaluation of managers and the problem – solving is 0.419 which shows a positive relationship between them ($P < 0.05$) and the correlation coefficient between the informative evaluation of managers and their psychological powers is 0.564 that indicates a positive relationship between them ($P < 0.05$). This point is being confirmed based on the dispersion tables (32-4 and 36-4). Based on the gained results from the correlation test, correlation coefficient of Pearson and Spearman are about 0.452 and 0.395, respectively and this issue shows that there is a significant relationship between the effective use of information by the managers and their creativity ($p < 0.05$). Since the correlation coefficient is positive, so it shows that there is a direct relationship between these two variables means that by increasing the effective use of information by the managers, their creativity increases. This point is being confirmed based on the dispersion table (37-4). Based on the results of correlation test, the correlation coefficient between the effective use of information by the managers and its environment is about 0.488 which shows a positive relationship between them ($P < 0.05$). The correlation coefficient between the effective use of information by the managers and the motivation of a person is 0.296 as shows a positive relationship between them ($P < 0.05$). The correlation coefficient between the effective use of information by the managers and the personality is 0.092 as shows a lack of relationship between them ($P > 0.05$). The correlation coefficient between the effective use of information by the

managers and the problem – solving is 0.316 as shows a positive relationship between them ($P < 0.05$). Additionally, the correlation coefficient between the effective use of information by the managers and the psychological powers is 0.497 as shows a positive relationship between them ($P < 0.05$). Based on the regression results, the informative literacy of managers in terms of creativity predicates the variable of informative evaluation as positive which is along with the incremental effect ($B = 0.309$ and $P < 0.001$). In addition, the other variables such as recognition of informative requirements, informative location and the effective use of information by managers are not significant ($P > 0.05$) means that predicating the creativity is not possible and for this reason, it did not propose in the regression model. And based on the value of R^2 , only 30% of the creativity changes will be explained by the information level of managers.

The gained results from the relative regression shows that there is a significant relationship between the informative literacy of managers and their creativity based on the variables as age, gender, education and job background ($P < 0.05$) and this is a direct relationship.

Conclusions

This study came to the result as there is a significant relationship between different dimensions of informative literacy and creativity. In fact, the more able the managers in the fields such as informative requirements, informative location, informative evaluation and the effective use of information, the more creativity will be. The results show that the managers got the appropriate scores for informative literacy. But it must be noted that first, these scores are based a questionnaire which was completed by the self – expression method and second, the comparison of Iran with the other countries which are in the high level of development shows the descending level of measures related to the informative literacy in our country. Searching a simple phrase with the person one "informative literacy" [in the related page of searching in websites of universities] is along with the various results. In such case, the managers access the formal and typical education and also they gained the other skills from the other networks or indirectly. In fact, what forms the main thought of such case or such present study is the limited works or studies in the field of informative literacy. But for fulfilling the aims of this paper considering the documents of national development, the presence of experts and managers is needed as they must have enough knowledge in order to increase the values of knowledge and skills. The other pre-requisites of this study for accomplishing these aims are the informative literacy and the required abilities of experts and managers. Undoubtedly, increase and promotion of informative literacy in the macro-level and also providing the required conditions and facilities can lead or direct the path of Iran toward the informative societies and also create the incredible change in the educational system or this country. This issue finally increases the production of knowledge and also the national power and removes the scientific gap between Iran and the developed countries.

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