

# Information Seeking Behaviours of Chinese Students in Canada



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# Learning Quiz

**1. Which university has the most full time international students?**

a) U of T   b) Ottawa   c) Windsor   d) Queen's

**2. Which university has the highest percentage of international students?**

a) U Windsor   b) York   c) U of T   d) Ryerson

# Learning Quiz

**3. What's the national average (%) of international students at Canadian universities?**

- a) 5.2%      b) 9.1%      c) 4.0%      d) 7.4%

**4. In 2007, how many Chinese students studied in Canada?**

- a) 29 811      b) 41 802      c) 39 845      d)

# Presentation Outline

- ◆ Introduction
- ◆ Background
- ◆ Methodology
- ◆ Results & Analysis
- ◆ Conclusions, Recommendations & Future Research
- ◆ Key References
- ◆ Q & A

# The Project

## Research Question:

**What are the information seeking behaviours of Chinese students in Canada; what are the implications of these behaviours for Canadian academic library services?**

# Objectives

- ◆ To examine the characteristics of current Chinese students and the patterns of their library use
- ◆ To explore their perceptions and expectations of academic library services
- ◆ To identify the barriers which they may encounter when seeking information



# International Student Enrollment

University	I'ntl	C'dn	% I'ntl
Brock	714	16, 292	4.3
Carleton	1, 731	18, 777	9.2
Guelph	552	19, 936	2.7
U of T	6, 920	63, 742	10.8
York	2, 355	41, 817	5.6
Windsor	1, 373	12, 752	10.8

# Chinese Students in Canada: 1998

Citizenship & Immigration Canada

Country	Rank
Japan	1 <sup>st</sup>
USA	2 <sup>nd</sup>
Korea	3 <sup>rd</sup>
Hong Kong	4 <sup>th</sup>
Taiwan	6 <sup>th</sup>
France	5 <sup>th</sup>
China	7 <sup>th</sup>

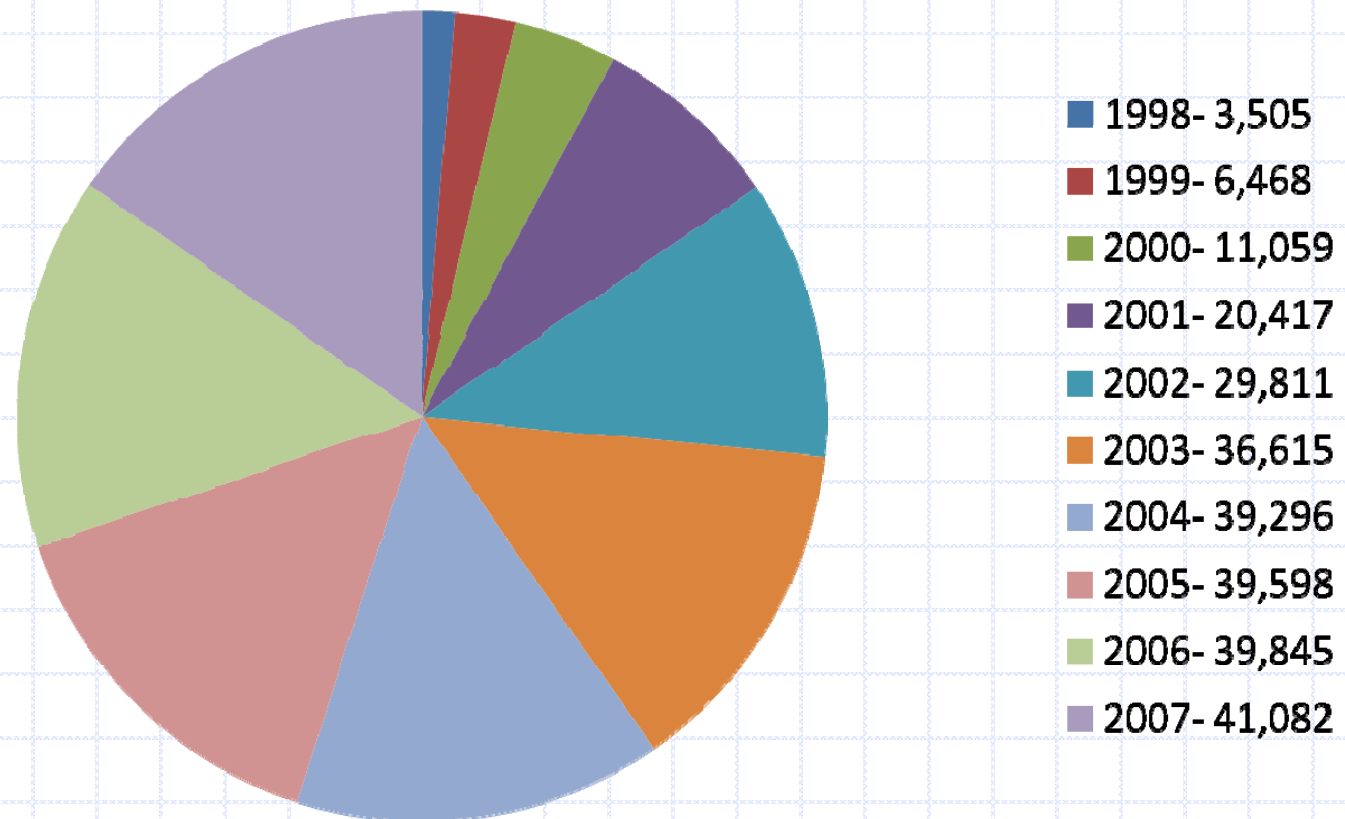


# Chinese Students in Canada: 2007

Citizenship & Immigration Canada

Country	Rank
China	1 <sup>st</sup>
Korea	2 <sup>nd</sup>
USA	3 <sup>rd</sup>
France	4 <sup>th</sup>
Japan	5 <sup>th</sup>
India	6 <sup>th</sup>
Taiwan	7 <sup>th</sup>

# Chinese Students in Canada



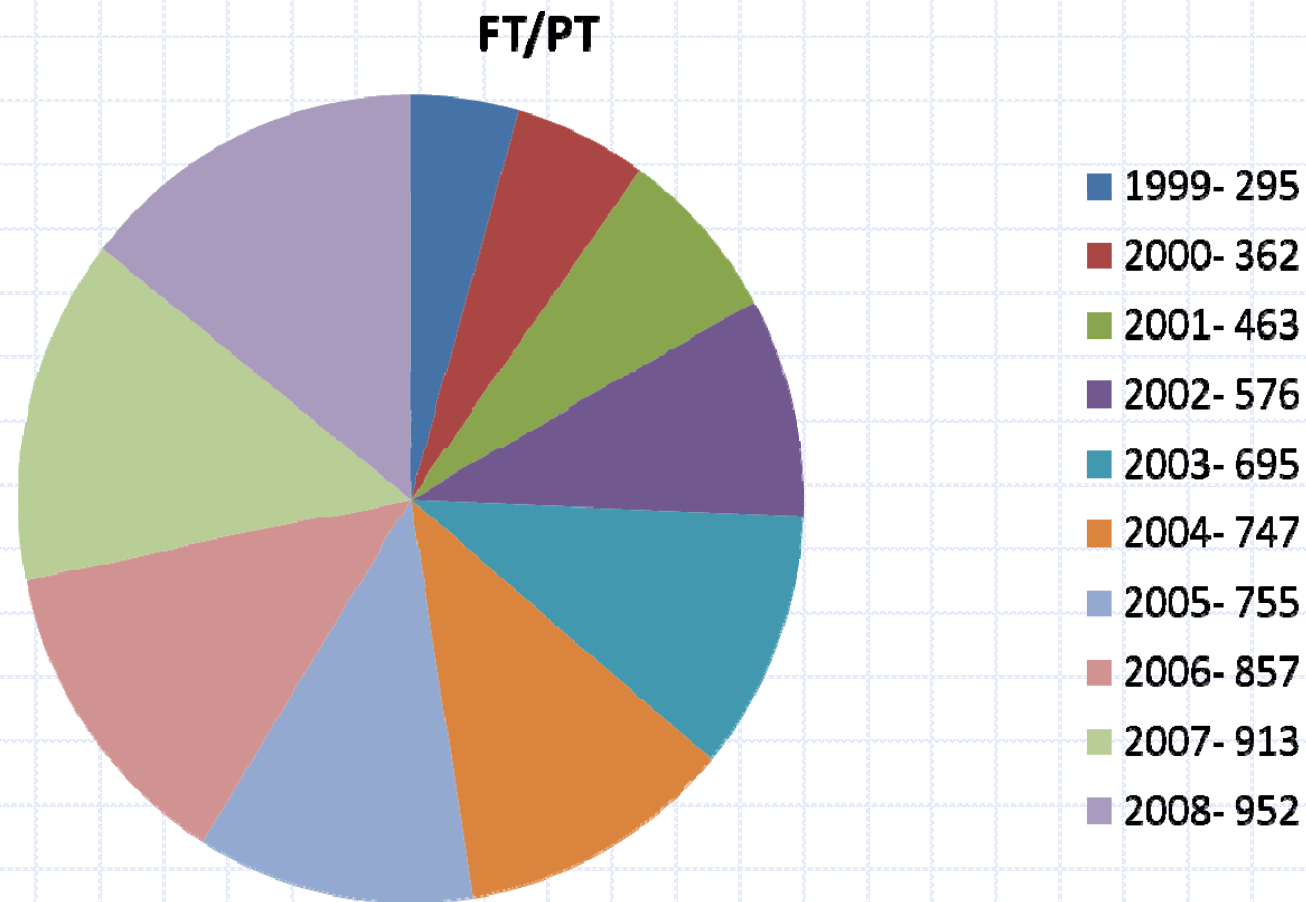
Citizenship & Immigration Canada

# Introduction to the U of Windsor



- ◆ 16,000 students
- ◆ 13% international students, 27% are Chinese students (largest on campus)
- ◆ Leddy Library main library
- ◆ 3 million items

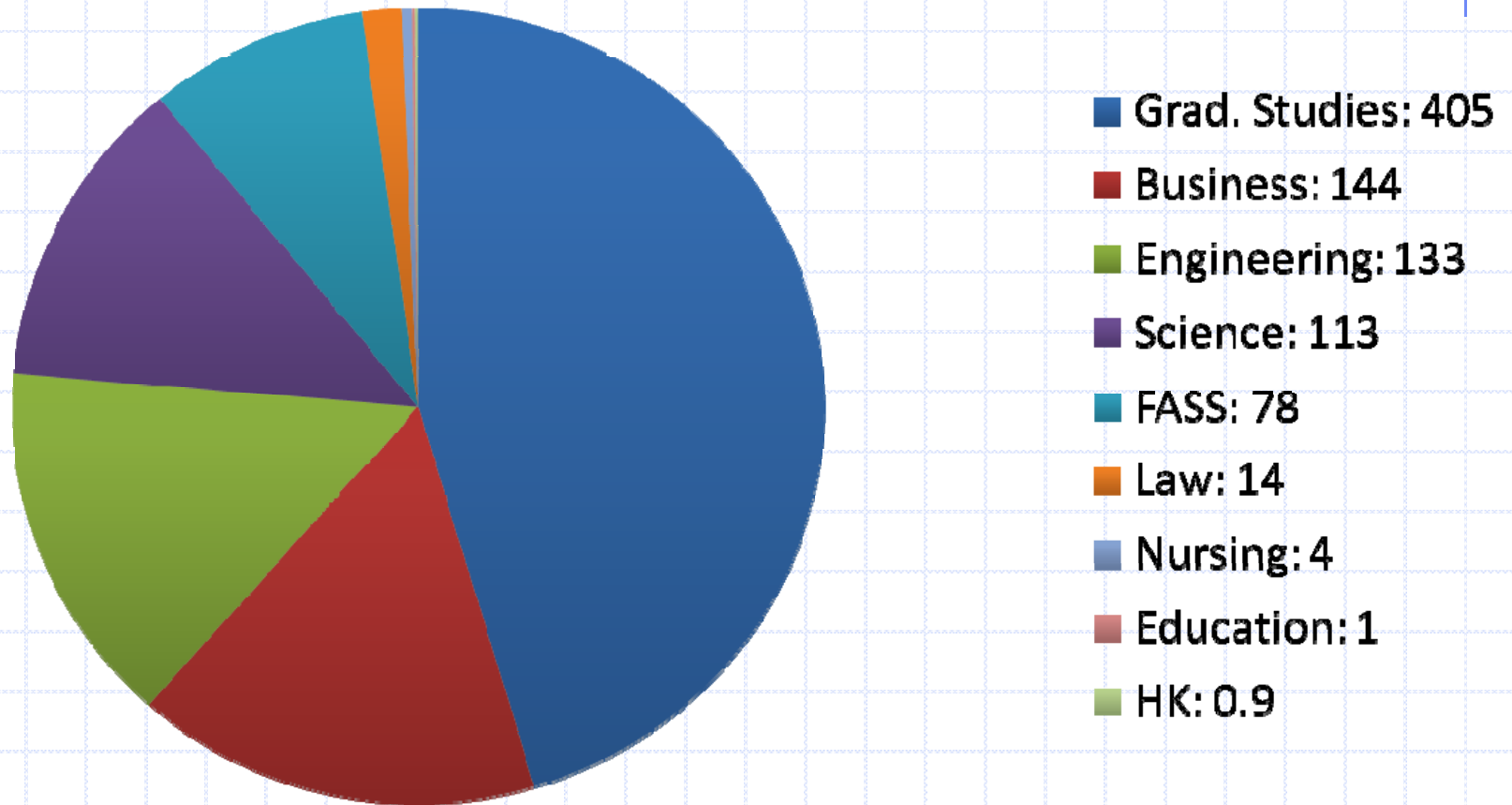
# Chinese Students: U Windsor



**OIA-U Windsor**

# Chinese Students by Faculty

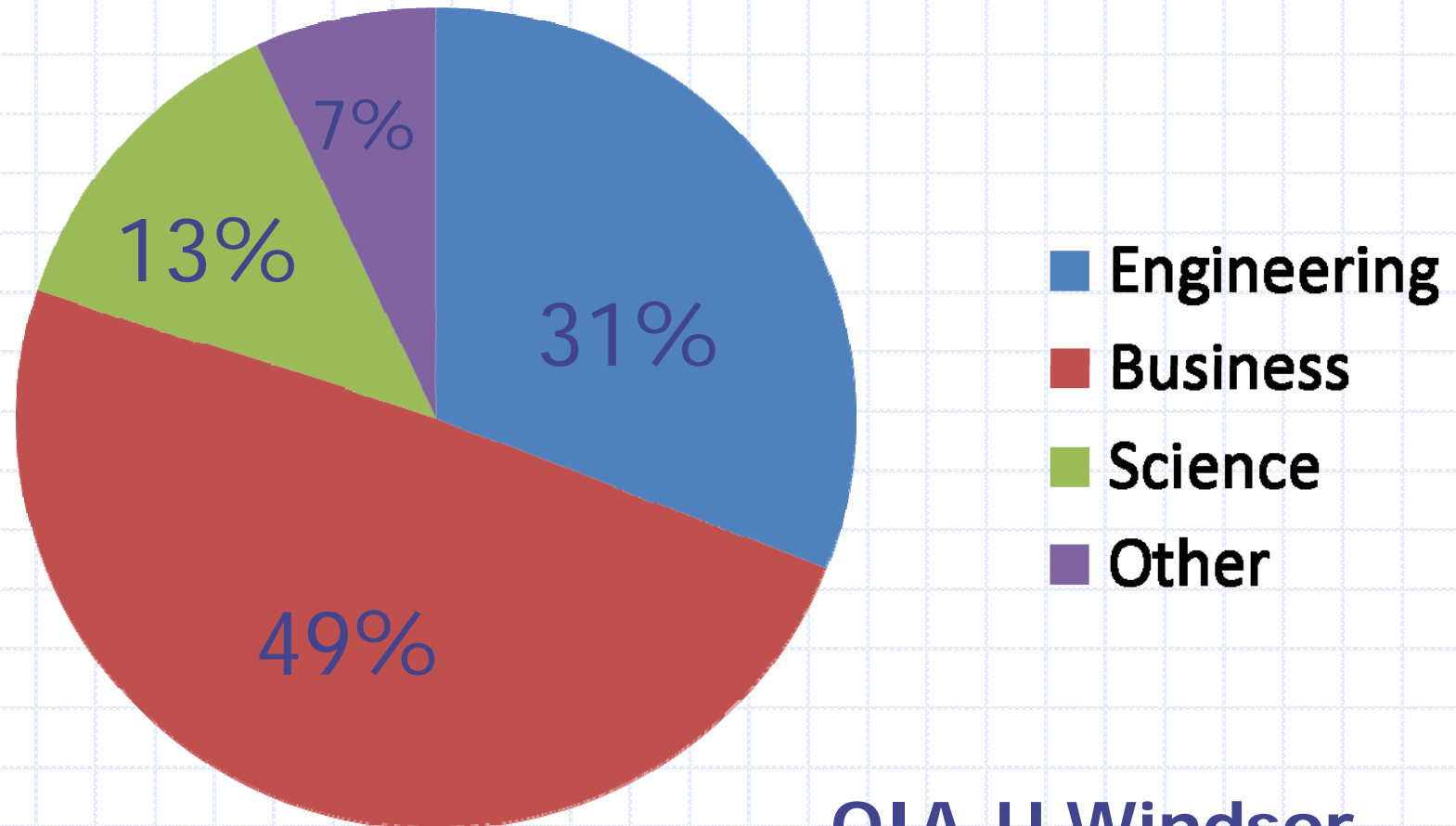
2008



# Chinese Students @ U Windsor: Summer 2008

	<b>Part Time</b>	<b>Full Time</b>	<b>Total</b>
Under graduate	137	80	217
Graduate	0	97	97
Total	137	177	314

# Graduates - Summer 2008 by Faculty



OIA-U Windsor



# Literature Review



Studies



Focus



Issues



Originality

# Significance

- ◆ Recent Chinese students are different from those of the 1980s & 1990s
- ◆ Also differ from students from other countries

# Methodology

## Qualitative method

- Pilot study: exploratory
- One-on-one interviews

# Subjects

## ◆ Graduate Chinese students (today's focus)

- completed undergraduate or higher education in mainland China
- first time studying in an institution in an English-speaking country

## ◆ Undergraduate Chinese students

- further divided into undergraduate with or without immigration status

# Recruitment

## ◆ Sampling

- Intentionally selected from students enrolled in a variety of programs

## ◆ Methods

- Email letters: International Student Centre
- Letters: sent to departments, library, library website, and local Chinese students forums
- Word of mouth

# Interviews

- ◆ Conducted in Chinese
- ◆ About 25-45 minutes
- ◆ Recorded using digital recorder
- ◆ Transcribed into print form and summarized in English
- ◆ Timeline: May – August 2008

# Interview Questions

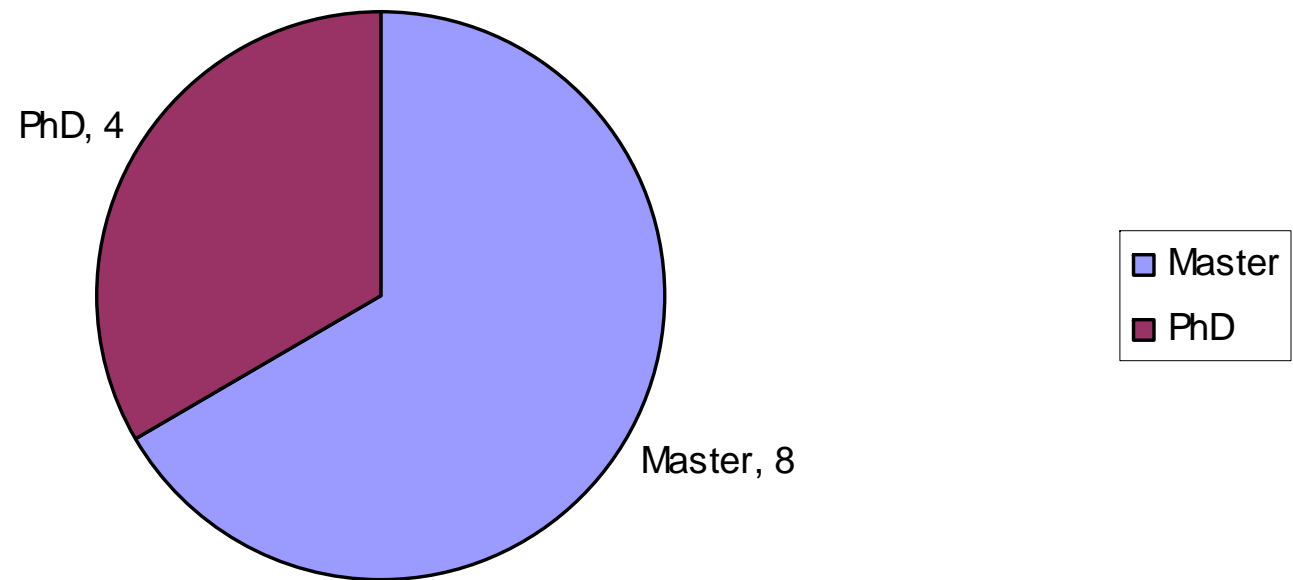
- ◆ Semi-structured, open- and close-end questions
- ◆ Covers four main areas of interest:
  - Demographic information
  - Library usage while studying in China
  - Current usage at Leddy Library
  - Understanding on library terminology and awareness of library resources at Leddy Library



# Participant Profile

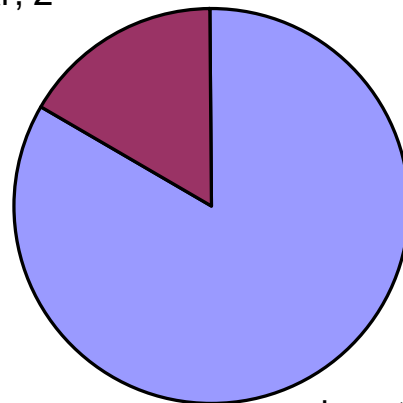
- ◆ 12 graduate Chinese students were interviewed
- ◆ Half male and half female
- ◆ Half started their studies in post-secondary institutions in China between 1996 – 2000, the remaining after 2000

# Study Level



# Time in Canada

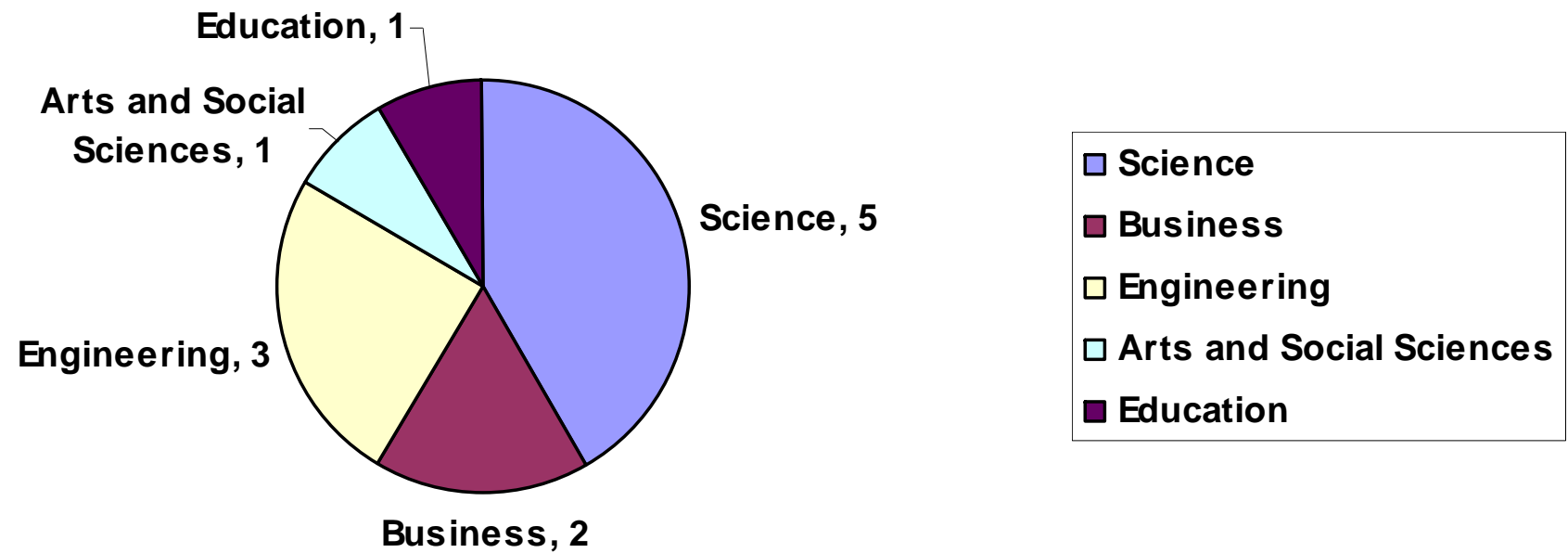
More than one  
year, 2



less than one year,  
10

■ less than one year  
■ More than one year

# Faculties



# English Preparation Before Coming To Canada

- ◆ Most studied English from Grade 5, some from junior high school
- ◆ All completed TOEFL/IELTS exams

# Language Barriers

- ◆ 3 of 12 stated no difficulty with English

- ◆ Among the other 9 participants:
  - 8 have difficulty with speaking
  - 5 with listening
  - 2 with writing

# Cultural Differences

- ◆ Almost all stated not much difference
- ◆ Tend to solve problems by themselves instead of asking for help.
  - “don’t want to bother others”



# Perceptions on Librarians in China

- ◆ Almost all students think librarians' job is to maintain books, check in/check out
- ◆ Most never or seldom seek help from librarians

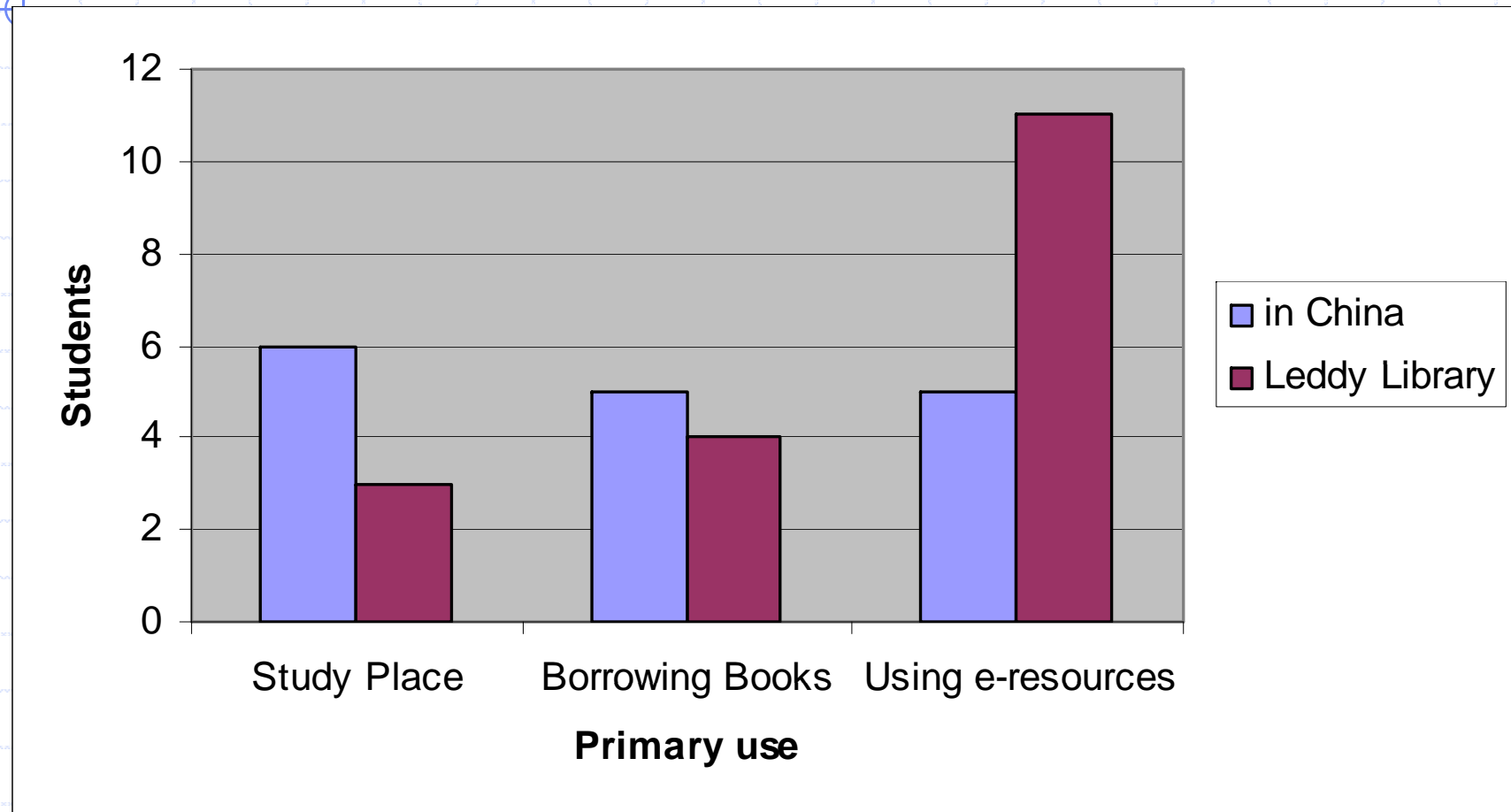
# Surprising Findings

- ◆ 4 participants have taken a course on database searching offered by librarians
  - To undergraduate, optional
  - None covered evaluation of sources or citation styles
  - 2 thought it was useless
  - 1 became search savvy
  
- ◆ Inter-library loan or similar service: 2 heard of, charged

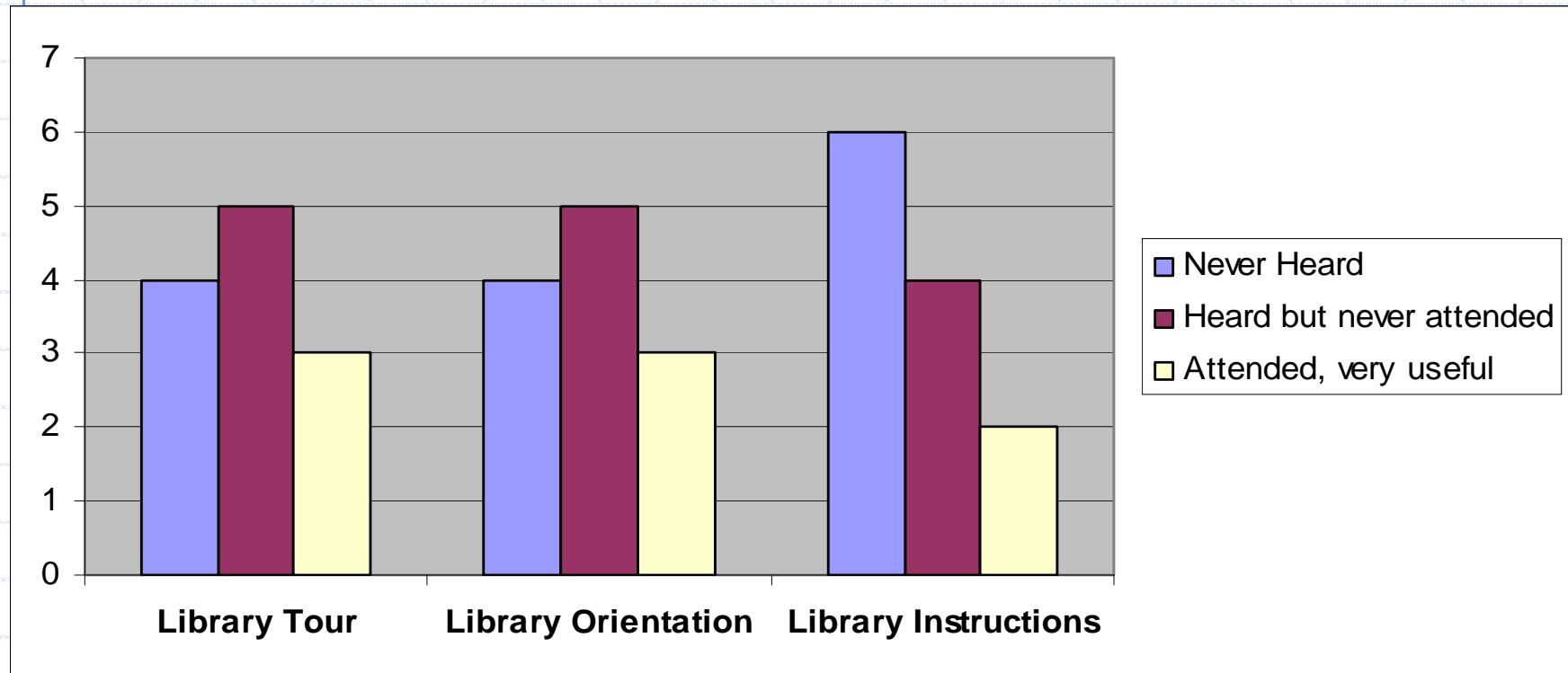
# Comparisons

- ◆ Collections (electronic/print): some found more choices in China; some more at Leddy
- ◆ Layout and organization of books: similar
- ◆ Online catalog: a few still used card catalog, some experienced transition to online catalog
- ◆ Computer use: pay-to-access
- ◆ Online resources: many not available to undergraduates
- ◆ Reference help: “no such thing in China”; helpful at Leddy

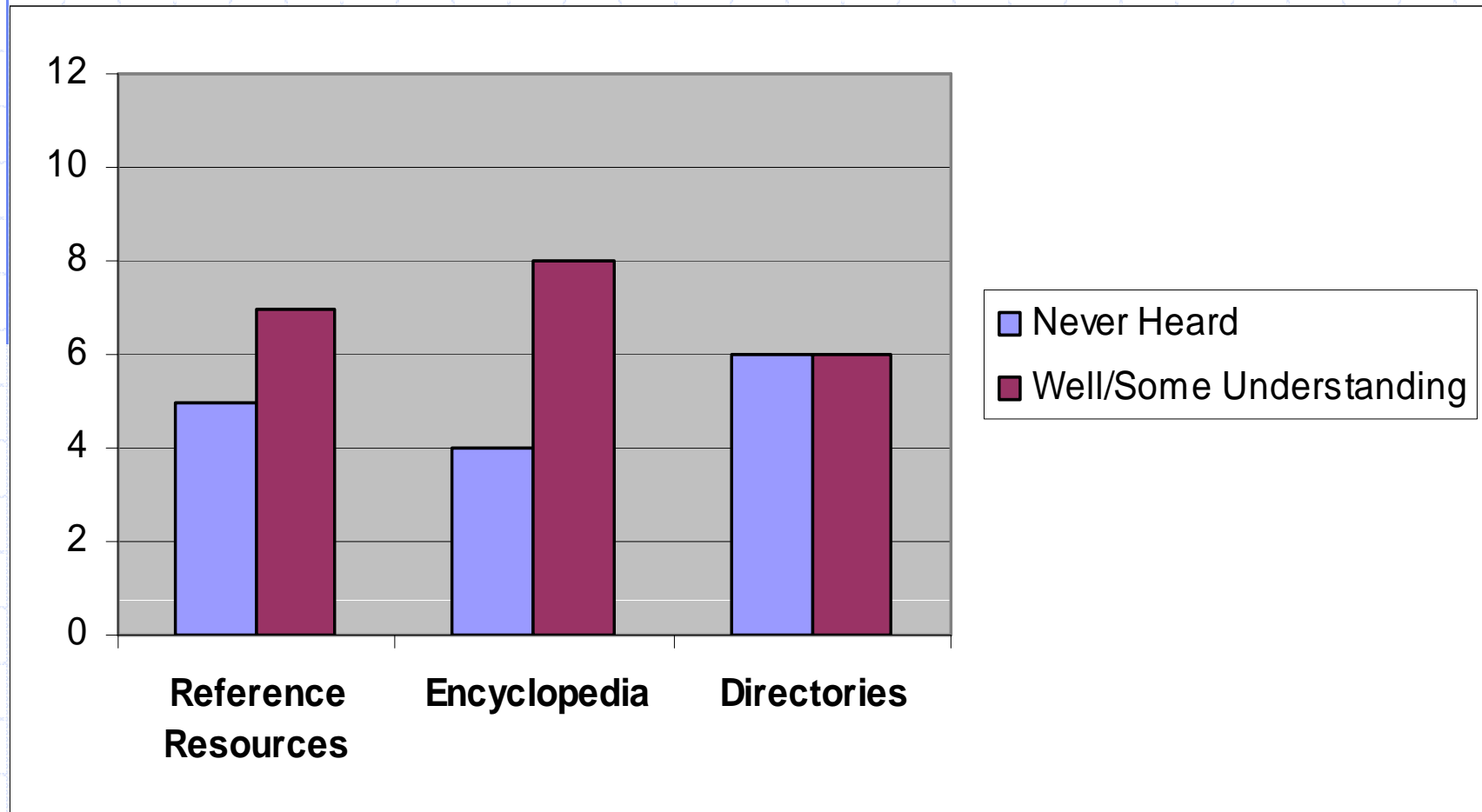
# Primary Library Use



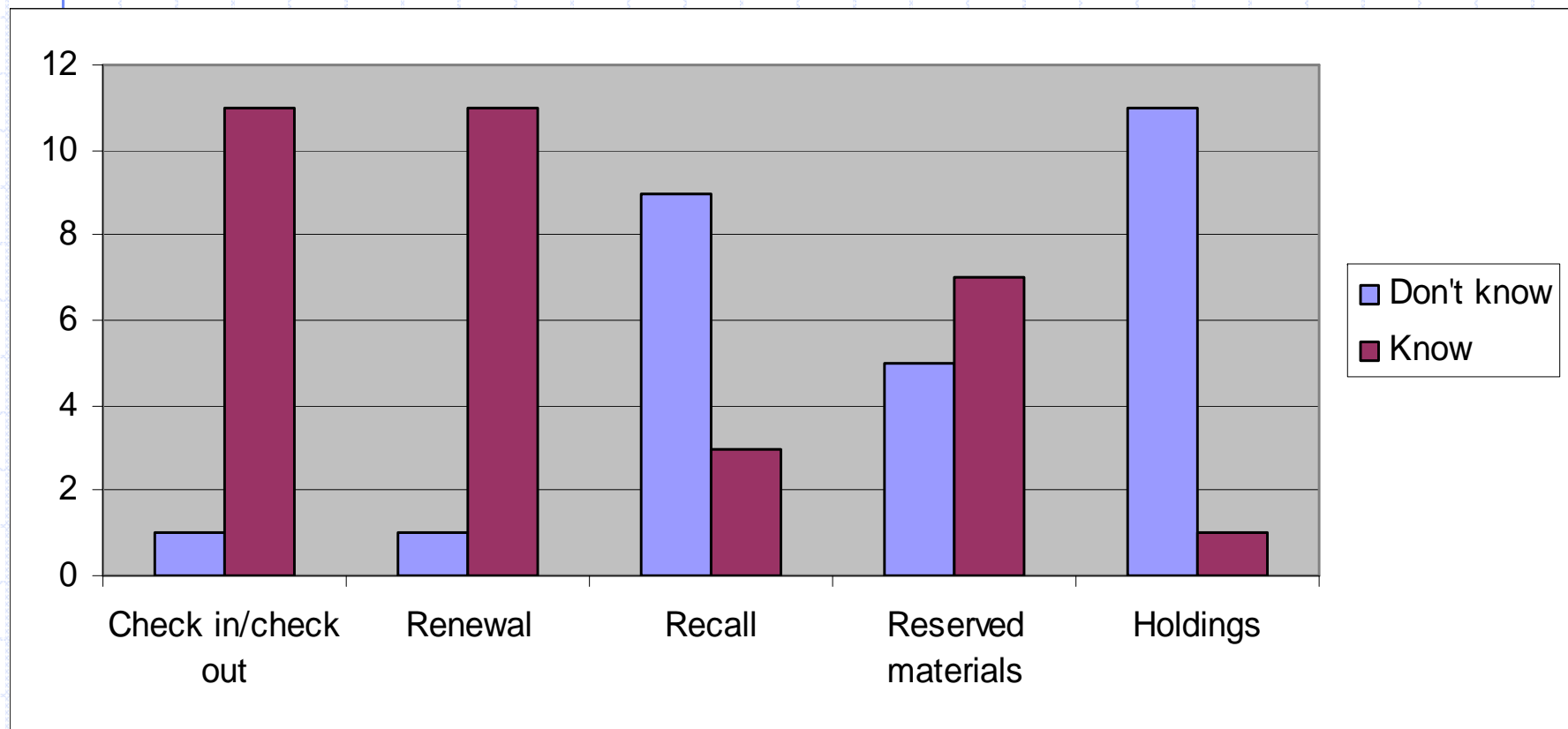
# Information Sessions



# Library Terminology

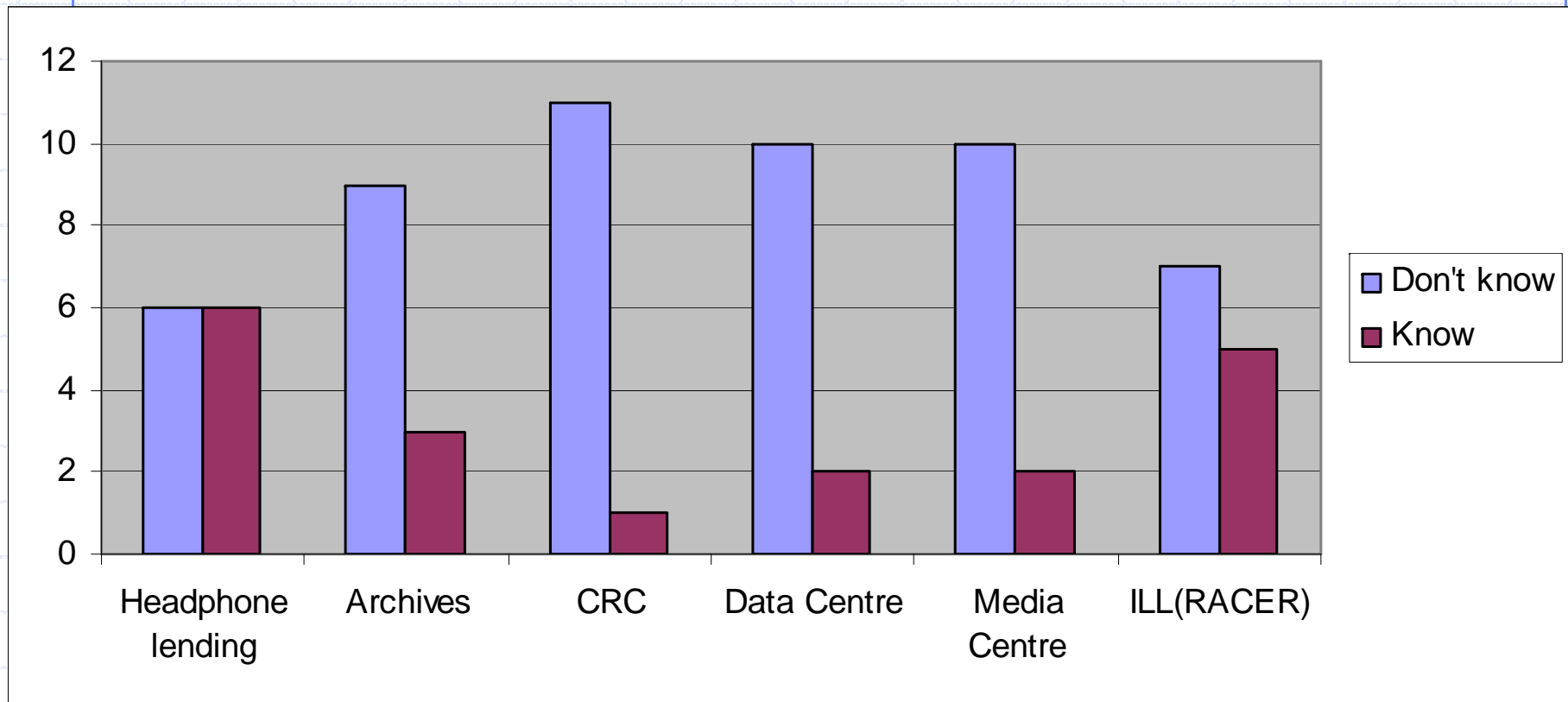


# Library Services

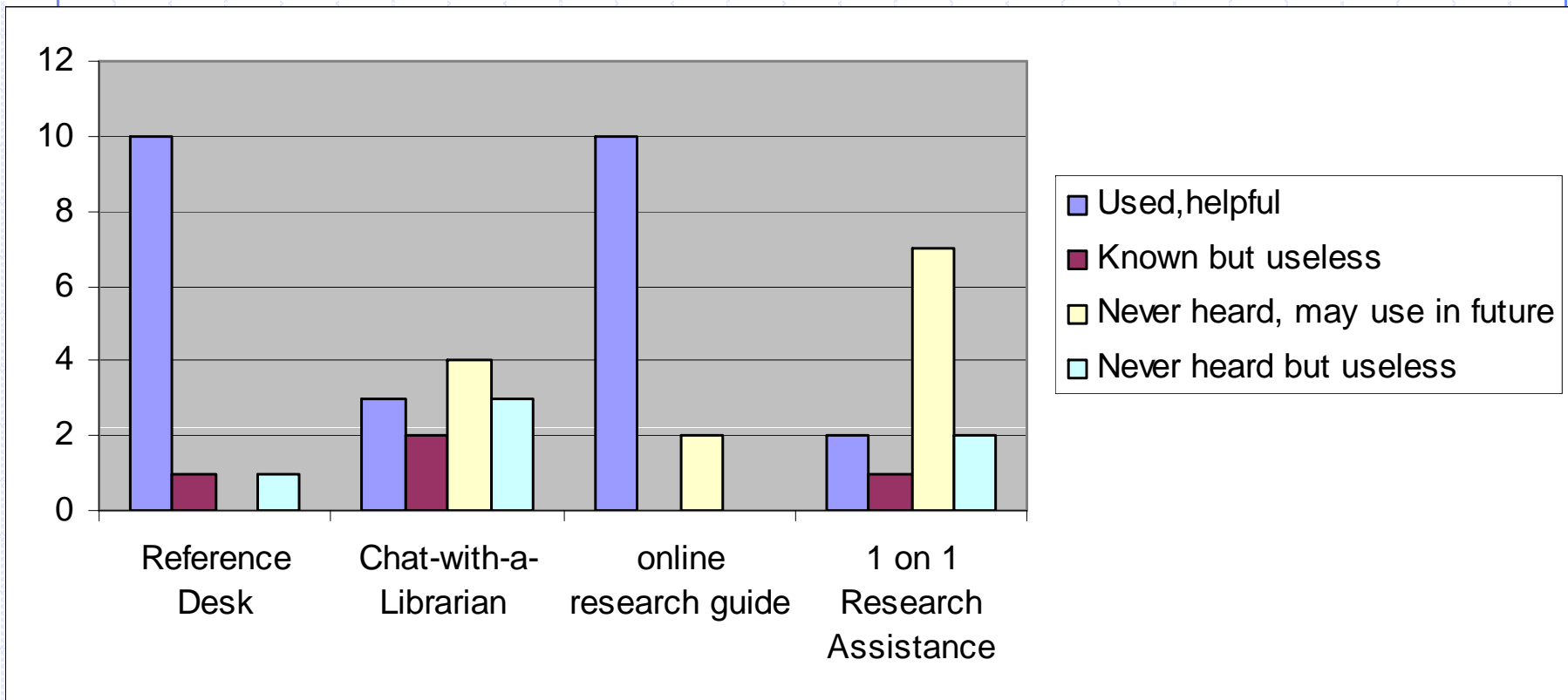




# Library Services



# Reference Services



# Information Literacy

- ◆ Determine the information needed: most guided by professors or advisors
- ◆ Access the information needed: many demonstrated well-developed search skills (research courses by professors)

# Information Literacy

- ◆ Evaluation: key databases, conferences in their areas of study
- ◆ Some unaware of legal and ethical issues of information access and use
- ◆ Citation style: most are unaware of the importance of citing information correctly (fully aware of plagiarism)

# Suggestions by Chinese Students

- ◆ Study place: quieter, more study room
- ◆ Brochures: introduction to library resources in English/Chinese
- ◆ Library events: inform via department secretaries with catchy subject lines
- ◆ More orientations for new students
- ◆ More resources (recent books, databases)

# Conclusions

- ◆ Language barrier: still a problem for graduate students, especially speaking ability
- ◆ Cultural differences: still there though students may not realize

# Conclusions

- ◆ Need library as a study place
- ◆ Don't understand the role of librarians
- ◆ Have problems with some library terms/jargon
  - E.g. "patron", "holdings"

# Conclusions

- ◆ Students not fully aware of library services, especially reference services and innovative services (e.g. ILL, Data Centre)
- ◆ Information literacy: lack of some aspects, such as understanding the legal/ethical issues of information use



# Recommendations

- ◆ Improved Communication
- ◆ Specialized Orientation Sessions
- ◆ Brochures introducing library resources with a glossary in English/Chinese

# Limitations

- ◆ Pilot study: results & conclusions need further investigation

# Future Plans

- ◆ Analyze data collected for the group of undergraduate students
- ◆ Expand to include other institutions
- ◆ Investigate other international student groups
- ◆ Quantitative studies: survey
- ◆ Interview faculty members
- ◆ Implement suggestions /recommendations

# Key References

- ◆ Canadian Bureau for International Education

[http://www.pdfdownload.org/pdf2html/pdf2html.php?url=http%3A%2F%2Fwww.cbie.ca%2Fdata%2Fmedia%2Freleases%2F20071116\\_CanadaSlides\\_e.pdf&images=yes](http://www.pdfdownload.org/pdf2html/pdf2html.php?url=http%3A%2F%2Fwww.cbie.ca%2Fdata%2Fmedia%2Freleases%2F20071116_CanadaSlides_e.pdf&images=yes)

- ◆ Citizenship & Immigration Canada

<http://www.cic.gc.ca/english/resources/statistics/facts2007/index.asp>

- ◆ CUDO- U Windsor

<http://web2.uwindsor.ca/general/cds/index.html>

- ◆ Statistics Canada

<http://www.statcan.gc.ca/daily-quotidien/061107/dq061107a-eng.htm>

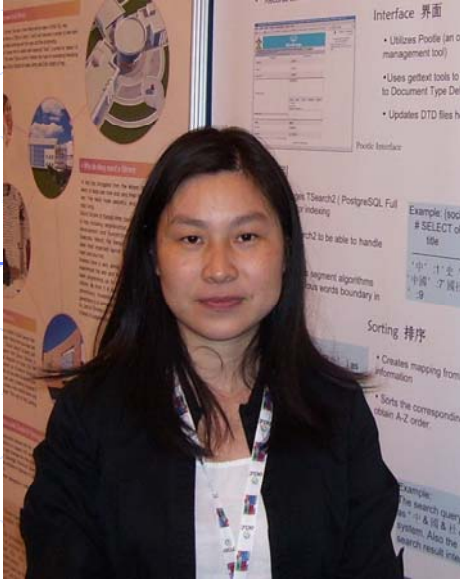
- ◆ U Windsor- Institutional Analysis

<http://www.uwindsor.ca/info>

# Acknowledgements

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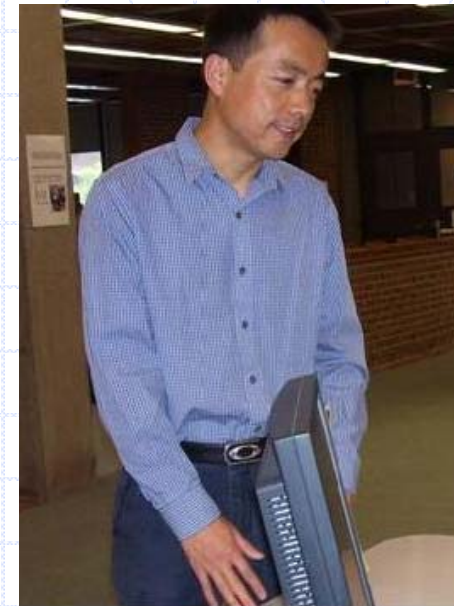
**Grace Liu, Librarian**  
**Leddy Library**



**Danielle Winn, Librarian**  
**Leddy Library**



**Meg Wang, Graduate Student**  
**Oddette Business School**



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◆ Thank you for your interest and attention!

◆ Any Questions?

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