

Research Article

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The Information Practices of the Fishermen in the Bay of Bengal, Bangladesh

DOI 10.1515/opis-2017-0003

Received November 23, 2016; accepted May 29, 2017

Abstract: Utilizing de Certeau’s concepts of “tactics” and “strategies,” and Chatman’s “information poverty,” this study examines the information practices of the fishermen in the Bay of Bengal, Bangladesh. Using face-to-face surveys, this study gathers data from 102 fishermen in the Bay of Bengal, Bangladesh. The findings of the study reveal that the majority of fishermen (“fisher folks”) studied regularly need information on weather, fish buying and selling prices, daily consumable products, entertainment, and religion. Fisher folks in this study heavily rely on their informal information networks (e.g., family and friends) to meet their diverse information needs. The study also reports various information challenges faced by the participants. It is evident in this study that fisher folks, due to unwelcoming information environment of strategic institutions (e.g., various government agencies), tactically avoid services and information provided by them. A call for radical change in “information service culture” (i.e., offering information to only educated, the dominant group of the society) has been emphasized by the author of the paper. The study also highlights the importance of offering appropriate, need-based, welcoming information services to rural communities by various government information agencies including public libraries. It is expected that this study will help researchers design studies aimed at exploring the “tactical information practices” of various unprivileged groups such as victims of domestic violence, ready-made garments worker, sex workers, etc., who have diverse socioeconomic and political backgrounds.

Keywords: Information practices of rural communities, tactical information practices, information poverty, information practices of marginalised population, Michel de Certeau.

1 Introduction

The pride of Bangladesh is its rivers. The country is blessed with vast open water resources with a broad range of fish species. There are 260 freshwater, 24 prawn, and 475 marine fish species in the country (Bangladesh, Department of Fisheries (DoF), 2016). Bangladesh is one of the world’s leading fish producing countries, and fishing is the second largest occupation in the non-farm agricultural sector in Bangladesh (Sultana, Thompson & Ahmed, 2002). Fish and fishery products ranked second in terms of export earnings for Bangladesh. In the 2013-14 economic year, Bangladesh earned \$ 630.24 by exporting fish and fishery product (Hussain, 2016). Statistics also show that the fishing industry in Bangladesh contributed 4.43% to the national GDP (Bangladesh, Ministry of Finance (MoF), 2012).

Despite their significant contribution, fishermen remain underprivileged and economically insolvent (Jentoft, Onyango & Islam, 2010). One of the ways this population is disadvantaged is with regard to access to information. Factors, such as illiteracy (Das, Ray, Kumar, Begum & Tarafdar 2015; Jentoft, Onyango &

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Islam, 2010), poverty (Jentoft, Onyango & Islam, 2010; Khanum, 2013), and lack of access to ICTs (Mamunur-Rashid & Akanda, 2015) hinder fisher folks' unfettered access to various information sources, such as public libraries, Fisheries extension departments, and online information sources. In developing countries like Bangladesh, access to formal information services (e.g., information services offered by various government agencies) and various facilities are mainly accessible to wealthy, educated, dominant groups of the society. Fisher communities, like other underprivileged communities, (e.g., "drug users" Shuva, Mallick & Taisir, 2017, manuscript in preparation) due to their poor socio-economic status, encounter several problems accessing various formal information sources and services.

A considerable amount of research has been done to explore the information practices¹ of various dominant groups (e.g., scientists, engineers, lawyers) of our society. We do not know much about the information practices of different unprivileged groups. Ethically, informational practice researchers should focus more on examining the information practices of various vulnerable groups and should help libraries and other government and non-government organizations design appropriate services for disadvantaged groups that have historically and culturally been ignored by LIS and other professionals.

This study explores how fishermen in the Bay of Bengal identify, seek, and share information. In particular, the study investigates the information needs of the fishers, information sources consulted to satisfy their information needs and identifies to what extent fisher folks are information poor. It is expected that the results of the study will inform our understandings of the information practices of a hard to reach, unprivileged group and would be of particular interest to government and non-government national and international organizations (e.g., Food and Agriculture Organization of the United Nations (FAO), WorldFish) working with fisher folks in different countries such as Bangladesh, India, Pakistan, and Cambodia to develop suitable policies to empower fisher communities with timely, relevant information.

2 Problem Statement

There have been some studies focusing on information needs and seeking behaviours of diverse communities (e.g., scientists (Niu & Hemminger, 2012; Palmer 1999; Sahu 2013); engineers (Freund 2015); nurses (McKnight 2007; Sundin 2002)). However, very few studies (e.g., Ikoja-Odongo & Ocholla, 2003; Njoku, 2004) focus on information needs and seeking behaviour of fishermen. As discussed earlier, the fishing sector in Bangladesh significantly contributes to its GDP. It also plays a vital role in rural employment generation and poverty alleviation. About 11% of the total population is somehow connected to fisheries for their livelihood (Bangladesh, Department of Fisheries (DoF), 2013). Despite the pivotal role played by fishermen, no study has so far attempted to explore the information practices of the fisher folks in Bangladesh. This study examines the information practices of fishermen in the Bay of Bengal. The following set of research questions guide this study: i) What are the information needs of fishermen in the Bay of Bengal? ii) What are the sources of information consulted by fishermen? iii) Do fishers rely on informal information sources (e.g., family and friends) or do they rely on government sanctioned information sources (e.g., Upazila fisheries office)? iv) Are fishermen in the Bay of Bengal information poor and what factors make a fisherman information poor? v) Do fishermen encounter any problems accessing required information? This study seeks to address all these questions by utilizing the theoretical frameworks of de Certeau (1984) and Chatman (1996).

3 Theoretical Framework

Michel de Certeau's framework for everyday life practices (1984) provides a lens through which to understand the ways the fisherman in the Bay of Bengal seek and use information through both formal and informal

¹ In this study, information practices mean how fishermen in the Bay of Bengal identify, seek, use, and share information. In South Asia, especially, in Bangladesh, the term "information needs and seeking behaviour" is widely used compared to "information practices" and "information behaviour." It is beyond the scope of this paper to deal with various terms used in information needs and seeking behaviour research. Readers are encouraged to read Case and Given (2016) for a greater understanding of different terms used to report information seeking behaviour and its related aspects of diverse populations.

sources and networks. It is, in particular, de Certeau's much cited concepts of "tactics" and "strategies" as everyday ways of life of coping that have the most bearing on this study. "Strategy" is defined by de Certeau (1984: XIX) as "the calculus of force-relationships which become possible when a subject of will and power (a proprietor, an enterprise, a city, a scientific institution) can be isolated from an "environment." On the other hand, de Certeau (1984:XIX) considers tactics as "a calculus which cannot count on a "proper" (a spatial or institutional localization), nor thus on a borderline distinguishing the other as a visible totality." Everyday life is itself constituted of the play between tactics and strategies, specifically between the tactical responses of people to the strategies of dominant institutions as people go about their routine activities of daily life – activities like working, shopping, cooking and so on. Strategies are sanctioned ways of using or engaging with social institutions through official practices and legitimated identities. Relationships between users and systems are always circumscribed by these strategies (de Certeau 1984: XIX). Tactics, on the other hand, can signify resistance to categorization and resistance to strategic control (de Certeau 1984, XII-XIII).

De Certeau's concepts of tactics and strategies have potential in examining the information practices of various marginalized populations in developing countries, in particular, those acutely disenfranchised populations such as sex workers, drug users, rickshaw pullers who are not welcomed by social institutions such as various government agencies due to their socioeconomic status, often defined by poverty, illiteracy, and the sheer absence of political power. LIS researcher Paulette Rothbauer (2005, 2010) maps de Certeau's formulation of everyday life to everyday life information practices and tell us, "De Certeau's analytical lens, therefore, focuses on 'ways of operating' or on what he described as the clandestine forms taken by the dispersed, tactical, and makeshift creativity of groups or individuals already caught in the nets of discipline" (de Certeau 1984, XIV-XV cited in Rothbauer 2005: 284).

In this paper, drawing from de Certeau's concept of tactics, tactical information practices mean the identification, seeking, use and sharing of everyday life information by marginalized populations that occurs in resistance to the information policies of the dominant official institutions within the realm of interest. Because it can be so difficult for members of marginalized populations to negotiate various sanctioned government services, many end up solely depending on their family and friends for everyday information needs. Relying on tactical information seeking strategies may, in fact, mean that everyday information needs remain unmet, or are resolved with out-of-date, incomplete or incorrect information.

In this study, Certeau's (1984) framework for everyday life practices, in particular, his formulation of "tactics" and "strategies" will be used to identify whether fishermen in the Bay of Bengal "tactically" rely on the informal, unsanctioned information sources (e.g., family and friends, local political leaders) or "strategically" rely on the established system of information (e.g., services offered by various government agencies such as Agricultural extension service). The Department of Fisheries, under the Ministry of Fisheries and Livestock, Government of the People's Republic of Bangladesh, is an example of an official organization for fishers in Bangladesh. The Department of Fisheries (DoF) assists the Government of the People's Republic of Bangladesh by creating policies, legislation and regulations related to fishing activities in Bangladesh. For example, on October 2, 2016, they issued a public notification forbidding catching, preserving, transporting, buying and selling of *Hilsa* from October 12 to November 2, 2016 during its peak breeding season.

It is quite possible that ordinary people having no access or limited access to strategic information sources as well as no access to the Internet might be information poor. Utilizing Chatman's (1996) theory of "information poverty," the study will examine whether fishermen are "information poor" and what aspects make a fisherman information poor. Chatman's theory of information poverty is built around four concepts: secrecy, deception, risk-taking, and situational relevance. Six propositions were derived from these concepts to describe an impoverished information world:

Proposition 1: People who are defined as information poor perceive themselves to be devoid of any sources that might help them. Proposition 2: Information poverty is partially associated with class distinction. That is, the condition of information poverty is influenced by outsiders who withhold privileged access to information. Proposition 3: Information poverty is determined by self-protective behaviors, which are used in response to social norms. Proposition 4: Both secrecy and

deception are self-protecting mechanisms due to a sense of mistrust regarding the interest or ability of others to provide useful information. Proposition 5: A decision to risk exposure about our true problems is often not taken due to a perception that negative consequences outweigh benefits. Proposition 6: New knowledge will be selectively introduced, and this process is influenced by the relevance of that information to everyday problems and concerns (Chatman, 1996, 197-198).

It is to be noted here that due to different cultural practices in developing countries like Bangladesh, India, and Pakistan, Chatman's information poverty propositions from three through five may not fit in examining whether some groups are information poor or not. However, the theory of information poverty with some revision can work as an excellent framework for examining the information poverty of various groups in developing countries. This issue has been addressed more elaborately in the discussion section.

4 Literature Review

Research on information needs and seeking behaviour has gained much attention in the library and information science arena. Since 2000, a considerable number of studies have been conducted across the globe that focus on information practices of various groups in developing and developed countries. As fisher folks in Bangladesh are part of the rural community, and Bangladesh is a developing country, this study mainly focuses on the information needs and information seeking behaviour literature on rural people in developing countries. Due to the enormous volume of research on various areas of information practices of diverse groups, the literature review of this study is intentionally confined to studies that discuss information needs and practices of rural people in developing countries, particularly fishermen. In the following sections, a brief illustration of the key findings of the various studies on rural dwellers is presented.

4.1 Information practices of rural dwellers except fishermen

Several studies, such as Momodu (2002), Kalusopa (2005), Mtega (2012), Benard, Dulle and Ngalapa (2014), Owolade and Kayode's (2012), report the information practices of various rural populations including farmers, snail farmers, rural women, and cottage industry professionals. This section briefly illustrates the core findings of some of the studies conducted on rural dwellers in various countries.

A number of studies have been carried out in several countries in Africa to examine the information behaviour of rural residents. In Nigeria, a study by Momodu (2002) reports agriculture, health, politics, education, economy, and community development are the core information needs of the rural population studied. The information sources consulted by the respondents of Momodu's study include radio, television, and newspapers, extension workers and agents, and informal networks. In Zambia, a study by Kalusopa (2005) reports farm management, dairy management, and poultry equipment and technology are the three essential areas of information needs of small-scale farmers who participated in the study. In Tanzania, a study by Mtega (2012) reports that information related to market, health, political, credit, leisure, and agricultural husbandry practices were some of the information need of the rural population studied. The participants of the Mtega's (2012) study indicated radio, face-to-face communication, mobile phones, television, and newspapers as some of their information sources. Another study in Tanzania by Benard, Dulle and Ngalapa (2014) indicated that rice farmers need information related to marketing, weather conditions, agricultural credit/loan, new seeds, storage methods, planting methods, diseases, and pest control. Owolade and Kayode's (2012) study on snail farmers in Oyo State, Nigeria, reveals that radio, television, farmers associations, newspapers and extension agents were the primary information sources to satisfy their various information needs. Another study in Nigeria by Saleh and Lasisi (2011) report agriculture, education, economy, health, and politics are some of the major information needs of rural women. On the other hand, Mooko's (2005) study on women in three rural villages in Botswana found that most information needs were health-related.

After reviewing local studies, Zhang and Yu (2009) report information on agricultural technology, markets, income generation and policies some of the core information needs of rural dwellers. In Malaysia,

Bakar (2011) reports finance, child education, religion, foods, health, home beautification, and hobbies as some of the core information needs of the rural women in Malaysia studied. Yusop et al. (2013) identify economic activities and daily lives related information needs of rural communities in Malaysia and highlight the importance of building village online information portal for bringing socio-economic change in rural areas.

A study of individuals engaged in the cottage industries in Kolkata, India by Musib (1991) reveals that participants of the study mostly communicate information needs related to their line of work. On the other hand, Sharma (2007), after studying 667 rural respondents of Gwalior district of Madhya Pradesh, India, reports that television is the primary source of information in rural areas. Meitei and Devi (2009) report the high use of radio to meet the various information needs of farmers in rural Manipur, India. Naveed and Anwar (2013) report the major information needs of farmers in Pakistan are soil preparation, seeds, taking care of crops, harvesting activities, and animal husbandry.

Islam and Ahmed (2012), after reviewing studies on the information needs and seeking behaviour of rural dwellers in developed and developing countries, contend that information needs of rural communities from all countries are quite similar. However, studies on the information practices of various rural communities in developing countries mostly report the information rural communities need and the sources they use to fulfil their information needs. There is a lack of research that examines why rural communities heavily and sometimes solely use informal information networks and rural communities' interaction with formal information service agencies. This study will shed some light on the reason behind unprivileged population's heavy reliance on the informal information networks and their interaction with the government information sources.

4.2 Fishermen

Despite fishermen's economic contribution to a number of countries, a few studies examine the information practices of fishermen. Okwu, Yahaya, and Obinne (2011) report information related to sources of micro credit, modern fish capturing methods, and aquacultures were required by the fisher folks in Nigeria. A study by Ikoja-Odongo and Ocholla (2003) highlight the functional information needs (e.g., facts, advice, news) of 118 artisan fisherfolk in Uganda. Verbal channels and radio broadcasts were considered as the primary channels for receiving information by the participants of the Ikoja-Odongo and Ocholla's study. The participants of Njoku's study (2004) indicated information on credit facilities as one of their core information needs. Friends, relatives, neighbours, personal experiences, educated people, radio, and television were the most important information sources mentioned by the participants of the Njoku's study. A study by Uzezi (2015) reports the agricultural information needs of the migrant fishermen in Nigeria. Despite a few studies reporting fishermen's information needs and seeking in everyday life context, we do not have a complete picture of whether fishermen in various countries, especially, in developing countries have access to various government information sources and the challenges they face utilizing formal information sources. This study attempts to understand whether fishermen have regular access to various formal information sources and whether they consider formal information service environment, welcoming or not.

4.3 Research on information practices of rural dwellers in Bangladesh

There have been some studies on information needs of rural dwellers in Bangladesh. A study by Ahmed, Munshi, and Ahmed (1997) depicts that rural residents involved with agricultural activities require information related to agricultural productivity. Khan's (1997) study indicates that rural communities need information on health, water supply and sanitation, government policy, crop production, and environment. Another study by Iqbal (2003) on information needs and information problems in rural and urban areas in Bangladesh reveals that both rural and urban slum residents consider farming, family planning,

financial, natural disaster, health and information about the world and entertainment as the major areas of information need. A study of Islam (2010) examines the information needs of rural library users. The author reports education, health, religion, entertainment, current affairs, agriculture, politics and family planning as the primary information needs of the studied population. A study by Hossain and Islam (2012) on information needs of rural women found that rural women mainly require information on agriculture, animal husbandry, food and nutrition, health, education, and religion. Hossain and Islam (2012) report television, friends and neighbours, personal experience, and radio as sources of information for rural women.

Except reporting the various information needs, sources and challenges faced by rural dwellers in Bangladesh, none of the study attempts to explore the interaction between rural dwellers with various strategic information services and whether rural dwellers information poor or not. This study examines the information practices of fishermen and explores whether fishermen have easy access to strategic information services or not and whether fishermen are information poor or not.

4.4 Family, friends, and personal networks as core information sources

It is a universal finding that human beings heavily depend on family and friends to satisfy their various information needs. Studies on rural dwellers, such as Chakrabarti (2001), Hossain and Islam (2012), Mooko (2005), Naveed and Anwar (2013), Njoku (2004), Zhang and Yu (2009), Benard, Dulle, and Ngalapa (2014), Uzezi (2015), report the dependence of rural dwellers' on various interpersonal information sources to satisfy their information needs. Very little is known about why rural residents heavily depend on family and friends to meet these needs. Various factors, such as illiteracy, ignorance of information providers, lack of ICT skills, poverty, or convenience might be some of the reasons behind rural dwellers' dependence on informal information sources. This study explores whether sociocultural factor influences ones' access to rich, formal information sources or not.

4.5 Factors affecting the information practices and the access to information of rural dwellers in developing countries

Okwu, Yahaya, and Obinne (2011) report low levels of education, poverty, and lack of fisheries extension in fishing communities as some of the major hindrances of access to information of fisher folks. Njoku's (2004) study reports the high level of illiteracy among the fishing communities in Nigeria. Ikoja-Odongo and Ocholla (2003) highlight the low educational backgrounds among respondents as a significant barrier to accessing information.

Dutta (2008), after reviewing several studies, concludes that education plays a key role in the information needs and seeking behaviour of citizens of varying lifestyles and backgrounds. Momodu (2002) highlights that illiteracy is one of the main barriers to fulfilling information needs of the rural populations. Mtega (2012) indicates that respondents' occupation, age, and level of education influence the need for some types of information. A study by Saleh and Lasisi (2011) highlight illiteracy, attitudes of extension workers and poverty as some of the barriers to information access by rural women in Nigeria. Similarly, Chakrabarti (2001) concludes that illiteracy and ignorance are the main hindrances to obtaining information. It is evident that various factors, such as illiteracy/low levels of education, poverty, ignorance of information service providers, and lack of ICT skills affect the information practices of rural dwellers in developing countries.

The brief analysis of the literature on rural dwellers' information practices suggests that rural residents have information needs relevant to their everyday life practices. For example, those involved in farming require information related to agriculture. Similarly, those involved in fishing need fishing related information. It is also evident in the literature that informal information networks are heavily used by various rural communities in satisfying different information needs. As the literature points out, several factors,

such as poor education, poverty, ignorance of service providers, lack of orientation with new technologies, affect the information practices of rural dwellers. Little is known about the interaction between strategic information services and various unprivileged rural communities in developing countries and the factors influencing access to formal information services as well as whether rural communities are information poor. This study would fill some gap in some of these areas.

5 Methodology of the Study

5.1 Background on the study area

The study was conducted in Kalapara Upazila of Patuakhali district, Bangladesh. Patuakhali is a coastal district, a sub-division of Barisal situated on the fringe of the Bay of Bengal. There is a total of 166,000 square kilometers of water area including Exclusive Economic Zone (EEZ) in the Bay of Bengal. Fishing is confined within areas of up to 200 meters in depth. About 158 trawlers, and 45,377 mechanized and non-mechanized boats are engaged in fishing. (DoF, 2014). In 2014, a U.N. tribunal awarded Bangladesh nearly four-fifths of an area sprawling over 25,000 square kilometres (9,700 square miles) in the Bay of Bengal, ending a dispute over a sea border with India that had lasted for more than three decades (Paul, July 08, 2014).

Kalapara Upazila comprises a land area of 483.08 square kilometre. It is bounded by Amtali Upazila on the north and west, the Bay of Bengal on the south, Rabnabad Channel and Galachipa Upazila on the east (Kabir, 2014). Kuakata, the second largest tourist centre of Bangladesh, is located on the southern extremity of the Upazila.

5.2 Sampling technique

Fishermen are a hard to reach group for research purposes. Moreover, there is no sampling frame available that would allow the author to randomly choose fisher folks to participate in this study. For an individual researcher, it would be very expensive and impractical to consider the whole fishing community for conducting face-to-face surveys. Therefore, this study had no other choice except to apply nonprobability sampling techniques. In particular, this study used a mixture of convenience and snowball samplings to gather information from the fishermen of the Kalapara. According to Bryman (2016: 187) “a convenience sample is one that is simply available to the researcher by virtue of its accessibility.” According to Palys and Atchison (2008), the simplest type of non-probabilistic procedure, known variously as haphazard, convenience, or accidental sampling, involves little more than “getting whomever you can” (Palys and Atchison 2008: 124). On the other hand, according to Babbie (2007: 193) “snowball sampling is a nonprobability sampling method, often employed in field research, whereby each person interviewed may be asked to suggest additional people for interviewing.” According to Bryman (2016: 188) “the researcher makes initial contact with a small group of people who are relevant to the research topic and then uses these to establish contact with others.” Because of the limitation of time and resources and as it is hard to reach fishing communities for research, the author considered 100 responses sufficient for the understanding of the information practices of the fishermen in the Bay of Bengal, Bangladesh.

5.3 Data collection

Three trained research teams were employed, each consisting of two members to collect the data from the fishermen. Members of the research teams were briefed about the purpose of the study, meaning of the questions in the questionnaire, and ethical considerations. The research teams consisted of university and college students from the local area. Some of them had friends and relatives involved in fishing activities. The author maintained frequent contact with the members of the research teams.

During the pilot study, the friends and relatives of the members of the research teams were interviewed. The friends and relatives of the research teams helped to locate potential respondents in the area who also fish in the Bay of Bengal. Some respondents made phone calls to their friends and relatives to request to participate in this study. In conducting this study, unflagging support was received from local community leaders and learned persons.

The author developed a questionnaire in Bengali to make it easier and uniform for the research team to ask the question accurately without having to construct their own translations/meanings. The questionnaire contained mostly closed questions with and a few open-ended questions. The questionnaire was divided into the following categories:

- I. Demographic Information
- II. Ownership of Assets
- III. Media Consumption
- IV. Knowledge of Fishing Law, Right to Information Act of 2009 and Union Information Services Centre
- V. Information Needs and Sources
 - a) Everyday Life Information Needs and Sources
 - b) Occasional Information Needs and Sources
- VI. Information Challenges

Questions regarding the knowledge of fishing law, RTI act of 2009, and UISC were asked to unearth whether fishermen are aware of the existing fishing law and regulations and how they are aware of it, whether they know about the Right to Information Act of Bangladesh and how they heard of the law and whether they have used UISC and how they heard of it.

As most of the participants of this study were illiterate or had little education, in most of the cases, a member of the research team filled out the questionnaires on behalf of the participants of the study. A member of the research team also wrote answers to open-ended questions. The duration of each interview was about 30-40 minutes.

The participants in the study were given a document in Bengali explaining the purposes and potential outcomes of the research. The research teams read the document aloud and answered questioned posed by the participants. The participation in the study was entirely voluntary. The participants were allowed to refuse to participate at any point or refuse to answer any question. Informed consent was obtained verbally, considering the cultural context of the rural population (they are usually suspicious of signing documents). The participants were given the option of participating privately at a place of their convenience. . However, all the participants indicated their preferences of being interviewed at home. In the majority of the cases, the participants invited their family members and friends of the participants to be present during the surveys. This practice is very common in rural areas in Bangladesh.

A pilot study was conducted in April 2013 on a few fishermen to see whether they understood the questionnaire and whether the results were expected. After the pilot study, some modifications on the questionnaire were made by the author.

The study was conducted from early May 2013 to January 2014 with a halt of three months due to Cyclone Mahasen attack in mid of May 2013. The research assistants and potential respondents of the study were affected by the cyclone, and they had to move to the temporary shelter during the cyclone attack. The surveys resumed in August 2013 and continued to the end of January 2014.

The research teams for this study encountered some problems while conducting the face-to-face surveys including reluctance to participate in this study and fear among fishermen, as they thought they would be in trouble if they were involved. A few fishermen considered the study a waste of time as they did not see any immediate benefits. The research teams had to answer many questions from the respondents such as: Who sent them and why; What would be the advantages of participating in the study; Are political parties and NGOs involved in the survey; Will they be in trouble if they tell the truth regarding the mismanagement and harassment at different government offices? Finally, this study was able to reach about 130 potential respondents during the allocated time for the study. Of them, 102 fishermen, from ten villages of the Kalapara Upazila, participated in this study.

This study is not without limitations. The study employed non-probability sampling techniques to locate the fishermen in the Bay of Bengal. Thus, the results of the study are not generalizable. To better understand the everyday information practices of the fishermen, in addition to the surveys, use of in-depth qualitative interviews could yield a better result. It would also be better if the author of the study could have been able to stay on the field for a longer period and interview the respondents. Despite its limitations, this study contributes to a better understanding of the information practices of an unprivileged rural population.

6 Findings

6.1 Demographic profiles of the respondents

Fishing in Bangladesh is a male dominated profession. Females mainly work with the processing of fish. All respondents of this study were male. Table 1 illustrates the demographic profile of the participants of this study.

Table 1. Backgrounds of the respondents

Background characteristics	Number of respondents (n=102)	Percentage (%)
Age		
20-29	26	25.5
30-39	34	33.3
40-49	24	23.5
50-59	12	11.8
60+	6	5.9
Education		
No Education	22	21.6
Primary Incomplete	38	37.3
Primary Complete	20	19.6
Secondary Incomplete	18	17.6
Secondary Complete or Higher	4	3.9
Marital Status		
Unmarried	6	5.9
Married	96	94.1
Family size		
2-3	26	25.5
4-5	56	54.9
6+	20	19.6
Income		
<=2900	27	26.5
2901-4000	25	24.5
4001-5000	35	34.3
>5000	15	14.7

As evidenced in Table 1, the majority of the respondents were within the age range of 20-39 years (58.8%). Nearly 25% of the respondents were within the age range of 40-49, and about 18% of the respondents were over 50 years of age.

Regarding educational backgrounds, the majority of the respondents (No Education 21.6%; Primary incomplete 37.3%) did not complete their primary education. Out of 102, only four respondents indicated that they completed secondary education. One of the core reasons behind the lack of education among fishermen is poverty. Many fishermen choose this profession at a very early age due to family responsibilities. They pass through a vicious circle of poverty and are unable to invest in education.

Most the respondents (94.1%) were married. Early marriages are prominent in rural areas in Bangladesh. More than half of the respondents (54.9%) had between four and five family members, whereas one-fourth had small family size consisting of two to three members. Nearly 20% fishermen had a family size consisting of more than six members.

Most of the fishermen of this study were not economically solvent. The average monthly income of the majority of fishermen who participated in this study ranges from Bangladeshi Taka (BDT) 2000-4000 (equivalent to US\$25-50), which is not sufficient to have a decent life. About one-third of the respondents had an income ranging from BDT 4,100 to 5,000 (US\$50-65). A few respondents (14.7%) on an average earn more than 5,000 BDT per month. Those earning more than 5,000 BDT have part-time occupations. Mostly fishermen with part-time occupations either worked with farmers or worked as porters. Other part-time occupations include pulling vans and carts, day labouring, or construction work. The minimum income as indicated in the questionnaire was 1,950 BDT (\$25), and the maximum was 16,000 (\$207). The respondent earning 16,000 BDT had a trawler renting business and was very solvent. Statistics on a monthly income of the respondents clearly depicts the vulnerable economic status of the fishermen. Some fishermen indicated that they had ups and downs in their earnings throughout the year. During the peak season (usually mid-June to mid-October), they often earn more money than the off-peak season. Their income entirely depends on the amount of fish they get to sell in the market. A recent study by Das et. al. (2015) also report the poor socioeconomic status of fishermen in the South-East region of Bangladesh and highlight various problems faced by this community.

6.2 Ownership of assets²

The respondents were asked to indicate whether they own mobile phones, electricity, and TV/Radio. Table 2 shows the ownership of assets by the participants of this study.

Table 2 Ownership of assets

	Number of respondents (n=102)	Percentage (%)
Mobile Phone		
No	38	37.3
Yes	64	62.7
Electricity		
General Electricity	4	3.9
Solar Electricity	21	20.6
No Electricity	77	75.5
Television		
No	91	89.2
Yes	11	10.8
Radio*		
No	26	25.5
Yes	76	74.5

* Mostly battery operated.

² Initially a question was included regarding the land possession information of the participants under the ownership of assets. However, in consultation with the fishermen who participated in the pilot study, no question was asked regarding the ownership of lands. People, especially, rural people in Bangladesh are not usually comfortable in answering questions regarding land possession to unknowns. Moreover, some rural people do not usually have up-to-date land records, do not pay land tax (*Khajna*) regularly, and prefer to hide their land information in order to get government benefits mostly after disaster. Asking question related to land ownership might have been intimidating and might have resulted in lower participation in this study. Thus, this study intentionally omitted the questions on the land ownership. The reason to ask questions regarding the use of various information media (such as TV, radio) among the participants was to learn about the use and non-use of various information media among the fishing community.

Table 2 shows that the majority of the respondents (62.7%) own mobile phones. It is worth mentioning here that mobile services in Bangladesh are much cheaper than many countries in the world, and one can avail mobile facilities by paying as low as BDT 1000 (approximately US\$ 13).

Regarding electricity, 75% fishermen did not have electricity services in their homes. They still use oil lamps. Some respondents (20.6%) had solar power, and only a few (3.9%) had general electricity facilities. Related to the possession of mobile phones by the majority of the respondents may pose a question in readers' mind as to how fishers charge their phones when they do not have electricity. The answer to this question is that they usually use the charging facilities available at various shops in the Bazaar or charge their phones at their neighbour's place. Naturally, as the majority of fishermen are poor and do not have electricity services at their homes, they do not own personal television. Only a few fishermen (10.8%) had television services at their home. In contrast, the majority of the respondents (74.5%) mostly own battery operated radios, as they are cheap to acquire. About one-fourth of the respondents (25.5%) reported that they had no radio of their own.

6.3 Use of information media

To determine the extent of information media use by fishermen, the respondents of this study were asked to indicate their television, radio, newspapers, and library use. Table 3 shows the information media use of the respondents.

Table 3 Use of information media

	Number of respondents (n)	Percentage (%)
Television		
Regularly	84	82.4
Occasionally	18	17.6
Radio		
Regularly	82	80.4
Occasionally	20	19.6
Newspaper		
No	93	91.2
Yes	9	8.8
Library		
No	99	97.1
Yes	3	2.9

As the results on the use of information, media reveal that most of the respondents (82.4%) watch television regularly. A question may arise that when most of the respondents do not own a TV, how do they watch TV regularly? The answer to this question is that they watch TV either at their neighbour's house or Bazaar. Most fishermen (80.4%) also listened to radio programs regularly. Not surprisingly, most of the fishermen (91.2%) do not read newspapers. Out of nine respondents who indicated they read newspaper, three completed secondary educations (10 class), three completed primary educations (five class) and three did not complete primary educations. As expected, 97% respondents indicated that they do not visit libraries. Out of three respondents who indicated they use libraries, one completed secondary education and the other two completed primary education. Though nearly 40 percent of respondents of the study indicated they had completed primary education or more, it is not known what made three respondents use libraries. Research is needed to explore the factors affecting the use of libraries among rural populations.

6.4 Knowledge of fishing law, RTI act, and UISC

The participants in the study were asked to provide information on whether they know about the existing fishing law and regulations, *Right to Information Act of 2009*, and *Union Information and Service Centre (UISC)*. Figure 1 illustrates their awareness of fisheries law and regulations, the RTI Act of 2009 and UISC.

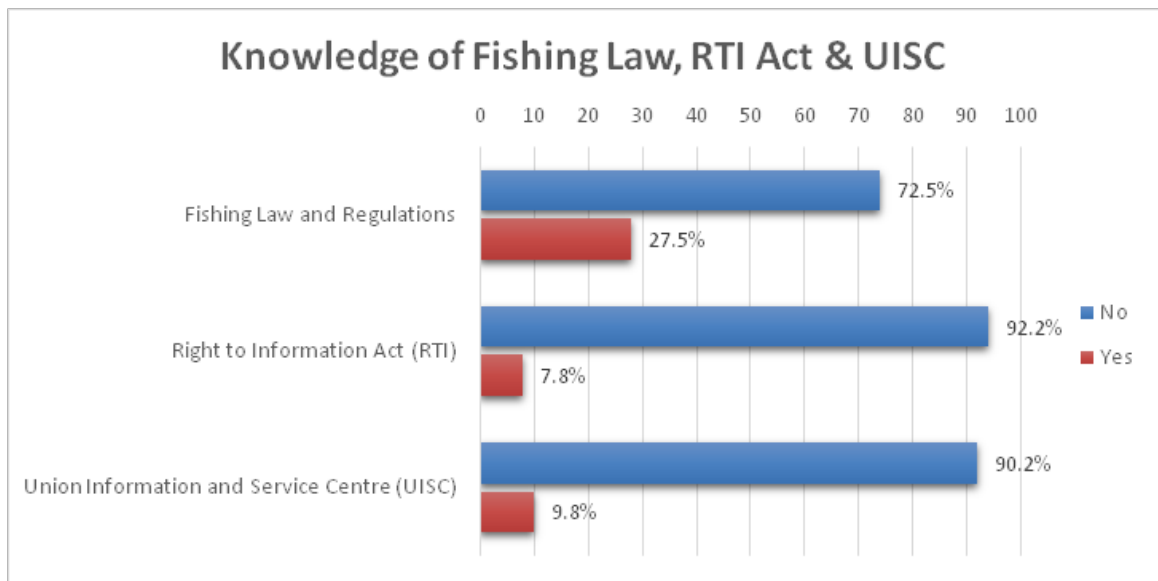


Figure 1: Knowledge of Fishing Law, RTI, and UISC

Though knowing about fishing laws and regulations is important for fishermen, surprisingly, as evident in Figure 1, nearly 75% of the fishermen had no idea about existing fishing rules and regulations. Out of 102, only 28 respondents indicated that they were aware of fishing rules and regulations. The respondents who were aware of fishing laws and regulations also reported that they were informed by their family members and friends.

Most respondents (92.2%) of the current study had no idea about the *Right to Information Act of 2009*. Only eight (7.8%) respondents indicated that they heard of the *RTI Act of 2009* from their family members or relatives. The Government of Bangladesh enacted its '*Right to Information (RTI) Act*' in 2009 to empower citizens by providing timely information to (or "intending to") reducing corruption at the national level. To enforce the law, the Government of Bangladesh established the Information Commission of Bangladesh. The commission, with its small human resources, so far has not been widely successful in informing the public, especially rural population, about the benefits of the *Right to Information Act of 2009* and its usage.

Surprisingly, the majority of the fishermen (90.2%) interviewed had no idea about *Union Information and Service Centre (UISC)*. Union Information Services Centres are an innovative information services provision established by the Government of Bangladesh in November 2010 to ensure the availability of timely information in rural areas. A total number of 4,501 UISCs have been established at all Union Parishads (the lowest tier of the local government) of Bangladesh. UISCs offer various government services such as public examination results, online university admissions, birth-death registrations, agricultural & law consultancy, telemedicine, life insurance, private services like mobile banking, English learning, computer training, email, and Internet browsing (Asad, 2012).

6.5 Everyday life information needs and occasional information needs

The respondents of the study were asked to indicate the information they need regularly and occasionally with their corresponding information sources. Table 4A and Table 4B illustrate the everyday life information needs and occasional information needs with their top corresponding information sources as indicated by the respondents.

As evident in Table 4A, the respondents of the current study need information related to weather (95.1%), fish buying and selling (90.2%), entertainment (73.5%), product (e.g., the price of grocery items, 72.5%), and religious information (52.5%) regularly. These information needs influence their everyday life practices and therefore become an integral part of their life. More precisely, depending on the weather, they decide whether to go fishing or not. Based on fish price information they receive, they choose appropriate sale locations to maximize their income.

Entertainment has become an essential part of some fishermen's everyday life, and they always look for entertainment information (e.g., information about new dramas, movies, songs) to be away from their depression and frustrations. Some fishermen start their life with reading Quran and Hadith and are always in quest of a path to real religious life. Religious information includes information about prophets and their disciples, the meanings of some verses of the Quran, information on the Hadith, and religious rules and regulations related to everyday life practices.

Table 4A Everyday life information needs and top corresponding information sources

	Top corresponding information sources	Percentage (%)
Weather (n=97, 95.1%)	Radio	94.1
	TV	72.5
	Family and Friends	60.8
Fish Buying and Selling (n=92, 90.2%)	Family and Friends	78.4
	Fish Buyers and Sellers	67.6
Entertainment (n=75, 73.5%)	Television	75.5
	Radio	74.5
	Family and Friends	52.9
Product Information (n=74, 72.5%)	Grocery Shop	85.3
	Family and Friends	79.4
Religious Information (n=53, 52.5%)	Imam (head of a mosque)	55.9
	Madrasha Teacher	32.4
	Family and Friends	10.8

** Multiple responses possible (n=102)

Table 4B Occasional information needs and top corresponding information Sources

	Top corresponding information sources	Percentage (%)
Health (n=81, 79.4%)	Village Doctor	48
	Family and Friends	27.5
	Upazila Health Complex	16.7
Cyclone Centre Information (n=80, 78.4%)	Family and Friends	86.3
	Local Weather Announcement/Red Crescent Announcement	14.7
Bank/NGO Loan/Credit Information (n=78, 76.5%)	Relevant Organizations	72.5
	Family and Friends	67.6
Land (n=74, 72.5%)	Family and Friends	55.9
Law (n=69, 67.6%)	Family and Friends	41.2
	Political Leaders	32.4
Political Information (n=62, 60.8%)	Local Political Leaders	65.7
	Family and Friends	30.4
Education Information (n=65, 63.7%)	School Teachers	55.9
	Family and Friends	44.1
Administrative Information (n=62, 60.8%)	Family and Friends	88.2
	Political Leaders	25.5
Fish Preservation Information (n=58, 56.9%)	Personal Experience	70.6
	Family and Friends	28.4

** Multiple responses possible (n=102)

The occasional information needs of fishermen include health (79.4%), cyclone centre information (78.4%), bank loan/credit information (76.5%), land information (72.5%), NGO information (72.5%), law (67.6%), educational information (63.7%), food and nutrition (61.8%), administrative information (60.8%), fish preservation information (56.9%), and transportation information (48%). These information needs are context dependent. Not everyone needs health information, only when fishermen or their family members have health problems they look for health information or services. Similarly, fishermen do not need cyclone centre information unless a devastating cyclone is about to occur. They need bank loan/credit information only when they plan to buy some fishing equipment, or they need some cash to do other things.

In this study, everyday life information needs are considered to be those which are an integral part of everyday life practices. On the other hand, occasional information needs are those which are situation dependent and not always required.

Respondents were asked to indicate the information sources they consult when they need information. As shown in Table 4A and Table 4B, the study identified the key information sources consulted by the fishermen when they need various types of information. The information sources consulted for various types of information include family and friends, fish buyers and sellers, grocery shop owners, local political leaders, local weather announcement/Bangladesh Red Crescent Society (<http://www.bdrccs.org>) announcements, political leaders, radio, TV, etc. If we carefully look at the information sources mentioned by the fishermen, it is evident that fishermen mostly depend on informal, personal information sources rather than the sanctioned government information sources. Out of 14 information needs shown in Table 4A and Table 4B, fishermen consult family and friends for 13 information needs including health, land, and administrative information. Not surprisingly, for fish preservation, they heavily depend on their acquired knowledge and do not usually need information from others. Those who need religious information regularly consult imams (55.9%), madrasa (religious school) teachers (32.4%), and family and friends (10.8%). It should be noted here that those requiring religious information tend to be religious, and they often pray at a particular mosque. They usually have a close rapport with imams.

The answer to the research question what are the information needs of the fishermen in the Bay of Bengal and what information sources do they use is that fishermen surveyed in this study have a diverse everyday life and occasional information needs and they heavily depend on the informal information networks to meet their information needs. The everyday life information needs of the fishers in this study consist of work (such as weather, fish buying and selling) and non-work (e.g. leisure such as entertainment or religion) related information needs. The answer to the research question do fishers rely on informal information sources or do they rely on government sanctioned information sources is that fishermen heavily rely on informal information sources (e.g. family and friends) than government sanctioned information sources and services. Finally, the answer to the research question are fishermen in the Bay of Bengal information poor is yes. Though in some cases fishermen seem to use appropriate information sources (for example, for religious information they consult Imam) to satisfy their information needs, in majority of the cases, they heavily rely on their family and friends which may not be suitable for meeting some important information needs (such as administrative, land, law and order). The fishermen, due to their heavy reliance on family and friends, may end up obtaining backdated and incorrect information (e.g. catching fish during a ban period is okay). Moreover, due to illiteracy, lack of access to the Internet and the strategic agencies, they are not able to verify or cross check the information they receive from their informal networks. The answer to the research question what factors make fisherman information poor is illiteracy, poverty, lack of access to the Internet, unwelcoming strategic information environment and inability to verify information.

6.6 Problems accessing information

To address the research question, do fisher folks encounter any problems accessing required information? The participants of the study were asked to indicate the challenges they face accessing various types of information. The participants indicated a number of challenges they encounter accessing information.

Catching fish in the Bay of Bengal is hazardous and lack of timely information may cost them their lives. Some respondents indicated that sometimes they face problems with their radio, especially when they are far from the coast. These problems include noise on the radio, inability to catch signals from all stations and inability to receive certain radio channels at sea. They reported that they mostly use the “*Chittagong Radio Station*” and “*Khulna Radio Station*” for news, weather, and entertainment. While responding to a question “what do you do when no technological device, e.g., mobile phones, radio, works or when you have to guide yourself at sea?” They reported that they usually have at least one veteran sailor/boatman on their boat, who usually has great experiences guiding fishermen at sea. In addition to compasses, veteran sailors utilize stars, sea waves, and wind direction. Some experienced sailors reported that they had learned from their long experience at sea that sea waves must always move towards the coast. As mentioned earlier, they do not have formal education and training to guide them at sea, but they have acquired invaluable tacit knowledge that helps them to survive at sea. A separate study to explore their tacit knowledge would be worthwhile.

Besides problems with the radio, another core problem faced by the fishermen in this study is the unavailability of mobile/cellular networks at sea. They are not able to communicate with their families and friends due to the unavailability of mobile networks. They also do not receive any updates on weather through cell phones when they are far from the coast. Some of them indicated that they have a fear of pirates, and they try to keep away from trawlers even when they badly need information.

Other critical problems mentioned by the fishermen include harassment they experience while asking for information at various government offices, lack of timely and relevant information, ignorance of the fishing community by the government officials, unavailability of appropriate personnel at the information desk at various government offices and non-government organizations, and lack of specific information provision near the fishermen’s residences.

Harassment seeking necessary information was mentioned by quite a number of respondents in the current study. One respondent indicated that he encountered harassment when he requested information from government officials and political leaders. A few respondents stated that they did not get relevant information when they asked for it, and some respondents reported that they did not get timely information mainly related to fish selling. Ignorance of fishing communities was one of the biggest problems when accessing information. The fisher community considers their vulnerable socioeconomic status (e.g., poverty, poor educational background) as the major reason why government officials and political party leaders do not bother to care about them and offer them need-based, timely information.

A few respondents indicated that they did not find relevant officials at their desks when they visited different government offices and community organizations. They also mentioned that instead of giving direct information, some officials referred to other agencies where they did not get the information they needed. Some respondents considered the lack of tailor-made fishing information near them as a major problem obtaining hassle free, timely, relevant information.

7 Discussion

The study finds that the fishermen who participated in this study use “tactical” information practices to fulfil their needs for information. There is evidence of resisting the services and information offered by official agencies such as Upazila fisheries office. Some of the reasons behind their “tactical information practices” might include uninviting government information services, lack of orientation with various government services, illiteracy and poverty. Furthermore, for almost all types of information needs, they heavily depend on the informal information sources. Surprisingly, even for the administrative and land information, they rely on informal information sources. Some of the respondents of the study indicated that fishers do not receive proper treatment from the government service providers due to their poor socioeconomic status. They face harassment when accessing formal information services. Due to an uninviting “information environment (where information seekers meet information providers),” they tend to avoid the “strategic information services” offered by various government and non-government agencies in Bangladesh. Some

of them might also be emotionally avoiding strategic information provisions due to improper treatment from various information agencies.

The socio-political culture of many developing countries, such as Bangladesh, have not yet been able to respect marginalized populations to provide responsive levels of service. Official institutions in many developing countries may keep needed information beyond the reach of ordinary people in order to hide their illegal administrative and political activities and consequently avoid empowering their citizens through information. Such strategies restrict information access by imposing various rules and regulations (e.g. requiring formal applications to obtain information or absurd information processing fees) and publish or distribute limited amounts of information. The unapproachable information environment of dominant social institutions forces marginalized populations to adopt tactical information practices as a sign of resistance and as a way of meeting their everyday life information needs. They may or may not know that the information they receive from various information networks are correct or not. They also do not usually have the opportunity to verify the information through the Internet or conventional information sources such as newspapers. They may solely depend on word of mouth. The negative consequence of depending on informal information networks is evident in a recent event. As mentioned earlier, in October 2016, DoF issued a public notification banning catching, preserving, transporting, buying and selling of Hilsa from a period time. However, during this time 900 fishermen were arrested for catching Hilsa fish (AFP, 2016, October 28). Did the fishermen know about the public notification? From which source did they know the information about the ban? Did they trust the information they received or did someone pass the information on with low importance? Did the information provider (e.g. family and friends) add extra information indicating that the ban is just on paper and nothing would happen if they try to catch the fish? Is poverty a major factor forcing poor fishermen taking the risk to disobey the government rules and regulations?

Research is needed to understand why fishermen in the Bay of Bengal avoid sanctioned government information services and what factors contribute to their extensive tactical information practices and how to connect fishermen with various formal information services. It is also important to explore what fishermen do when their informal information networks fail to meet their information needs and explore the validity of the information they receive from their informal networks.

The fishermen in the Bay of Bengal are “information poor” (Chatman, 1996). By employing “tactical information practices,” as well as their illiteracy and lack of access to the Internet are making fisher folks information poor. As fisher folks heavily depend on their informal information networks, it is possible that they may not always receive accurate, timely information (for example, public notice forbidding catching Hilsa for a period of time). Moreover, for some fisher folks, various government documents on fisheries and other materials published by various agencies might be irrelevant due to their limited educational backgrounds (Yu, 2010). Furthermore, due to extreme poverty and insufficient language and technological skills, anything published on the Internet is also irrelevant, as they cannot afford to buy technological devices to harness the benefits of the Internet. Fishermen, again due to limited educational backgrounds, cannot read newspapers and books and do not visit libraries and other centres, such as Union Information and Service Centre. The “information horizon” (Sonnenwald, 1999) and the “information resource base” (Yu, 2010) of the fishermen in the Bay of Bengal are very limited.

As already mentioned in the theoretical framework section that the propositions three through five of Chatman’s theory of information poverty are not applicable for the fishermen in the Bay of Bengal and other rural communities due to cultural practices. Chatman developed such a rich theory based on her North American experiences. The cultural practices in Bangladesh, especially in rural areas, are quite different than of the USA. In Bangladesh, people prefer to share information with each other and trust family and friends more than any strategic institutions. Moreover, some rural communities still practice extended family culture (i.e., living with parents, brothers, cousins together). Therefore, in the everyday life practices of rural communities in Bangladesh self-protective behaviours, secrecy, deception regarding information practices are not usually present. With some modifications (for example, people with limited information media, such as Internet or TV, access could be considered as information poor), Chatman’s theory of information poverty is very rich and suitable examining the information poverty of various groups

with diverse socioeconomic backgrounds. This study considers a person information poor if the person has no or very limited access to formal information sources, the Internet, and if a person is not able to evaluate the information they receive.

Various formal information agencies, such as public libraries, must assess the community needs and offer services based on their needs. For example, fisher community requires information related to fishing whereas farmers need information related to farming. One size fits all service model would not work to serve unprivileged groups. Moreover, sizable portions of vulnerable community members in developing countries usually have poor educational background, thus offering them books, reports, or documents from the Internet would not work. Furthermore, unprivileged community members, especially, those without sufficient educational backgrounds may not visit public libraries due to their perception about public library as an institution serving educated people only. Research is needed to explore the perceptions of libraries and other formal information sources among various disadvantaged groups. What is the perception of public library services among rural populations? Do rural populations have more trust in public libraries than any other government organizations? What services do they expect from public libraries? Such research would reveal rich information on the position of public libraries among rural populations diverse socio-economic backgrounds.

8 Conclusion and Policy Implications

The present study has attempted to identify the information needs and practices of fisher folks in some villages of Bangladesh. The study highlights the importance of offering appropriate, need-based, friendly information services to rural communities by various government information agencies including public libraries. A call for radical change in “information service culture” (i.e., offering information to only educated, the dominant group of the society) has been emphasized by the author of the paper. The Government of Bangladesh must create policies that ensure equal access to government services by marginalized populations. By offering friendly, need-based, appropriate information services to various marginalized populations, the Government Bangladesh would be able to build an information society where everyone has the right to access various formal information networks.

The results of this study inform our understanding of the information practices of an underprivileged rural community. Further research is needed to understand various underprivileged groups’ everyday life information practices. The author believes that it is high time for library professionals to initiate programs to reach and serve poor, vulnerable community members, especially those who are unable to harness the benefit of new technologies and are not connected with the strategic institutions. By developing appropriate services for various vulnerable community groups, strategic agencies (including public libraries) would i) help reduce the information divide, ii) reduce illiteracy, iii) empower the vulnerable communities with information, iv) contribute to making them realize the necessity of education in their lives. Libraries, especially, public libraries can work as mediators to connect marginalized populations with the strategic information services.

The present study also makes some important theoretical contributions by utilizing the promising theoretical concepts of de Certeau in examining the information practices of fishermen—a marginalized population in Bangladesh. This study would help researchers design studies aiming at exploring the “tactical information practices” of various unprivileged groups (e.g., victims of domestic violence, ready-made garments worker, maids) with diverse socioeconomic and political backgrounds. A number of LIS studies (e.g., Pawley 2003, Ross, 2009, Rothbauer, 2007) draw from de Certeau’s various theoretical concepts (e.g., reading as poaching) to focus on examining various aspects of reading, but there is little work (e.g., Lingel 2011) that has been done using de Certeau’s concepts in examining the information practices of various groups. No study so far has been conducted that utilizes de Certeau’s everyday life practices to capture the information practices of ordinary citizens in the context of a developing country. The author of this paper sincerely hopes that LIS researchers across the globe will explore the concepts of de Certeau to produce research findings that would fill gaps in everyday life information practices regarding

how marginalized populations identify, seek, and utilize information in their everyday life context. The current study also highlights the necessity of revising the theory of information poverty by Chatman in order to examine the extent of information poverty among various groups with diverse socioeconomic backgrounds and proposes to consider a person information poor if the person has no or limited access to formal information sources, the Internet, and not able to evaluate the information the person receives. It is expected that this study will inspire LIS researchers to explore the potential of de Certeau's theoretical concepts and produce some work that would give us a complete picture of how ordinary people identify, seek, and utilize information in their everyday life contexts and further, how public libraries can be an integral part of ordinary citizens' everyday life.

Acknowledgements: The author thanks the editors and three anonymous reviewers for their constructive comments that greatly contributed to improving the paper. The author gratefully acknowledges the contribution of Dr. Paulette Rothbauer in revising the theoretical concepts of the paper and her helpful advice and comments on the paper. Many thanks to the research teams, in particular, Al-Mamun Billah, Al-Mahbub Billah, Md. Shakhawat Hossain and Md. Alamin of Kalapara Upazila, Bangladesh for their tireless support in conducting the survey.

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