

The Information-Seeking Behaviours of Parents and Grocery Shopping

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AUTHOR'S BIO

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Abstract

This research paper seeks to answer the question, “What are the information-seeking behaviours of parents and grocery shopping?” Using the Information Horizon Interview research method, participants were asked a series of guiding questions in a semi-structured manner. This interviewing approach generated answers that gave insight into how parents interact with information within the grocery store and highlighted the ways in which children play a significant role in this information-rich environment. This study included two fathers and a mother. One of the fathers is a single parent to a college student and the other father is married with two children under the age of five. The mother in this study is married and has two children under the age of six. During this study, the Inductive Thematic Analytical Strategy was used to present the two themes Passive Information-Seeking and the Principle of Least-Effort. In addition to these themes, the concepts information encountering and the berrypicking model were used to further explain this research topic. The role children play in the information-seeking practices of parents and grocery shopping was significant as they often exposed their parents to new information- albeit accidentally.

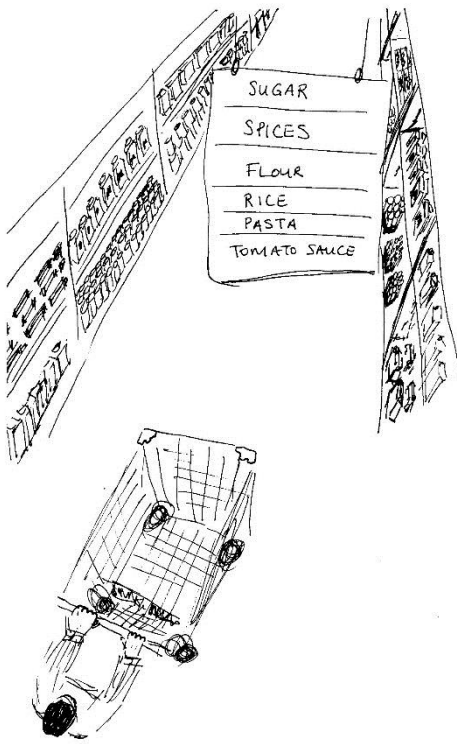


Figure 1. Participant A's Information Horizon Map

Providing a bird's eye view of the grocery shopping experience, Participant A's child sits in the shopping cart discussing over-looked information.

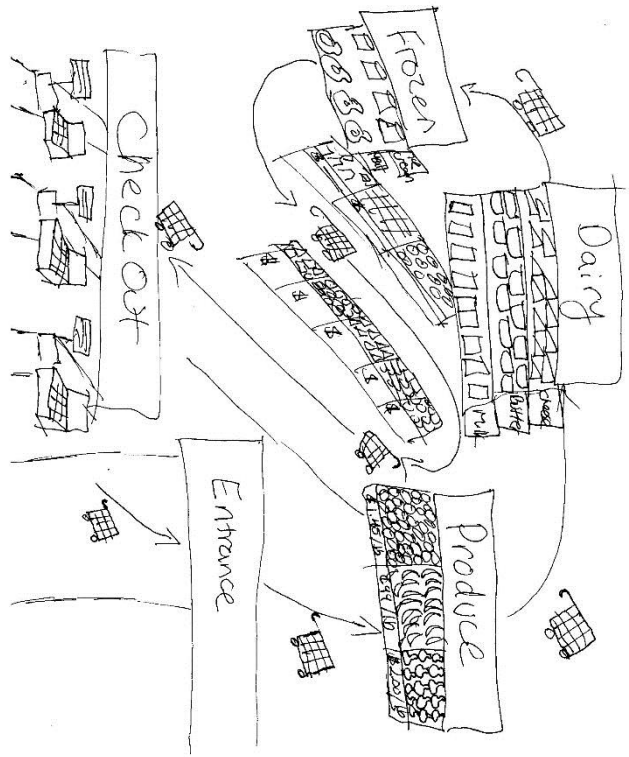


Figure 2. Participant B's Information Horizon Map

