

Abstract

Introduction :Information-seeking behavior is the individual methods used to obtain the required information. Meanwhile the people search, they follow the principles that form the foundation of information-seeking behavior. Among these principles, the principle of least effort and cost-benefit are the certain aspects of the information-seeking behavior.

Methodology:This is a descriptive study of a graduate student's Kerman university account. For quantitative data analysis, descriptive and inferential statistical software spss, is used.

Finding: Sex in the quality and availability of information-seeking behavior does not affect the principle of least effort and cost-benefit. But it looks courses is an important factor in the development of information quality and information-seeking behavior. Because management science students than other students, are looking for quality information and to make it more cost. Although these factors (college courses) about the availability of information is not an effective agent.

Result:In general, both principles (least effort and cost benefit) in the information-seeking behavior of graduate students will be. Although in some cases the principle of least effort in their information-seeking behavior is seen, But if the problems in the Information Retrieval has to be removed, they may use, quality resources Instead of the resources are available. However, students have to pay special attention to the quality of the data.