

RESEARCH PLAN PROPOSAL

Public Libraries in Jaipur City: A Study of Users' Satisfaction

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Submitted by

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INTRODUCTION

Users: Definitions & Categories

There are number of terms used as synonyms to users as patron, client, member, and customer. According to “Whittaker” a user may be defined as, “a person who uses one or more library’s services at least once in a year.” They can be classified as:

- By their library experience (Experienced/inexperienced users.)
- By nature of their activities (Student, research, faculty.)
- By nature of their occupation (Businessman, doctor, engineer, managers.)

Services to the users

Search assistance/Dissemination/Notification/Reference/Referral

User’s characteristics

- Personality level
- Variability level
- Capacity level
- Satisfaction level
- Visual level

Users vary from library to library. The users of one type of library are different from another type. In a public library the users are **heterogeneous** (Academics, housewives, researchers, children, retired persons, neo-literate etc) and in the academic and special libraries the users are almost **homogeneous** in nature.

According to the International Federation of library Association (IFLA), the minimum standards for information resources, facilities and services to be provided by public libraries are as follows:

- **Information resources** include :
 1. **Print:** Books (Handbooks, Dictionaries, Encyclopedias), Journals, newspaper/magazines, pictures and posters etc.

2. **Non-Print:** Records and tapes, audio and video, toys, CD-ROM, Databases (IP based), e-journals, e-books (Online/Offline) and Braille materials.

- **Infrastructure/Facilities for the Users:-**

In a Public Library comfortable furniture, proper lighting, spacious reading Halls, proper stacking of books, latest equipments like computers, printers etc suitable to all types of users. **The problems of differently able persons should also be taken care of at the entrance as well as in all relevant areas.**

- While the **services** include community information services, recreational activities, reference services, storytelling, reading competition, career information, customer care, adult literacy education, mobile library services, and services to prisons, online internet search, among others (IFLA,2001).

While these information resources, facilities and services are important in the public library services, the extent to which they satisfy users' information needs is fundamentally more important. This is because the ultimate goal of public libraries is to bring about higher users' satisfaction.

Users' oriented planning of library & Information services should be done within the available financial resources, for this a **Road Map** of the library to be prepared in which mission & vision are to be defined.

Public Library and Users

The users of public libraries consist of every category of people of society. All the luxuries of information – revolution and problems of information explosion are centered on the user and his convenience. Understanding the user needs is half the battle won in providing information services. There is a need of evaluating & review the usage of existing library holdings (print/non-print materials) resources and users

needs by conducting survey studies among users, which will be helpful to know about the level of users' satisfaction. These studies are also essential to know the difference in satisfaction among the different categories of users.

Public Library Services and User Satisfaction:

There is a close relation between users and library services just like Customers and the product, while introducing any product the customer's needs are taken care, similarly users' need & satisfaction should be kept in view while providing library services. It can be understand like this-

NEED OF THE STUDY

As the student population (increasing every year) is physically spread out in cities, the academic libraries are unable to meet all their demands. So, the public libraries located in these localities assist the students/teachers and all masses by providing suitable information as may be needed through Resource sharing with other developed public libraries. The need for this investigation arises from the fact that very few comprehensive studies on users' satisfaction of public libraries in Jaipur have been conducted. The need of the study is to-

- evaluate the existing resources (print and non-print), services and facilities of public libraries of Jaipur City.
- access the need of public libraries for the masses and the challenges they meet to sustain in present IT era.
- reveal the performance level of the public libraries of Jaipur City in terms of service provision to users.
- identify the strengths and weaknesses of services of public libraries.
- improve the LIS in public libraries applying emerging ICT.
- enhance the reading habits among children and create awareness against the social evils.
- make the users' addict visit the libraries at least twice-thrice a week.

REVIEW OF LITERATURE

Rattan & Saroj Bala (2013) conducted a survey on 80 users at Punjabi University Extension Library Mohali. The result showed that users were generally satisfied with the physical facilities as well as services offered to users by the staff of the library. They gave few suggestions to make the services more beneficial for the community at large.

Gomathi (2012) conducted a study to evaluate the user's satisfaction of government engineering college Salem. He found that most of the respondents were satisfied

with the services. He suggested that the operations of the library should be automated to enhance library services.

Iwhiwhu (2012) illustrated that the main purpose of any library is to provide relevant and up-to-date materials with a view to satisfy the information needs of users. The study revealed that Information resources, facilities and services influence users' satisfaction.

Gomez (2011) conducted a study to understand the users of public access venues and their needs. He identified profiles of the users of the different types of venues with respect to age, income, education and gender. He also pointed out to special challenges faced by libraries and tele centers.

Parvathamma and Reddy (2009) undertaken a survey on user community of public libraries of Bidar district, Karnataka. They concluded that public libraries need to enrich their information resource collection, provide access to internet and offer community-based services, including literacy programmes.

Kassim (2009) conducted a study to evaluate the library's performance by measuring the users' satisfaction by an academic library in Malaysia. The results of the study revealed that on the average, the respondents were only quite satisfied with the library services, infrastructure and collection of the library as a whole.

Wani (2008) stated in his paper titled Development of public libraries in India that twelve states in India had enacted public library legislation by 2002 but all are not fully operative even today. He urged that "A massive investment in public libraries is needed to make them true information resource centres for the layman."

Ghosh, Maitrayee (2005) stated that In India new technologies are not accessible from remote villages, therefore a wide gap has been evolved between the libraries of 'knowledge haves' and knowledge have-nots. She suggested various ways where technologies can be used to improve and promote the existing library services. She gave a proposal for ICT driven public libraries for Indian states with suitable library extension programs to help rural as well as urban community.

Cullen (2001) stated that attention to users and the services they want and receive are of utmost importance. The library needs to ensure that its services both meet user needs and user expectations to the highest degree. He concluded that it is imperative for librarians to know what their users want and concentrate upon providing it, both in terms of service quality and user satisfaction.

D'Elia and Walsh (1983) stated that the construct, user satisfaction, has three uses. First, it is used to describe a library's level of performance. Second, it is used to diagnose the strengths and weaknesses of specific services within a library and thirdly, it is assumed to be a behavioural response to current use which, in turn, affects the future behaviour of the user towards the library. He illustrated that there is a distinct relationship between the quality of service offered and the level of satisfaction reached by library users.

OBJECTIVES OF THE STUDY

In present IT era, the public library system and its services need to be reviewed keeping the requirements of the users. The main aims and objectives of the study are:

- To examine the services provided by the public libraries of Jaipur City.
- To know the level of Users' Satisfaction about the physical facilities, library material as well as services of public libraries of Jaipur City.
- To make suggestions for improvement of the quality of services in public libraries of Jaipur City.
- To investigate the relationship between the quality of services provided by the public libraries and the level of user satisfaction from these services.

RESEARCH QUESTIONS

- What are the factors affecting the level of satisfaction of users of public libraries of Jaipur City.
- Whether there is a difference between the users' expected/needed services and actual provided services of the public libraries of Jaipur City.
- Is there a relationship between the services provided and the level of users' satisfaction?

AREA/SCOPE OF THE STUDY

The studies will cover following aspects of public libraries of Jaipur City:-

- All sections of the library
- All services being provided by the library
- Infrastructure of library building
- Implementations of National & International standards like BIS (Bureau of Indian Standards), ISO (International Standards Organisation)-9001, 14000.

RESEARCH METHODOLOGY

The type of research used for the present study is descriptive research which includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The methods of research utilized in this research are survey methods.

Sampling Technique

The sample will be drawn from the public libraries of Jaipur City. Purposive sampling (Non-Probability) will be used to draw the sample of 250 respondents. In Purposive sampling researcher studies all those persons who are most conveniently available.

Sampling size

50 users will be taken from each of the 5 public libraries and this will give a total of 250 respondents based on the following criteria:

- Age group between 11-65 yrs
- Both genders Male and Female.

- Educational level (Illiterate to Higher degree(Sec, Sr. Sec, graduate, post graduate, Research scholars)
- Occupation(Unemployed- House wife, Student,Employed- Private/Government Sector, Retired persons)
- .Language- English, Hindi and Regional language

TOOLS OF THE STUDY

Research tool is a fundamental requirement which determines the validity of research. The study focuses on Users' Satisfaction limited to the selected public libraries and data will be collected with the help of structured questionnaires for Library professionals and Users, through websites, personal visits, interviews with the librarian and library staff and the users. Reports and publication of various information centers, books magazines and newspapers will also be a part of our study.

COLLECTION OF DATA

For this study data will be collected with the help of structured questionnaires, by interviews of library professionals and users. The questionnaires will be filled by library professionals and by the users from the sample taken. The questions were framed according to the aims and objectives of the study. For framing of question following steps would be taken into consideration:

- The questions included will be relevant to the study.
- The questions will be simple and clear to the point.
- The questions will be closed ended.
- The questions will be arranged in proper sequential order.

Data Analysis and Interpretation

After collection of the data from the respondents the data will be analyzed according to the objectives stated by using appropriate statistical tools and techniques like tabulation, histogram and pie charts.

LIMITATIONS OF THE STUDY

- The sample taken for the study is restricted to a particular region. Jaipur city is a largest geographical area of Rajasthan, so we have selected well established (leading) public libraries which are easily approachable and used by the community.
- The study will be based on data collected from questionnaires and surveys; a lot becomes dependent on the willingness and honesty with which the users of the respective library participate.
- Bias of the respondents may effects the results of the study.
- This is a time bound research.
- The answers of the respondents will be taken as true.

CHAPTERIZATION

1. Introduction

1.1 Growth and development of Public Libraries

1.2 UNESCO Manifesto and Public Libraries

1.3 Public libraries in India

1.4 Public Library Services and Activities

2. Review of Literature

2.1 International level

2.2 National Level

2.3 State Level

2.4 Regional level

3. Research Methodology

4. Status of Selected Public Libraries of Jaipur City

5. Analysis and Interpretation of Data

6. Recommendations and Suggestions

7. Conclusion

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Appendices: Questionnaire

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