

Khalili, Leila; Azarang, Isa; Ghasemzadeh Alishahi, Abulfazl (2023). The Predictive Role of Information Literacy in Promoting Librarian's Creativity and Job Involvement. *Journal of Knowledge-Research Studies*, 1 (2): 1-19

DOI: [10.22034/JKRS.2022.50199.1009](https://doi.org/10.22034/JKRS.2022.50199.1009)

URL: https://jkrs.tabrizu.ac.ir/article_15069.html

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The Predictive Role of Information Literacy in Promoting Librarian's Creativity and Job Involvement

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Received: February, 2, 2022;

Accepted: May, 23, 2022

Abstract

Purpose: The main purpose of this study is to investigate the effect of information literacy on the creativity and job involvement of librarians.

Methodology: This applied and quantitative research was conducted with the survey method. The data collection tools were three standard questionnaires. The face validity of the measurement tool was confirmed by experts, and its reliability was calculated using Cronbach's alpha coefficient, which was 0.94 for information literacy, 0.71 for creativity, and 0.85 for job involvement. The statistical population was a total number of 148 librarians affiliated with the Public Libraries of West Azerbaijan Province 121 of them completed the questionnaire. Statistical analyzes were performed using SPSS software.

Findings: Based on the Pearson test, there was a positive and significant relationship between librarians' information literacy with, their creativity ($r = 0.351$), and job involvement ($r = 0.276$). Also, a positive and meaningful relationship ($r = 0.240$) was observed between creativity and job involvement of librarians. Findings of multiple regression tests showed that creativity could be predicted by two dimensions of information literacy; also, one dimension of information literacy can predict the librarians' job involvement.

Conclusion: The information literacy and creativity of librarians of the public libraries of West Azerbaijan province are at a reasonable level, and their job involvement is moderate. As librarians' information literacy increases, so does their job involvement and creativity.

Value: This study examined the information literacy, creativity, and job involvement of librarians, and the relationship between these variables in a study.

Keywords: *West Azerbaijan (Iran), Public Libraries, Information Literacy, Creativity, Job Involvement*

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Extended Abstract

Introduction

Information literacy is one of the basic skills, which plays the role of Information intermediary for librarians. In addition, creativity and job involvement are two key factors in improving the quality of librarians' services. According to Appleton, Grandal Montero, and Jones (2017), to teach information literacy, different creative and innovative approaches should be created, with considering learning styles. Adeosun (2021) also believes that the combination of literacy and creativity is one of the advanced competencies that are considered strong support for learning, work, and life. Keshavarz (2021) also suggests that more research is needed to study the impact of information literacy on creativity. Therefore, considering these factors (information literacy, creativity, and job involvement) in a single study is essential, to understand the current situation and make a better decisions for the future.

Purpose

The main purpose of this study is to investigate the effect of information literacy on the creativity and job involvement of librarians. Also, the interplay and relationship among the three variables (information literacy, creativity, and job involvement) are examined.

Methodology

This applied and quantitative research was conducted with a survey method. The data collection tool was a questionnaire that consisted of two sections; the first section inquired about demographic information (gender, educational qualification, and education related to librarianship); the second section contained questions that were designed to get information regarding information literacy, creativity, and job involvement. The used tools were the information literacy questionnaire of Nikpour, Manzari-Tavakkoli, and Rajaei-nejad (2012) with four dimensions and 35 items, the Creativity Questionnaire of Ganesan & Weitz (1996) with three items, and the Job Commitment Questionnaire (job involvement subscale) of Blue with eight items. The 46 items of the questionnaire were designed on a five-point scale (1= strongly disagree, 5= strongly agree). The face validity of the measurement tool was confirmed by experts, and its reliability was calculated using Cronbach's alpha coefficient, which was 0.94 for information literacy, 0.71 for creativity, and 0.85 for job involvement. Kolmogorov-Smirnov test was used to evaluate the normal distribution of data. In all three variables, the significance level was more than 0.5, and thus, the assumption of abnormal data distribution was rejected. Therefore, the data's normal distribution, and parametric statistics can be used. The statistical population of the study was all the librarians (148 cases) affiliated with the Public Libraries of West Azerbaijan Province, and 121 cases completed the questionnaire. Data collection was carried out using an automation system of public libraries as well as in person through a print copies of the questionnaire. Effect size suggested by Cohen (1988 p. 4; p. 25-26) was used for interpreting the results of the Pearson test. An effect size is a quantity to measure the strength of the association between two variables. To analyze the data, descriptive statistics (percentage, frequency, mean and standard deviation) and inferential statistics (Pearson test and regression) were used. Statistical analyzes were performed using SPSS software.

Findings

The percentage of respondents based on gender was 47.1% and 52.9% for women and men, respectively. Also, majority of, 61.2% of respondents were bachelors, and 28.9% were masters. About 72.7% of respondents had education related to librarianship. The mean score for information literacy, creativity, and job involvement of librarians was 4.26, 4.12, and 3.48, respectively. In all three variables, the obtained mean score was higher than the hypothetical mean (3).



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Hypothesis: There is a significant relationship between information literacy, creativity, and job involvement of librarians.

Pearson's correlation test was used to determine if there is any significant relationship between information literacy, creativity, and job involvement of librarians (Table 1). Based on the results of Pearson's test ($p < 0.000$, $r = 0.351$), there was a positive and significant relationship between information literacy and creativity of librarians with 0.95 percent confidence. Also, based on the results of Pearson's test ($p < 0.003$, $r = 0.276$), there was a positive and significant relationship with 0.95 percent confidence between information literacy and job involvement. Furthermore, the results of Pearson's test ($p < 0.009$, $r = 0.240$) indicate that there was a positive and significant relationship between creativity and job involvement of librarians, with a confidence of 0.95 percent. The effect size of the Pearson test for $r = 0.351$ was medium; also, the effect size for $r = 0.276$ and $r = 0.240$ was small.

Table 1. Pearson correlation between three variables

Variables	Pearson correlation	Sig.
Creativity & information literacy	0.351**	.000
Job involvement & information literacy	0.276**	.003
Creativity & job involvement	0.240**	.009

** $p < 0.01$

Hypothesis: The dimensions of information literacy (information needs detection, information location, information evaluation, and effective use of information) play a predictive role in the level of creativity of librarians.

Multiple regression was used to test this hypothesis. The outputs of this test in SPSS include Pearson correlation, ANOVA, and model summary. The results of the Pearson correlation test between the dimensions of information literacy and the creativity of librarians were significant. A multiple regression test was used to predict the effect of the dimensions of information literacy on the creativity of librarians. The results of this test are presented in table 2. In the regression model, the coefficient of determination shows how many percent of changes in the dependent variable is explained by the independent variables. Based on the adjusted coefficient of determination (R^2), it can be said that 18.4% of the changes in the dependent variable (creativity) are explained by the independent variables (dimensions of information literacy). The statistical value of the significance test of the model (ANOVA F-test) is equal to 7.34, and the significance level of the test is equal to 0.000; therefore, the null hypothesis is rejected; this means the existing model is significant with 0.95% confidence. Among the dimensions of information literacy, the first dimension (information needs detection with beta value of 0.45) and the fourth (effective use of information with a beta value of 0.17) can predict the creativity of librarians.

Table 2. The summary of the model and ANOVA (information literacy & creativity)

Model	R	R ²	F	Sig
1	0.46	0.184	7.34	0.000
Variable	B	Beta	T	Sig
Constant value	5.373	-	3.608	0.000
Information needs detection	1.613	0.450	3.881	0.000
Effective use of information	0.538	0.170	1.421	0.048



Hypothesis: The dimensions of information literacy (information needs detection, information location, information evaluation, and effective use of information) play a predictive role in the level of job involvement of librarians.

To investigate the role of information literacy dimensions in predicting the job involvement of librarians, a regression test was used. The result of the Pearson correlation test between information literacy and the job involvement of librarians indicates a relationship between them; a regression test was used to predict the effect of the dimensions of information literacy on job involvement. The results of this test are presented in Table 3. The coefficient of determination (R^2) shows how many percent of changes in the dependent variable (job involvement) is explained by the independent variables in this model. Based on the adjusted coefficient of determination (R^2), it can be said that 13% of the changes in the dependent variable are explained by the independent variables (dimensions of information literacy). The statistical value of the significance test of the model (ANOVA F-test) is equal to 3.982., and the significance level of the test is equal to 0.000; therefore, the null hypothesis is rejected, and the model is significant with 95% confidence. In this model, one of the dimensions of information literacy (Information needs detection) predicts the job involvement of librarians. Among the dimensions of information literacy, only one dimension (Information needs detection) with a beta coefficient value of 0.35 had a positive predictive power.

Table 3. The summary of the model and ANOVA (information literacy & job involvement)

Model	R	R ²	F	Sig
1	0.36	0.13	3.98	0.001
Variables	B	Beta	T	Sig
Constant value	13.63	-	3.32	0.001
Information needs detection	3.31	0.35	2.85	0.005

Conclusion

According to the findings, it can be concluded that the information literacy and creativity of librarians of the public libraries of West Azerbaijan province are at a reasonable level, and their job involvement is moderate. As librarians' information literacy increases, so does their job involvement and creativity. Information literacy influences creativity and job involvement.

Value

This study examined the information literacy, creativity, and job involvement of librarians as well as the relationship between these variables within a single study.

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