

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

The paper is an open access and licensed under the Creative Commons CC BY NC license.



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

Leila Khalili¹, Isa Azarang², Abulfzal Ghasemzadeh Alishahi³

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*

1. Assistant Professor, Department of Knowledge and Information Science, Faculty of Education and Psychology, Azarbaijan Shahid Madani University, Tabriz, Iran (Corresponding Author) leylakhalili@gmail.com.

2. Librarian, Master of Knowledge and Information Science, Public Libraries Foundation, Iran.

3. Associate Professor, Department of Education, Faculty of Education and Psychology, Azarbaijan Shahid Madani University, Tabriz, Iran.

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).



Journal of
Knowledge-Research Studies
(JKRS)

Vol 1

Issue 2

Serial Number 2

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.

Extended Abstract References

- Abazari, Z. & Pounaghi, R. (2008). The Survey Study of Information Literacy Among Librarians of Medical Science of Iran University, Medical Science of Beheshti University, Tehran University, Beheshti University and Tarbyat Moddaress (Training). *Journal of Knowledge Studies*, 1(1), 1-12. Retrieved from https://qje.ntb.iau.ir/article_520761.html?lang=en. [In Persian].
- Abdollahi, M. & Jowkar, A. (2015). The Study of the Status of Information Literacy Skills amongst Public Librarians in Fars Province . *Research on Information Science & Public Libraries*, 20 (4),771-787. Retrieved from URL: <http://publij.ir/article-1-292-fa.html>. [In Persian].



Journal of
Knowledge-Research Studies
(JKRS)

Vol 1

Issue 2

Serial Number 2

Adeosun, A. O. (2021). *Literacy and Creativity in the Context of Lifelong Learning: The Parallels and Synergy*. University of Lagos Press.

Appleton, L., Grandal Montero, G., & Jones, A. (2017). Creative approaches to information literacy for creative arts students. *Communications in Information Literacy*, 11(1), 7. doi: 10.15760/comminfolit.2017.11.1.39

Biranvand, A. & Soheili, F. (2015). Creativity of librarians of public libraries Case study of public libraries of Fars province. *Journal of Knowledge Studies*, 8(28), 39-48. Retrieved from https://qje.ntb.iau.ir/article_516867.html?lang=en. [In Persian].

Blau, G. J. (1985). The measurement and prediction of career commitment. *Journal of occupational Psychology*, 58(4), 277-288. doi.org/10.1111/j.2044-8325.1985.tb00201.x

Borjian, M. & Khosravi, F. (2012). The Information Literacy Skill of Librarians and the Extent to which it Complies with the ACRL Standard in the National Library of Iran. *Librarianship and Information Organization Studies*, 23(2), 178-191. Retrieved from http://nastinfo.nlai.ir/article_118.html?lang=en. [In Persian].

Bruce, C. (2000). Information literacy research: dimensions of the emerging collective consciousness. *Australian Academic & Research Libraries*, 31(2), 91-109. doi:10.1080/00048623.2000.10755119.

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. 2nd ed. Hillsdale, NJ: Erlbaum.

Darabi Arokhlo, R., Rasouli Azad, M. & Bigdeli, Z. (2013). The Availability of Necessary Context for Developing Creativity among Librarians in Kohkiloye and Boyerahmad Province Based on the Oldham Model. *The Journal of Modern Thoughts in Education*, 7(4), 22-7. Retrieved from https://jmte.riau.ac.ir/article_824.html?lang=en. [In Persian].

Fattahian, M., Beyg, L. & Ghavamifar, A. (2005). The role of tacit knowledge management in creativity and innovation. *Tadbir*, 16(164), 12-18. Retrieved from [ensani.ir/file/download/article/20110204131139-0%20\(219\).pdf](ensani.ir/file/download/article/20110204131139-0%20(219).pdf). [In Persian].

Ganesan, S., & Weitz, B. A. (1996). The impact of staffing policies on retail buyer job attitudes and behaviors. *Journal of retailing*, 72(1), 31-56. doi.org/10.1016/S0022-4359(96)90004-4

Ghasemi A H. (2006). Information Literacy Competency for Higher Education. *Journal of Information Sciences and Technology*, 21 (4), 97-119 URL: <http://jipm.irandoc.ac.ir/article-1-76-fa.html>. [In Persian].

Ghorbani, R., Nafari, N. & Rezaei, S. (2012). A Survey of Relationship between Role Clearness and Occupational Commitment of Branch Team Managers in Tehran Agricultural Bank. *Journal of Public Administration*, 4(9), 83-98. doi: 10.22059/jipa.2012.28726. [In Persian].

Gliem, J. A., & Gliem, R. R. (2003). *Calculating, Interpreting, and Reporting: Cronbach's Alpha Reliability Coefficient for Likert-Type Scales*. Paper presented at the Midwest Research to Practice Conference in Adult, Continuing, and Community Education.

Jokar, A., & Afifian, F. (2013). The relationship between job commitment and job satisfaction of employees working in libraries: A case study of Shiraz University. *Social Science Quarterly*, 7(2), 1-14. Retrieved from <http://ensani.ir/fa/article/318405>. [In Persian].



Journal of
Knowledge-Research Studies
(JKRS)

Vol 1

Issue 2

Serial Number 2

- Karimi, C., Tafreshi, S. & Sepehr, F. (2011). Survey of Factors influencing Academic Librarians' Creativity. *Library and Information Science Research*, 2(1), 91-110. doi: 10.22067/riis.v2i1.9932 . [In Persian].
- Keshavarz, H. (2021). Entrepreneurial capabilities of librarians in university libraries: A cross-contextual study on the impact of information literacy. *Journal of Business & Finance Librarianship*, 26(3-4), 200-222. doi.org/10.1080/08963568.2021.1941576
- Khalili, L., Hedayati Khoshemehr, A., Rasoulzadeh Aghdam S. & Sheibany B.(2017). The Relationship between Information Literacy and Learning Motivation in Undergraduate students. *Human Information Interaction*, 2(4), 108-120. Retrieved from <https://hii.khu.ac.ir/article-1-2609-en.html> . [In Persian].
- Kimery, L. (2022). Reinventing Reading a Pandemic: School Librarians in Metro Nashville Harness Creativity to Support Student Literacy. *Knowledge Quest*, 50(3), 32-37.
- Kohzadi Tahne, M.; Familrohani, A. A.; Soheili, F. (2014). Analysis of Underlying Conditions of indication of Creativity in Librarians Based on Oldham Model(Case Study: Public Libraries of Kermanshah Province). *International Journal of Basic Sciences & Applied Research*, 3(3), 154- 159.
- Li, C. K., & Hung, C. H. (2010). An examination of the mediating role of person-job fit in relations between information literacy and work outcomes. *Journal of Workplace Learning*, 22(5), 306-318. doi: 10.1108/13665621011053217
- Mirzasafi, A., Rajaeepour, S. & Jamshidian, A. (2011). The relationship between information literacy and entrepreneurship capabilities among Isfahan University Graduate Students. *Library and Information Sciences*, 14(1), 241-268. Retrieved from https://lis.aqr-libjournal.ir/article_43471.html . [In Persian].
- Mohammadi, M. (2014). *The relationship between information literacy and job commitment of the staff of public libraries in South Khorasan and Kermanshah provinces* (Master's thesis). University of Birjand, Birjand, Iran.
- Mohammadi, M., Mirzaei, M. & Mohammadzadeh, M. (2014). Relationship Between Organizational Justice And Organizational Commitment Among The Employees Of The Health Centers Of Yazd. *Journal of Healthcare Management*, 5(2), 35-42. Retrieved from <https://www.sid.ir/en/journal/ViewPaper.aspx?id=427594> . [In Persian].
- Nemati, M., Geranvand, A., Mousavi Amiri, T. & Hashem pour, F. (2015). Investigate the relationship between information literacy and creativity among students of Lorestan payameh Noor University. *Knowledge Retrieval and Semantic Systems*, 2(4), 129-149. Retrieved from https://jks.atu.ac.ir/article_2360.html?lang=en . [In Persian].
- Nikpour, A., Manzari-Tavakkoli, A. & Rajaei-nejad, M. (2012). The Relationship between Employees' Information Literacy and Organizational Effectiveness in Kerman's Public Organizations. *JMDP*, 25 (3), 145-161. Retrieved from <https://jmdp.ir/article-1-1181-en.html> . [In Persian].
- Novin Isfahani, N. (2010). *Investigating the relationship between information literacy and job motivation of Ghazvin province's female teachers of Technical and Vocational Schools* ((Master's thesis). Allameh Tabataba'i University, Tehran, Iran.
- Pienaar, H. & Boshoff, A. (1996). Relationship between Creativity and Innovation in University Libraries and the organization Climate. *South African Journal of Library and information Science*, 64 (2), 67-75.



Journal of
Knowledge-Research Studies
(JKRS)

Vol 1

Issue 2

Serial Number 2

Pournaghi, R. (2007). *The survey of information literacy among librarians of Medical Science of Iran University, Medical Science of Beheshti University, Tehran University, Beheshti and Tarbiat Moddares(Training)* (Master's thesis). Islamic Azad University, Tehran, Iran.

Radmanesh, N., Jamshidiyan, A. & Rajaeipour, S. (2016). A study of the relationship between information literacy and the creativity rate of high school teachers in Khomeinishahr. *Journal of Knowledge Studies*, 9(32), 7-18. Retrieved from https://qje.ntb.iau.ir/article_525738.html?lang=en . [In Persian].

Raeis, A. R., Bahrami, S., & Yousefi, M. (2013) Relationship between Information Literacy and Creativity: A Study of Students at the Isfahan University of Medical Sciences. *Materia Socio Medica*, 25 (1), 28-31. doi: 10.5455/msm.2013.25.28-31

Rajabzadeh, A. & Esmaeelpour, E. (2016). Study on Relationship between Staff's Informational Literacy and Organizational Creativity (Case Study: Simkat Azerbaijan Company). *Quarterly Knowledge and Information Management Journal*, 3(3), 33-47. Retrieved from https://lib.journals.pnu.ac.ir/article_4411.html?lang=en . [In Persian].

Rezvan A., Kokabi M. & Bigdeli Z. (2009). Investigating the Information Literacy among Librarians of Public Libraries in Khuzestan Province in order to identify their potential Strengths or Weaknesses in this Field. *Research on Information Science & Public Libraries*, 15 (3), 9-37. Retrieved from <http://publij.ir/article-1-58-en.html> . [In Persian].

Safarian Hamedani, S., Zamani, F., Moghaddam, Z., Behnampour, N., Sayed Ghasemi, N. & Torbatinezhad, F. (2014). Relationship between Information Literacy with Emotional Intelligence students of Golestan University of Medical Sciences. *Health Information Management*, 11(4), 443-453. Retrieved from http://him.mui.ac.ir/article_11321.html?lang=en . [In Persian].

Safavi, Z., & Siamak, M. (2013). Measurement of information literacy influence on public libraries' librarian based on performance indicator: Case study of public libraries of Tehran. *Library and Information Sciences*, 2(15), 225-241. Retrieved from http://lis.aqr-libjournal.ir/article_43178.html?lang=en . [In Persian].

Tafreshi, S. & Angorj Taghva, M. (2009). A survey on librarians' information literacy rate in public libraries of Tehran, affiliated to the Board of Iranian Public Libraries. *Journal of Knowledge Studies*, 1(3), 29-38. Retrieved from https://qje.ntb.iau.ir/article_520746.html?lang=en . [In Persian].

Talaei Barabadi, M.J. (2014). *Investigating the level of creativity of Ferdowsi University of Mashhad librarians and organizational factors affecting it* (Master's thesis). Ferdowsi University of Mashhad, Mashhad, Iran.

Vaziri, E. (2007). *A Survey of Shiraz University Librarians' Information Literacy in the Academic Year 2005-* ((Master's thesis). Shiraz University, Shiraz, Iran.

Walton, G. (2008). Theory, Research, and practice in Library Management 5: Branding. *Library Management*, 29 (8/9), 770- 776. doi.org/10.1108/01435120810917369

Wu, M. S. (2019). Information literacy, creativity and work performance. *Information Development*, 35(5), 676-687. doi.org/10.1177/0266666918781436

Zuke, Janice E. (2005). *The teaching of information literacy by public community college librarians in the United State*. Southern Illinois University at Carbondale .



Journal of
Knowledge-Research Studies
(JKRS)

Vol 1

Issue 2

Serial Number 2