



Shahveisi, Nahid; Shahveisi, Shabnam (2023). Examining the Impact of Kermanshah Public Libraries in Attracting Library Users: The Clients Perspective Study. *Journal of Knowledge-Research Studies*, 2(2) : 39-53.

Doi: 10.22034/jkrs.2023.57373.1033

URL: https://jkrs.tabrizu.ac.ir/article_16681.html

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



Examining the Impact of Kermanshah Public Libraries in Attracting Library Users: The Clients Perspective Study

Nahid Shahveisi¹, Shabnam Shahveisi²

Received: July,3,2023

Accepted: July, 23, 2023

Abstract

Purpose: The main objective of this study was to investigate the role of Kermanshah public libraries in attracting users from the perspective of their clients.

Methodology: This research utilized a quantitative survey method. The statistical population consisted of all members of public libraries in Kermanshah, totaling 12,197 individuals. The sample size was determined to be 372 members, selected through simple random sampling using Cochran's formula.

Findings: The findings indicated that the highest percentage of efforts made by libraries to attract users was through reserving and lending resources (41.3%). Conversely, the use of advertisements had the lowest percentage (2.02%). In terms of users' tendencies towards different book subjects, specialized books (27.7%), general information (22.6%), and fiction/poetry (20%) were the most preferred categories.

Conclusion: The study identified several factors that have contributed to a decrease in the number of library visitors, including a lack of suitable reading resources, inadequate facilities, an unappealing environment, and traditional library management practices.

Value: This research provides valuable insights into the strengths and weaknesses of public libraries in Kermanshah when it comes to attracting users. This knowledge can aid library officials and trustees in identifying the information needs of their users.

Keywords: Public library, Kermanshah, Attracting Users, Users of Public Libraries.

1. MSc.Student in Information Management, Faculty of Social and Educational Sciences, Razi University, Kermanshah, Iran. (Corresponding Author) nahidshahveisi@gmail.com

2. Bachelor's student in Counseling, Payam Noor University, Sahne branch, Kermanshah, Iran.

Extended Abstract

Introduction: Public libraries are social institutions that aim to provide information services and support study, learning, and leisure activities. It is important for public libraries to be able to demonstrate the benefits of their services in order to attract and retain users. User satisfaction with library services encourages their continuous use of information resources and leads to more effective utilization.

Purpose: Public libraries, as custodians and promoters of reading culture within a given country, hold a unique position in enhancing the scientific acumen of society. It is imperative for libraries to actively engage with the community, fostering scientific and intellectual growth while attracting users to their facilities. By effectively meeting the information requirements of users, libraries can significantly influence and encourage visitors. Consequently, the primary objective of this research is to investigate the role of public libraries in Kermanshah City, as perceived by users, in attracting individuals to utilize library services.

Methodology: The research sample comprised the 12,197 public libraries within Kermanshah. The sample size was estimated using Cochran's formula, resulting in a sample of 372 public library members in Kermanshah. Questionnaires were distributed using a simple random method, with 372 questionnaires disseminated amongst library users. The data collection tool employed a researcher-made questionnaire consisting of 17 questions, comprising closed, semi-open, and open-ended queries. Respondents were also asked to provide demographic details such as gender, age, education, and occupation. Closed questions were evaluated using a 5-point Likert scale (ranging from "very low" to "very high"), whereas semi-open questions incorporated four-choice options in addition to opportunities for respondents to provide their own preferences. The final question was open-ended and allowed respondents to freely express their opinions. The questionnaire was validated by four experts from the fields of information science and philology, while the questionnaire's reliability was assessed using Cronbach's alpha coefficient, which yielded a value of 75%.

Findings: The results demonstrate that the most significant factor in encouraging library use among users is the reservation and lending of resources, with a percentage score of 41.3%. Conversely, the utilization of advertisements received the lowest score at 2.02%. In terms of user preferences for book subjects, specialized books ranked highest (27.7%), followed by general information (22.6%) and fiction/poetry (20%). According to users, the primary reason for visiting the library is to spend leisure time (26.5%) compared to other factors. Additionally, the most critical obstacle preventing library use is the remoteness of library locations, accounting for 32.6% of responses. The findings also demonstrate a decline in the current state of public libraries in Kermanshah.



Journal of
Knowledge-Research Studies
(JKRS)

Vol 2

Issue 2

Table 1. Average evaluation components of encouraging users to public libraries

Component	Average
Providing resources and services	3
Appropriate treatment of librarians	3/23
Availability of libraries	2/85
Trust and reservation of resources	3/41
Access to electronic resources	2/45
The arrival of resources	2/74
Providing new services	2/46
Advertisements to provide services	2/02
Services of librarians	3/11
Total satisfaction	2/80

The table above, displaying descriptive indices related to the research variables, indicates a low score for subjects with an average of 2.02 and a high score for issues with an average of 3.41. Furthermore, the calculated standard indicates that public library users in Kermanshah perceive the success rate of encouraging library utilization to be 2.80, signifying a low level of effectiveness.

Conclusion: Considering the vital role and responsibility of public libraries within society, it is crucial to prioritize user satisfaction and attraction to the libraries. Despite efforts made by public library institutions to encourage user engagement, they have not been successful in significantly increasing library visits. Factors contributing to this issue include a lack of suitable and engaging resources, inadequate facilities, and an unappealing environment for visitors. Libraries often lag behind modern advancements and continue to operate in a traditional manner, potentially deterring potential users. The adaptation of libraries to meet the evolving needs of users is essential to encourage patrons to utilize library services.

Value: This research contributes to the city of Kermanshah by identifying the information needs and motivations of library users, as well as determining the supplementary services required by users. This aligns with the core mission of public library institutions, while also highlighting the strengths and weaknesses of public libraries in attracting users. The findings can inform public library officials and trustees in identifying the information needs of users and improving their services accordingly.

References

- Ardevol, F. M., Ferran, F. N., Arroyo, N. J., & Fenoll, C. (2018). The public library as seen by the non-users. *El profesional de la información*, 27 (3), 658- 670. DOI: <https://doi.org/10.3145/epi.2018.may.19>
- Aslam, R., & Seher, N. E. (2018). User Satisfaction Survey of Public Library: A Study of Liaquat Memorial Library, Karachi, Pakistan. *International Journal of Library Science*, 7 (1), 8 - 14, Doi: 10.5923/j.library.20180701.02.



Journal of
Knowledge-Research Studies
(JKRS)

Vol 2

Issue 2

- Bahraminia, S., Ziaei, S., & Moradi, M. (2023). Identifying the role of public libraries in the economic development of society from the viewpoint of experts. *Research on Information Science and Public Libraries*, 29(1), 12-32. [\[In Persian\]](#).
- Booth, J. (1993). THE LIBRARY' S IMAGE: DOES YOUR LIBRARY HAVE YOU APPEAL?. *Library management*, 14(2), 11-14. <https://doi.org/10.1108/01435129310026111>
- Bowlby, R. (2011). Living the future: Organizational performance assessment. *Journal of Library Administration*, 51(7-8), 618-644. Doi:10.1080/01930826.2011.601267
- Connaway, L. S., Dickey, T. J., & Radford, M. L. (2011). "If it is too inconvenient I'm not going after it:" Convenience as a critical factor in information-seeking behaviors. *Library & Information science research*, 33(3), 179-190. Doi:10.3145/epi.2018.may.19.
- Eltemasi, M., Fahimnia, F., & Abooyeardakan, M. (2021). Paradigm Model of User-Centric Public Library Services: A Case Study of Public Libraries of the Country's Public Libraries. *Journal of Knowledge Retrieval and Semantic Systems*, 8 (28), 49- 70. <https://doi.org/10.22054/jks.2021.55561.1369>. [\[In Persian\]](#).
- Fahimifar, S., & Farzin Yazdi, M (2013). Evaluation of users' satisfaction with the collection, building, equipment, librarians and services of Yazd public libraries. *Information and public libraries*, 20 (1), 113-126. [\[In Persian\]](#).
- Hashemzadeh, M. J., Dehghani Raini, H., & Nokarizi, M. (2016). The role of public libraries in Kerman city in developing the reading culture of users. *Research on Information Science and Public Libraries*, 22 (2), 217-234. 20.1001.1.26455730.1395.22.2.2.5 [\[In Persian\]](#).
- Iwhiwhu, B. E., & Okorodudu, O. P. (2012). Public Library Information Resources, Facilities, and Services: User Satisfaction with the Edo State Central Library, Benin-City, Nigeria. *Library Philosophy and Practice (e-journal)*, 1- 16. <https://digitalcommons.unl.edu/libphilprac/747/>
- Jafari, M. (2017). *The relationship between the factors of enlivening the environment of public libraries and the attraction of users: examining the views of visitors of public libraries in Kermanshah*. Master's thesis, Faculty of Social Sciences and Education, Razi University, Kermanshah, Iran. [\[In Persian\]](#).
- Karaji, M., Jafari, M., & Rashidi-Tabar, Sh. (2015). Investigating factors affecting user attraction using mixed elements of marketing model in public libraries of Sanandaj city. *Librarianship and information*, 18 (1), 91-114. [\[In Persian\]](#).
- Kasimani, C., & Rajendran, N. (2018). User Satisfaction of Public Library Resources and Services in Chennai City: A Study. *UGc appROved Journal*, 7 (12), 1- 9. DOI:10.34218/IJARET.11.12.2020.093.
- Lange, M. J. (1988). Public Library Users, Nonusers, and Type of Library Use. *Public Library Quarterly*, 8 (1-2), 49-68, Doi: 10.1300/J118v08n0106
- Linhartova, V., and Jan Stejskal, J. (2017). Public libraries services and their economic evaluation. *Indonesia Journal of Corporate Social Responsibility and Environmental Management*.
- Matlabi, D., & Khan Ali Lo, R. (2019). An Assessment of the Quality of Services in Public Libraries Based on the Users' Perspective: A Case Study of the Public Libraries in The West Azerbaijan Province. *Research on Information Science and Public Libraries*, 25 (4), 596-579. 20.1001.1.26455730.1398.25.4.3.1 [\[In Persian\]](#).
- Mohammadi, M., Ghazi Mirsaeid, J., Kolbdinejad, K., Pahlevanzadeh, B., & Rastgarimehr, B. (2017). The survey of status of study among Sarpol E-Zahab's public libraries and analysis of motivational and preventive reason's to study. *Journal of Knowledge Studies*, 10(36), 63-73. [\[In Persian\]](#).
- Moradi, M., Haji zeinoabedini, M., Mousavi chalak, A., & Aghaei, A. (2019). Public Libraries Resources Consistency with User's Needs: A Comparative Study of the Public Libraries of the Art and Cultural Organization of Tehran Municipality and the Tehran Public Libraries Institution. *Quarterly Resources and Information Services Management*, 6(3), 33-44. doi: 10.30473/mrs.2021.50624.1411. [\[In Persian\]](#).



Journal of
Knowledge-Research Studies
(JKRS)

Vol 2

Issue 2

- Noh, Y., & Chang, R. (2020). A study on the factors of public library use by residents. *Journal of Librarianship and Information Science*, 52(4), 1110-1125. Doi: 10.1177/0961000620903772.
- Ray, S. (2007). Reading Matters: What the Research Reveals about Reading, Libraries and Community. *Library Review*, 56(1), 87-88. Doi: 10.1108/00242530710722113.
- Ross, C. S., McKechnie, E. F., & Rothbauer P. M. (2007). Reading Matters: What the Research Reveals about Reading, Libraries, and community. *Westport, Connecticut: Libraries Unlimited*, 41 (2), 111- 111, Doi: 10.1111/j.1467-9345.2007.00465_1.x.
- Safi, Q (2000). The effect of public libraries on the development of reading culture. *Librarianship*, 32(34), 5-14. [In Persian].
- Seifi, L., & Kazemi, R. (2018). The use of marketing concepts in public library services: a systematic review. *Library and Information Sciences*, 21(3), 91-124. doi: 10.30481/LIS.2018.68910 [In Persian].
- Shenton, A. (2011). Do We Need a More Balanced Attitude to the Internet? CILIP Update with gazette: 32-33.
- Vondracek, R. (2007). Comfort and convenience? Why students choose alternatives to the library. *portal: Libraries and the Academy*, 7(3), 277-293. 10.1353/pla.2007.0039
- Vrana, R., & Barbaric, A. (2007). Improving visibility of public libraries in the local community: A study of five public libraries in Zagreb, Croatia. *New Library World*, 108(9/10), 435-444. Doi: 10.1108/03074800710823962.



Journal of
Knowledge-Research Studies
(JKRS)

Vol 2

Issue 2