



READING HABITS OF PUBLIC LIBRARY USERS: A CASE STUDY OF CITY CENTRAL LIBRARY, MANDYA

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ABSTRACT Public libraries today play an important role in the life of the community. This paper highlights the reading habits of public library users in city central library at Mandya city, Karnataka state, India. Totally 200 users were surveyed with the help of a structured questionnaire as a tool for data collection. The main aim of the study is to find out the people of mandya have the habit of reading or not The study mainly focused on language preferences, purpose of visit of library, types of reading materials used by the public library users, Frequency of library visit by the public library users, amount of time spent in library, level of satisfaction with available resources. For this purpose the researcher prepared a well structured questionnaire as a tool for data collection and same has been analyzed and presented in the tables. The article concluded with the summarized results highlighting the major findings and suggestions.

KEYWORDS : Public Library, CCL & Reading Habits, User Study, Mandya.

INTRODUCTION:

The primary institutions, which can promote book reading among people in general, are the public libraries. Reading is a possible only when people are literate. We can instill reading habits only if illiteracy is eradicated. Public libraries can be effective agencies of promoting reading habits among the literate public. Reading is an important activity for people in a developing country such as India, because people who have reading habit enable a country to compete in the globalization era. The impact of reading in people's lives is extraordinarily widespread. A reader can learn new skills, can be introduced to new facts, can become a more knowledgeable person of the whole world and he can be stimulated to both thought and emotion. Reading has the unique power of transforming readers. Public library is a local center of information, making all kinds of knowledge and information readily available to its users its doors are open to all the members of the community for full and free use of resources and services without the barriers of caste, creed, sex or religion. The city central library, mandya consists of large collection of information resources related to all the disciplines. The library is located at the heart of the city which gives effective library services.

ABOUT CITY CENTRAL LIBRARY, MANDYA:

The place mandya is located in Karnataka state, India. The city central library is located in the centre of city and it the heart of the city. The building has enough/sufficient furnitures well equipped books, racks, computers and staff. This CCL has technical section, acquisition section, reference section, newspapers sections, periodicals section, maintenance section, and circulation section. All kinds of social groups of people are the members of this library. The administration is planning to construct a new building to the library. The city central library has two branch libraries and seven service centre supported to this. The libraries have nearly fifty thousand of books with nearly 2500 active members.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To identify the demographic characteristics of the users of the public library covered.
- To examine the working pattern of the public library under study.
- To assess the reading habits of public library users.
- To find out the reason habits of public library users.
- To find out the reason of reading book, which are the languages user prefer for reading and who are their favorite authors.

- To examine the influence of traditional reading materials on the reading habits of public library users.

SCOPE, LIMITATION AND METHODOLOGY

The present study is restricted to city central library, mandya only. The questionnaire method was used to collect the data form target respondents. A well structured questionnaire containing Sixteen close ended questions was designed for conducting the study. Total 250 questionnaires were distributed among the public library users and 200 filled-in were received back. The rate of response is 80 Percent. The researchers covered active and enrolled public library users only and irrespective of all age groups.

DATA ANALYSIS AND INTERPRETATION

The data was collected by questionnaire methods were analyzed and interpreted and same has been presented in the following tables.

EDUCATION QUALIFICATION OF THE RESPONDENTS

The data reading the qualification wise break up of users is presented in table-1. It can be interpreted from the table that the maximum users in this category are mainly bachelor degree holders 79(39.5 %), followed by students score in ITI/Diploma/PUC 65(32.5%), 17(8.5%) are PG students, 15(7.5%) Engineering students, law 14(7%) and only 10(5%) of SSLC hold Users.

Table: 1

Qualification	Frequency	Percentage
PUC/ITI/Diploma	65	32.5
SSLC	10	5
Bachelors	79	39.5
Law	14	7
Engineering	15	7.5
Post Graduation	17	8.5
Total	200	100

STATUS OF PUBLIC LIBRARY USERS

The status wise break up of public library users is shown in table-2. The table shows that 105(52.5%) of the users are students, followed by 70(35%) are Govt. /Private employees/other categories and Media Professionals with 15(7.5%) and business personnel with 10(5%).

Table: 2

Status	Frequency	Percentage
Students	105	52.5
Business Personnel	10	5
Media Professionals	15	7.5
Govt./Private Employees/Others	70	35
Total	200	100

AGEWISE BREAKUP OF THE RESPONDENTS

It is observed from the table-3 that majority of the public library users are between 26-35 years age groups representing 104(52%), followed by the 2nd highest majority of the public library users are in the age group 36-45(21%) scoring and in age of 46-55(12.5%) users belong to this age and 20(10%) are 56 years and above age users and very less usage is of 15-25(4.5%) belong to this age group.

Table: 3

Age (In Years)	Frequency	Percentage
15-25	09	4.5
26-35	104	52
36-45	42	21
46-55	25	12.5
56 Years and above	20	10
Total	200	100

GENDER WISE DISTRIBUTION OF THE RESPONDENTS

The data regarding the Gender wise break up of public library users is shown in table-4. It can be seen from the table that most of the user are male users representing 169(84.5%) and only 31(15.5%) of them are female users.

Table: 4

Sex	Frequency	Percentage
Male	169	84.5
Female	31	15.5
Total	200	100

LANGUAGE PREFERENCES OF PUBLIC LIBRARY USERS

The data regarding the language preferences of the public library users is presented in table-5. It can be seen that 184(92%) are users prefer to use local language with their mother tongue followed by English and Hindi 05(2.5%) and other languages like urdu,tamil,telugu,Marathi languages etc. are used by 06(3%) of users.

Table: 5

Language	Frequency	Percentage
Kannada	184	92
English	05	2.5
Hindi	05	2.5
Others	06	3
Total	200	100

PURPOSE OF VISIT TO THE PUBLIC LIBRARY

The data regarding the purpose of visits to the public library is shown in the table-6. It is clear from the table 103(51.5%) of the users visit the library for general reading books like novels, fictions etc. followed by 82(41%) users visit for magazines, newspapers, journals etc. users visit library for the purpose of references like other resources like gazetteers, reports etc.

Table: 6

Purpose of Visit	Frequency	Percentage
General Reading (Novels, Fiction etc.)	103	51.5
General Knowledge (Magazines, Newspapers, Journals etc.)	82	41
Others (Gazettes, reports, tourist, almanacs, maps etc.)	15	7.5
Total	200	100

TYPES OF READING MATERIALS USED BY THE PUBLIC LIBRARY USERS:

A brief list of various types of reading materials preferred by public library users is shown in table-7. It is clear from the table that 75(37.5%) of the users go to the public library for reading Newspapers, followed by Magazine readers are 41(20.5) and 32(16%) prefer to read fiction, novels, story books and 30(15%) of users prefer to read General knowledge books and remaining others are interested to read biographies and other materials with of 11 percent totally.

Table: 7

Types of Reading Materials	Frequency	Percentage
Newspapers	75	37.5
Magazines	41	20.5
General Knowledge books	30	15
Fiction/Novels/Story Books	32	16
Biographies	10	5
Others	12	6
Total	200	100

FREQUENCY OF LIBRARY VISIT BY THE PUBLIC LIBRARY USERS

The breakup of frequency of library visits by the public library users is as shown in table-8. It is seen from the table that majority of the users visits the library 85(42.5%) everyday, followed by 45(22.5%) Once in two days and Users prefer to visit twice in a week is 30(15%) and Once in a week 15(7.5%) and Occasionally 25(12.5%) visiting the public library.

Table: 8

Frequency of Visit	Frequency	Percentage
Everyday	85	42.5
Once in Two Days	45	22.5
Twice in a week	30	15
Once in a week	15	7.5
Occasionally	25	12.5
Total	200	100

AMOUNT OF TIME SPENT IN LIBRARY

The amount of time spent by the users for reading at public library is shown in table-9. It may be observed that 82(41%) of users spent one Hour every day for reading library resources, 78(39%) spent half an hour and 33(16.5%) of users spent two hours and more than two hours 07(3.5%) for long term reading by the users.

Table: 9

Time Spent	Frequency	Percentage
Half an Hour	78	39
One Hour	82	41
Two Hours	33	16.5
More than 2 Hours	07	3.5

Total	200	100
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LEVEL OF SATISFACTION WITH AVAILABLE RESOURCES

The opinion about the level of satisfaction with available information resources is shown from table-10. Majority of 104(52%) are satisfied, followed by 50(25%) are fully satisfied, 30(15%) are partially satisfied with resources available and some of the users are Not Satisfied which 16(8%) with the available resources in the public library.

Table: 10

Opinion	Frequency	Percentage
Fully Satisfied	50	25
Satisfied	104	52
Partially Satisfied	30	15
Not Satisfied	16	8
Total	200	100

FINDINGS, SUGGESTION AND CONCLUSION

The major finding of the study and suggestions to improve the reading habits of public library users of city central library, Mandya has been summarized in this section.

FINDINGS:

- Majority of the public library users are between 26-35 years of age groups representing 104(52%) and followed by 36-45 years age groups scoring 42(21%).
- Majority of the Govt./Private employees/other categories users 105(52.5%) are students and very less Users are business personnel with 10(5%) scoring.
- Majority of the public library users are between 26-35 years age groups representing 104(52%), and very less usage is of 15-25(4.5%) belong to this age group.
- Majority of the users prefer to use local language with their mother tongue followed by 184 (92%) English and Hindi 05(2.5%) and other languages like Urdu, Tamil, Telugu, Marathi language etc are used by 06(3%) of users.
- It is observed that 103(51.5%) of the users visit the library for general reading books like novels, fictions etc. followed by 15(7.5%) users visit for the purpose of references like other resources like gazetteers, reports.
- It is observed that 75(37.5%) of the users go to the public library for reading Newspapers, followed by Magazine readers and remaining others are interested to read biographies and other materials with of 11 percent totally.
- Majority of users of scoring 104(52%) are satisfied, followed by Not Satisfied which is 16(8%) with the available resources in the public library.

SUGGESTIONS:

- The city central library, mandya should make efforts in providing service through automated library process where can be more effectively useful by the users.
- The library should subscribe electronic books and audio-video resources for better understanding and service can be given to the user community.
- The library should have a separate section for children. The resources related to the interest of the children should be provided to them for inculcating reading habits among children.

- The city central library, mandya should organize seminars, user's awareness to make users much more user-friendly.
- The library should increase the various types of collection to provide information.
- The library should provide canteen, restroom, and entertainment facility for the users to make library more attractive towards users.
- The library should maintain separate section and facilities for women, children and senior citizen for more users oriented.

CONCLUSION

The library is situated in heart of the city, wherein many users are daily visiting to the library. Public libraries provide important public services. They provide access to a wide range of information resources like books, periodicals, reference materials, reports, newspapers, magazines and internet facility to access online resources also. They also provide special programmes such as reading programs, Dr.S.R.Ranganathan day, festivals, book exhibitions, archival collection display and literary organizations. This study helps librarians to understand the importance of library resources services provided by public library. The available information should be made available with less time span. To cater the user's needs along with library resources there is a necessity of huge space to the library as per infrastructure. The library stands equally competitive to any other public libraries in respect to information resources and facilities.

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