Factors Affecting the Social Status of the Library Profession: A Qualitative Investigation

Ahmad Shabani
Professor, Dept. of KIS, University of Isfahan
shbania@edu.ui.ac.ir

Ghasem Movahedian (corresponding author)
PhD Student of KIS, University of Isfahan
gh.movahedian@gmail.com

Received: 5th December 2015; Accepted: 16th August 2016

Abstract

Purpose: This research aimed at the identification of the components and factors affecting the social prestige of the librarian profession through analysis of librarian’s perceptions about their image in the society.

Methodology: This research is a case study that carried out with a Qualitative Approach. 27 librarians, that already working in Zanjan province public libraries, selected by purposive sampling method and data gathered by using semi-structured interview. Data analysis and category extraction implemented by step by step coding method.


Originality/Value: The main contribution of the article is that all five extracted factors have origins from view and perception of other social actors about library and librarianship. This view made up of librarian’s characteristics, income, and their services in workplace.

Keywords: Social Prestige, Public Libraries, Status of Librarians, Library Profession.