

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

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Abstract

Purpose: this research aimed at the identification of the components and factors affecting the social Prestige of the librarianship 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.

Findings: Factors affecting social Prestige of the library profession, classified in five main categories that Include: 1. Librarian's virtues, 2. image of librarianship, 3. Importance of book-reading and library in society 4. Library services, 5. organizational and occupational factors.

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.

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