

Determining the Degree of Implementation of Native Management Parameters in Public Libraries: Case of Markazi Province

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Received: 23th June 2012; Accepted: 17h February 2013

Abstract

Purpose: This research investigates native management in public libraries of the Markazi Province. Management roles are investigated in three main parameters and ten sub-parameters. The main parameters are: communication, information, and decision making roles.

Methodology: The study adopted an analytical survey. Data were gathered using a self-developed questionnaire with the reliability of 93% and are validated with content – based method. The study population included all the librarians of Markazi state public libraries. 110 librarians formed the sample of the study using Morgan – table, of which 106 librarians completed the questionnaire. The data was analysed in two levels of descriptive and statistical inferential, (i.e.g frequency, frequency percentage and variance), using SPSS software.

Findings: The results reveal, that the communication and information roles are not practiced by the public librarians in this study. Findings showed that that “attending in associates ‘relatives’ funeral” with mean of 3.59 and “holding other ceremonies for associates ‘relatives’ and their families” with Mean of 1.86 received respectively the highest and lowest Mean in the communication roles. This implies that communication roles are not practiced by the public librarians. In the information roles, “evaluating information” with the Mean of 3.05 and “introducing the native culture to customers ” with the Mean of 2.24 received the highest and lowest Means respectively. In the case of decision making role, “negotiations ended with the benefit of the library” with the Mean of 3.11) and “awarding suggestions given on the local issues with the Mean of 2 received the highest and lowest Mean respectively.

Originality/Value: Native management is an area which has received little attention in the LIS research. This study introduces this area in libraries.

Keywords: Native Management, communication roles, information roles, decision making roles, public libraries, Markazi Province.