

Children and Adolescent Books Distribution Problems in Iran: Viewpoints of Professional Publishers of the Field

Somayeh Paknahad (Corresponding author)
PhD Student of KIS, University of Shiraz, Iran
spaknahad68@gmail.com

Mohammad-Reza Vasfi
Assistant Professor; Dept. of KIS, University of Tehran, Iran
mrvasfi@ut.ac.ir

Fatima Fahimnia
Associate Professor, Dept. of KIS, University of Tehran, Iran
fahimnia@ut.ac.ir

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Abstract

Purpose: In this paper, we aimed at the identification of elements that causes problems in the way of effective distribution of children and adolescent books. We used publishers' viewpoints that are specialists in the field of children books publishing.

Methodology: mixed method design was used as a structure that consisted of qualitative and quantitative sections. In qualitative section, 11 children publishers were selected purposefully from Tehran city as a sample. By using semi-structured interviews, data were collected and were analyzed through qualitative content analysis. The extracted indicators from interviews, reduced as questionnaire questions. All members of the cultural association of children and adolescent book publishers (55 members) filled the questionnaires. Cronbach's alpha reliability coefficient was conceivably 0.82. Validity of questions approved through related professionals. Data were analyzed by descriptive statistics.

Findings: Children books distribution problems in Iran from professional publishers' viewpoints was categorized in the five main categories and 13 subcategories. The five main categories were: Cultural infrastructure (mean rate of 4.19), financial and economic barriers (mean rate of 4.07), organizational and trade barriers (mean rate of 4.05), information and communication barriers (mean rate of 4.00), and incompatibility in general policies of the government and state institutions (mean rate of 3.57).

Originality/Value: originality of the research specifiable through the identification of main and secondary elements of distribution barriers in children and adolescent book publishing field that can be a guide for problem solving.

Keywords: Children books, adolescent books, Book distribution, book publishing, Iran.