

## The Role of the Public Libraries of Kerman Region in Iran on Promoting Users' Reading Culture

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### Abstract

**Purpose:** This research aims at the investigation of the role of public libraries of Kerman region in Iran, on promoting users' reading culture.

**Methodology:** The research was done through a survey method. We Used Shein's Three Layer model (Values, norms, and rituals) to survey the role of public libraries on reading culture. The data were collected by a questionnaire designed for the study. The population of research included all more than 15 year's old accredited users of grade 4 and above public libraries of Kerman region and 373 members as sample were determined and selected randomly. One sample t-test, repeated measures, independent-sample t-test and ANOVA were used to test the hypotheses.

**Findings:** Results showed that the role of the public libraries of Kerman on promoting two layers, including beliefs and effects, was more than average and on promoting the layer of rules was around the average (number 3). Overall, these libraries could not meet the desired level for promoting the readers' reading culture (80 percent of desired elements). No significant difference was observed between the mean scores of the two layers of beliefs and effects, but the role of the public libraries was significantly different comparing the layer of rules with other two layers. According to the sex, various age groups and varied degrees of education variables, no significant difference was observed.

**Originality/Value:** Value of this research is observable in demonstration of weakness of public libraries of Kerman region in Iran in increasing reading culture of habitants. Likewise, this research cleared that public libraries are weak in rule making for incrementing reading habits of people.

**Keywords:** public libraries, reading culture, Kerman, users.