

Investigation of the Content and Process Based factors Affecting Motivation of Public Librarians of Iran (Case Study of Fars Province)

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Abstract

Purpose: This study aimed at the investigation of the attitudes of public librarians in Fars Province towards the content-base and process-base factors affecting their motivations.

Methodology: The survey method was used for the implementation of research. The statistical population included 227 public librarians in Fars province, Iran. According to Morgan's table and through single-step cluster random sampling, 144 librarians were selected. Motivation factors questionnaire, constructed by Izadi (2011) was used as the research tool. Data was analyzed through t-test and ANOVA test.

Findings: The results showed that there is a significant difference between content-base and process-base factors affecting motivations of public librarians. Also, results indicated that the factors affecting the content of the librarians' motivation were "hygiene factors", "z theory factors", "hierarchy of needs", "esteem needs" and so forth. Again, factors affecting the process of the librarian's motivation included: "embrace attribution factors", "theory of equality factors", "goal setting and value - expected at a time", "reinforcement and social learning at a time", and the "cognitive evaluation".

Originality/Value: Each group of librarians in the different contexts, situations, and locations has their own motivational elements that should be noticed. This research introduced Fars province public librarians motivational factors and one can concentrate to this elements to increase the motivation.

Keywords: Motivational Factors, Content factors, Process factors, Public libraries, Fars Province.