

Principal Elements Encouraging Sari Citizens in Iran to Book Reading: Viewpoints of Sari Public Library Users

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Abstract

Purpose: In this paper, the goal is offering a research report about viewpoints of Sari City public libraries in Iran about what factors can cause an increase in book reading habits of the inhabitants of this city.

Methodology: I used survey method for achieving the goal. Population of study was all users of Sari city public libraries that consisted of 15000 members. 385 members selected by simple random method on the basis of Krejcie and Morgan (1970) sample size table.

Findings: Findings showed that 10 factors influences reading habit behavior of Sari citizens that two of them are very highly scored: 1. Shortage in time and 2. Low level of income. Other findings showed that there was statistically significant relationship between viewpoints of users about encouraging factors and their educational level, age and income. But there was no significant relationship between viewpoints of users about encouraging factors and their job and gender.

Originality/Value: Value of this research lied in its effort to demonstrate two critical factors that affect book reading habits of Sari citizens in Iran. More deliberation can show us that these are factors outside of the reading process system that can label them as environmental or social factors.

Keywords: Reading, Book reading, Sari city, time shortage, family economics.