

## Employing Social Exchange Theory for Development of Book Reading Culture

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### Abstract

**Purpose:** In this paper, the main focus is on the generalization of doctrine of social exchange theory, precisely Homans' opinions, to book reading problem in Iran. This theory has faculties that can help us to better understanding the reading problem barriers.

**Methodology:** the type of this paper is analytical and I used library research method for achieving the purpose.

**Findings:** Social world, according to Homans (1958), consists of people that are engaging in exchange reward routinely. In social exchange theory, this engagement referred to two main characteristics of human being, namely tendency to pleasure & avoiding pain, and rationality. On the basis of these two characteristics, Homans introduces 6 principle that demonstrates dimensions of social exchange theory that includes stimulus proposition, success proposition, value proposition, Deprivation-Satiation Proposition, Aggression-Approval Proposition and rationality proposition. Each of the propositions have some recommendations for improvement of reading culture. At end, I recommended three pace for achieving the goal, namely 1. Deep believe to critical role of reading, 2. Getting reward to providers of reading texts, and 3. Designing exhibitions for reading.

**Originality/Value:** this article can be regarded as valuable for trying in generalization of social exchange theory to improvement of reading behavior as a social act.

**Keywords:** Reading, Social exchange theory, Book reading, Public libraries.