

# Measuring the Job Satisfaction of Digital Library Professionals Working in the Arts College Libraries in Coimbatore City

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## Abstract

Digital devices are presently at the centre of development in all of fields. Libraries are currently undergoing profound changes due to digitization. Job satisfaction is an important area to determine the view of the library professionals towards their job in the library. The study has been under taken to measure the level of job satisfaction of digital library professionals in Coimbatore city and how the job facets affect on job satisfaction of library professionals do. The study shows independence, variety of work, social status of the job, supervision-human relation supervision technical, moral values, authority, ability utilization, library policies and practices, scope of advancement, relation with co workers, recognition of job done and achievement has significant effect on job satisfaction. Furthermore it noticed respondents are less satisfied at their job. Finally, the significant recommendations have been put forth to improve the level of job satisfaction of digital library professionals in Coimbatore city.

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**Index terms**— job satisfaction, digital library, digital environment, occupational stress, library professionals.

## 1 Introduction

he development of digital library has insightful effect not only on the client but also on professionals and also on the human resource management of the library. The digital library brings about changes in the activities of the library in terms of users, in job and in staffing as well. It is widely accepted that human factors is one of the key component of the digital libraries but relatively a little attention has been paid to the human and organizational factors in the library that directly contributed to the fruitfulness of the digital library. There are also many other issues, which effects its development of library globally.

Gender issue gains prominence after poverty and violence, particularly in developing countries. In the age of 21 st century both kind of genders are equally contributing to the overall development. In the library field both of them are managing the information and resources of knowledge with the objector to some serve clients effectively. It is often found there is a big problem of variation in the percentages of existences of job in developing countries.

The ratio of digital library in the developing countries, particularly in India is quite low in almost every profession. Lack of job opportunity for library professionals is a big hindrance for the economical and social development of India. In the digital era, the job satisfaction is one of the vital issues which are responsible for the poor employability of library professionals. Statistically, discrimination within the job and different job related factors like; pay promotion, working condition, social status security, recognition etc are major determinant, which decides satisfaction as a whole. In case of their job satisfaction, it is important because the result of the relationship between psychological factors and work outcome of individuals are the most significant aspects of the human life.

Job satisfaction is a complex phenomenon that can be variably interpreted. It is the absence of pain, oppressiveness and intolerance and also indeed enjoyment of work. Job satisfaction is one of the most enduring elusive constructs used in the study of industrial relations. Job satisfaction studies are based on emotional

response of employees which is related with some socio cultural, organizational and personal factors variables like pay promotion, supervision, benefits, contingent rewards, operating procedures, coworkers, nature of work, working condition, social status etc., II.

## 2 Literature Review

The literature review is not comprehensive, but is rather limited to the areas concerning the job satisfaction of library employees, and the job satisfaction of other types of employees in various organizational settings. I will examine specific important factors affecting job satisfaction in the literature, from which I will complete my research hypothesis. Job satisfaction is an important area to determine the view of the employee towards their job. Patillo Morgan and Morgan (2009), "Librarians of the colleges and other educational institutions should be provided training about the advanced information technology". Libraries are often challenged to offer the kinds of work environments that these new professionals prefer". Kaur (2006) said that there is a need for contented and "well satisfied librarians to make libraries more service oriented to their clientele and the main organizational determinants influencing worker's job satisfaction". And establish sensible organizational structures, delegating authority, promoting teamwork practice, developing job descriptions and evaluation systems, "allowing employees' freedom of choice to perform job duties, providing employees with training opportunities and motivations" (Sheikha & Younis, 2006)."Frustrations and age, mental status and years of experience have an impact on occupational role stress". Srivastava & Srivastava, (2004) said that satisfaction about nature of job can be increased through job environment, training on IT and good monetary gains. Unless librarians secure peer status through adherence to core academic standards, the emerging era of electronic information will see domination in the librarians influence over librarians' affairs. Burd (2003) found that librarians in organizations that support participatory management, open communication, opportunities for achievement and relationships built on honesty and trust are more satisfied and committed and less likely to leave. Sornam and Sudha (2003) said that library profession is a people oriented profession which cannot escape from the clutches of conflicts. After training librarians should be offered an opportunity to practice what they have learned. Academicians treat librarians in good esteem for their valuable services to them (Satija, et. al., 2003). ??ii and Wanyama (2001) examined the impact of automation on the job satisfaction among library staff of Margaret Thatcher Library, MoiUniversity. Joyce K. Thornton (2000) said it best when she wrote: "Job satisfaction is critical to the retention and recruitment of librarians." It is hard to pinpoint when the subject of job satisfaction in libraries began to appear in the literature; however after an analysis, it is found that while the literature is considerable in its range and quantity, it is not comprehensive nor of primary concern to library scholars.

## 3 III.

## 4 Objectives of the Study

The overall objective of the study is to analyse the satisfaction levels of the librarians in the institutions of higher learning in Coimbatore with this as the main objective, the following objectives are framed for the purpose of analysis and interpretation. The study of these sub-objectives will throw light on the level of satisfaction, that is , the main objectives.

? To study the performance of Library professionals regarding digital library in arts college in Coimbatore city. ? To measure the level of job satisfaction of arts college digital library professionals. ? To know how the job facets affect the job satisfaction of arts college digital library professionals. ? To recommend a proper guideline to improve the level of job satisfaction of digital library professionals in Coimbatore city.

IV.

## 5 Research Methodology

Convenient sampling method has been used. The following methodology is adapted for the study.

Sample Size:-Sampling unit comprised of arts college library professionals. The survey was conducted with 100 respondents from the universe and hence it is the sample size.

Nature of Data:-Primary data have been collected from library professionals. The questionnaire is prepared in such a way that it is made in simple and understandable manner to enable the respondents to express their views freely and frankly.

Method of Data Collection:-For purpose of the study, respondents are considered and data were collected using questionnaire. As regards library professionals, 100 respondents were selected and for this purpose, starting random sampling method is used.

Area of the study:-The study is restricted to Coimbatore city.

Statistical Techniques:-Percentage analysis and chi square test were used for analyzing the data.

## 6 V. Analysis and Interpretation of Data

The results of the analysis of the collected data presented below:

Chi square-Test for the association between Gender and Job satisfaction factors among library professionals

Source: Primary Data Table ?? shows that respondents 66% of the respondents belongs to above 40 years and

02% of the respondents belongs to below 20 years Source: Primary Data Table ?? describes monthly income of the respondents, 49% of the respondents monthly income is Rs.5001-10,000 and 12% of the respondents monthly income is below Rs.5,000.

## 7 S-Significant NS-Not Signifigant

Hypothesis: H 0: there is no association between Income and Job satisfaction factors.

H 1: There is association between Income and Job satisfaction factors.

VI.

## 8 Findings

The results of comparisons are summarized as follows: No significant association was noticed among the groups of librarians categorized on the basis of the following characteristics: Gender, Age Group, Educational Qualifications, Family’s Monthly Income areas.

## 9 VII.

## 10 Suggestions

? Based on the findings evolved from the investigation, the investigator made an attempt to put for the following suggestions regarding the job satisfaction of library professionals in Coimbatore city.

? To improve the Job satisfaction of the library professionals in Coimbatore city, Tamilnadu state, work can improve the performance as well as reduce the stress among employee. ? The job status as social aspect of library professionals should be defined for the enhancement of job satisfaction. In our society the social status of library proccessionals and the influence they have in shaping the minds of people is yet to be acknowledged. promotion, recognition and achievement, maintenance of a good relationship with co workers, encourage to using the creativity of the professionals in their job to achieve the satisfaction towards job.

? So, the library professionals should be more sound and satisfied at the job to achieve the goals of the digital libraries in Arts college of Coimbatore city. <sup>1</sup>

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| Category Sex | of the Respon- |            |
|--------------|----------------|------------|
|              | dents          |            |
|              | No of Respon-  | Percentage |
|              | dents          |            |
| a            | Male 52        | 52%        |
| b            | Female48       | 48%        |
| Total        | 100            | 100        |

Source: Primary Data

Table 1 describes that respondents 52% of them are male and 48% of the respondents are female

Figure 1: Table 1 Gender

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-Square Value -Age and Other Factors Chi Square Value Table Value 10.6268 28.869 14.5187 21.026 4.5095 1

## Educational Qualification of the Respondents

Category Educational Qualification

|       | No     | Percentage |
|-------|--------|------------|
|       | of     |            |
|       | Re-    |            |
|       | spon-  |            |
|       | dents  |            |
| a     | BLIS4  | 34%        |
| b     | MLIS6  | 30%        |
| c     | MPhil2 | 22%        |
| d     | PhD11  | 11%        |
| Total | 100    | 100        |

Source: Primary Data

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[Note: g]

Figure 2: Table 4 Chi

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| -Square Value -Educational Qualification and Other Factors |                     |                  |             |      |
|--|---------------------|------------------|-------------|------|
| S.No   | Other Factors       | Chi Square Value | Table Value | S/NS |
| 1  | Lending Services    | 10.0138          | 28.869      | N    |
| 2  | Reference Services  | 14.5187          | 21.026      | N    |
| 3  | Internet Facilities | 12.719           | 12.592      | S    |
| 4  | Online Database     | 14.9341          | 21.026      | N    |
| 5  | E-Journal           | 2.0191           | 16.919      | N    |
| 6  | CD-ROM Database     | 11.35            | 16.919      | N    |
| 7  | CAS                 | 5.6947           | 16.919      | N    |

S-Significant NS-Not Significant

Hypothesis: H 0: there is no association between Educational Qualification and Job satisfaction factors.

H 1: Table 7

|          |              | Income of the Respondents |            |  |
|----------|--------------|---------------------------|------------|--|
| Category | Income (Rs.) | No Respondents            | Percentage |  |
| a        | Below 5000   | 12                        | 12%        |  |
| b        | 5001-10000   | 49                        | 49%        |  |
| c        | 10001-15000  | 23                        | 23%        |  |
| D        | Above 15000  | 16                        | 16%        |  |
| Total    | 100          | 100                       | 100        |  |

Figure 3: Table 6 Chi

8

| -Square Value -Income and Other Factors |                     |                  |             |      |
|---|---------------------|------------------|-------------|------|
| S.No                                    | Other Factors       | Chi Square Value | Table Value | S/NS |
| 1                                       | Lending Services    | 24.5507          | 28.869      | NS   |
| 2                                       | Reference Services  | 25.4586          | 21.026      |      |
| 3                                       | Internet Facilities | 8.0721           | 12.592      | NS   |
| 4                                       | Online Database     | 29.0475          | 21.026      |      |
| 5                                       | E-Journal           | 10.482           | 16.919      | NS   |
| 6                                       | CD-ROM Database     | 11.0988          | 16.919      | NS   |
| 7                                       | CAS                 | 11.2385          | 16.919      | NS   |

Figure 4: Table 8 Chi

? The Management of arts college libraries should be more flexible. They should carry the ability to develop the managerial structure, policies and practices in term of digital changes. They need to adapt a good entrepreneurial, innovative approach, elevating the motivation. They should also develop their user's behavior in terms of short term information making process towards digital library.

VIII.

Conclusion

? The findings of the present study are reasonably limited in its scope with regard to many aspects. The result can be made more elaborate if a number of future scientific enquiries are conducted in this area. Hence the following research areas are identified and suggested for further research on the job satisfaction of library professionals.

? strong  
responsibility,

and favorable library policies,

[Note: ?]

Figure 5:

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