

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

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6

7 **Abstract**

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

20

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

22 **1 Introduction**

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

29 Gender issue gains prominence after poverty and violence, particularly in developing countries. In the age of
30 21 st century both kind of genders are equally contributing to the overall development. In the library field both of
31 them are managing the information and resources of knowledge with the object to some serve clients effectively.
32 It is often found there is a big problem of variation in the percentages of existences of job in developing countries.

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

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

6 V. ANALYSIS AND INTERPRETATION OF DATA

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

47 2 Literature Review

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

74 3 III.

75 4 Objectives of the Study

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

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

84 IV.

85 5 Research Methodology

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

87 Sample Size:-Sampling unit comprised of arts college library professionals. The survey was conducted with
88 100 respondents from the universe and hence it is the sample size.

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

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

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

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

97 6 V. Analysis and Interpretation of Data

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

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

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

101 02% of the respondents belongs to below 20 years Source: Primary Data Table ?? describes monthly income of
102 the respondents, 49% of the respondents monthly income is Rs.5001-10,000 and 12% of the respondents monthly
103 income is below Rs.5,000.

104 **7 S-Significant NS-Not Signifigant**

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

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

107 VI.

108 **8 Findings**

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

112 **9 VII.**

113 **10 Suggestions**

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

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

122 ? 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. ¹

1

Category	Sex	of the Respondents	
		No of Respondents	Percentage
a		Male 52	52%
b		Female 48	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

123

-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	34%
b	MLIS0	30	30%
c	MPh22	22	22%
d	PhD11	11	11%
Total		100	100

Source: Primary Data

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[Note: g]

Figure 2: Table 4 Chi

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

S-Significant NS-Not Signifigant

Hypothesis: H 0: there is no association between Educational Qualification and Job satisfaction factors.
H 1: Table 7

Category	Income of the Respondents		
	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

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

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.

? 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,

Conclusion

and availability policies,

[Note: ?]

Figure 5:

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