CAREER PERCEPTION AND PUBLIC IMAGE OF LIBRARIANSHIP WITH REFERENCE TO NORTH KARNATAKA: A STUDY

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Abstract: In the age of Technological revolution, the employment and placement prospects of librarians are on the rise and they have prospects to get employment opportunities in wide areas like Public and Government libraries, Universities, professional and other academic institutions, media, corporate sectors, special libraries and Contact Libraries. This study is an attempt to study overall satisfaction with librarianship as a career, public image of librarianship and social support. Questionnaire method was adopted with a sample includes 487 respondents that includes Librarians, Assistant librarians and Library assistants. Results are discussed and conclusions are drawn.

IndexTerms: LIS Employability, Career Opportunities, LIS Education

I. INTRODUCTION

Librarianship as a profession provides a variety of employment opportunities. Today there are number of career prospects in Library and Information Science including school, colleges, universities, research institutes, corporate sector and legislative and parliamentary etc. The public image and status has been and continues to be a source of major concern for librarians worldwide. In 1992, the IFLA sponsored an international study of the status and image of the information profession and the people who practice it (Prins and Gier, 1995).

The research focused on people's careers in librarianship, so was set into the context of trends affecting the job market as a whole and trends taking place within the library profession. The Oxford English Dictionary defines ``career'' as ``a person's course or progress through life; a course of professional life or employment, which affords opportunity for progress or advancement in the world'' (Simpson and Weiner, 1989).

Satisfying factors motivate workers while dissatisfying ones prevent. Motivating factors are achievement, recognition, the job conducted, responsibility, promotion and the factors related to the job itself for personal development. According to Maslow's Theory of Motivation connects the creation of the existence of people's sense of satisfaction with the maintenance of the classified needs, These are physiological needs i.e. eating, drinking, resting etc., security needs i.e. pension, health insurance, etc., the need to love i.e. good relations with the environment, friendship, fellowship, to love and to be loved, need to self-esteem i.e. self-confidence, recognition, adoration, to be given importance, status, etc., need of self-actualization i.e. maximization of the latent potential power and capacity development of abilities.

II. LITERATURE REVIEW

Career information is an important and key resource for any individual to decide one's career goal. This study deals with the identification of the career information needs of and library facilities usage by women of Savanur Taluk of Haveri District in Karnataka state. Data were collected through survey method of research by using questionnaire as data collection tool from 60 educated women of Savanur. This study assesses the career information needs of women and different types of libraries used by them and it also brings out the reasons why women are not accessing the career information from libraries. Also mentions

suggestions to improve library facilities to provide effective library services on career information (Gothe and Tadasad, 2016)

This is a mixed method study of Asian/Pacific librarians career choices related to leadership positions. The statistical analyses are based on data from 91 librarians in survey Q1 distributed to 600+ CALA and APALA members. The correlation, prediction of association, cross-tabbing, and ANOVA tests were applied to the survey. The result shows that the leadership position is correlated with number of years worked in the library profession, number of publications, number of voluntary job changes, and national professional association's involvement. There was a suggested correlation between leadership positions and additional advanced degrees and over half of librarians with a doctoral degree are in chief librarian positions (Jianzhong Zhou; Glen Zhou; Allan Zhou and Milan Zhou, 2015).

Just as there are many types of library environments, the librarians working within those spaces represent a variety of experiences, job skills, and perspectives. Librarians develop these qualities through library curricula and on-the-job experience. While some librarians spend their careers in one type of library, others may travel between library environments and gain a wider range of experiences and skills. Decisions to transition between library types may be triggered by personal and professional motivators. Results of this survey confirm some librarians are actively and successfully transitioning between library environments as an alternative career path (Tina Franks, 2017).

Daramola Cecilia Funmilayo (2015) carried out to investigate gender perspectives of professional inclination in library studies using LARIS, Ibadan as case study. A total of 120 respondents randomly selected from 100-400 levels were used for the study and data was collected through a questionnaire. Results show that the modal age of the male and female respondents fell within 21-27 years. Their mean ages were 26 and 22.5years respectively. There was no distinction between the religion practices of the male and female students studying library science. The parents of most of the students lived in urban areas. Although most of the parents were literates but the father's literacy level is higher than that of the mothers. The parents were mostly civil servants, business men/women and farmers. A small fraction of the parents and siblings of the respondents have worked or are still working in the library. Both gender perceived the library profession as lucrative, educative, and innovative and a dynamic profession. They saw the librarians as book experts and helpful. However, there are gender differences in the perception as the male gender perceives the librarians as research experts but the female students did not see them that way. The female gender saw the library profession as stereotyped and dull profession with limited job prospects. Four factors motivate the male gender to the library profession against seven for the female. The greatest factors that motivate the male gender to Library studies profession is career prospects. The study recommends professional guidance for students on the library profession and the development of more positive attitude about the profession among the female students to stimulate their personal interest rather than being influenced by their parents. The school counsellors in secondary schools should intensify efforts on career guidance before student's enrolment for University entrance examination.

III. OBJECTIVES OF THE STUDY

The present study has the following objectives to determine

- Overall satisfaction associated with librarianship as a career,
- Factors affecting the public image of librarianship,
- Motivation to be in academic job of Librarianship and
- Extent of family and social support and morale.

IV. RESEARCH DESIGN

The present study is descriptive in nature. It attempts to adopt dependent – independent, associational & co-relational design to fulfill the nature of the study. For the present study the North Karnataka is considered as a geographical region of the study. All the 267 colleges (private aided and Govt.) have been selected for the study by using purposive sampling technique of non-probability method. A sample includes Librarians, Assistant librarians and Library assistants. A total sample framework then become 487 which further taken for statistical analysis and interpretation.

V. RESULTS AND DISCUSSION

Table 1: Overall satisfaction associated with librarianship as a career

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	$\sum$	$\sum_w$	$\overline{X}_w$	Rank
Opportunities to use my ability in my work	20 4%	20 4%	55 11%	115 24%	277 57%	487	2070	4.25	1
Job security	15 3%	35 7%	60 12%	130 27%	247 51%	487	2020	4.15	2
Relationship with coworkers and users	21 4%	40 8%	55 11%	106 22%	265 54%	487	2015	4.14	3
Suitability of working environment	31 6%	20 4%	55 11%	150 31%	231 47%	487	1991	4.09	4
Better status in the society	30 6%	40 8%	70 14%	130 27%	217 45%	487	1925	3.95	5
Recognition of accomplishment by supervisors	61 13%	20 4%	65 13%	120 25%	221 45%	487	1881	3.86	6
Reasonable salaries	60 12%	30 6%	140 29%	90 18%	167 34%	487	1735	3.56	7
Opportunities for promotion	50 10%	90 18%	55 11%	120 31%	172 35%	487	1735	3.56	8
Tension-less job	61 13%	60 12%	100 21%	85 17%	181 37%	487	1726	3.54	9

Table 1 shows the overall satisfaction associated with the librarianship as a career. The statements are ranked based on the weighted average which is again based on the weighted total. It is understood that the statement average is one or close to one means respondents are strongly disagree with it. If it is two or close to two means respondents are disagree with it, if it is three or close to three means respondents are neutral about the statement. If it is four or close to four it means respondents are agree with it and if it is five or close to five it is considered that respondents are strongly agree with the statements.

Therefore the statements are arranged on the basis of weighted averages drawn for each statement and further ranked. It is found that weighted averages for all the statements have come within the range of 3.54 to 4.25. Therefore it can be inferred that the respondents are strongly agree with first four ranked statements on the scale and agree with the all remaining statements on the scale.

Table 2 depicts about the factors affecting the public image of librarianship. The statements are ranked based on the weighted average which is again based on the weighted total. It is understood that the statement average is one or close to one means respondents are strongly disagree with it. If it is two or close to two means respondents are disagree with it, if it is three or close to three means respondents are neutral about the statement. If it is four or close to four it means respondents are agree with it and if it is five or close to five it is considered that respondents are strongly agree with the statements.

Table 2 Factors affecting the public image of librarianship

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	$\sum$	$\sum_w$	$\bar{X}_w$	Rank
People are not aware about the library science profession and its importance	25 5%	70 14%	70 14%	90 18%	232 48%	487	1895	3.89	1
Poor quality of existing libraries	82 17%	60 12%	110 23%	95 20%	140 29%	487	1612	3.31	2
Not much distinction between professional and clerical work	131 27%	55 11%	71 15%	95 20%	135 28%	487	1509	3.10	3
Not much high profile profession when compared to others	100 21%	106 22%	80 16%	85 17%	116 24%	487	1472	3.02	4
Low prestige and social status of librarians	155 32%	50 10%	91 19%	75 15%	116 24%	487	1408	2.89	5

Therefore the statements are arranged on the basis of weighted averages drawn for each statement and further ranked. It is found that weighted averages for four statements have come within the range of 3.02 to 3.89. Therefore it can be inferred that the respondents are agree with the first four rank statements on the scale. Only one statement for which respondents have found neutral is 'low prestige and social status of librarian', its average is 2.89 and ranked five.

Table 3 shows the respondents responses about the motivation to be in academic job like librarian. The statements are ranked based on the weighted average which is again based on the weighted total. It is understood that the statement average is one or close to one means respondents can't say about it. If it is two or close to two means statement is not much important for them, if it is three or close to three means statement has somewhat important. If it is four or close to four it means respondents feel it is quiet important and if it is five or close to five it is considered that respondents feel it is extremely important for them.

Therefore the statements are arranged on ije basis vof weighted averages drawn for each statement and further ranked. It is found that weighted averages for all the statements have come within the range of 3.78 to 4.43. Therefore it can be inferred that the respondents feel the statements about motivation are quiet important and extremely important.

Table 3: Motivation to be in academic job

Statement	Can't say	Not very important	Somewhat important	Quite important	Extremely important	$\sum$	$\sum_w$	$\overline{X}_w$	Rank
To make full use of my present knowledge and skills	15 3%	25 5%	25 5%	91 19%	331 68%	487	2159	4.43	1
Opportunity to keep up to date on new scientific developments in the field	5 1%	20 4%	75 15%	162 33%	225 46%	487	2043	4.20	2
Opportunity for promotion in to higher position	30 6%	15 3%	65 13%	111 23%	266 55%	487	2029	4.17	3
To build up professional reputation	15 3%	51 10%	50 10%	116 24%	255 52%	487	2006	4.12	4
Opportunity to write and publish research findings	20 4%	25 5%	82 17%	125 26%	235 48%	487	1991	4.09	5
Attending professional meetings in my field	26 5%	36 7%	40 8%	165 34%	220 45%	487	1978	4.06	6
An adequate Salary	25 5%	25 5%	76 16%	135 28%	226 46%	487	1973	4.05	7
To work on difficult and challenging problem	25 5%	30 6%	70 14%	145 30%	217 45%	487	1960	4.02	8
A high degree of freedom in day to day research and teaching activities	26 5%	30 6%	75 15%	140 29%	216 44%	487	1951	4.01	9
A high degree of freedom in selecting research projects to work on and	20 4%	41 8%	81 17%	150 31%	195 40%	487	1920	3.94	10

teaching assignments									
To contribute to broad research knowledge on the field	35 7%	40 8%	86 18%	146 30%	180 37%	487	1857	3.81	11
To have congenial colleagues	30 6%	25 5%	111 23%	165 34%	156 32%	487	1853	3.80	12
To work with colleagues of high competence	25 5%	45 9%	80 16%	197 40%	140 29%	487	1843	3.78	13

Table 4: Family and society support

Statement	Can't say	Not very important	Somewhat important	Quite important	Extremely important	$\sum$	$\sum_w$	$\bar{X}_w$	Rank
When needed, I seek help from my friends	35 7%	15 3%	60 12%	241 49%	136 28%	487	1889	3.88	1
My family members really try to help me	61 13%	30 6%	30 6%	155 32%	211 43%	487	1886	3.87	2
I can talk to my family members about my problems	15 3%	56 11%	75 15%	210 43%	131 27%	487	1847	3.79	3
I get the emotional help and support I need from my family members	45 9%	45 9%	50 10%	186 38%	161 33%	487	1834	3.77	4
My family members are willing to help me to make decisions	75 15%	5 1%	50 10%	231 47%	126 26%	487	1789	3.67	5
I discuss job related issues with my friends to get better solutions	75 15%	50 10%	65 13%	141 29%	156 32%	487	1714	3.52	6
I can talk to my family members about my problems	65 13%	76 16%	70 14%	166 34%	110 23%	487	1641	3.37	7
I spend time	110	125	80	127	45	487	1333	2.74	8

with my friends by way of relaxation	23%	26%	16%	26%	9%			
I feel that my job position is threatened by development in ICT	126 26%	170 35%	90 18%	50 10%	51 10%	487	1191	2.45	9
I feel that my job position is threatened by development in ICT	135 28%	185 39%	70 14%	61 13%	36 7%	487	1139	2.34	10
It is psychologically hard to be at higher position	160 33%	142 29%	80 16%	85 17%	20 4%	487	1124	2.31	11

Table 4 shows the respondents responses about the family and society support when needed. The statements are ranked based on the weighted average which is again based on the weighted total. It is understood that the statement average is one or close to one means respondents can't say about it. If it is two or close to two means statement is not much important for them, if it is three or close to three means statement has somewhat important. If it is four or close to four it means respondents feel it is quiet important and if it is five or close to five it is considered that respondents feel it is extremely important for them.

Therefore the statements are arranged on the basis of weighted averages drawn for each statement and further ranked. It is found that weighted averages for all the statements have come within the range of 2.31 to 3.88. It can be seen that for the respondents as far as family and society support is concerned the first one to seven ranked statements are quiet important. And rests of the statements according to the respondents are somewhat important on the scale.

VI. CONCLUSION

Library and Information Science (LIS) is a fast emerging subject attained the status of a separate discipline and is an interdisciplinary field that applies the practices, perspectives, and tools of management, information technology, education, psychology and other areas to libraries; the collection, organization, preservation, and dissemination of information resources; and the political economy of information. The Library profession shares the glamour and respect, but relatively less as compared to other professions, for which the librarians have to change the mindset of the society and themselves with their skills and innovations to build better image of librarianship. This also requires the librarians to be more creative and provide value added services that will result appreciation from users and they start visualizing library profession as very distinctive.

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