Chapter II presents a review of literature related to the topic of the present investigation. It is an established truth and practice too that any research starts with a bibliography and ends with one as well. In the words of Bruce (1994), “The review forms an important chapter in a thesis where its purpose is to provide the background to and justification for the research undertaken.”

The general contention is that, review of literature is a critical look at the previous research publications that are relevant and significant to the work on hand. A literature review is an account of what has been published on a specific topic in a specific field of study by accredited scholars and researchers in peer-reviewed journals of good impact factor. It has been found that reviewing the related literature helps a researcher to refine his/her research question based on the experiences of others.

Studies and reports covered in this chapter have been drawn from sources of international, national and regional origin. These are the publications reported by scholars from various countries on public library, its collection, services and use, users and their perceptions and

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satisfaction regarding library collection, staff and services including the internet services. The literature reviewed belong to sources from both Indian and foreign origin that include a range of publications such as Journal articles; conference proceedings; monographs; online publications; and reports literature from tertiary institutions.

2.1 Planning, Performing and Then Measuring

The western approach to Public libraries development has switched over to the planning, performing and measuring process. Measuring the performance first and then design the developments was the process till yester years. The time old procedures of evaluating public libraries for their performance with the objectives of improving them has given way to a new method of approach. In this new method, every public library either as an individual unit or the whole state library system prepares a detailed plan for the future for a range of years, may be for 3 to 5 years, a developmental plan and announce them on the net. A periodical user survey is undertaken by the concerned unit regarding its performance besides an internal audit regarding the extent of plan based achievements as well as the lacunae. This model is found to be more popular in the United States and became a regular feature of public libraries in the western countries, since the dawn of the new millennium. Public libraries have attracted universal attention. In confronting the problems and issues of public libraries, international organizations participate in studying and proposing models for improving public library services. For example, UNESCO published a draft manual prepared by
Moore\textsuperscript{109} (1989) for measuring the performance of public libraries in general. A number of study reports have been published on the performance evaluation of public libraries as individual units as well as a total system of a state or nation. System approach at a higher level with wider coverage to the study of public libraries are peculiar to developed nations rather than the rest of the world. Though the criteria for evaluating could be thought of in common, means of improving the public libraries were restricted to various factors in general and funding in specific.

2.2 User Studies

Every study contributes to the development of knowledge and the subject as well. Yet, some are admirable either for their wider coverage of period or good number of citations. The field of ‘user studies’ maintains a continuity with a lot of changes throughout while the focused concept changed from the use of catalogues, class numbers in locating documents through use of collections, services and staff. The experts of the traditional library system concentrated on the organizational structure of the library in their attempt to evaluate a library. Focus shifted to the use and users in course of time. Publications on the use and user studies, the two categories could be found and they were (i) Primary sources and (ii) secondary sources like Annotated bibliographies; Trend reports.

Primary publications were found to be mostly by single or double authors besides a few by research centres while reviews analyzing trend in use and user studies were mostly by individual authors excepting a few collaborative works. Among the works of secondary nature, the works of F.W. Lancaster, T.D. Wilson, Carol Tenopir and a few sponsored centres like the Pew International; institutions providing standardized tests (Instruments) like American Research Libraries Association and Council on Library and Information Resources (CLIR) of UK are a few that deserve a mention.

Practicing Librarians and preachers in library professional education have been undertaking surveys which provide updates to the authorities of libraries on either individual units or systems or at the regional, national and international levels regarding library users and their perception and satisfaction.

Many reviews are available on user studies. Among those, that of F.W. Lancaster; T.D. Wilson and the third one by Tenopir, are considered classics in their comprehensiveness of coverage of user studies towards library evaluation. Baker and Lancaster¹¹⁰ (1991) brought out a review of the Measurement and evaluation of Library Services proceeding which Lancaster¹¹¹ (1977) as a single author brought out a review that won the

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American Library Association's Ralph R. Shaw Award for outstanding contribution to Library Literature.

In a special edition marking the 50th anniversary year of the *Journal of Documentation*, T.D. Wilson 112 (1970) undertook an excellent work reviewing publications for a period of fifty years that included studies from 1916 as published in that journal. Wilson observed that during the early part of his review period, the studies were essentially system studies, rather than user-centered studies. He pointed out that they lacked any common theoretical underpinning and were predominantly descriptive. They used different methods, different scales for describing behaviour and relatively crude forms of statistical analysis. Given the extent to which the university library studies found that the public library was a source of supply when materials were not available in the university library. Wilson's work encompassed almost all the works related to academic, special and public libraries up to 1980s, while that of Tenopir 113 (2003) is mostly related to the digital development part of the academic libraries in the context of science information related concepts and use and user studies with a coverage fairly beyond 2000. The sources are valuable from a bibliographic perspective as they offer excellent entry to the broad range of literature available on the impacts of user studies in general and public


libraries in particular. Besides the above distinguished authors, a few more works are there. To mention a few among them are the publications by Davis and Bailey\textsuperscript{114} (1964); Wood\textsuperscript{115} (1971); Slater\textsuperscript{116} (1972); The FID\textsuperscript{117} (1974); Further supplementing studies include that of Lubans\textsuperscript{118} (1975); Albright\textsuperscript{119}(1976); Atkin\textsuperscript{120}; and Ford\textsuperscript{121} (1977).

Earlier library evaluative studies analysed internal operations and traditional services. One among the best known earlier studies, and still most important, of the national level user studies was conducted by


Campbell and Metzner\textsuperscript{122} (1978). Matthews\textsuperscript{123} [2008] urged libraries to “develop robust measurements that provide real and actionable information about customer service levels. He explained that evaluation processes and models and showed how to plan evaluations and handle methodological concerns, use quantitative and qualitative tools, analyze the data and prepare the report.”

2.2.1 Users’ Perception and Satisfaction  

There are a variety of approaches employed to identify how patrons perceive the quality of library services. Four widely used methods in library use and user studies are:

(i) in-depth interviews with individual patrons; (ii) focus groups; (iii) unobtrusive observation; and (iv) user surveys. A well-conducted library survey can produce a fairly good amount of data that are of potential value in the evaluation of library services. Evaluation of library services is regarded as a management tool which is applied to find out how effectively and efficiently the library is serving its community. Such evaluations help to identify the limitations to and failures of library collections and services, and ways to recommend the means to improve

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them. In the context of present environment, user satisfaction depends on (1) the size, type and variety of collections, adequacy and accuracy of the organization of its materials, (2) tools, techniques and search-ware to access the information, searching and finding tools and (3) ability and cooperation of the library staff in bringing the materials to the attention of the users, and in maximizing the exposure of the users to the resources and other library services.

In order to improve and promote library performance, evaluation of libraries, in general, examined specific library service and process that included activities as cataloging efficiency, card catalog use, reference services, collection use, interlibrary loan and document delivery, facilities and access, library systems, budgeting, and library personnel.

Traditional Libraries stand transformed into overall hybrid in their nature combining both tangible and intangible collections and services. Effectiveness of a library in the present digital age depends largely upon the application of information and communication technology, and integration in to global information infrastructure. According to Abbas\textsuperscript{124} (2010), “Services such as Selective Dissemination of Information (SDI); Current Awareness Services (CAS); Information and Knowledge Management (I&KM) etc. were common, introduced and further enhanced using ICTs by the practitioners in the profession who are often called

digital librarians, system librarians or information managers. These unprecedented changes had impacted positively on the quality and quantity of services provided by libraries and also transformed their environment into "borderless" and completely "inter accessible" thereby creating high level of utilization and maximizes their (libraries) potentials for development and increase in information resources to cater for the dynamic information need of their clientele."

A recent US document released by the Public Library Association\textsuperscript{125} (2014) entitled, ‘Output measures for public libraries’, sought to measure twelve indicators which were assumed to be of importance to library users, hence providing an indication of library performance and user satisfaction. Those output measures numbering twelve included Explore, discover & create; Encourage reading; Use of library materials; Culture & leisure; Use of library space; Community engagement; Digital access & learning; Support for successful learning; Early childhood literacy; Economic development - Business & Careers; Reaching all segments of the community; and Making informed decisions.

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2.3 Public Library Surveys: Case Studies

Selective case studies on various aspects of public libraries as well as a few studies peculiar either in situation context or novel in their practice are presented hereunder. The entries have been organized chronologically in a descending order with a few exceptions.

Pew Research Center. ¹²⁶ (2014) in its survey of “Younger Americans and Public Libraries” reported thus: Millennials’ lives are full of technology, but they are more likely than their elders to say that important information is not available on the internet. Some 98% of those under 30 use the internet, and 90% of those internet users say they using social networking sites. Over three-quarters (77%) of younger Americans have a smartphone, and many also have a tablet (38%) or e-reader (24%). Despite their embrace of technology, 62% of Americans under age 30 agree there is “a lot of useful, important information that is not available on the internet,” compared with 53% of older Americans who believe that. At the same time, 79% of Millennials believe that people without internet access are at a real disadvantage. Millennials are quite similar to their elders when it comes to the amount of book reading they do, but young adults are more likely to have read a book in the past 12 months. Some

43% report reading a book—in any format—on a daily basis, a rate similar to older adults. Overall, 88% of Americans under 30 read a book in the past year, compared with 79% of those age 30 and older. Young adults have caught up to those in their thirties and forties in e-reading, with 37% of adults ages 18-29 reporting that they have read an e-book in the past year.

**Pew Research Centre**\(^{127}\) (2014) has been undertaking a series of library surveys at the national level. Some of the key findings of the national survey by the Pew Research Center’s Internet and American Life Project were detailed at the 2014 American Library Association Midwinter Meeting and Exhibits in Philadelphia in January 2014. These included: 96% of those surveyed agreed that public libraries are important because they promote literacy and a love of reading. The same number agreed because libraries provide tech resources and access to materials, and a majority view libraries as leaders in technology. While the overall number of visitors to a physical library or bookmobile dropped five percentage points from 2012 to 2013, from 53% to 48%, there was an equally significant increase in the number of users of library websites. Particular increases were noted among African Americans, Hispanics, those age 16 to 29, and those with some college education. More than 75% of the survey’s respondents want libraries to play an active role in public life. Seventy-seven percent want libraries to coordinate more closely with local

schools in providing resources to children, and the same proportion want free early literacy programs for children. People look to libraries to help fix struggling schools and to help children learn to navigate new technologies and become critical thinkers.

Toronto Public Library\textsuperscript{128} (2013) undertook a survey of its use by the public in 2012. A summary of the results of two surveys undertaken by Toronto Public Library (TPL) in October and November 2012: a hybrid online/telephone survey with a random sample of Toronto residents conducted by The Strategic Counsel; and an in-library survey of users. The surveys were part of the consultation strategy for the Library’s new Strategic Plan 2012 - 2015. Key findings from the surveys showed that use of e-books was a potentially large and growing market for the Library; There were few complaints about Library service, the only issues were a desire for more computers and e-books to download; wireless service was currently seen as satisfactory; Satisfaction with staff and Library services were high and relatively stable over time; The Library was seen as providing high-quality, relevant and important service in Toronto communities; Visitors typically undertook a wide variety of activities, but browsing and borrowing Library materials remained major activities.

Christina Clark and Lucy Hawkins (2011) presented results of a study entitled, *Young People’s Reading and Writing: An in-depth study*, that identified the improvement of public library use by a controlled group of school students. This publication supplements information from 2009 survey of young people’s reading and writing in a detailed report by Clark and Douglas, *Young People’s Reading and Writing: An in-depth study focusing on enjoyment, behaviour, attitudes and attainment*. We conducted an online survey of 17,089 pupils aged 8 to 16 from 112 schools, conducted in November – December 2009, which consisted of 32 questions exploring young people’s background, reading and writing behaviour, perceived ability and attitudes. The survey included questions exploring school library use, which are examined in the separate National Literacy Trust research report *Linking School Libraries and Literacy* (Clark, 2010). There was an almost equal gender split in the sample: boys = 51.2% (N = 8,752) and girls = 48.8% (N = 8,337). Table 1 shows that the majority of pupils were 11 and 12 years old. To investigate the impact of age, three broad categories were identified according to Key Stages – KS2, KS3 and KS4. The KS2 category (22%, N = 3,704) refers to pupils aged 7 to 11, KS3 (63%, N = 10,842) refers to pupils aged 11 to 14, while KS4 (15%, N = 2,543) applies to pupils aged 14 to 16.

2.3.1 A lot of Lessons to Learn from EU Public Library Policies

Here is a rare public library and publisher collaborative model\textsuperscript{130} that attracts more users and promotes higher frequency of reading in the nations of the European Union. This report has drawn upon a broad range of inputs including existing commercial surveys of national and international e-book markets and existing library community publications on e-lending. In addition, given that in many countries and regions library e-lending is often in a state of relative infancy, this study has relied upon two additional mechanisms to collect primary evidence and data: Online survey – comprised of 52 questions completed by individuals responsible for the management and administration of each e-lending model Phone / Skype research interviews – to collect direct input from 30 individuals responsible for the management and administration of each e-lending model – predominantly from the library community, but with a few exceptions. The market for e-books and digital content is continually evolving and adapting, while simultaneously becoming increasingly global in terms of its interdependence and reach. Whilst many determinants of this evolving and decentralised information environment are beyond the control of any one actor, institution or organisation - there is significant scope for libraries to act as the architects of their own future by learning from the diverse spectrum of international e-lending experiences and

practices to evaluate which models (and their components) deliver the best outcomes for library users. These e-lending business models include: Library-managed platforms for hosting owned digital content. Library-managed platforms for aggregating multiple sources of licensed digital content. Third party platforms which offer either of the two services above. Library-led licensing arrangements with publishers, authors or aggregators (either through consortia or on an individual library system basis). Commercial factors Nearly 70% of the e-lending models reviewed in this study report that licensing negotiations with publishers are cooperative or semi-cooperative in nature. Models for library e-lending which have been operating for several years tend to offer larger numbers of titles and demonstrate higher usage figures – but new models are upscaling quickly. The integration of buy button functionality within library e-lending models appears to be proliferating, with 46% of respondents to this study reporting that they have already implemented (33%) or plan to implement (13%) a buy button. At least three e-lending models report plans to share a % of buy button sales with participating libraries. Pay-per-loan licensing models offer a positive e-lending experience for patrons without the restriction on simultaneous users offered by single-user license models – and yet this places a high emphasis on effective budget management and the development of predictable licensing frameworks in a context where most library systems are running physical and digital lending services in parallel. In principle pay-per-loan models reduce the risk of libraries investing in titles which
attract low patron demand – and yet in instances when this model is combined with up-front loan payments, this benefit is significantly reduced.

**Myanmar Public Library Survey (2014)**

Here is a report almost pathetic in tone. Myanmar Library survey\(^ {131} \) (2014), A comprehensive study of the Country’s Public libraries and information needs. Asia Foundation and The Myanmar Book Aid and Preservation Foundation (MBAPF). Commissioned by The Asia Foundation in partnership with the Myanmar Book Aid and Preservation Foundation and with encouragement and assistance from the Ministry of Information, this survey was carried out by the Myanmar Marketing and Research Development and is the first-ever comprehensive examination of the state of Myanmar’s public libraries. Libraries play a central role in village life, and they exist in even the most rural and remote communities. The majority of interviewees believe that libraries have a positive influence: 97% of them felt that their library has “some impact” to “very big impact” on community life. Library users are younger, more educated and better paid than non-users. 48% of library users are between 16 and 25 years old, whereas the largest proportion of non-users (36%) are 26 to 40 years old. 33% of users completed high school and 35% of them have attended university. In comparison, only 18% of non-users had completed

high school and 20% had attended university. The predominant income category for users (28%) is between $100 and $150 per month, while the largest percentage of non-users (32%) earn between $50 and $100 a month. This may be explained by the fact that more users come from households where the primary breadwinner works for the government or private sector, whereas non-users tend to be employed in low-wage casual work. Village libraries are staffed largely by volunteers, who are poorly compensated and trained. Less than half of library users are satisfied with library facilities, with many lacking in chairs, tables and toilets. 91% of the libraries are one-story buildings that they own or are provided by the government, and only 3% of the libraries have to pay rent. Libraries’ opening hours and fees are varied but are generally acceptable to users: The types of material respondents most want to read are periodicals, biographies and general interest publications, such as accessibly written books on health, religion, agriculture, geography and Myanmar culture and traditions. Only a minority of people surveyed were interested in education, economics, and social science (between 11 to 17%). Books in the Myanmar language are preferred; just 1% of users want English-language books. Computer ability amongst the general population is low, and computer availability at home and in libraries is almost nonexistent. People access the internet mainly via mobile phones.
2.4 Survey of Libraries in India: A Proposal

National Mission on Libraries\textsuperscript{132} [2014] will conduct a national census of libraries by undertaking a nationwide survey. Collection of census data on libraries would provide baseline data for planning. NML has decided to conduct a representative survey (quantitative and qualitative) to understand the perception of the people regarding the services rendered by the libraries and what needs to be done to make public libraries vibrant institutions. A total of 5000 libraries will be surveyed to obtain descriptive statistics. These statistics will facilitate study of the pattern of library usage in terms of average number of readers, number of books issued, other services available, etc. The qualitative survey will study the level of satisfaction of library ‘users’ and ‘non-users’ about the role played by the libraries in terms of their traditional role as readership promoters as well as their new role as service and information providers and the impact of public libraries on the quality of life and economic gains of local people. A suitable questionnaire is being framed to generate data which can also be used to develop quality and performance indicators for the library system.

\textbf{Parvathamma., Reddy, N., and Shanker.}\textsuperscript{133} (2009) in their survey on use of information resources and services in the public libraries of


Bidar District, Karnataka State, India revealed that a majority of the users were men between the age group of 11 – 30 years and they included students, unemployed youth or employees in private sector, belonging to lower and middle income groups. They spent less than one hour in the library and inconvenient timing was the main reason for not visiting the library more frequently. Books and magazines, friends/teachers and radio/television were the information channels most frequently used to satisfy their information needs. Newspapers and magazines were the most frequently read information sources and fiction were the most frequently borrowed documents. Reading room and book lending services were the most frequently used services. The authors suggested that, public libraries in Karnataka state need to take proactive approach in motivating users to use these resources and services to enhance their competence level.

2.5 Reading for Pleasure

Users, in general, go to libraries in pursuit of information, knowledge, profit and pleasure. The purpose can be for anyone of the above four or a combination of two or three or for all. The public continues to read generation after generation. Change of physical format to digital is not a major question as patrons are there for both. Good number of surveys, which are common in many countries find a perpetuate state and taste for reading.
There is a growing body of evidence which illustrates the importance of reading for pleasure for both educational purposes as well as personal development as found discussed in Clark and Rumbold\textsuperscript{134} (2006). Evidence suggests that there is a positive relationship between reading frequency, reading enjoyment and attainment as in Clark\textsuperscript{135} (2010); Clark and Douglas\textsuperscript{136} (2011). Reading enjoyment has been reported as more important for children’s educational success than their family’s socio-economic status as reported in OECD\textsuperscript{137} (2002). There is a positive link between positive attitudes towards reading and scoring well on reading assessments as pointed out by Twist et al,\textsuperscript{138} (2007). Regularly reading stories or novels outside of school is associated with higher scores in reading assessments as discussed in a publication by Cremin,\textsuperscript{139} (2007). International evidence supports these findings; US

\begin{itemize}
\item \textsuperscript{137} OECD\textsuperscript{2002)Reading for change: performance and engagement across countries :Results from PISA 2002. New York: Organisation for Economic co-operation and Development.
\item \textsuperscript{138} Twist, L. et al. (2003) Reading all Over the World, PIRLS, National Report for England NFER/DfES: Slough
\end{itemize}
research reports that independent reading is the best predictor of reading achievement. Evidence suggests that reading for pleasure is an activity that has emotional and social consequences (Clark and Rumbold, 2006). Other benefits to reading for pleasure include: text comprehension and grammar, positive reading attitudes, pleasure in reading in later life, increased general knowledge (Clark and Rumbold, 2006).

Public libraries provide the opportunities to everyone in a society to satiate his/her thirst for knowledge through reading. Reading is not only advantageous in many ways enhancing the quality of life of a society but also a preventive medicine for a number of social evils.

2.6 Summary

It was the public that fought with Governments for their right to have public libraries. In course of time, philanthropists took over the responsibility of building a good public library network in countries like UK, USA and so on. Then came the Governments undertaking the responsibility of establishing and maintaining public library system for a whole nation through legal and financial support. The current trend is moving towards a reverse order where in Governments are taking steps to close down public libraries which have lost their luster as well the reading public in terms of number in many places due to the advent of direct digital access through mobile devices. In countries like UK and USA, community public libraries are being developed substituting Government funded public library models. Better than this are the models
provided by the nations in the European Union under Organisation for Economic Cooperation and Development (OECD). In India, the public library system is under the State List and every component state in India has promulgated its own library legislation for public library system. They are partly assisted by the Rajaram Mohun Roy Foundation for libraries.

The distance is not far off to the public library system in India to experience the suffering of public libraries of the West. Hence, the Government at the Centre as well as the States should take initiatives for preserving the public libraries from financial disasters mainly. Performance measurement of each of the public library unit under the State Public Library system should become a periodical phenomena with not only recommendations but also proper implementation of plans and programmes promoting the literacies of various types among the public.