INFLUENCING FACTORS FOR NON USE OF CITY CENTRAL LIBRARIES BY WOMEN: A CASE STUDY OF CITY CENTRAL LIBRARY, BIJAPUR

Joshi, Rajashri[1] and Tadasad, P. G.[2]

ABSTRACT

Based on a survey of 75 women of a locality of Bijapur city, examines the influencing factors for the non-use of City Central Library, Bijapur. The factors age, qualification, economic status, family system, hobbies, membership to circulating libraries have been investigated to find out whether any relationship exists for not using the library facilities. Also examines the reasons for use as well as non-use of the CCLB. Observes that the city central library is becoming women unfriendly institution and urges the authorities to take suitable measures with emphasis on innovative women programmes.

Keywords: *Influence Factor, Non-Use, City Central libraries and women*

1. Introduction

In the contemporary public library environment in the west 'women and children' has become the primary focus of their services, programs and activities. This is because women and children have always been enthusiastic and devoted users of public libraries. Many libraries presently are developing more programs that attract women and children more than men. But in the Indian context, public libraries now appear to be more heavily used by men than women especially city central library's where it appears that women very seldom go to libraries. Experience and evidence suggest that women do not use public libraries as compared to men in different ways and amounts. Padmamma and Walmiki's (2012) study of public libraries in the city of Shimoga in Karnataka, Parvathamma and Reddy's (2009) study of the public libraries of Bidar district of Karnataka state, Khaiser and Rajasekhara's (2003) study of two branches of public library of Mysore city, Chandrasekhara, Chandrashekar and Pradeep's (2012) study of City

Central Library, Mandya, Kala's (2010) study of public libraries in Bangalore confirm that public libraries witness less number of female readers visiting their premises. Joshi and Tadasad (2014) also reported that very few female users made use of the City Central Library, Bijapur. An attempt is made in this paper to explore the reasons for non-use of the City Central Library, Bijapur by adopting survey method of research. Bijapur is the headquarters of Bijapur district located in the northern part of Karnataka and recently it was upgraded as a city with Municipal Corporation

As per provisional report of Census India, population of Bijapur in 20011 is 326,360, male and female are 165122 and 161238 respectively. Total literacy rate is 73.42 (239631) which is less than the state literacy rate (75.36) and the literacy rate among men is 77.89 (128615) and among women it is 68.85 (111016) which is slightly higher than the state literacy rate (68.1) among women.The City Central Library Bijapur (Herein after

[1] *Research Scholar Department of Library and Information Science, Karnataka State Women's University, Bijapur, Karnataka, India, libjoshi@gmail.com*

[2] *Professor and Chairman Department of Library and Information Science, Karnataka State Women's University, Bijapur, Karnataka, India, pgtadasad@gmail.com*

referred as CCLB) established in 1981 has 14 branch libraries and 1 children library located at different parts of the city. At present the library has a collection of 192,706 books and has a registered membership of 4024. The entire city of Bijapur is divided into 35 wards. An interview was conducted among a cross section of women in one of the wards called Ayodhya Nagar of Bijapur city. The area is hardly one KM away from the CCLB. The area has a literacy rate of 100% with a dominance of people belonging to general category and economically well to do families. The quality of life of people in this area though is not near the expected standard laid out for MIG's but is quite good compared to other areas of the city.75 women were randomly selected for the study and personal interviews were conducted from 15 December 2013 to 31 December 2013 to find out the reasons for the non-use of City Central Library Bijapur by women. Keeping in view the objectives of the study the hypothesis "demographic characteristics of women have no bearing on the non-use of City Central Library, Bijapur" (CCLB) has been tested using Pearson Chi-Square value through SPSS version 20.00.

2. Results and Discussion

2.1 Influencing Factors:

Table 1: Age of women Vs Visit to City Central Library

Age	Visit to CCLB		Total
	Yes	No	
Below 35 years	8 (34.78%)	15 (65.21%)	23 (30.7%)
36-45 years	6 (26.08%)	17 (73.81%)	23 (38.7%)
Above 45 years	6 (20.68%)	23 (79.31%)	29 (38.7%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value = 1.308 dF= 2 P=0.520

Women under study were asked whether they have visited either the City Central Library or its branches at least once in the last one year. The data was cross- tabulated against the variables age, qualification, economic status and family system to which they belong to. It can be interpreted from table-1 that nearly three-fourth of women (N= 55, 73.33%) never visited the City Central Library at least once in the last one year with only 26.6% having visited the library. It can further be interpreted that a majority of women aged above 36 have not visited the library.while comparatively slightly more number of women below the age of 35 made one visit in the last one year. From Pearson's Chi-Square value and the value of P (P=0.520) it can be analyzed that the value does not support the null hypothesis. The null hypothesis is strongly rejected to say that age of women has a bearing on the visit to CCLB.

Table 2: Qualification of women V/S Visit to City Central Library

Qualification	Visit to CCLB		Total
	Yes	No	
Below SSLC/X	6 (17.14%)	29 (82.85%)	35 (46.7%)
Diploma, ITI etc	3 (30%)	7 (70%)	10 (13.3%)
Graduation	11 (37.93%)	19 (62.07%)	29 (40%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value = 5.336 dF= 3 P=0.149

From Table-2 it is found that more than eighty two percent of women who have studied up to or below SSLC and more than sixty two percent of graduate women and seventy percent of women with Diploma, ITI have never visited the CCLB while more than one third of graduate women have visited the CCLB at least once during the last one year. From Pearson's Chi-Square value and the value of P (P=0.149) it can be analyzed that the value does not assume the null hypothesis. The null hypothesis is rejected to say that qualification of women has a bearing on the visit to CCLB.

Table 3: Economic status of women V/S Visit to City Central Library

Economic status	Visit to CCLB		Total
	Yes	No	
HIG	2 (20%)	8 (80%)	10 (13.3%)
MIG	16 (27.59%)	42 (72.41%)	58 (77.3%)
LIG	2 (28.57%)	5 (71.43%)	7 (9.3%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value = 0.265 dF= 2 P=0.876

From Table 3 it can be found that comparatively more women belonging to Low Income Group did visit the CCLB among those women who have visited CCLB. On the whole a larger majority has not visited CCLB. The Pearson Chi-square value and the value of P (P=0.876) support rejection of null hypothesis to establish the fact that the economic status of women has a bearing on the visit to CCLB.

Table 4: Family system of women V/S Visit to City Central Library

Family system	Visit to CCLB		Total
	Yes	No	
Nucleus	12 (26.67%)	33 (73.33%)	45 (60%)
Undivided	8 (26.67%)	22 (73.33%)	30 (40%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value = 0.000 dF= 1 P=1.000

From Table-4 it can be interpreted that nearly three-fourth of study population irrespective of belonging to either nucleus or undivided family never visited the CCLB while more than one fourth of women did make a visit to CCLB. The Pearson Chi=Square value and the value of P (P=1.000) strongly supports rejection of null hypothesis to establish the fact that the family system of women has a bearing on the visit to CCLB.

2.2 Hobbies of women and Visits to CCLB:

Table- 5: Visit to City Central Library Vs Hobby of Women during leisure time

Hobbies	Visit to CCLB		Total
	Yes	No	
Yes	4 (15.38%)	22 (84.61%)	26 (34.7%)
No hobbies	16 (32.65%)	33 (67.34%)	49 (65.3%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value= 2.59 dF=1 P = 0.108

One of the objectives of the study was to know whether women have any hobbies and that these hobbies do not allow them to go to CCLB during leisure time. A question was asked to indicate whether they were involved in any regular hobbies. It is found from Table-5 that fifteen percent of women having regular hobbies and nearly one third of women not having regular hobbies as such, visited the CCLB. Interestingly, a greater majority of women having regular hobbies and two third of women not having such hobbies never visited the library. The P value (P=0.108) supports rejection of null hypothesis to establish the fact that the hobbies of women has a bearing on the visit to CCLB.

Women under study have multiple hobbies. These include: reading, crafting, gardening, singing, painting etc. In addition to this they get themselves engaged in many activities whenever they are free. Many of them would like to either chat with their neighbors or watch TV afternoon soaps. Some prefer to take a nap and then involved in housekeeping operations. A larger number of women of this area have another unique hobby of singing religious songs and Bhajans and participating in religious discourses in a group every day through their 'Bhajana Mandals. They literally do not get any time for other activities.

Table- 6: Visit to City Central Library Vs Reading Hobby of Women during leisure time

Reading Hobby	Visit to CCLB		Total
	Yes	No	
Yes	2 (15.38%)	11 (84.61%)	13 (17.3%)
No	18 (29.03%)	44 (70.96%)	62 (82.7%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value= 1.024 dF=1 P= 0.312

It can be found from Table -6 that more than seventeen percent of women do consider reading as a hobby but among them a larger majority never visited the CCLB. Only a small group with reading interest had visited the library. Eighty four percent of women who do consider reading as a hobby never visited the library. Surprisingly more than a quarter of women for whom reading is not a hobby had also visited the library.

It is not that women, who have not cultivated reading habit, do not read. They do read. But their reading is restricted to newspapers and general magazines. This need of theirs is satisfied in their homes itself by subscribing to one or two newspapers and general magazines. Another interesting result found was that those who read do not read novels and fictions. They read religious scripts and discourses, epics, puranas, dasa sahitya, bhagavata, etc. The P value (P=0.312) strongly supports rejection of null hypothesis to establish the fact that the reading hobby of women has a bearing on the visit to CCLB.

2.3 Reasons for Use and Non-Use:

Table 7: Frequency of visit

Frequency	Number	Percentage
More than ten times	9	12.00
Two - three times	6	8.00
Only once	5	6.7
Never	55	73.3

Women under study were asked how frequently they visited the CCLB in the last one year. It can be found from Table - 7 that they were not the frequent visitors to the library. They had occasionally or rarely visited the library. Twelve percent of women have visited more than ten times i.e they have visited the library once a month. Eight percent of women did visit two to three times in the last year and more than six percent visited the library only once in the whole of last year.

Table – 8: Reasons for visiting the City Central Library, Bijapur (N=20)

Purposes	Number	Percentage
Issuing and returning of books	6	8.00
Preparation of projects for children	3	4.00
To see what is available in the library	5	6.7
To inquire about the procedure for taking membership	1	1.33
To inquire about the availability of particular books	5	6.7

They have visited the CCLB for various purposes (Table-8). Eight percent of women under study have visited the library to get their books issued and returned. More than six visited to see what is available in the library and another six percent visited to inquire about the availability of particular books. Four percent of women did visit the library to assist their children in the preparation of their project work. Only one woman had visited to inquire about the procedure for taking membership of the library.

Table 9: Reasons for not using City Central Library Bijapur(N=55)

Reason	Number	Percentage
Lack of time	24	32.00%
Distance between CCLB and their house	22	29.03%
Lack of reading habits	19	25.3%
Non-availability of relevant new books	67	89.3%
No services to women	58	77.3%

Those women who never visited the CCLB were asked to specify the reasons for not using the CCLB. They have mentioned various reasons. Prominent among them include (Table 9) - non-availability of relevant books and no specific services to women. Lack of time, distance between CCLB and their house, lack of reading habits also has hindered the use of CCLB.

2.4 Membership to circulating library:

Another objective of the study was to know whether women under study have taken membership to any circulating libraries and whether that has any relationship with the non-use of the library. In this regard, the data elicited from Table 10 reveals that only a ten percent of women have membership to the circulating libraries while a larger majority did not have membership to any circulating libraries. It can further be interpreted that a larger majority of those women who have taken membership to circulating libraries did visit CCLB while a greater majority of women who did have any membership to CCLB never visited CCLB. The P Value (P= 0.429) strongly supports rejection of null hypothesis indicating the fact that membership to circulating library has a bearing on visit to CCLB

Table 10- Membership to Circulating Libraries

Membership to Circulating Library	Visit to CCLB		Total
	Yes	No	
Yes	7 (87.5%)	1(12.5%)	8 (10.67%)
No	13 (19.4%)	54 (80.6%)	67 (89.33%)
Total	20 (26.67%)	55 (73.33%)	75 (100%)

Pearson Chi-Square Value =16.947 dF=1 P =0.429

3. Suggestions and Conclusions

The results have many implications. At the outset the results convey a message that the city central library is becoming women unfriendly institution. Usage of CCLB services by the female users is significantly low and needs serious attention by the library authorities. It also shows that very few women visited City Central Library for non-reading purposes. This requires positive action. A strong appeal can be made for creating awareness among women about the facilities and services available at City Central Library and that it can also take measures for establishing special collections for women to suit their leisure purposes as a majority of the women have stressed the need for an adequate and varied reading material. It shall be the responsibility of City Central Libraries to cater to the needs of local communities.

There will naturally be high expectations of a CCLB in a rapidly urbanized environment and CCLB has to take necessary measures to fulfill these expectations. CCLB consists of a central library located in the heart of the city – market area and 14 branch libraries. Centered on user services, these libraries shall make every effort to provide an enjoyable learning environment for users particularly women. In order to meet various needs, CCLB has to survey its users to remain with the people. The CCLB has to stimulate the reading interest of the public, by setting up reading days and offering opportunities to residents with many free classes and public lectures.

City Central Library has to identify its target audience by gender and develop programmes that attract more women than men. Theses need to be strengthened by a greater visibility of the diverse needs and interests of women. City Central Library has to develop women's programming either as part of International Women's day or specific months like Shravana, Bhadrapada or festivals like Ramzan, Deepavali, Dasara etc or as part of their regular offerings of programmes.

Like other services sectors the CCLB will have to innovate itself to face the challenges of new era. It can think of small or relational talk as a setting for exploring socially- and temporally-situated practices that constitute informing in a particular context. This method may help them to find more women users as the group is known for group activities during their leisure. They should also pay attention to the information needs of women and encourage them to use libraries as access points. Poor women can also be encouraged to use libraries as sources of information and for individual and group leisure.

The nature of demand and mode of delivery for library and information services are rapidly changing. Competitions from private circulating libraries in the city area and the impact of Internet make it imperative for the CCLB to find new ways to extend the service and remain relevant. The authorities of CCLB have to introspect themselves about every activity needed for the sustainability of the CCLB. Women are the major human sources who can bring their children to the library and encourage their use of books. It will be important for CCLB to discover

ways to increase their role in educating women about library use, electronic resources, and how to effectively locate and evaluate information from the Web and other resources so that libraries can remain a vital part of lifelong learning.

CCLB can design new ways of carrying out home services to answer the demands of the growing needs of women. The mobile Library Service can be restarted by adopting the principle of dividing the different areas of the city into sectors, which means that each library will be responsible for carrying out the home service to the residents living in its particular sector.

As the XII Five Year plan also lays emphasis on urban planning projects, the local Government i.e the newly created Municipal Corporation should lay emphasis on creating an attractive City Central Library for larger public with special reference to women. However, rather than building brand new establishment, the authorities may prefer to renovate and adapt historical buildings which are abundant in the city to Library functions.

City Central Library Bijapur may have to reconsider its collection development policy and take necessary steps to attract women by organizing awareness programees. It is a dire necessity that distance between the house and the library is reduced to indicate the fact that the mobile library services need to be revamped properly. Libraries empower women. Libraries may partner to expand awareness and treatment of health issues. Libraries help bridge the education gap. Libraries just make sense. Local women may use the library which can serves as a space for learning, discussion, and knowledge. They gather for adult literacy classes, as well as seminars on small business development, microfinance loans, health issues such as pregnancy and disease prevention etc which can attract urban women.

References:

Chandrashekara, M.; Chandrashekara and Pradeep, H. C. (July, 2012). Use of information resources in the city central library, Mandya: A Study, *IN: Proceedings of the National Conference On Re- Inventing and restructuring of public library System in India*, edited by Ramesha, Karnataka State SC/ST Library Professionals Association, Bangalore, 218- 225

Joshi, Rajashri and Tadasad, P. G. (2014). Are Libraries Incompatible with Literate Women: A Case Study of City Central Library, Bijapur, IN: Changing Faces of Libraries in Digital Era (E-book). Edited by P G Tadasad and others Bijapur: Prasaranga, KSWUB, ISBN: 9789383090181, 7- 13

Kala, D. (2010). Role of Public Libraries in Bangalore: Users' Perception. ***SRELS Journal of Information Management***, 47 (5), 585-596

Khaiser, Nikam and Rajashekara, N. (Dec, 2003). Reading habits of public library users: a survey. ***SRELS Journal of Information Management,*** 40 (4), 337-363

Padmamma, S. and Walmiki, R. H. (July, 2012). Use of Public Library by women: A study of city central library, Shimoga, *IN: Proceedings of the National Conference On Re- Inventing and restructuring of public library System in India*, edited by Ramesha , Karnataka State SC/ST Library Professionals Association, Bangalore, 187-192

Parvathamma, N. and Reddy, Shanker (Dec, 2009). Use of information resources and services in public libraries: a case of Bidar District Karnataka State, India. ***Annals of library and information studies***, 56(4), 5

****