

Maintaining and Growing the Numbers of Pupils aged 12 – 18

Using Public Libraries in Bahrain

OVERVIEW

The purpose of the research is to understand pupils aged 12 to 18 behavior towards public libraries, the trends in the growth and/or decline in the numbers of public library users, pupils' motivation behind the use and none use of public libraries in Bahrain. In order to help Public Libraries' officials, understand how to cater for users and potential users needs and develop strategies and programs to maintain and grow the number of public library users in Bahrain.

PROBLEM

Statistics show that there is an apparent decrease of patrons of the public libraries among young users. Data gathered from 2016 – 2018 shows that the number of children who use the public libraries is declining further with each year. The implications of the numbers are truly alarming and confusing despite the continuous efforts that the public libraries are exerting. The core of public libraries revolves on its patrons, when the patrons are diminishing the realization of its vision and missions are also affected.

The main research question of the study is "What affects pupils' behaviors towards Public Libraries?"

METHODOLOGY

A quantitative methodology was utilized, a total of 352 questionnaires have been randomly distributed, collected, and analyzed. Prior to the data collection, two focus groups were conducted to design a questionnaire. The data was analyzed using statistical strategies such as distribution, mean, standard deviation, Chi-square, Kruskal-Wallis, Man-Whitney, and Simple regression through the IBM SPSS.

FINDINGS

The findings indicate that the behavior of pupils is a cohesive result of personal and surrounding factors. It is shown that the most influential factors that affect the behavior of students are: attitude, attributes, and subjective norms respectively.

Results of the tests illustrates that the perceptions of pupils towards public libraries remain highly positive despite the declining numbers. Public libraries are still highly utilized by pupils to read books, study, spend time quietly or spend time with friends. They are also greatly aware of the benefits and importance of public libraries to individuals and the society; however, their preferences are veered away from public libraries due to technology. Pupils prefer to use the internet to acquire information.

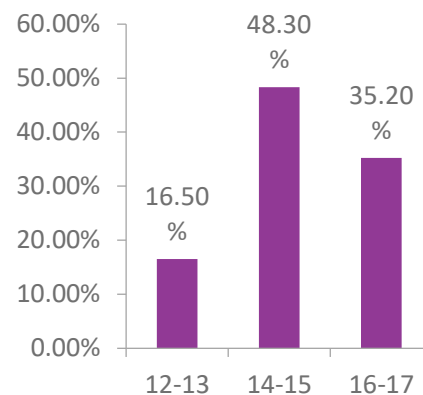
Moreover, a number of attributes or added facilities and services such as having presentation halls, better guidance and assistance coming from librarians, offering special IT related courses, and a larger variety of books which are also related to their motivations for using the public libraries will significantly increase their visit rates to public libraries.

RECOMMENDATIONS

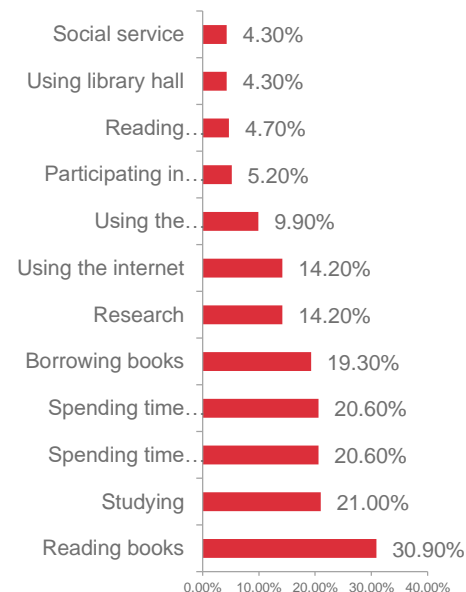
This research suggests that innovation, better consumer care, more variety of books, and the presence of activities that can enhance the students' personality, skills, and academics can attract them to visit Public Libraries more. The motivations behind frequentation are also highly linked to attributes that will improve their behavior. Therefore, in line with these results, the research recommends to improve the current attitude, subjective norms, and perceived behavioral control in order to produce positive behaviors toward Public Libraries:

- Direct Marketing Campaigns
- Better Assistance and Guidance
- Improved Facilities and Resources
- Investing in a Digital Library
- Public Private Partnership
- Develop New activities and Programs

DISTRIBUTION BY AGE



REASON FOR VISIT



INFLUENCE OF FAMILY AND FRIENDS TO VISIT PUBLIC LIBRARIES

