

A Study on the Operation Strategies of a University Library

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Abstract: Taking the library of one university of science and technology as the research subject, this study discusses operation and management strategies of a university library, and analyzes the different views of students who have been or have never been to the library toward the activities in the library and whether there is a difference on the penalties for overdue books. The study finds that students all prefer libraries that provide electronic readings whether they have been there or not and hope that the penalties for overdue books is subject to the number of days overdue.

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1 . Introduction

1.1 Study Background and Motive

At present, colleges and universities give much attention to their library systems and facilities. The quality of the library in universities will have a great influence on the research of professors, readings of students, others' impressions, etc. It is also a key factor with regard to the evaluation of the university. In Wu Liuli's opinion (1990), the university library mainly caters to the students and teaching staff of the university, and it has the function of saving data, disseminating information, supporting teaching and providing leisure activities. Kinnell (1995) points in his thesis on discussing the quality management of library service that the evaluation of the effectiveness of a library is based on the number of book collections, working staff and infrastructure equipment. The study subject of this thesis is one university of science and technology in the north. The new dining hall and library were built in 2005 in the sample university according to the university plan. The new library is very satisfactory in terms of its advanced equipment, broad space and numerous books. The university did a study on their existing library before establishing a new one. Hence, this study conducts a survey on the establishment of the new library. There are also many surveys of colleges and universities on a specific university library. For instance, Chen Meiwen (2004) once discussed whether readers had the willingness to reuse the library from the perspective of satisfaction towards and cognitive values of the library in Da-Yeh University. And Huang Lichun (2002) also studied on the satisfaction and attention of readers on the equipment and environment, guidance and instruction, service quality and storage of the library of Chang Jung Christian University. Chen Li Li (2002) also conducted a study on the expenditure, human resources, dwellings, book storage, information system, soft and hard wares,

service, etc. of libraries of vocational schools in the Central District and gave proper suggestions accordingly. Therefore, we would like to know the situation of students entering the library in the case university in order to classify the students for easily determining their attitudes/feelings towards the library, policies and activities of the library, enabling us to give proper suggestions for the different classifications.

1.2 Study Purposes

To learn the attitudes of students who have been to the library and those who have never been there towards the activities in the library.

To learn the attitudes of students who have been to the library and those who have never been there towards the policies of the library.

2 . Study Method and Design

2.1 Study Subjects and Questionnaire Dissemination

A total of 435 questionnaires were disseminated to teachers, working staff and students of the said university of science and technology in the north. There are 400 valid returned questionnaires with a response rate of 92%. This study maps out the number of sampling subjects with the quota sampling method according to the proportion of the population of each group and then samples successively to supplement the number of invalid questionnaires during the first time. According to the sampling formula, the confidence interval is 95% and at least 385 questionnaires should be sampled with a tolerable error of 5%.

2.2 Study Hypothesis

The study draws up the following hypotheses aiming at the background motives and the purposes and questions after the discussion on literatures:

Hypothesis 1: Feelings of members who have been to and who have never been to the library are quite different.

Hypothesis 2: Views on policies on returning overdue books by members who have been to and who have never been to the library are quite different.

Hypothesis 3: Attitudes on activities and service in the library of members who have been to and who have never been to the library are quite different.

2.2 Study Variables and Quantities

2.2.1 In-depth Interview

By interviewing the Chief Librarian, team leaders and executives of the library, we learn related problems and provide suggestions. During the study, we continuously conduct interviews on study planning, questionnaire design, questionnaire dissemination, recycling and analysis and making conclusions and suggestions so as to reach the balance of specialty and normality.

2.2.2 Basic Data

This study classifies members according to gender, identity, college and whether members have been to the library. In terms of the gender, 45.2% are male while 54.8% are female. As for their identity, 91.2% are students, 5.0% are teachers and 3.8% are executive staffs and others. With regard to the classification of the institution, business management colleges, hospitality and tourism colleges, electronic colleges, humanities and arts colleges, and administration units and others account for 52.7%, 13.3%, 10.5%, 19.7% and 3.8% respectively. There are 95% members who have been to the library while 5% have never been there.

2.2.3 Service, Activities and Policies in the Library

In this part, we map out questionnaires according to suggestions from in-depth interviews and experts to investigate the activities and policies on returning overdue books, what the interviewees prefer and their overall impression of the library. The activities are divided into 5 categories: 1. Recommending good books, 2. Ranking the popular books, 3. Holding reading activities or competitions, 4. Movie appreciation sessions 5. Speeches. For those who return overdue books, the penalties are: 1. Paying of fines, 2. refusing to lend according to the overdue days. 5-Point Likert Scale is employed to measure the impressions of the library (1 indicates very bad, 5 means very good).

2.3 Pre-test and Data Analysis

We first disseminate 50 pre-test questionnaires to conduct interviews. When a problem is found, we conduct formal dissemination after revision. We conduct statistical analysis through SPSS 12.0 for Windows, and the investigation through descriptive statistics, chi-square cross-over analysis and variance analysis.

3 . Discussion

3.1 Result Analysis

First, through variance analysis, we analyze and learn whether there is a difference between the feelings towards the library of members who have been there and who have never been there, as shown in Figure 1. Those who have been there have a relative higher evaluation of the library than those who have never been there. Therefore, the library should organize some activities or map out proper policies to attract those who have never been there. Hypothesis one is established.

Figure1 Overall Feeling towards the Library

Items for Analysis	Overall Feeling towards the Library	Significance
Members who have been to the library	3.84	0.002**
Members who have never been to the library	3.30	

Note: $p < 0.05^*$, $p < 0.01^{**}$, $p < 0.001^{***}$

This study discusses the attitudes of members who have been to the library and who have never been there to policies on returning overdue books through Chi-square analysis, finding that their attitudes are different. Therefore, Hypothesis 2 is established, as shown in Figure 2. Most of the members hope that the penalty for overdue books is for the library to refuse to lend according to the length of delay.

Figure 2 Policies on Returning Overdue Books

Items for Analysis	Those who have been to the library	Those who have never been to the library	Significance
Fine	90	9	0.035*
Refusing to lend according to the number of overdue days	290	11	

Note: $p < 0.05^*$, $p < 0.01^{**}$, $p < 0.001^{***}$

This study discusses the attitudes of members who have been to the library and who have never been there to activities and service provided by the library through Chi-square analysis, finding that there is no difference. Therefore, Hypothesis 3 is not established, as shown in Figure 3. However, through the cross-over analysis, we find that members no matter whether they have been to the library or not first hope that the library can provide movie appreciation sessions, then provide recommendation of good books, which can be a reference for organizing activities in the future.

Figure 3. Activities and Services Provided by the Library

Items for Analysis	Those who have been to the library	Those who have never been to the library	Significance
Recommending good books	111	4	0.219
Ranking the popular books	53	2	
Holding reading activities or competitions	24	3	
Movie Appreciation	159	7	
Speeches	33	4	

Note: $p < 0.05^*$, $p < 0.01^{**}$, $p < 0.001^{***}$

3.2 Conclusion and Suggestions

This study discusses the overall feelings towards the library and the policies, services and activities of the library of the members who have been to the library and who have never been there, hoping to enhance the willingness to go to the library for those who have never been there.

This study finds that those who have been to the library have a more positive evaluation than those who have never been there; therefore, the operation of the library should meet the needs of the readers. Moreover, we should enhance the willingness to go to the library of the members who have never been there through activities and policies. For policies, all members hope that the penalty for returning overdue books should be refusing to lend books to the members rather than asking them to pay a fine. For activities, all members hope that the library hold activities like movie appreciation sessions and book recommendations. It is suggested that the library increase the population entering the library through these approaches.

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