Original Research Article

Promoting reading habits among the users by the libraries: An overview

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ABSTRACT

Introduction: Information is generated in various ways, recorded in a variety of forms, and made available for users. Information sources are in various forms, viz. books, journals, periodicals, newsletters, databases, reports, directories, dictionaries, encyclopedias, yearbooks, theses, dissertations, monographs, patents, etc., The information centers deserve to provide the required information to the users without any charges and without any discrimination, whether it is printed or in any digital format.

Aims and Objectives: To know the concept of reading, analyze the type of information sources available in the libraries, know the status of reading habits, identify the causes for poor reading habits, find the role importance or the role of librarians in the promotion of reading habits, and also find the remedies for good reading atmosphere among the users.

Methods: Review of literature or the literature search method used for the paper.

Results: Promote the marketing of library services, have positive contact with users, new/rare books exhibitions, services through social media, best user award, etc.

Conclusion: The different issues towards promoting reading culture among the users and found that there is essential need to develop reading culture in the society. In order to continue the reading habits and make the society well literate in every area of subjects and use reading for everyone's life.

1. Introduction

The information is generated in various ways, recorded in a variety of forms, and made available for users to use. Information sources in various forms, viz. books, journals, periodicals, newsletters, databases, reports, directories, dictionaries, encyclopedias, yearbooks, theses, dissertations, monographs, patents, etc., and these recorded and variety of information sources are stored in the library for the user.[1] This recorded or stored information/knowledge can be achieved through reading the above-mentioned information sources. Therefore, the habit of reading is an important method of gaining knowledge. The role of information has a positive role in both the development of individuals and the nation.[2] The knowledge and the information held by the people of a particular country have the potential to generate wealth and bring prosperity.[3] So, modern society is being called an 'information society or a knowledge society. The learned information from the users or citizens of a particular country supports the preparation of human resources development. The serious reading with interest and understanding is indispensable for the users or the people of those societies who want to transform their societies in knowledge-oriented societies.[2] The reading is anxious; it is the way of interpreting printed and written words. It is also a basic and essential tool for the growth of information, knowledge, and education of an individual as well as the nation. Today, we are living in an information world that is supported by print and electronic information

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sources of communication. It also increases our learning skills, which are useful for getting knowledge.[4] Then it is increasing knowledge of someone, heading Further, enhancing knowledge of someone, heading has many advantages. For example, reading helps in getting new ideas; it provides relevant and needed information and seeks horizon. Learning/reading improves the vocabulary and understanding of the reader, which is essential for the overall development of the individual.[5]

2. Objectives

1. To know the concept of reading
2. To access the types of information available in the library
3. To identify the causes of poor reading habits among the users
4. To know the role of the librarian in promoting reading habit
5. To know the solutions to create the good reading habits among the users

3. Methodology

Sources of information like primary source and secondary sources (review of literature) have been used for this study and many articles are reviewed for complete this study.

4. Review of Literature

According to Sharma and Singh, reading is primarily an intellectual activity, and reading habit is a sort of attribute of human beings; after analyzing the views of various scholars in the context of reading habit, it is clear that reading is important for people to acquire new information and knowledge.[6] Shariza and Amelia define reading is regarded as a process, a mode of thinking, a kind of real-life experience that involves many complex skills.[7] Ajavi and Alonge define reading as activities in academics that are indispensable for a student because no student can make a success of academics without reading.[8]

5. Role of Libraries in Promoting Reading Habit Among the Students

Reading is an interesting and important activity in the society, the word reading habit is combination of two words namely 'reading and habit'. 'Reading is an action of a person who reads' and 'habit is product of this action' or the learning'. Many users considered reading is a good habit but reading is the basic for the human skills. Reading offers a constructive approach to improve one's vocabulary and language skills. The thirst of reading and wider dissemination of books is an indicator of progress in the world.[9]

Reading is primarily an intellectual activity and reading habit is a sort of attribute of human being, after analysis the views of various scholars in context of reading habit, it is clear that reading is important for people to acquiring new information and knowledge. Thus reading is regarded as a process, a mode of thinking, a kind of real life experience and involves many complex skills.[10]

6. Different Types of Information Sources Available in the Library

The library is a place with different collections of different contents, so it is known as an information centre or knowledge centre. The main purpose of any library or information centre is to select the quality and required information, collect the information sources, and organize the information sources in a well-planned way for easy management and dissemination of the collected information to the required user community. In the library books, newspapers, journals, magazines, periodicals, dictionaries, encyclopaedias, directories, yearbooks, annual reports, theses and dissertations, patents, standards and specifications, almanacs, maps, atlas, globs, etc., then we can see these collected information sources in two types like documentary sources and non-documentary sources. In the documentary sources, we can see primary sources, secondary sources, and tertiary sources, whereas in the non-documentary sources, the internet, mass media, human beings, organizations, etc. The awareness of these information sources by the library or well-trained library staff will support the users in developing their reading habits by using different information sources that are collected by the library and assisted by the library staff.

7. Reasons for Poor Reading Habits Among the Users

Reading habits are the best treatment for a good society; how libraries are established in society and how library sources, services, and staff play a role in society all become significant reasons for poor or good reading habits among library users. Lack of interest, location of the library and library building, convenient opening hours of the library, well-trained staff of the library, financial support, good collections, provisions for regular procure of information sources, user convenient language information sources, etc.[11]

8. Role of Librarian in Promoting Reading Habit

In this digital era, one might think a librarian is not necessary due to the availability of electronic information sources and internet access with new libraries, and the process of organized information may be accessed automatically in modern libraries. But it is not true, due to growth of information, it is necessary to efficiently find, select check and make information available, and

understands the user's needs. It all depends on the librarian, and he is the only person who can convert the occasional user to a regular user.[12] Because 'Google may give a variety of information on the same content, but the librarian suggests which one is right'. Librarians are not a professional group, and their role is not limited to passing books to the user community, but modern academic library staff works toward winning new users, similar to commercial organizations winning their customers. Users may or may not be aware of their information needs, but the role of a librarian consists of comforting the users and supporting them so that they can overcome their own fears about being in the library.[13] To make a user-friendly image of libraries and librarian, so the librarian may known as 'powerful search engine tool with gentle heart.' Therefore, the librarian is indispensable in the era of information society.

9. Methods for Good Reading Habits Among the Users

9.1. Facilitate the good atmosphere

Creating a good atmosphere is a vibrant facility that affects everyone in order to develop reading habits. Hence, it is a major duty of library staff to create a silent and convenient reading atmosphere within the library. It may help to inspire the readers to read in the library. The sources include a collection of reading materials, library building, library furniture, and library staff. A good atmosphere helps facilitate positive attention for reading through which readers can affect a lot and promote themself to be a part of this learning impression. On the other hand, parent learners should engage in reading activities so that parents can also read books and create a good learning culture for their children, even during their leisure time at home.[14]

9.2. Marketing the library services

Conducting regular user training, education programs, and information literacy programs with creative activities and student involvement can assist them in becoming more aware of library services and activities. Through these promotional services and activities, librarians play a major role in educating and helping users in locating and correcting information and making needed, interesting, and pleasant reading material available in order to promote a healthy reading culture. Thus, it acts as a matchmaker or a link between students and books or reading materials. Book reviewing or summarizing competitions, creative bookmark design, easy writing drawing, and the best library users award, all of which will help foster the user's reading habits. Even in the library, proper awareness and advertisement displays- a side form notice boards, at places where users assemble frequently, such as the canteen, gymkhana, common room, campus, and so on can help raise users' awareness of the library's innovative activities and

encourage them to participate in reading programs.

9.3. Contact with users

Regular interaction with users is another important method for discussing the reading development culture among the users. By interacting with each other, one can share and discuss their personal and professional ideas, thoughts, and knowledge. This practice creates a good platform to express users' views, ideas and promote reading culture.

9.4. Book exhibitions

New arrivals, like books, journals, periodicals, magazines, and exhibitions, will support the curriculum, and the general interest of students will not only make them aware of the new collection but also pique their curiosity in reading habits. Annual book exhibitions, where publishers and merchants can sell current and newly published subject books, will keep them updated about their field of interest. As a result, exposing users to the world of books will help them to establish themselves.

9.5. Encourages the users to read and write through media

Users should be encouraged by the library staff to express their comments while they read any book or other reading material. On the other hand, social media is extensively used for information communication by any type of reading community; therefore, for commenting purposes, a blog may be the proper medium through which a users' can blogger user and blogger can easily get reflections about their works. On the other hand, rich site summary feeds play a vital role in keeping users up-to-date in their fields of interest, which fields users must subscribe to particular rich site summary feeds. Library websites should have provision for a rich summary feed so that users can keep abreast with the latest happenings in their interested fields by reading updates.[15] In such a way, libraries can help in developing reading culture by using social networking web tools.

9.6. Awarding the best reader

Library and library staff must concentrate on the library users; they find the users who use the library occasionally, make them habitual users, and motivate the users to make efficient use of the library and its services. The 'Best Library User Award' is the best practice to support the maximum use of library resources. This practice is for awarding the best users of the library in a particular time frame by keeping track of their information demands, reading time, reading materials used, etc, and arranging reading-based completions among the users.[16] Through this practice, the library can encourage the readers to spend more time in the library, as per their need to participate in reading-

based activities and get the best reader, as well as create a reading culture. Library staff can conduct various activities to promote reading habits among the library users.

10. Conclusion

The reading habits of all category users of the society can affected adversely in the present information and communication technological era. In such a situation, it is essential to improve the reading habits of the youths by encouraging them to read reading materials like books, newspapers, magazines, etc.; only the library staff can have the possibility to play his/her attention or role usefully in promotion of reading habits among youths as well as other citizens of the society. Generally, library staff are known for their jobs, like selecting, acquiring, organizing, and disseminating reading materials and catering to the requirements of the users. Along with that, the librarian can promote reading habits among youths and other people through a number of ways. Therefore, library staff can play their role in a sustainable knowledge society by promoting reading habits. This paper discusses different issues related to promoting reading culture among users and finds that there is an essential need to develop a reading culture in society. In order to continue the reading habits and make the society well literate in every area of subjects and use reading for everyone's life.

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12. Conflict of Interest

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