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Measuring The Enjoyment of Mobile Library Services among University Students in Bangladesh: A Study

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Abstract: *The mobile library plays an important role in the present day, because many students who are unable to visit the academic library, are getting services near their door through the mobile library. Mobile library tries to serve such a quick service which is very convenient to the user. It tries to provide such a service that is very closer to the user and provides lots of facilities so that the user gets satisfied. In this survey, the author tries to provide extensive information about the mobile library, its facilities and services and finally the satisfaction level of mobile library services among university students. This paper also required the future developments and barriers of the mobile library. The author also tries to follow the pilot study and observation method and collects approximately 300 data. Those data were collected through the questionnaire method and Microsoft Excel is used for analyzing it.*

Keywords: Mobile Library, Enjoyment, Mobile Library Services, University.

1. INTRODUCTION

A library is a place that is called the storehouse of knowledge. In this era, libraries are not confined to a building, through guidance, in Bangladesh Bishwa Shahitya Kendra started the Mobile Library service in 1999. Mobile Library is a library which is consisted of a vehicle like a bus, which carries the library materials inside the bus. By its very nature, (Hisham & Abdullah, 2018) mobile libraries focus on serving the needs of the elderly and other less mobile individuals who might find it challenging to get to the nearby static libraries.

This paper focuses on the value of Mobile Library Services and user satisfaction level of mobile library services among university students. It presents the satisfaction level pertaining to its various services and facilities where satisfaction level increase with the better service. The other focal point of this paper is how to develop the services of mobile library so that the satisfaction level of the user could increase. The author also focuses on the different factors of services and barriers of mobile library.

Objectives:

- To know the purpose of using mobile library.
- To explore the facilities enjoyed most.
- To examine the satisfaction of university students in using Mobile Library services.
- To identify major barriers to Mobile Library services during use and suggest some effective future directions for the improvement of satisfaction through mobile library service.

2. STATEMENT OF THE PROBLEM

The mobile library can be described as a service hub where every registered member is offered various services through its collection. ML provides such convenient services which are very reliable because the registered members can easily issue or discharge books. On the other hand, there is no due charge. Enjoyment of

a mobile library depends on some factors of services. Actually, enjoyment is a psychological activity when a user engages with the activity of ML service, he/she start to enjoy the services.

The main facility of ML is its registration system, they take only 200 TK and also keep an option for family membership registration, by which they can issue two books at the same time. Mobile Library is a non-profit organization so nowadays it is getting unable to provide new books because of high costs. However, for the inadequacy of some collection, not everybody is enjoying its service. specifically, the study set out to answer the following research question:

1. Which of the following services have you enjoyed most?
2. I engage with Mobile Library because of the following enjoyment facilities (what are the reason of engaging with mobile library?)
3. How would you rate the Mobile library services overall?
4. Which of the following Barriers do you face while enjoying the mobile library?
5. How much do university students enjoy using the Mobile Library?
6. What are the barriers to enjoying the Mobile Library of University Students/BD?

2.1. Importance of Mobile Library

Mobile library is important for those users who are unable to go to the library or those who show unwillingness to go the library. And most of the time mobile library try to cover such frequent places in a university campus, so that the students can easily and quickly get the service and issue book by their needs. Mobile library not confined its service only a university campus area but also cover others parts of a division or district. They provide service to anyone and anywhere,

so that people can easily get the required book. For enlighten the nation of a country such services of mobile library are indispensable.

3. METHODOLOGY

The main goal of this survey is to uphold the satisfaction level of users through various facilities and services of Mobile Library among university students. This study merges both qualitative and quantitative methods. In this survey, sample is selected purposively for collecting data, because only university students who use mobile library were selected. The author selects the purposive sampling technique because there are various types of mobile library users like school-going children, high school-level students, and so on.

The researcher thinks that only university students can answer better than other types of users of those questions related to satisfaction level. Here the author only selects those students who are at the university level. 120 questionnaires were distributed and 117 questionnaires were received from the respondents. For collecting data, a structured questionnaire was formulated including both open and close-ended questions and secondary data was collected from scholarly journals, various types of books, websites so on. On this survey the author also tries to follow the pilot study and observation method. The collected data was analyzed through Microsoft Excel and presented with the help of percentage, tables, charts etc.

4. LITERATURE REVIEW

A bookmobile or mobile library is a large vehicle designed for use as a library. They are designed to hold books on shelves so that when the vehicle is parked the books can be accessed by readers (Services for Everyone in Everywhere: A Mobile Library, n.d.). Today mobile libraries and mobile library services provide information, literature and references at places, where people in the modern information society are used to be and use to go. Libraries are no longer in a passive position – they have to take on an active role in a society where mobility is more important than ever (Hoelscher & Sepke, 2010). The main goal of Bisshwa Shahittya Kendra which is a private organization- “searching for enlightened people” they promote services among the community in the whole country and Mobile Library is the medium of this activity. A significant number of studies have been carried out and noteworthy websites have been browsed to find out certain outcomes of similar study tasks.

However, some international research on the subject has been conducted previously. But, no single research publication on the enjoyment of mobile library services has been not yet published in Bangladesh (Chowdhury & Islam, 2007). In Bangladesh the Mobile Library Services operated by “Bishwa Shahitya Kendra” that provides services like, borrowing books, online competitions, etc. Mobile libraries are vehicles, most frequently either school-type or city-transport-type buses. All across the world, libraries work to make their holdings available to people. Using a mobile library to bring books closer to the users is one technique to increase accessibility to

books Mobile libraries are conveyances that may transport library materials from the primary or central library to patrons who reside a great distance from the library. (Hisham & Abdullah, 2018).

The Library Association Record (1960) gave the definition of the mobile library as “a vehicle devised, equipped and operated to provide as far as reasonably practicable, a service comparable to part-time branch library. Mobile library introduced in Bangladesh in 1999. It was started with Dhaka, Chattogram, Khulna and Rajshahi division only. Now this service is available in 58 Districts of Bangladesh mobile – (Bookmobile - Wikipedia). The Chairman of Mobile Library is Abdullah Abu Sayeed. 2 Bookmobiles, or traveling libraries, are an extension of the services offered by the conventional library (Davis et al., n.d.). But in the perspective of Bangladesh Book mobile or Mobile library is such a library, operated by Bisshwa Shahittya Kendra. As per my knowledge mobile library is such a service which is very closer to the user. They provide service to those individuals who are the registered member of mobile library.

In the perspective of Bangladesh, there were conducted some survey about mobile library but, after reviewing some scholarly journals, the author found this research gap and intends to survey it. The mobile library goes 19000 different places of this country and provide service to anyone and anywhere. The internal space inside the bus allows user and staff comfort and permits basic extension activities to be carried out. (Stringer & International Federation of Library Associations and Institutions., 2010). Although it may be considered that a mobile library service would best serve the needs of a dispersed population, the physical characteristics of the area may limit its feasibility.

History of Mobile Library:

A horse-drawn "Perambulating Library" from England in the 1850s is the earliest known example of a mobile library. The United States' first instance of such a method of distributing reading material was in Washington County, Maryland, in 1905. (Bookmobile - Wikipedia, 2022). 2.2 Mobile Library towards others country in others country mobile library considered as ‘moving library’ or ‘bookmobile’. The first Bookmobile in the United States was developed by Mary Lemist Titcomb (1857-1932) (Chowdhury & Islam, 2007). The term 'mobile library' has been used specifically to mean a large vehicle which is devised, equipped and operated to provide, as far as reasonably practicable, a service comparable to a part-time branch library'. The term Mobile Library is mainly used by British/Australian librarians. They use it to describe a motorised vehicle carrying library material. Other countries call these variously Bookmobile, Bibliobus, Bucherbus, etc [1]. This document uses the term in its broadest sense. Any library service that does not stay in one place is classed as a Mobile Library (Stringer & International Federation of Library Associations and Institutions., 2010). Bookmobiles, or traveling libraries, are an extension of the services offered by the conventional library. Usually, a bookmobile is operated by a public library system and

it travels on a scheduled, repetitive route to schools, small towns, crossroads, and shopping centers. Its driver is often also the librarian (Davis et al., n.d.) [4].



Figure 1: The bookmobile.

2.3 Bishwa Shahitya Kendra and Mobile Library Bangladesh

Bishwa shahitya Kendra is the co-founder of mobile library in Bangladesh. A private group called Bishwa Shahitya Kendra (BSK) is working toward the goal of "searching for enlightened people" by encouraging reading habits and offering information services to community members regardless of academic standing, age, sex, career, etc [7]. In order to reach out to individuals who have less opportunity to access information sources and services, BSK is paying close attention to adult literacy at the local and national levels in response to its social duties [6]. The mobile library service is the fruit of BSK's labors. (Chowdhury & Islam, 2007) [3]. Mobile library started with four divisions, which are Dhaka, Rajshahi, Chittagong, and Khulna. But now it provides service all over Bangladesh.



Figure 2: Mobile Library Bangladesh

2.4 Mobile Library services in Bangladesh started its journey in 1999. They started their journey only with four divisions of Bangladesh. Now it providing services to all over Bangladesh. They also provide service at university level. They have a total of 46 mobile libraries operating around the country. The mobile library is the brainchild of Abdullah Abu Sayeed.

5. USER SATISFACTION

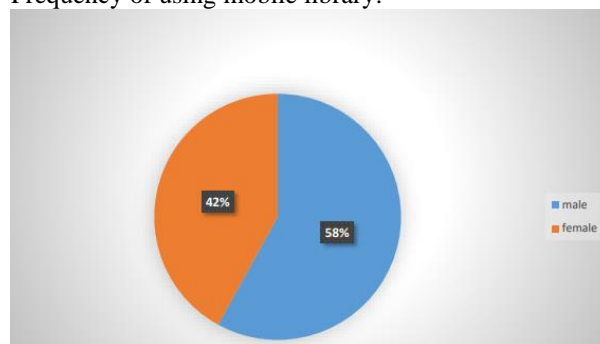
Convenient service means suitable or agreeable to the needs or purpose; well-suited with respect to facility or easy in use; favorable, easy, or comfortable for use. Every library in the world needs to be user-friendly because they offer services to users. By making the user experience convenient, they can offer the community the greatest service (Hisham & Abdullah, 2018) [5]. Satisfaction is related with convenient service of a Mobile Library. The purpose of user satisfaction surveys is to determine the improvement quality of the mobile library services, in situations where the services are low quality be improved. (Chen & Wang, n.d.) [2].

6. IMPORTANCE OF MOBILE LIBRARY

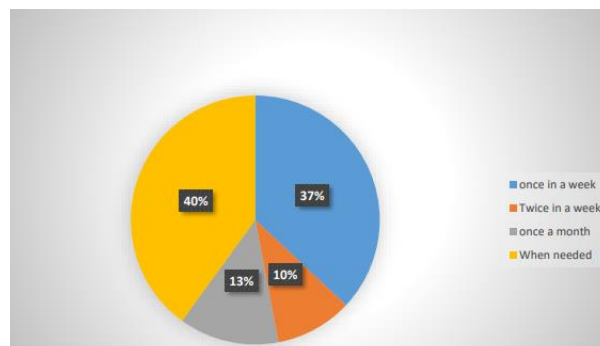
Mobile library is important for those users who are unable to go to the library or those who show unwillingness to go the library. And most of the time mobile library try to cover such frequent places in a university campus, so that the students can easily and quickly get the service and issue book by their needs. Mobile library not confined its service only a university campus area but also cover others parts of a division or district. They provide service to anyone and anywhere, so that people can easily get the required book [8]. For enlighten the nation of a country such services of mobile library are indispensable.

7. DATA ANALYSIS AND INTERPRETATION

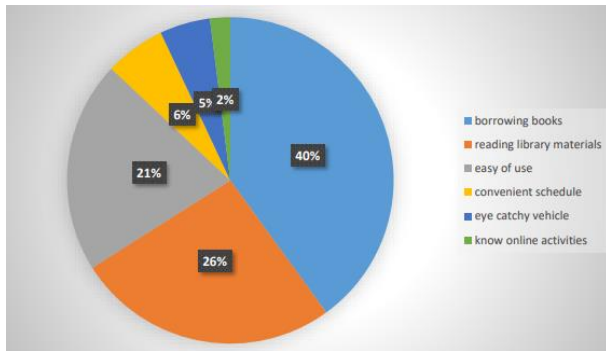
Frequency of using mobile library:



Here 42% users are female and 58% are male



This pie-chart shows the results of the frequency of using mobile library. Here the analysis shows the 37% user use once in a week, 10% user use twice in a week, 13% user use once a month and finally 40% user use when needed.



The pie-chart shows the results of the purpose of using mobile library. Here the analysis shows the 40% user go to the library for borrowing books, 26% go for reading library materials, 21% go for the ease of use, 6% go for convenient schedule, 5% go for the eye catchy vehicle, and finally 2% go for able to know their activities through online.

The reliability test was performed on each table facilities and satisfaction of mobile library to determine their internal consistency, hence their reliability. The value of Cronbach's Alfa for facilities was 0.626 and satisfaction was 0.790. According to both values, it is clearly shown that the values are more than 0.5 and it proves that this study is trustworthy and reliable as well. Then it can be used for further study.

Table 1.

Variables	Cronbach Alpha	No. of Item
Facilities	0.626	6
Satisfaction	0.790	11

Profile Respondents:

There were 205 total of respondents. Out of 205, 86 (42%) of respondent were female and 119 (58%) were male.

Level of Perception:

The level of perceptions is measured by the aggregated mean of 4-point Likert scale items. the table-1 visualize the facilities of mobile library service and user satisfaction of mobile library. the perceived high facility is "Positioned at frequent location" and the perceived high satisfaction is "The Convenient environment inside the bus."

Table 2.

Statement	Mean score	Standard Deviation
Positioned at frequent location	2.12	1.00
The Convenient environment inside the bus	2.22	0.90

Facilities enjoyed from Mobile Library:

Table-3 presents the result of the analysis of the most enjoyed and less enjoyed facilities of mobile library. Here the analysis shows that the most enjoyed facility is "positioned at frequent location" (2.12+1.00), and "Family membership registration facility" (2.11+0.92), the less enjoyed facility is "Easy membership registration" (1.88+0.88), and finally "Find books without any difficulty" (1.87+0.82).

Table 3.

Statement	Mean	standard deviation
Finding books without any difficulty	1.87	0.82
Different categories of reading materials	1.94	0.78
Family Membership Registration facility	2.11	0.92
Easy membership registration	1.88	0.88
Positioned at frequent location	2.12	1.00
No due charge	1.91	0.77

Satisfaction level of users towards mobile library service:

Table-4 presents the result of the analysis of the most and less satisfying things of mobile library. Here the analysis shows that the most satisfying thing is "The Convenient environment inside the bus" (2.22+0.90), and "Organized collections" (2.14+0.89), the less enjoyed service is "Save time, cost, and energy" (1.71+0.76), "Quick service" (1.81+0.76).

Table 4.

Statement	Mean	Standard deviation
Save time, cost and energy	1.71	0.76
The convenient environment inside the bus	2.22	0.90
Easy book lending procedure	1.90	0.72
Enough stoppage area on my campus	2.09	0.89
Very low-cost service	1.94	0.86
Service to anywhere and anyone	1.90	0.79
Quick Service	1.81	0.76
Support Independent learning	1.88	0.80
Organized collections	2.14	0.89
Library staffs have the professionalism	1.96	0.85
Library Staff assist during the use	1.90	0.71

Barriers of mobile library service during use:

Table 5 presents the result of the analysis of the barriers of mobile library. Here the analysis shows that the major barrier is "Subscription fees boundary" (2.21+0.96).

Table 5.

Statement	Mean	Standard deviation
Lack of enough staff	2.08	1.03
Inadequate collection	2.07	0.86
No suitable reading space	1.97	0.85
Limited space to store materials	2.03	0.87
Non-availability of 24*7 services	2.05	0.96
Visiting time gap	2.10	0.95
Insufficient Infrastructural facilities	2.17	0.95
Inadequate community service point	2.19	0.94
Subscription fees boundary	2.21	0.96

8. DIRECTION FOR THE IMPROVEMENT OF MOBILE LIBRARY SERVICE THROUGH INCREASING THE SATISFACTION LEVEL:

Convenient service means suitable or agreeable to the needs or purpose; well-suited with respect to facility or easy in use; favorable, easy, or comfortable for use. Every library in the world needs to be user-friendly because they offer services to users. By making the user experience convenient, they can offer the community the greatest services. (Hisham & Abdullah, 2018). Satisfaction is related with convenient service of a Mobile Library. The purpose of user satisfaction surveys is to determine the improvement quality of the mobile library services, in situations where the services are low quality be improved. (Chen & Wang, n.d.).

User satisfaction of Mobile Library services are depending on some factors as we can see in the diagram:

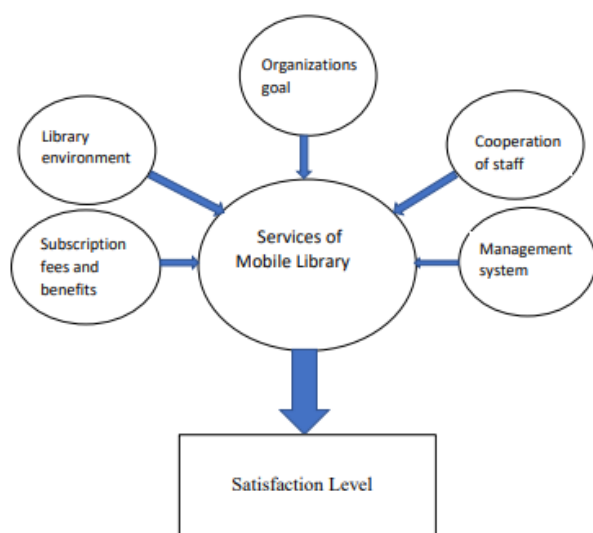


Figure 3: User Satisfaction level diagram.

9. CONCLUSION

Mobile Library is such a medium of service that provide most prompt services to their users. It has introduced a new vista in libraries to deliver their services to their users. Mobile library has made libraries services advanced and design to satisfied their users. With the help of mobile library, users can get a very quick service according to their need. Mobile library provide service to any kind of users with a few amounts of subscription fee. Users can openly access in the library, by the card they can issue their required book from the library. Mobile library playing a significant role and meeting the users need and the satisfaction also.

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