

Indian Media Library Professionals Satisfaction on Salary: A Study with Special Reference to Karnataka State Media Libraries

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ABSTRACT

In India serves the information with approximately more than 1000 channels, among These 380 are news channels, most 24 x 7, the Indian news television and news papers are booming in the country in English and various Indian languages. Salary and monetary benefits are two important components of monetary gratifications for getting satisfaction regarding their respective jobs. It attracts and retains employees in any organization including special libraries. Knowing these facts present study has been undertaken to identify the demographic profile, salary paid in proportionate to the amount of work done and library professional's satisfaction on salary (pay) in Indian Media libraries.

KEYWORDS: Media Library, Pay, Salary, Satisfaction, Special Library. Newspaper, TV, Radio.

INTRODUCTION

Indian media industry is growing rapidly at the global level with revenues of about 1100 billion INR is set to grow robustly over the next few years. Revenues are expected to reach 1800 billion INR by 2020. In the present globalization economy, to be competitive and successful, media enterprises along with other basic resources such as money, materials, and manpower also need high-quality information resources. While the library professionals working in a media organization may have more channels to obtain such information sources, it is primarily the responsibility of a media library to cater to the information needs of its contributors (Riajuddin, 2008). Fulfilling the information needs of media industry professionals like journalists, writers, photographers, and content researchers is a challenge as well as an opportunity for library professionals. Media libraries are always been concerned with the collection, organization, storage, and retrieval of recent and special information, to respond to user's queries. It has also often been noted that new technologies for the generation, distribution, processing, and storage of information have brought changes in the nature, volume, and format of that information. So it creates increased pressure over the years.

Job satisfaction is essential to make the LIS professionals to be committed to their job. Job satisfaction affects the quality of services rendered by LIS professionals. Sound organizational climate and effective motivation at various sections and levels of the Library and Information Centers are needed to encourage job satisfaction of the professionals. Here the researcher attempted to check the degree of job satisfaction among special library professionals of Karnataka following the expectations in terms of salary (Pay) they receive concerning the work they do. In other words, the researcher tries to know, whether any form of association exists between the amount of work they perform and the amount of pay they receive. Because salary is an important component under monetary gratifications for getting satisfaction regarding their respective jobs. It attracts and retains employees in any organization including research libraries. Knowing these facts present study has been undertaken to identify the library professional's satisfaction on salary in Indian Research Institute libraries.

OBJECTIVES OF THE STUDY

The specific objectives of the study were as follows:

- ✓ To identify the different age groups of professionals employed in Media libraries.
- ✓ To determine the male and female professionals ratio in Media libraries.
- ✓ To find out the social background and marital status of Media libraries.
- ✓ To know the salary paid in proportionate to the amount of work done in Media libraries.
- ✓ To assess the satisfaction about comparable salary to present job in other organizations.
- ✓ To identify the library professionals' satisfaction with the salary they receive.

NEED OF THE STUDY

The need of this study is to determine the salary paid proportionate to the amount of work done in Media libraries of Karnataka State, India with a view of identifying professionals satisfaction towards the salary they receive and make the necessary recommendations for their resolution.

SCOPE AND LIMITATION OF THE STUDY

The present study is designed to analysis of the satisfaction towards salary received by professionals working in Media libraries of Karnataka state, INDIA only.

METHODOLOGY

In order to achieve the objectives of the study survey research and questionnaire method was used for this study. Data is collected basically from primary sources. A structured close-ended questionnaire was designed for the study and it was distributed among Media library professionals of Karnataka State. Here the researcher attempted to check the degree of job satisfaction among media library professionals of Karnataka under the expectations in terms of pay they receive concerning work they do. In other words, the researcher tries to know, whether any form of association exists between the amount of work they perform and the amount of salary they receive. Because salary is an important component under monetary gratifications for getting satisfaction regarding their respective jobs. It attracts and retains employees in any organization including special libraries. In this regard, four relevant statements are

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framed and the respondents are asked to answer on a 'Likert five-point scale'. The opinions of the respondents have been analyzed in tables 5 to 9.

DATA ANALYSIS AND INTERPRETATION

The researcher attempted to ensure a sample that would represent the population and hence selected a simple random method for the study. The questionnaires were distributed to the professionals who were given enough time to go through them and respond to the questions therein. The data collected were tabulated and analyzed statistically using appropriate descriptive techniques included in Software Package for Social Sciences (SPSS) V.20.

Table-1: Distribution of Respondents by Gender

Nature of Library	Gender		Total
	Male	Female	
Media Library	18 (62.1%)	11 (37.9%)	29 (100%)

It is observed from the table-1 that, majority of 18 (62.1%) of media library professionals, belongs to male category and 11 (37.9%) of professionals are females category.

Table -2: Distribution of Respondents by Age

Nature of Library	Age (in Years)				Total
	Less than 30 Years	31-40 Years	41-50 Years	51 & Above Years	
Media Library	1 (3.4%)	12 (41.3%)	6 (20.7%)	10 (34.4%)	29 (100%)

Data in table-2 indicates the different age groups of library professionals employed in media libraries of Karnataka State (India). The above study found that the highest number 12 (41.3%) of professionals are in the age group of 31-40 years, followed by 10 (34.4%) professionals who are more than 51 years, 6 (20.7%) of professionals are 41-50 years age group and the remaining 1 (3.4%) of professionals are in less than 30 years of age group respectively.

Table-3: Distribution of Respondents by Marital Status

Nature of Library	Marital Status		Total
	Married	Unmarried	
Media Library	28 (96.6%)	1 (3.4%)	29 (100%)

Above table-3 articulates that, maximum number 28 (96.6%) of professionals are married and 1 (3.4%) are unmarried in media libraries.

Table-4: Distribution of Respondents by Social Background

Nature of Library	Social Background			Total
	Urban	Semi-urban	Rural	
Media Library	6 (20.7%)	12 (41.4%)	11 (37.9%)	29 (100%)

It is clear from table-4 that, large number 12 (41.4%) of professionals are belongs to semi-urban background preceded by 11 (37.9%) are rural and 6 (20.7%) of professionals are urban background.

Table-5: Salary in Relation to Amount of Work Done

Nature of Library	Salary in Relation to Work Done					Total
	HDS	DS	CD	S	HS	
Media Library	0 (0%)	10 (34.5%)	0 (0%)	18 (62.1%)	1 (3.4%)	29 (100%)

From the table-5 it can be understood that, out of a total of 29 respondent's majority (62.1%) of respondents expressed their satisfaction with salary about the amount of work done in research organizations. Further, it is also observed that, 34.5% respondents are dissatisfied, 3.4% of respondents have the highest satisfaction about salary.

Table-6: Comparable Salary to Present Job in Other Organizations

Nature of Library	Comparable Salary to Present Job in Other Organizations					Total
	HDS	DS	CD	S	HS	
Media Library	0 (0%)	11 (37.9%)	0 (0%)	17 (58.6%)	1 (3.4%)	29 (100%)

Data table-6 explains that the highest percentage (58.6%) of respondents expressed their satisfaction about comparable salary to their present job in other organizations. The remaining 37.9% of respondents expressed dissatisfaction.

Table-7: Comparable Level of Salary to Similar Job, Experience and Qualification

Nature of Library	Comparable Level of Pay to Similar Job, Experience and Qualification					Total
	HDS	DS	CD	S	HS	
Media Library	0 (0%)	10 (34.5%)	0 (0%)	17 (58.6%)	2 (6.9%)	29 (100%)

Table-7 reveals that the majority (58.6%) of respondents have expressed their satisfaction regarding comparable salaries to similar job, experience, and qualification in research organizations of Karnataka state followed by 34.5% of respondents have expressed their dissatisfaction.

Table-8: Overall Satisfaction about Salary (Pay)

Nature of Library	Overall Satisfaction about Salary (Pay)					Total
	HDS	DS	CD	S	HS	
Media Library	0 (0%)	11 (37.9%)	1 (3.4%)	16 (55.2%)	1 (3.4%)	29 (100%)

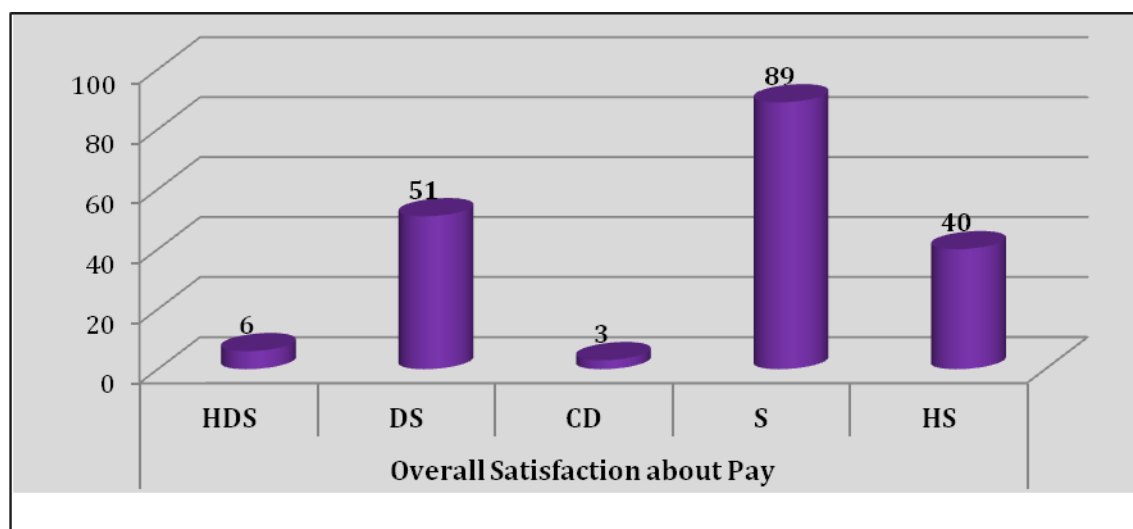


Table-8 and graph highlights the reaction of respondents on overall satisfaction with Salary (Pay). The above table discover that, the highest percentage (55.2%) of respondents have satisfied with overall satisfaction about pay, 37.9% of respondents expressed dissatisfaction and 3.4% of respondents are highly satisfied

FINDINGS OF THE STUDY

- Among Research library professionals of Karnataka, 62.1% are male and 37.9% are female.
- 96.6% of professionals are married and 3.4% are unmarried category. The reason for majority in married professionals is because, among the total number of professionals, 96% of the respondents belong to the the age group of above 31 years and as per Indian standard average age of marriage is 27 years.
- More than one-third of research library professionals, 41.4% are from semi-urban background and 20.7% are from urban backgrounds, indicating that Research libraries remained confined to the semi-urban masses.
- Almost two-thirds of respondents have expressed their satisfaction on the salary in relation to the amount of work done in an organization.
- More than half of respondents have expressed overall satisfaction with salary.
- More than half population of the respondents expressed their satisfaction regarding comparable pay to similar jobs, experience, and qualifications in the organization.
- Almost two third populations of respondents are satisfied with the overall satisfaction about the salary they receive.

RECOMMENDATIONS AND CONCLUSION

Need to provide proper salary to professionals in proportionate to amount of work done.

Measures should be taken to increase the salary benefits of the professionals at regular intervals.

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