



ROLE OF MOTIVATION IN COLLEGE LIBRARY

Dr. Syed Shah Ahmed Sarmast¹ and Dr. MD Munnawar S. Hussain²

¹Research Guide, Faculty of Library Science, Mewar University Rajasthan, India.

² Asst. Professor, Dept. of Phychiatry, KBNIMS, Gulbarga. Karnataka.

1. ABSTRACT:

Motivation is of enormous importance with regard to enhancing performance in any organization. Hence motivation plays an important role in library services. The Prime objective of this article is to provide the information regarding the role motivation in college library. This article also provides information regarding the role of Principal, Teaching faculty and Librarian for using the library facility at maximum level.

2. KEY WORDS:

Motivation. Library. Library service. Principals role in library. Librarians Role in Library.

3. INTRODUCTION:

“Today a reader tomorrow a Leader Motivation is of enormous importance with regards to enhancing performance in any organization. Motivation is important aspect for human being. For Human being motivation is important to live. Human being can't live our daily life happily without motivation. In general motivation is the presence of purpose and desire to achieve daily life, career, and objectives. For an example, motivation helps us to get up early and become productive.

Whenever students are inspired, excited, getting more than expected results from something we get motivated. Such as its inspiring when you read stories and beliefs of successful people. It's inspiring when you see someone achieving something great and feeling happy. That's the way we feel motivated and it helps us to achieve our aims and objectives.

So many aspects of motivations are around us. For example as motivation from books and Novels, motivation from quotes, motivation from the Sports,, motivation from story, motivation from animals, motivation from friends, motivation from parents, motivation from Librarians etc. unfortunately, we can't identify all of them. It's because we are not 100% connected with the sense of motivation. In Human being the sense of motivation is the greatest thing that comes to our heart and mind equally many times in a day. So, many of us are failed to get it. Hence we can say that, motivation helps to manage daily life challenges, opportunities and time efficiently to keep moving forward and achieving objectives.

The Role of motivation places an important role in Academic activities. The role of the Librarian and Teaching faculty place an important role for motivating the students to use the Library services. The eminent persons, particularly academicians like Dr. Radhakrishnan, Dr. B.R Ambedkar, Pandit Jawaharlal Nehru and Dr.

A.P.J Abulkalam, have spent maximum time in the Library during their student's life. Hence, we can say that Library is the heart of the academic Institutions. If Librarian and Teaching Faculty motivate the students about the use of Library then the students can get good results.



4. CONCEPT OF MOTIVATION:

The English term Motivation is originally derived from the word “motive” which means need of person and his family, desires, wants or

drives within the individuals. Motivation is the Psychological aspect that empowers a human or provides energy to act towards a desired Objectives, Aims & Goals and sustains certain behavior of an individual which may be goal oriented.

In general, Motivation is an inspirational process which impels the members of the team to pull their weight effectively to give their loyalty to the group, to carry out the tasks properly that they have accepted, and generally to play an effective part in the job that the group has undertaken.

In the words of Michael Jucious, 'motivation is the act of stimulating someone or oneself to get a desired course of action, to push the right button to get a desired reaction'.

S. Zedeek and M. Blood define, 'Motivation is a predisposition to act in a specific goal-directed way'.

Motivation is an essence in the establishment and further development of quality service. The effective manager needs to recognize that different motivators are appropriate for different staff and that different staff will demonstrate differing inherent levels of motivation in setting their own targets and striving towards them. Good management consists of recognizing and working with those individual differences (Rowley, 1996). **1**

Motivation is important in human life. Human development continues process. There are many obstacles in front of humans daily. Some of the obstacles are the creation of natural disasters and some of the obstacles are created by uneducated society and less practical government policies and law.

During academic period Motivation is important aspect for teachers and students. Motivated teachers can encourage the students to focus on academic activities .similarly students motivated for learning inspire teachers to teach. Teaching is selfless practice.

Payment of Handsome salary is very helpful for teachers in India, if they get the salary they deserve. If we pay handsome salary to all teachers in India, India can become developed country. It is better if our government spends more money on teachers training, advanced equipment's, learning practices, educational creativity and in building great learning and teaching environment for students and teachers.

It also observed that, handsome salary is not key factor for teaching. There are many teachers are in word to teach students freely or very minimum wages, they are not motivated by salary and their job. They are motivated to explore the creativity in students. They are motivated to make smiles on students face. They are motivated to build their career. They train them to fight with any kind of career and life problems.

It is the duty of teachers to motivate the every student in such a way, after completing his / her Degree; they should not waste their time in searching the job. If they got the job OK, if they not got the job, they should start their own business.

5.ROLE OF PRINCIPAL AND TEACHING FACULTY FOR MOTIVATING THE STUDENTS IN LIBRARY:

Nowadays the big challenge in college for Principal and teaching faculty are not simply getting students to read – it's getting them to enjoy it too. Motivation is probably the educational most important factor that educators can target in order to improve learning. Equivalent to "location, location, location" is likely to be "motivation, motivation, motivation," for motivation is probably the most important factor that educators can target in order to improve teach (Olson, 1997). **5**

Some of your college students are already frequent library users, having mastered the art of locating their resources for a research paper, or finding a quiet place to study. But for those students who haven't stepped through the doors of the college library just yet, how can you motivate them to make use of that vital resource? You can try to persuade them with evidence; offer tips that will help them succeed, or assign a task that requires library use at the beginning of the new semester. By establishing that you expect students to visit the college library early on in the course, you motivate them to become more regular library patrons. **4**

The ARCS model identifies four essential components of motivating instruction: • [A]attention—the instructor uses strategies for arousing and sustaining curiosity and interest; • [R] relevance—the instructor links the instruction to important needs, interests, and motives; • [C]confidence—the instructor helps

students develop a positive expectation for successful achievement of a learning task; and • [S]atisfaction—the instructor manages extrinsic and intrinsic reinforcement (Keller, 1983). **2**

Principal is the highest authority person in the college. As the face and head of the institution, he is responsible for the education that each student under their care receives and he set the tone of the college. Principal decide on staffing decisions and student discipline issues month in and month out. For motivating the students in the college for using library facilities principal and teaching faculty should follows the following techniques;

- 1) *Regularly visiting the Library*
- 2) *Identifying problems*
- 3) *Conversation with students*
- 4) *Conducting the meetings*
- 5) *Conducting the programmers/Function*
- 6) *Awarding the best user of library*
- 7) *Nominate the library committee*
- 8) *Providing needed financial support to the library*

6. ROLE OF LIBRARIAN FOR MOTIVATING THE STUDENTS IN LIBRARY:

Motivation is complex. Individuals choose to do things for reasons that are internal and external to them. As librarians, our jobs typically require us to work with people on a day-to-day basis and many of these interactions include answering questions, providing support, and instructing on how to use a new device or software product. Understanding what motivates and encourages people can help us have better interactions and better serve our communities. **3**

The librarian's role plays an important for motivating the students in the college library. The motivation of Librarian should fulfill the following objectives;

- 1) Librarian should convert a library into a social, cultural and intellectual centre;
- 2) Librarian should convert non reader into reader, none user to user.
- 3) Librarian should bring books and readers together.
- 4) Librarian should inform those who do not use the library services and to attract them to those services.
- 5) Librarian should inform the reader of all the facilities offered by the library.
- 6) Librarian should remind both the reader and the non reader of the library and its resources.

Therefore Librarians are said as teacher of teachers. For motivating the students librarian should follows the following techniques;

1. Motivate the student during enrolment/Registration of Library Membership.
2. Keep the library silent
3. Motivate the student during issuing books
4. Motivate the student to use/keep the book maximum days.
5. Motivate the student to use new arrival books.
6. Keep new books at display rack for motivation purpose
7. Excuse the library penalty for book late returning.
8. Motivate the student to use different reference books.
9. Conduct the Library Orientation program.
10. Conduct the Library Tour
11. Conduct the Reading Circle, Study Circle
12. M motivate the student to read News Paper in library
13. Provide A separate reading room student
14. Provide Reading facility in group format
15. Allowed the students to keep their book library

16. Provide the General and subject Journals
17. Provide the National and International Journals
18. Provide the General knowledge Books.
19. Provide the Novels, story books, Religious books etc in the library
20. Introduce the Digital Library.
21. Give the awareness and help to student for using the Internet, E-Books, E-Journals, E-Database.

7. CONCLUSION:

Library is a place where the document is for read / study, research, and recreation purpose. The prime mission of the library is to provide information to its users, In college library Principal, Teaching staff and Librarian has a major role to achieving the objectives of the institution. For effective /maximum use of library services and document, Librarian, Principal and teaching staff should motivate the students to use the library facilities.

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