

**MEMBERSHIP OF THE LIBRARY AND INFORMATION
ASSOCIATION OF SOUTH AFRICA (LIASA) AMONG
LIBRARY AND INFORMATION SERVICE
WORKERS IN KWAZULU-NATAL**

Musawenkosi P. Khomo

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Library and Information Studies, Durban University
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Declaration

I hereby declare that this study represents the original work by the author and has not been submitted in any form at another university. Where use is made of the work of others, it has been dully acknowledged in the text and included in the list of works cited.

M.P. Khomo

2007

Date

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It would be the biggest mistake if I do not thank THE LORD for giving power and wisdom to all these people who helped me. The Lord is my Shepherd.

Abstract

The objectives of the study were: 1) to investigate the extent to which workers in library and information services in KwaZulu-Natal are members of LIASA; and 2) if there are substantial numbers of LIS workers who are not currently members, then what are the possible reasons for this? The study surveyed three types of library services in KwaZulu-Natal, namely, academic, public and special libraries with 330 LIS workers participating in the study. A census was done of LIS workers in special libraries and in academic libraries of public higher education institutions in KZN. Simple random sampling was used in selecting public libraries in KZN for participation in the study. All staff in the selected sample of public libraries were surveyed. The research instrument used was a self-administered questionnaire. It was established that a significant number of LIS workers in all three types of libraries surveyed in KZN are currently not members of LIASA for various reasons. LIASA has been unable to draw significant membership from the support staff category in LIS services despite its constitution claiming to embrace **all** LIS workers. The study recommends that LIASA market itself more aggressively to increase membership levels particularly in the public library sector and among support staff in all LIS services. It also recommends that LIASA should consider involving itself in the industrial concerns of the LIS sector.

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List of Abbreviations

ACCORD	African Centre for Constructive Resolution of Disputes
AGM	annual general meeting
ALA	American Library Association
ALASA	African Library Association of South Africa
B.A.	Bachelor of Arts
B.Bibl.	Bachelor of Library and Information Science
B.Bibl. (Hons)	Bachelor of Library and Information Science (Honours)
B.Com.	Bachelor of Commerce
B.Tech. (LIS)	Bachelor of Technology (Library and Information Studies)
CILIP	Chartered Institute of Library and Information Professionals
CPA	Certified Practising Accountants
DIT	Durban Institute of Technology
DUT	Durban University of Technology
EML	Ethekwini Municipal Library
IFLA	International Federation of Library Associations and Institutions
KZN	KwaZulu-Natal
LIASA	Library and Information Association of South Africa
LIS	Library and information services
LISDESA	Library and Information Services in Developing South Africa
LIWO	Library and Information Workers' Organization
NASAD	National Association of Schools of Art and Design
SADTU	South African Democratic Teachers' Union
SAILIS	South African Institute for Librarianship and Information Science
SALA	South African Library Association
UK	United Kingdom
UKZN	University of KwaZulu-Natal
ULIS	Unification of Library and Information Services
UNESCO	United Nations Educational, Scientific and Cultural Organization
WALA	West African Library Association

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Chapter 1: Introduction and background of the study

1.1 Introduction and statement of the problem

Previous research on LIASA membership among academic library workers in the Durban area (Khomu 2005: 33) revealed that a large number of academic library workers are not members of LIASA, the Library and Information Association of South Africa, which is the professional body of the library and information services (LIS) profession. For example at the Durban Institute of Technology (DIT), now Durban University of Technology (DUT), Library which has a staff complement of more than 60, less than 30% of the staff are members of LIASA (Khomu 2005: 1). This study revealed that similar trends apply at other academic libraries in Durban. LIASA (2006: 2) admitted that there was a membership problem and that the association was in the process of appointing a membership administrator in an attempt to address the problem. LIASA had 1427 members as at 7 September 1999, but 327 of them had not paid their annual subscription which means only 1100 library workers were effectively members at the time (LIASA 1999: 9). The situation deteriorated in 2001 when 857 library workers chose not to renew their membership. In that particular year the professional body had only 968 members (LIASA 2001: 23). However according to Webster, KwaZulu-Natal (KZN) branch chair, and Mathee, the LIASA president (2006) LIASA membership is currently going from strength to strength. The membership has increased from 1337 in 2005 to 1550 in 2006 which is a one percent increase (Webster 2006: para.1)

According to the study by Khomu (2005: 34) academic library workers are reluctant to participate in LIASA activities. Some of the reasons for this include: 1) Many library workers think there is no need for them to participate in LIASA activities since they are not LIASA members; 2) Some of them claimed that they did not know that there were LIASA activities taking place; and 3) Some felt that opportunities to attend LIASA conferences were only given to those who were going to present papers and as a result many, particularly support-staff, were precluded from these opportunities (Khomu 2005: 34). One wonders if the same situation exists in other library and information services in KwaZulu-Natal. This has prompted an investigation into membership of LIASA among library and information service workers in KwaZulu-

Natal to ascertain if the trends revealed in the limited study by Khomo (2005) are indeed applicable more widely.

Kagan (2002: 5) points out that representatives from LIASA confirm the perception that the largest membership group is public librarians. SAILIS, the South African Institute for Librarianship and Information Science, and predecessor to LIASA, was dominated by LIS academic librarians. According to Kagan (2002: 5) many of these individuals do not see LIASA as “a sufficiently professional organization” because it is open to all library workers. The current study hopes to unveil possible reasons for non-membership of the professional body.

Matthee, the current LIASA President (as cited by Moerat 2004: 3), cautioned against over-optimism and advised members to be realistic and recognize and accept that there are many challenges that LIASA faces as a relatively new Association. Some of the challenges are the lack of a steady growth in membership, mainly due to the fact that members generally do not renew their membership, and that many members do not understand the Association and its functions. Khomo (2005: 34) indeed revealed that a general lack of understanding and knowledge about LIASA had a negative impact on membership of the organization.

A well-established professional association can be an asset to a profession. Such associations do well in terms of promoting employment opportunities for library and information workers and protecting their professional status (Joint & Wallis 2005: 213). Every profession needs an association in order to promote and preserve its status as a profession. According to LIASA (2000: 4) this organization strives to unite, develop and empower all people in the library and information field into an organization that provides dynamic leadership in transforming, developing and sustaining library and information services for all the people of South Africa. Under normal circumstances library workers would be in favor of a professional body with such a vision and would participate enthusiastically in the activities (for example, conferences, workshops, etc.) of the organization and be members of it. As mentioned above academic library workers seem to be reluctant to become

members of LIASA or to participate in its activities. Hence this study aims to investigate if the apathy towards LIASA membership that exists among academic library workers in the Durban area (Khomu 2005), is indeed applicable more widely geographically, as well as in other types of library and information services, and, significantly if this is indeed the case, what are the possible reasons behind this.

1.2 Objectives of the study

This study has the following research objectives:

- To investigate the extent to which workers in library and information services in KwaZulu-Natal are members of LIASA; and
- If there are substantial numbers of LIS workers who are not currently members, then what are the possible reasons for this?

1.3 Critical questions

To achieve the above-mentioned objectives, the following research questions have been generated:

- What percentage of workers in the various types of library and information services in KwaZulu-Natal are currently members of LIASA?; and
- In the case of those workers who are not current members, what are the possible reasons for this?

1.4 Motivation for the study

This study is important because it will establish the extent to which library and information services (LIS) workers in KwaZulu-Natal are members of LIASA and possible reasons for non-membership, where this applies. This could also reflect on the membership situation nationally. Once these issues are brought to the fore, then the professional association (LIASA) may address them.

The outcomes of this study might encourage library workers who have no interest in LIASA, to want to know about the organization and how it can benefit them. This increases opportunities for LIASA to market itself.

The problem of marginalizing support staff seem to be everywhere in Africa, for example, library workers who are non-degree holders feel isolated by the Botswana Library Association (Mutula 2003: 338). This study will reveal whether similar trends apply to library and information services in South Africa. These trends do seem to be prevalent among academic library workers in Durban (Khomu 2005: 34). One needs to investigate if they apply more widely in South Africa.

A limited study has been done on LIASA membership among academic library workers in the Durban area (Khomu 2005), but other LIS services were not investigated. While this study revealed significant trends, it was too small on the basis of which to generalize findings about LIASA membership. There is a need for a wider investigation of LIASA membership among library and information services workers. It is hoped that the current study will provide this wider investigation on the basis of which findings may be generalized for the country as a whole.

1.5 Research methodology

The data collection tool used in this study to investigate membership of LIASA was a self-administered questionnaire. It was distributed to all LIS workers in a randomly selected sample of 136 public libraries from a total of 211 public libraries in KZN. The questionnaires were also distributed to all LIS workers in 90 special and five academic libraries in KZN. The total number of the population surveyed was 808. Data analysis, using Microsoft Access, was done on the 330 (41%) out of 808 questionnaires that were returned. Content analysis was used to analyze the qualitative data collected and descriptive statistics (frequency and percentage distributions) were used for the quantitative data gathered. Trends and patterns revealed are presented in the form of tables, graphs and, where necessary, in the narrative form.

1.6 Limitations and delimitations of the study

The focus of the study was on the three major types of library and information services (special libraries, academic libraries and public libraries) in KwaZulu-Natal. Other provinces in South Africa were not included as the researcher, at the time of

conducting the study, was located in KZN. Financial and other logistical constraints precluded the option of including other provinces. Importantly, at the master's level it was deemed appropriate to investigate the problem in KZN, and hopefully, the findings will reflect trends in professional body membership in South African LIS services nationally. School libraries were not included in the study as school librarians are generally considered to be educators and, in the main, belong to education professional bodies first before considering LIS professional bodies. Academic libraries, in this study, included libraries in public sector universities and universities of technology in KZN. College libraries were not included in the study as these belong to a large and diverse sector straddling both the FET (Further Education and Training) and the Higher Education sectors. The researcher was confident that public university and university of technology libraries in KZN, adequately represented academic library services in KZN.

1.7 Relevant definitions

The following definitions are relevant to this study:

1.7.1 Academic libraries are libraries of universities, colleges, schools and all other institutions forming part of or associated with educational institutions (*The Penguin English dictionary* 2004: 3; Prytherch 1990: 4).

1.7.2 A library and information professional worker is a member of the professional workers performing work of a nature requiring training and skills in the theoretical or scientific aspects of library and information work as distinct from its merely mechanical aspects (Prytherch 1990: 499).

1.7.3 A library and information support worker is a worker who does not have a professional LIS qualification but has significant responsibility under the supervision of a professional LIS worker (Keenan 1996: 157).

1.7.4 Library and information services (LIS) meet the needs of people for knowledge and ideas through access to organized collections of all media; develop

an awareness among all people of their needs for research, information, recreational and educational resources; and utilize a system of acquisition, storage, and transmission of information and media to achieve the above (*Concise Oxford English dictionary* 2006: 668; Prytherch 1990: 361; Beeler et al. 1974: 27).

1.7.5 Library workers are a group of persons who carry out activities of a library under the direction of the librarian or chief librarian (Rawat & Kumar 1992: 1235). In this study, **library and information service workers** are considered to be the people who work in the library and information setting including the director, subject librarians, library assistants, etc.

1.7.6 LIS professional body is sometimes the association responsible for the examination and certification of library and information workers. The accumulation and dissemination of general information concerning libraries and the establishment and propagation of general standards in librarianship and information work, are some of the main tasks of the association (*Concise Oxford English dictionary* 2006: 931; Rawat & Kumar 1992: 717; Prytherch 1990: 362). Chapter 2 provides more details on functions and responsibilities of professional bodies generally and of LIS professional bodies, specifically.

1.7.7 Membership is generally regarded as the state of being one of the people belonging to a professional body (*The Penguin English dictionary* 2004: 33).

1.7.8 Public libraries are libraries provided wholly or partly from public funds, and the use of which is not restricted to any class of people in the community but is freely available to all (*The Penguin English dictionary* 2004: 57; Prytherch 1990: 504).

1.7.9 Special libraries are libraries or information centres, maintained by an individual, corporation, association, government agency or any other group. These libraries are not open to the public, but only to the employees of the organization or to a special group of users (*The Penguin English dictionary* 2004: 83; Prytherch 1990: 281).

1.8 Organization of the research report

Chapter 1 provides an introduction to the study, the research problem, objectives of the study, critical questions guiding the study, motivation for the study, an overview of the research methodology used, limitations and delimitations of the study, relevant definitions and the structure of the research report. Chapter 2 reviews literature relevant to the study. Chapter 3 sets out the methodology used in carrying out the study, including methods used to collect data and methods used to analyze data. Findings are presented in Chapter 4. Chapter 5 provides a summary of main findings, discussion, conclusions and recommendations. A list of literature cited is included and necessary appendices are attached.

1.9 Summary

This is an introductory chapter which provided a background to the study and a statement of the research problem, objectives of the study and its critical questions, motivation for the study, a summary of the research design, limitations and delimitations of the study, definitions of terms that are relevant to the study and the organization of the research report. The next chapter will review literature that is relevant to the study.

Chapter 2: Review of related literature

2.1 Introduction

A literature review is an integrated summary of all available literature relevant to a particular research question (Bless & Higson-Smith 2004: 155). Stangor (2007: 28); Silverman (2006: 340) and Babbie (1992: 110) make the point that a literature review is important because it enables the researcher to know what others have said about the same topic and what research has been done previously. The researcher must have background information on the topic he/she is going to research. Welman & Kruger (2001: 33) point out that if a researcher compiles a review of research findings on a particular topic that has been published, the researcher may become aware of inconsistencies and gaps that may justify further research, hence the importance of reviewing literature related to a particular research topic. Stangor (2007: 29) further states that conducting a literature search is also essential because it prevents duplication of effort and helps researchers to avoid problems encountered by other researchers. And indeed a search for literature has revealed that there has not been a previous study on the same or similar topic, making this study that more important and necessary. Silverman (2006: 341) advises one to focus only on those studies that are relevant for defining the research problem. Hence this chapter reviews literature that is relevant to professional bodies in general and to LIS professional bodies specifically. It provides an overview of professional associations in different parts of the world and how these associations deal with the challenges they are facing. One of these challenges is that of membership which is central to this study.

2.8 Professional bodies

Associations and professional societies are powerful forces representing the voice of the professional community to solve the problems related to the welfare, status, working conditions, physical facilities, education and training, including research and development activities. Although the central purpose of professional associations has always been to serve the needs and to protect the interests of a professional community, they also strive to broaden their purpose and serve the over-all needs of

the nation (Karisiddappa 2002: para.2). These are some of the important responsibilities that a LIS professional association is expected to undertake for the profession and for society in general.

Raju's (2005) study shows that two thirds of the LIS workers surveyed in South Africa are of the opinion that it is necessary to have an organization to address the industrial concerns in library and information services. Organizations do address the industrial concerns of their profession, for example, the South African Democratic Teachers' Union (SADTU). SADTU aims to fight for better remuneration and working conditions for educational workers while promoting the professional aspirations of educators (South African Democratic Teachers' Union (SADTU) 2007: para.3). Another example is the American Nurse's Association which was founded in 1896. One of this association's roles is to improve working conditions for nurses in America (Vessey 2003: para.6). This association has a large number of members. So does SADTU. There must be something positive about such professional organizations that encourage individuals to join these professional bodies. LIASA currently does not involve itself with the industrial concerns of LIS workers (Raju, Stilwell & Leach 2006: 213). Could this be a reason why there is large percentage of academic library workers who are not LIASA members as Khomo's (2005) limited study on LIASA membership revealed? Is the same trend applicable to KZN LIS workers of different library and information services? The current study addresses this.

Michael McKenna of Certified Practising Accountants (CPA) (an Australian professional body for accountants), as cited by Wilson (1997: 50), voices out that the CPA identifies and satisfies the major needs of the majority of members and explores ways to make members more aware of the services available. Also cited by Wilson (1997: 51) is Allen Blewett of the Institute of Chartered Accountants (in Australian) who believes that their challenge is to make members aware of the benefits available to them. These two Australian professional bodies imply that membership is an issue and that they are actively engaging the issue. Khomo's (2005) limited study concluded that there seems to be a problem when it comes to

LIASA membership. This study hopes to indicate whether this trend is applicable more widely and what are the reasons for this.

Wilson (1997: 49) claims that it is uncommon for professional associations to research in depth members' needs and how they might best be served. Wilson (1997: 49) purports that:

The first major weakness is that professional associations have either not responded to members' changing needs, or have assumed that their services remain wholly relevant. The majority of representative bodies, as many members will testify, have a somewhat arrogant approach to the whole question of what will and what will not be provided.

This research project addresses the issue of LIS workers' needs in terms of the professional body. If LIASA has not done any in-depth research on members' needs, this study can to some extent at least find out what library and information service workers think they need to see LIASA doing. If these are addressed by LIASA then maybe membership can be retained. Member retention is a key measure of an association's performance (Gruen, Summers & Acito 2000: 36).

Poor membership of professional bodies seems to be a universal issue. According to Wilson (1997: 49), writing in the marketing context, "associations have been losing members which in turn has inhibited them from fulfilling their roles effectively". The aims of professional associations are not being fulfilled if the associations are losing members. Hilliard (1976) as cited by Raju (2005: 144) considers the following as the purposes of professional associations:

- To act as a trustee for the body of knowledge built up by common effort over the years. This reflects the corporate nature of the profession. It implies that there is a corpus of knowledge which exist in the minds, records and activities of the members of the profession and is preserved and enhanced through individual and corporate efforts;
- To seek to improve the skills and to set the standards to which its members work, and to pass them on to new members. The profession is concerned with ensuring that those who claim membership of the profession work to the highest appropriate standards. To facilitate the achievement of appropriate

standards, the association will strive to make available proper training facilities and research activities. It is important that the association concerns itself with the development of professional competence beyond that achieved in formal education;

- To ensure that entrants of the right quality are attracted to the profession. Associations provide information at career seminars and in response to direct queries concerning the nature of professional work and the opportunities which it provides;
- To encourage existing members to keep their technical competence at a high level and to avoid intellectual obsolescence. The association's activities in this area are largely informal and are developed through short courses and its publications;
- To set a standard for professional conduct;
- To seek to provide the framework within which the profession and its members can progress. There is a need for any profession to have a corporate identity represented in the form of an institution which is capable of giving expression to the interest and concerns of the profession. The associations are concerned with ensuring that the profession is represented effectively in decision formulation and are capable of making its voice heard; and
- To co-operate, so far as is relevant, with government and other public agencies and allied bodies to represent the interests of the profession.

All of these purposes are indeed applicable to a professional body such as LIASA. However these rules can only be effectively fulfilled if the professional body has a sizeable membership.

2.9 The Library and information profession

In any profession there is "acceptance of a philosophy that binds individuals together around a set of common goals. Professionals have obligations to their countries, to themselves as individuals and also to those who participate in the same professional endeavour" (Watson 2000: para.7). The library and information profession generally deals with organization, retrieval and dissemination of information. Like other

professions, the library and information profession has requirements to fulfill in order to be recognized as a profession.

Alemna (1995: 57) provides the following requirements which according to him must be satisfied in order for a body to be recognized as a professional body. The field it operates in must have its own body of knowledge and techniques. There must be recognized professional training for its members. Members of the profession should belong to the professional association which aims to develop and regulate the professional. It must be service-oriented to society. The body must generate its own literature to ensure intellectual development of its field. It must have a code of ethics to regulate the conduct of its members. In highlighting these requirements, Alemna (1995: 57) also highlights aspects that make LIS a profession.

Bawden (2005) as cited by Raju (2006: para.5) points out that librarianship used to focus on developing physical collections of library materials in libraries staffed by people who had been trained to make available the records that contain information. The introduction of information and communication technologies has revolutionized library services. A number of terms have been used to refer to the LIS discipline, that is, library and information studies, library and information science, information management, knowledge management, etc. According to Broadbent (1985) as cited by Raju (2006: para.4) these terms reflect a real shift in orientation for academic staff, students and programmes of library and information science. Institutions have been responding to the changing information and technological environment. The information revolution has brought about new information handling technologies. The LIS profession has had to extend beyond physical collections and buildings to the virtual world of the Internet and to information provision in a variety of contexts.

Any professional body operating in this new environment has to embrace the new dynamics affecting individuals working in this environment, for example, promoting education, research and development in the new technologies among its members.

2.4 Library and information professional bodies

The Australian Library and Information Association allows for representation from all areas and ensures that all views and interests are represented in the decision making process of the organization (Australian Library and Information Association 1995: para.4). This is something all professional bodies, including LIASA, should strive for. Since LIASA is the only LIS professional body in South Africa, it is hoped that it also represents all its constituencies in decision making. If this is the case, LIS workers generally should be in favor of this body and they could proudly be members of LIASA.

Lam (2001: 280) claims that there is no doubt that a national library association is a must if library professionals of the country want to improve their knowledge base as well as the services they provide to their fellow citizens. Hence the importance for South Africa to have a LIS professional body. A professional body seek to ensure that professionals behave in a certain way. That will result in efficient LIS services and there will be professional behavior in the library and information sector. LIASA is currently the only LIS professional body in South Africa. This means it has the important responsibility of guiding the LIS profession in South Africa.

Freeman (1996: 17) points out that LIS professionals in the United Kingdom are striving to achieve full professional status, even unto the hallowed state of full “occupational closure” reached by medicine and law. According to Freeman there are many changes impacting on the professional today and looking to the future has never been harder or more vital: “Doing nothing and hoping the future will retain all the favors of the past cannot be a valuable policy for a professional determined upon survival” (Freeman 1996: 17). The professional body can ensure library workers behave in a certain way by issuing codes of conduct and “library workers are obliged to respect the codes of conduct if they are members of that particular professional body, thus ensuring good LIS services”. Hence it is important to investigate a possible reluctance on the part of LIS workers to become members of the current LIS professional body in South Africa.

From time to time the Canadian Library Association prepares written and oral comments on government initiatives. Often prepared upon the request of the government, these papers outline and provide descriptions of the real and potential impact of government activities on library programmes and make recommendations on various courses of action (Library issues 2006: para.6). In countries like Canada, the government seems to be working hand-in-hand with the Library Association. Maybe this is one of the positive aspects about the Canadian Library Association which helps to promote membership of the body. Hence it is important to investigate membership of LIASA so that the Association would know what more to do to attract or to retain members. An association which has governmental support is likely to keep its current membership.

Institutional membership in the National Association of Schools of Art and Design (NASAD) in the United States of America represents a strategic choice. It signifies a comprehensive understanding of the relationship between the work of individual institutions and the work of the entire community of institutions that prepare artists and designers at the collegiate level. It signifies a willingness to connect with others, both in order to give and to receive (Why NASAD institutional membership is important: an overview for collegiate art and design faculty 2006: para.7). It seems that NASAD and its members need each other. An investigation into LIASA membership may lead to LIS workers and LIASA realizing how much they need each other.

In his 2001 report Naylor, the then president of the Chartered Institute of Library and Information Professionals (CILIP) claimed that the only comparator they have in terms of size of membership is the American Library Association (ALA) (Naylor 2001: 3). CILIP is the world's second biggest LIS professional body with a total membership of 22 939, the biggest being the ALA (Naylor 2001: 21). If these LIS professional associations can have such large memberships, there must be something that they do to attract and retain members. If the trend revealed by Khomo's (2005) small study is confirmed by the current study, then the South African LIS professional association would need to emulate some of what other big LIS

professional associations like CILIP and the ALA do in order to attract and retain large membership.

Some of the American Library Association's goals are to ensure that librarians and other LIS personnel are paid equitable and attractive salaries. It also ensures that librarianship recruits a racially and ethnically diverse group of high caliber persons (Our Association 2007: 46). The membership of this association is large. LIASA should look to this professional association for membership strategies. Does LIASA engage in some of the above mentioned strategies to attract and retain membership? If not this could be one of the reasons why there is only a small membership from academic libraries in the Durban area as Khomo (2005) discloses. In fact LIS workers generally think that there is a need for an organization in the profession to represent both professional and industrial concerns of the LIS profession (Raju & Stilwell 2007: 15; Raju, Stilwell & Leach 2006: 216).

Ghosh (2006: 45), writing in the Asian context (India), believes that in order to avoid losing membership, professional associations should demonstrate the benefits they can deliver. Library associations in India have been playing an important role in conveying useful messages and guidelines for library development in India. Having done that, however, claims Ghosh (2006: 46) "there has been relatively little analysis of the characteristics and services the Indian Library Association provides, how these can be enlarged and how the association should manage the entire professional community". It seems as if the Indian Library Association lacks enough membership despite its involvement in library development in India. Perhaps library associations should research the changing needs of members. The current study is expected to determine whether LIASA is experiencing challenges faced by the Indian Library Association or not.

Membership seems to be a universal challenge affecting even the International Federation of Library Associations and Institutions (IFLA) which reported a drop in membership in 2002: "...the total number of IFLA's membership decreased slightly during the reporting period" (IFLA 2002: para.8). However, Wilson (1997: 51)

stresses the use of marketing strategies by professional associations and how proper adoption of marketing techniques can retain members and increase membership involvement within the association. He argues that cost effective marketing activities are possible for all kinds of professional associations but cautioned that there must be a will to devise, implement and monitor marketing in a cohesive, comprehensive and continuous manner. He further suggests that any marketing campaign has to be integrated into the total developmental plan of the association. Library professions are indeed facing a crisis and there is an urgent need to modernize the professional associations and make them more effective and caring about their members. Marketing of LIASA then is a must to attract and retain membership.

This section has looked at issues and challenges facing LIS professional bodies in different parts of the world. It would be useful for the South African professional body to look to examples such as these to overcome some of its own difficulties. The next section comes closer to home by looking at library and information professional bodies in Africa.

2.5 Library and information professional bodies in Africa

Mutula (2003: 336) states that library associations within Eastern, Central and Southern Africa remain far behind their western counterparts in a number of ways:

The associations are characterized by a small membership base, limited financial resources, lack of adaptation to changes within their environments and lack of visibility. The image of most associations is poor and they suffer from membership apathy and identity crises. Most have not adopted business strategies in the promotion of their image, neither have they adapted to reflect the tremendous changes within the environments in which they exist.

It seems like African library and information associations have serious problems. This study, it is hoped, will reveal whether the unfortunate picture painted by Mutula is also applicable to LIASA and the South African LIS fraternity.

Kawooya (2001: 48) believes that for professional associations, most challenges arise from failure to prioritize in resources allocation, leading to attempts to

accomplish too much with meagre resources, usually resulting in little or no output at all. If association projects and activities are not carried out in the context of broad and coherent strategic programmes, deciding on competing priorities and best use of limited resources is usually unattainable (Kawooya 2001: 48). According to Kawooya (2001: 48) the problem common to many professional associations in Africa is the desire to be all things to all categories and sub-categories of members. Every project has its champion, and the organization may be reluctant to say no or to set priorities. As a result, many projects are undertaken without sufficient staffing. LIASA, Kawooya claims, has taken steps to address this with positive outcomes. It is good to know that LIASA has taken steps to avoid the situation that other LIS organizations in Africa find themselves in. This study hopes to reveal whether LIS workers support LIASA especially in the light of these attempts to better the organization.

According to Mutula (2003: 340):

Unqualified clerks run many libraries in government ministries in Botswana, yet there are many unemployed trained library and information workers in the country who could be employed in these positions. A strong lobbying to parliament on this matter may have the desirable effect of forcing the government to employ from the several information professionals who are graduating every year from the Department of Library and Information Studies at the University of Botswana.

Is the same situation applicable to South Africa? Is LIASA tracking such situations? This study hopes to reveal this.

The West African Library Association (WALA) was founded in 1954 as a result of the historic UNESCO Seminar. It comprised only the Anglophone countries of West Africa: Ghana, Nigeria, Sierra Leone, and Gambia, with Ghana and Nigeria as the dominant members. WALA was confronted with conflicting nationalist aspirations with the attainment of independence in Ghana and Nigeria in 1957 and 1960, respectively. This was further aggravated by financial and practical difficulties in holding meetings in countries besides those who were members of the Association.

Consequently, in 1962 WALA broke up into the national associations of Ghana and Nigeria (Alemna 1995: 56). Alemna (1995: 57) also states that a common problem among library associations in Africa is finance. Financial problems are sure to be aggravated by poor membership of professional associations. Hence it is imperative to investigate reasons for poor membership of LIS associations in Africa.

As with LIASA, membership of the Ghana Library Association is open to librarians and to anyone interested in the development of libraries in Ghana (Alemna 1991: 288). The objectives of this association are bringing people who are interested in librarianship together; holding conferences and meetings relating to libraries and librarianship; and, to safeguard and protect the interest of library workers (Yeboah 2007: para.3; Alemna 1991: 288). If membership is open to every LIS worker, this gives the association a large membership base. However it is astonishing that the current membership of the Ghana Library Association stands at mere a 200 (Yeboah 2007: para.5). This is “unacceptably low” considering the age of the association (in existence since the 1960s) and the fact that the number of librarians in Accra (a small area in Ghana) alone is more than 200 (Yeboah 2007: para.5). Could this be the case with LIASA too, a sister professional body in Africa? Does LIASA have enough members? This research project aims to investigate the extent to which LIS workers in KZN are LIASA members.

According to Moahi (2007: para.41) like some of the other African library associations, the Botswana Library Association is experiencing problems. This association was strong in the 1980s and it lost its strength in the 1990s. This was when most of its pioneers tried to encourage younger members to take over the leadership. The Botswana Library Association’s membership decreased (Moahi 2007: para.41; Lumande & Mutshewa 2002: 117). African LIS associations do seem to be having a membership crisis. Is the same applicable to LIASA, also based in Africa? If so, what are the underlying reasons? This is the crux of the current study.

This section discussed African library associations which suffer from common problems. They all seem to have membership or financial problems. The issue of

membership does seem to be a stumbling block for LIS associations in Africa. This stresses the relevance of the current study. Having explored LIS professional body issues in the international arena and in Africa, the following section takes a closer look at library and information professional bodies in South Africa.

2.6 History of library and information professional bodies in South Africa

Musiker (1986: 163) traces that the South African Association for the Advancement of Science convened a conference of librarians and those interested in libraries in 1904. It was recommended at the conference that a library association be formed. In 1928, the Carnegie Corporation of New York sent Pitt from Glasgow, England and Ferguson from California in the United States of America to investigate and report on library conditions in South Africa and adjacent territories to the north. Their findings and recommendations were published in a famous two-part memorandum and a conference of South African librarians was held in 1929 to discuss the recommendations they made. One of their findings was the need for the formation of a professional library association in South Africa. The South African Library Association (SALA) was formed in 1930 (Walker 2007: 179; Walker 2006: 26; Tise 2003: para.4; Musiker 1986: 263).

SALA established branches in the then four provinces of South Africa: the Cape, Natal, the Orange Free State and the Transvaal; in later years these branches increased for logistical regions to seven (Walker 2006: 26). In 1933 SALA followed the British model in administering professional qualifications through certificated curricula and examinations at various levels from elementary to final. From the late 1930s onwards (starting at the University of Pretoria and the University of Cape Town), programs in librarianship were established at a number of South African universities and the SALA certification program was phased out during the 1960s, when its diploma courses were transferred entirely to the distance-education University of South Africa (Walker 2006: 26; Musiker 1986: 263).

SALA held annual conferences at which papers were delivered and the Association's annual general meeting was held, at which resolutions, or 'motions' were proposed,

voted on and accepted or rejected. In 1962, “as apartheid in South Africa tightened its iron fist under Prime Minister Hendrik Verwoerd and Justice Minister John Vorster, all organizations, including professional bodies, with mixed racial membership came under threat” (Walker 2007: 180; Walker 2006: 27). At its annual conference that year SALA anticipated government action and passed a resolution that the Association would no longer accommodate members of races other than white. Instead, the Association would assist members of other race groups to establish and run their own associations (Walker 2007: 180; Walker 2006: 27; Tise 2003: para.5).

The Cape Library Association was founded in 1960 with the aim of assisting with the promotion of library facilities for the coloured people (Tise 2003: para.5; Musiker 1986: 167). SALA approached the Cape Library Association to extend membership to coloured librarians from other provinces which it did. In 1967, the Library Association for Indians was established. The newly established associations faced problems of lack of finance to establish branches and maintain contact between scattered branches throughout the country. These associations soon ceased to exist (Musiker 1986: 167).

When SALA adopted a motion to restrict its membership to whites only and to form separate library associations for the other race groups, there arose a need for a library association whose aim would be to promote reading habits and to encourage the use of books among blacks. There was a need for an association that would promote the establishment of black libraries and library services especially in the homelands where such services were not provided by white local authorities. There was a need to contribute towards the formation and to protect the interests of professionally qualified black library workers (Musiker 1986: 164). Manaka (1981: 78) points out that prior to the formation of the African Library Association of South Africa (ALASA), black library workers met at conferences arranged by the Non-European Library Service (Transvaal), which organized vacation schools for these librarians. These conferences became forums where black library workers became personally acquainted and paved the way for these individuals to share ideas and

relate to one another. This helped them to gain experience from togetherness. The Central Bantu Library Association was founded in October 1964. At a conference held in Pietersburg in 1966, the name of the association was changed to Bantu Library Association of South Africa. At the Umtata conference of September 1972, the name changed again, this time to the African Library Association of South Africa (ALASA) (Tise 2003: para.5; Manaka 1981: 78).

The establishment of the South African Institute for Librarianship and Information Science (SAILIS) in 1980 heralded the arrival of a single professional organization to serve all race groups. According to Manaka (1993: 782) SAILIS was founded in 1979 as a professional body with membership open to all qualified librarians, regardless of race. SAILIS replaced the South African Library Association (SALA), founded in 1930, which the government made an all-white organization in 1962 in keeping with its apartheid policies. Musiker (1986: 164) points out that this state of affairs continued until 1980 when the name was changed. The new constitution was published in 1982 and the membership was thrown open to all librarians regardless of their ethnic origin. However, members were required to hold approved formal qualifications in librarianship and information science or to be students in this field. Only fully qualified persons with required experience could become professional members. Professional membership was of great value when seeking posts beyond the entrance grades (Manaka 1993: 782).

ALASA was affiliated to SAILIS, but continued to exist in its own right in order to carry on with its task of improving library services for the black population of South Africa (Musiker 1986: 170). According to Manaka (1981: 80) "ALASA built itself into the hearts of its members. They regarded it as their cultural heritage." When it was debated whether ALASA should join the multiracial SAILIS, a word of caution was sounded not to disband the Association as it represented the aspirations of the black person in the library world (Manaka 1981: 80).

Relatively little is recorded in the literature about the Library and Information Workers' Organization (LIWO). Syphus (1995) as quoted by Raju (2005: 167)

believes that LIWO was formed to protest against the “nonchalant attitude of SAILIS with regard to government policies and its effect on librarianship”. There was a need for other LIS organizations since “SAILIS had collaborated with the apartheid Government. It had dutifully accepted discrimination and segregation on the grounds of something the South African government spuriously called race” (Merrett 2001: 31). LIWO was established in 1991 in Natal, now known as KwaZulu-Natal (Walker 2007: 184; Tise 2003: para.4). This organization challenged the “library establishment which had collaborated with the apartheid regime” (Merrett 2001: 31). Raju (2005: 167) cites Syphus (1995) explaining that:

Despite the fact that LIWO had a small membership which operated in Natal and the Western Cape, its existence was necessary to provide a ‘protest’ dimension to South Africa’s apartheid system of librarianship. LIWO protested against the professional library organizations that worked within the apartheid structures, accepting discrimination and segregation and complying with the restrictions of the free flow of information. LIWO actively encouraged membership by all library workers. The organization was committed to engaging in basic research that explored and provided empirical evidence to back fundamental concerns such as the misdistribution of library resources that left many communities destitute of the information that was their right as citizens and user fees for public libraries.

According to Merrett (2001: 33) LIWO’s principles challenged the South African library establishment in such a way that LIWO was labeled ‘hostile’ and ‘un-cooperative’ by functionaries of SAILIS. In 1995 LIWO held a conference where they decided to go national (Merrett 2001: 32). Its members unfortunately were committed to local efforts where they would see results. The extending of LIWO to other parts of the country resulted in a decline in membership. Members were not interested in travelling around the country from meeting to meeting. They saw this effort as a waste of time and money. This seems to have eventually led to the demise of an energetic and forceful LIS organization. Ironically, here too membership seems to have been a telling factor in sustaining the strength and growth of the organization.

Libraries and Information Services in Developing South Africa (LISDESA) which was a joint voluntary committee between SAILIS and ALASA was formed in the 1990s (LIASA 2002: 2). The work of this committee culminated in the LISDESA Conference that was held in Durban in 1995. It was at this conference that the Unification of Library and Information Services (ULIS) Committee was constituted. The ULIS Committee was tasked with the responsibility of making preparations for the launching of a unified LIS association. LIWO did not want to involve itself in this unification process as it felt that the new organization would be dominated by SAILIS people, ideas and resources as SAILIS was by far the largest and strongest LIS organization (Kagan 2001: 15). LIASA was launched at a conference held at the University of Pretoria in 1997 (LIASA 2002: 2).

This history of LIS associations of South Africa provides a picture of the events that led to the birth of the new and single LIS professional body, LIASA, which is the focus of this study. The next section appropriately, takes on a closer look at this professional body.

2.7 Library and Information Association of South Africa (LIASA)

LIASA (2000: 4) aims to “unite all persons engaged or interested in library and information work and to actively safeguard and promote their dignity, right and socio-economic status”. LIASA is a voluntary association which “represents persons engaged or interested in library and information services in South Africa” (LIASA 2000: 4). The LIASA constitution clearly embraces all LIS workers. LIASA does not claim to unite professionals only. It is for this reason that this study focuses on all LIS workers, professional as well as support workers. Unlike SAILIS, LIASA has opened its membership to include all persons working in the library and information environment (Raju 2005: 171).

The mission of LIASA is to “advocate and support the provision of efficient, user-orientated and excellent library and information services that aspire to equitable access to information for all communities (literate and illiterate) in South Africa”. To

this end, the Association represents the interests of and promotes the development and image of library and information workers in South Africa (LIASA 2000: 4).

According to Walker (2006: 26) LIASA has “a strong national and international profile” in the profession and continues to engage in national and regional advocacy for library services wherever possible. This study hopes to reveal whether those who are employed in the LIS sector are members of LIASA, especially in the light of the claim by Walker of its “strong national profile”.

Tommy Mattee (the current LIASA president) announced that statistics for 2005 reflected a total membership of 1625 paid-up members of which 422 were new members. In June 2006 the membership statistics reflected a total of 1740 paid-up members including 99 new members (South Africa country report 2004-2006 2006: para.7). LIASA is currently actively implementing its membership strategy which encourages all the structures within LIASA to actively recruit new members (Progress report on the Library and Information Association of South Africa: Carnegie Library Grantee Meeting 2006: para.11). Vilakazi (2007: 2) from the LIASA National Office thanked the 479 LIASA members who renewed their membership for 2007 between September and December 2006. Notwithstanding this growth in membership, in a country with hundreds of library and information services and thousands of LIS workers, these membership figures do look somewhat meagre. Hence the importance of the current study which hopes to reveal the extent of membership of the organization and possible reasons for non-membership.

Unlike the Botswana Library Association which has lost its strength and whose “membership has dwindled” (Moahi 2007: para.46), LIASA had slightly increased its membership between 2005 and 2006. However there are concerns about a slow growth (LIASA 2007: para.4). As at 14 August 2007, the date of the 2007 LIASA Annual General Meeting (AGM), LIASA membership stood at 1360 paid-up members (LIASA 2007: para.5). Haasbroek (2007: 2), the LIASA national secretary, confirmed that the current paid-up membership is 1326 plus approximately 60 membership forms that were received after counting. She estimates that LIASA membership is around 1400. LIASA is facing many challenges as it “strives to realize its dream and

its members” (LIASA 2007: para.37). The year 2007 has seen a drop in membership figures. In June 2006 LIASA had 1740 paid-up members and according to information at the 2007 AGM (mentioned earlier), the association had 1360 paid-up members in August 2007. One is tempted to ask what happened to the 380 members in a period of approximately a year. There does seem to have been a very slow growth in LIASA membership from the date of its birth up to 2007: On the 10th of December 1998 LIASA had 1068 paid-up members (Walker 2007: 190) and at present around 1400. This study hopes to uncover some reasons for this slow growth in membership.

Interestingly, Raju (2005: 173) points out that the LIS sector generally accepts LIASA as the body representing the sector despite the fact that LIASA has a relatively small membership compared to the universe of possible members. However, Raju’s study claims that there are also those who do not see LIASA as a “sufficiently professional organization because it is open to all”. In a similar line of thinking, Kagan’s (2002: 17) study indicates that “new responsible organizational structures within or in addition to LIASA are needed.” Kagan (2002: 10) also points out that some within the profession feel that LIASA is “the extension of the old SAILIS” and that “LIASA has not attempted transformation and it is silent on major issues”. The current study hopes to further interrogate this issue of membership of the current professional body and how individuals think about the organization.

Mnisi (1999: para.12) believes that LIASA needs to play a pivotal role in training its members in advocacy and lobbying. According to Mnisi (1999: para.12) the national and provincial executives of LIASA at the time needed to be commended for the training workshops that they organized on library advocacy. More of such training events must be arranged by LIASA. The organization can draw on the expertise that exists within its ranks or import expertise. Mnisi (1999: para.6) went on to point out that LIASA must avoid leaving junior and non-professional staff behind in such training. In so doing, it will be limiting its own muscle power. Interestingly, Khomo’s (2005) study of LIASA membership in the Durban area showed this group of LIS

workers to be the most negative about becoming LIASA members because they feel 'left out'. LIASA provincial branches, Mnisi (1999: para.7) advocates, must launch recruitment campaigns and come up with recruitment strategies relevant to their areas. Their strategies must also take into cognizance junior and non-professional staff members, and how this sector can be reached (Mnisi 1999: para.7). If Mnisi's advice is not adhered to it will impact negatively on LIASA membership, as confirmed by Khomo's (2005) study.

Hudson (1996: 2) indicates that library trade unions have played a key role in lobbying for support for libraries in England. According to Hudson (1996: 2):

Trade union pressure has also had some affect on staffing levels and the rate at which reorganizations have been implemented. Without pressure from trade unions, staffing levels would have been lower in libraries. Trade unions have, however, played a broader role by lobbying and campaigning against cuts. Trade union pressure has been able to affect the political process in many local authorities resulting in more resources being directed to the library service.

While trade unions in South Africa too play a significant role in looking after the interests of support staff in LIS services (Raju, Stilwell & Leach 2006: 213), the vehicle through which support staff could launch their lobbying campaigns need not only be trade unions, but also the professional body, LIASA. This study has attempted to interrogate such issues.

A big challenge faced by LIASA seems to be the retention of existing members. This phenomenon can be ascribed to various factors which include the "inability to participate in LIASA activities due to lack of staff at centres where members work and thus it becomes 'difficult' for members to pay membership knowing that they are unable to access all the benefits LIASA offers". These challenges faced by LIASA seem to be common to all library associations in the world (South Africa country report 2004-2006: para.7). Since the birth of LIASA membership has been rising

and dropping. This is an indication that there is problem with retention of members. This study interrogates possible reasons for this.

Brown (2004: 169), writing in the public library context, argues that LIASA would need to play a critical role in promoting the education of socially responsible librarians who are prepared to meet the needs of South Africa's diverse communities. Brown (2004: 169) believes that LIASA has admirably begun to fulfill this role. According to Brown (2004: 169) there are growing concerns that a future generation of qualified librarians in public libraries will not exist. Currently in Cape Town's public libraries, vacant posts go unfilled, staff morale is low, and libraries are reducing opening hours. These factors contributed to severely understaffed facilities and the subsequent closing of library buildings through the city. There is a consistent lack in the area of LIS education; only a small number of librarians in public libraries are educated at the master's level (Brown 2004: 176). Brown believes LIASA is addressing this education related problem in public libraries. But is the wider community of LIS workers aware of this work of the professional body? This should be promoted more widely to encourage membership of the organization.

Dick (2002: 33) argues that,

librarianship will be transformed in South Africa, but slowly, as a result of deep social dynamics and in an unpredictable manner, assisted by librarians in concert with others, and if they exercise their intellectual responsibility roles and broaden their understanding of librarianship itself.

If this is the case, the outcome of this study will help LIASA to realize how much support it has from the community it hopes to be representing. This transformation referred to by Dick can only be successful when LIASA and its members are working together towards a common goal.

Watson (2000: 13) has no doubt that membership drive would be one of the activities of LIASA's functioning secretariat. However, according to Watson, even before such a drive is even established, if each member of LIASA was to bring in one new member, be it a student or an active professional, LIASA and its branches would be

much stronger than they were before. Each active member of LIASA and its branches should, insists Watson, make as a personal goal, an effort to reach a colleague who is currently not active at any level within the profession in South Africa. Bringing new members into the fold and their ensuing active participation in the affairs of this professional association is one of the best things that any member can do for his/her professional association. By increasing its membership “LIASA would become a much stronger association. Based on the number of librarians in South Africa, LIASA could have a numerical and financial base that would be the envy of many” (Watson 2000: 13). However, according to Khomo (2005: 31), who conducted a preliminary and small scale study in the area under investigation, there seems to be a feeling among support LIS workers who are not LIASA members that the organization is biased towards professional staff and hence the reluctance to join. Potential members normally ask ‘what can LIASA do for them? In answering this question Kitching (2006: 2) mentions the following:

- LIASA provides opportunities for members and the profession to develop and excel; and
- Opportunities to attend workshops as well as elections onto national and international bodies.

The question to be asked is whether this is what LIS workers want or do their needs lie elsewhere. This study hopes to reveal such issues.

According to Watson (2000: 13) there is an often neglected group within the LIS profession and these are the library school students. Library and information science school students are the future of the LIS profession. LIS associations must make sure that they are reached from the day they enter a formal program of study in LIS and bring them into LIS associations. This could also increase membership. However, in the South African case, Khomo’s preliminary study, mentioned earlier, revealed that many academic library workers believe that LIASA does not attend to the thorny issue of the recognition of LIS diplomates or paraprofessionals in the work place (Khomo 2005: 34).

In summary, this lengthy section on LIASA has covered the aims and mission of the Library and Information Association of South Africa, the membership problems faced by this association, the expectations from LIASA and also criticism of the association. All of these have an effect on the membership status of this organization which is central to the current study.

2.8 Summary

The literature reviewed in this chapter discussed the value of professional bodies generally and LIS professional bodies in particular. It looked at issues facing LIS professional bodies in other parts of the world, including Africa. Importantly, it provided historical background to LIASA, the South African professional LIS body, as well as current views and opinions of this organization. It is hoped that this review of literature covering the history and development of LIS professional associations, in society and in Africa generally and in South Africa particularly, as well as some of the issues relating to membership of LIS professional associations, helps to provide the current study with relevant context. The next chapter outlines the methodology that was followed in conducting this study.

Chapter 3: Methodology

3.1 Introduction

Methodological research comes into play at three different, yet overlapping and integrated stadia, namely, the creation and development of techniques and strategies to collect data, the development of methods to investigate and improve the psychometric properties of the data obtained by means of these techniques, and the statistical analysis of data collected by means of such techniques (Huysamen 2001: 163). Methodology is one of the most important aspects of research. This is where the actual research is conducted. Methodology is a process by which data is collected and analyzed. While the previous chapter reviewed literature relevant to the study, this chapter sets out the methodological processes followed in carrying out the study.

This chapter has two main parts, that is, data collection and data analysis. In data collection, the technique for collecting data was developed and strategies for collecting data were put into practice. This section includes the population, sampling, questionnaire design and administering of questionnaires. The data analysis part explains how the data was analyzed and manipulated.

3.2 Data collection

In order to avoid problems later, the researcher needs to specifically, concretely, and without reservations answer the following questions: What data are needed? Where are the data located? How will the data be secured? How will the data be interpreted? (Leedy & Ormrod 2001: 196). The researcher needed to know the extent to which library and information workers in KwaZulu-Natal are members of LIASA and if there are those who are not members, what are the reasons for this. This information had to be sourced from LIS workers themselves. The collected data was analyzed with the use of Microsoft Access and subsequently interpreted in response to the research questions of the study. In data collection, there are many different instruments that can be used, for example, self-administered

questionnaires, interviews, observations, etc. All of these tools have advantages as well as disadvantages depending on the nature of the study.

According to Leedy & Ormrod (2005: 185) and Wood & Ross-Kerr (2006: 180) questionnaires can be sent to a large number of people, including those who live thousands of miles away. Questionnaires may save the researcher travel expenses. The postage is cheaper than long distance telephone calls. Anonymity is retained when self-administered questionnaires are used. Participants can fill in the questionnaires at their own pace (Wood & Ross-Kerr 2006: 180; Bless & Higson-Smith 2004: 105). For these reasons the self-administered questionnaire was selected to collect data for this study. However, there are also disadvantages to using this data collecting tool. These are discussed later.

3.2.1 Population

The population is the study object which may be individuals, groups, events, etc. (Welman & Kruger 1999: 37). The size of the population usually makes it impractical and uneconomic to involve all members of the population in a research project. Consequently, the researcher relies on the data obtained for a sample of the population. In this study the population was the LIS workers from the three major types of library and information services in KwaZulu-Natal (KZN), that is, special libraries, public libraries and academic libraries. The researcher established that there were 211 public libraries, 90 special libraries and five academic libraries in KwaZulu-Natal (details of how this was established are explained later). Thus sampling was necessary.

3.2.2 Sampling

Sampling is the technique used to draw a group of elements from the population, which is considered to be representative of the population, and which is studied in order to acquire some knowledge about the entire population (Bless & Higson-Smith 2004: 156). The purpose of sampling is to save time and costs or sometimes it may be impractical to survey the whole population. There are two main types of sampling, that is, probability and non-probability sampling (Welman & Kruger 2001:

39). Non-probability sampling is a technique where the probability of each element of the population being included in the sample is not known and is thus generally regarded as not being very representative of the population. Probability sampling enables the researcher to indicate the probability with which sample results deviate in differing degrees from the corresponding population values (Leedy & Ormrod 2001: 196). Probability examples include simple random, stratified random, systematic and cluster samples.

To avoid a low return rate which is characteristic of the questionnaire as a data collecting tool (Babbie 1992: 282), the researcher chose to survey all LIS workers in special libraries and academic libraries in KwaZulu-Natal. While there are 90 special libraries in KZN, the staff numbers in these libraries tend to be small (one or two staff). With regard to academic libraries in public universities and UOTs, there are only five in KZN. The only LIS sector that had to be sampled was the public library sector. This sector was the biggest sector of the three. It consisted of 211 libraries in the whole province.

The KwaZulu-Natal province has five public universities and universities of technology (South African tertiary institutions 2004). The researcher extracted the KZN academic library list used in this study from the list of South African tertiary institutions listed on the Web. Thus the number of academic libraries in KZN used in the study was five (refer to Table 3.1).

Table 3.1
KZN academic libraries surveyed

	Institution
1.	Durban University of Technology
2.	Mangosuthu Technikon (renamed Mangosuthu University of Technology in Nov. 2007)
3.	University of KwaZulu-Natal
4.	University of South Africa
5.	University of Zululand

After much enquiring and searching the researcher established that there is no available list of special libraries in KZN. The researcher obtained from Boyes (2007), a special librarian of many years and active in special library activities (current Chair of the LIASA Special Libraries Interest Group), a 2004 list of special libraries in KZN. Moodley (2007), LIASA Special Libraries Interest Group convener, provided a 2006 list of special libraries in KZN. The National Library of South Africa's (2000) inter-library loan manual listed a number of special libraries in the province. The then State Library (1990) also listed special libraries in South Africa, albeit this was an old list. KZN special libraries were extracted from these lists and a new list was formed (refer to Table 3.2) after establishing through telephone and other enquiries which special libraries still exist and which do not. The total number of special libraries that had to be surveyed was 90.

Table 3.2
KZN special libraries surveyed

	Special libraries/Resource centre	Location in KZN
1.	Academy of Advanced Technology Library	Durban
2.	ACCORD Resource Centre	Mt. Edgecombe (Durban)
3.	Addington Hospital Library	Durban
4.	Africa Imagery Resource	Pietermaritzburg
5.	Alan Paton & Struggle Archives	Pietermaritzburg
6.	Albert Luthuli Hospital Library	Durban
7.	Allerton Provincial Veterinary Resource Centre	Pietermaritzburg
8.	Alusaf Ltd Library	Empangeni
9.	Bat Centre Resource Centre	Durban
10.	Chamber of Business Library	Durban
11.	Chamber of Business Library	Pietermaritzburg
12.	DCS Special library	Kokstad
13.	Democracy Development Program Resource Centre	Durban
14.	Don Africana Library	Durban
15.	Dundee Hospital Library	Dundee
16.	Durban Corporation Library	Durban
17.	Durban Museum & Art Gallery Library	Durban
18.	Durban University of Technology Career Centre Library	Durban
19.	Durban University of Technology Career Centre Library	Pietermaritzburg

20.	Durban University of Technology Museum Library	Durban
21.	Edendale Hospital Library	Pietermaritzburg
22.	Engen Oil Library	Durban
23.	Engen Petroleum Ltd Library	Durban
24.	Eshowe Hospital Library	Eshowe
25.	Ethekwini Electricity Department Library	Durban
26.	G.J. Crooks Hospital Library	Scottsburg
27.	Ghandi Documentation Centre (DUT)	Durban
28.	Greytown Hospital Library	Greytown
29.	Greys' Hospital Medical Library	Pietermaritzburg
30.	Health Economics and HIV AIDS Research Resource Centre	Durban
31.	Health Systems Trust Library	Durban
32.	High Court Judges Library	Durban
33.	High Court Library	Pietermaritzburg
34.	Hillside Aluminium Smelter Library	Richards Bay
35.	Hlabisa Hospital Library	Hlabisa
36.	Hullett Aluminium Library	Pietermaritzburg
37.	Independent Newspapers Library	Durban
38.	Industrial Health Unit Resource Centre	Durban
39.	Institute for Commercial Forestry Documentation Centre	Durban
40.	Jaffares Green Resource Centre	Pietermaritzburg
41.	Killie Campbell Collection Library	Durban
42.	King Edward Hospital Library	Durban
43.	KZN Department of Agriculture Library	Pietermaritzburg
44.	KZN Department of Transport Library	Pietermaritzburg
45.	KZN Education Department Library	Pietermaritzburg
46.	KZN Law Society Library	Durban
47.	KZN Law Society Library	Pietermaritzburg
48.	Kzn Wild Life Resource Centre	Pietermaritzburg
49.	Linear Academy Library	Durban
50.	Lever Ponds Library	Durban
51.	Madadeni Hospital Library	Madadeni
52.	McCord Hospital Library	Durban
53.	MK Gandhi Library	Durban
54.	Natal Bio-products Resource Centre	Durban
55.	Natal Science Museum Library	Pietermaritzburg
56.	Natal Sharks Board Library	Durban

57.	Natal Law Society Library	Durban
58.	National Bioproducts Institute Library	Pinetown
59.	New Castle Hospital Library	Newcastle
60.	Ngwelezane Hospital Library	Ngwelezane
61.	Northdale Hospital Library	Pietermaritzburg
62.	Oceanographic Research Institute Library	Durban
63.	Petronet Resource Centere	Durban
64.	Playhouse Company Music Library	Durban
65.	Port Shepstone Hospital Library	Port Shepstone
66.	Prince Mshiyeni Hospital Library	Durban
67.	R.K. Khan Hospital Library	Durban
68.	Richards Bay Coal Terminal Library	Richards Bay
69.	Richards Bay Minerals Technical Library	Richards Bay
70.	Richmond Hospital Library	Richmond
71.	S.A. National Roads Agency Library	Pietermaritzburg
72.	SABC Library	Durban
73.	SAPREF Library	Durban
74.	SAPS Chatsworth Library	Durban
75.	Shepstone & Wylie Resource Centre	Durban
76.	Sol Harris Crescent Library	Durban
77.	South African Bureau of Standards Library	Durban
78.	South African Sugar Association Library	Mt. Edgecombe (Durban)
79.	Stewart Scott Library	Pietermaritzburg
80.	Sugar Mill Research Institute Library	Durban
81.	Tape AIDS for the Blind Library	Durban
82.	Tembaletu Community Education Library	Pietermaritzburg
83.	Tongaat-Hulett Library	Durban
84.	Trade Union Research Project Library	Durban
85.	Umngeni Water Library	Durban
86.	Umngeni Water Library	Pietermaritzburg
87.	Umphumulo Hospital Library	Kwamaphumulo
88.	Valley Trust Resource Centre	Botha's Hill
89.	Voortrekker Museum Library	Pietermaritzburg
90.	Wentworth Hospital Library	Durban

Ngesi (2007), a Msunduzi Public Library employee, provided the researcher with a 2007 updated list of KZN provincial public library services. Ethekewini Municipal Library, one of the largest municipal public library services in KZN, has 93 branches in the greater Durban area (Ethekewini Municipality Libraries contact details 2007). The researcher found that some of the Ethekewini Municipal Library (EML) branches were missing in KZN public library list because these branches do not fall under the provincial library services (Ngesi 2007). Some of the omissions might also be the result of current mergers between EML and KZN Provincial Library Services in recent restructuring of services. The EML list was merged with the KZN list to form one list. The final list had 211 public libraries. In the absence of a readily available list of public libraries in KZN, the researcher was satisfied that this list was a fair, even if not a perfect reflection of the public libraries in KZN. According to Sekaran (2003: 294) for a population of 210, an acceptable sample size is 136. Thus the researcher selected 136 of 211 (refer to Table 3.3) public libraries to include in the survey. The names of the libraries were arranged alphabetically, with the first one on the list being number one and the last one 211. The 136 libraries were selected randomly. Babbie (1992: 212) advises that in social research it is appropriate to do random selection using a table of random numbers. Hence the researcher used a table of random numbers to select the 136 public libraries. After selecting the 136 libraries, the researcher needed to find out how many staff members there were in each library. At the time of conducting the survey the total number of staff in these 136 libraries was 423. This was the number of public library workers that had to be surveyed.

Wood & Ross-Kerr (2006:161) advise researchers to use as large samples as possible as this maximizes the possibility that the means, percentages, and other statistics are a true estimation of the population. Following this advice there was no sampling done to special libraries (as already explained). The researcher found out that the total number of all people working in special libraries in KZN was 104. The same happened with academic libraries with 281 workers. This figure was the total number of academic library workers in KZN to be surveyed. In the case of special, academic and public libraries included in the survey, the researcher used a

combination of techniques to establish the number of staff members to be surveyed. These included contacting relevant secretaries, consulting websites and even personal visits by the researcher to certain libraries. Thus the total target population of library and information workers from KZN stood at 808.

Table 3.3
KZN public libraries surveyed

	Public library service	Municipality
1.	Amazimtoti Public Library	Ethekwini
2.	Ashdown Public Library	Msunduzi
3.	Athlone Park Public Library	Ethekwini
4.	B .W. Charles Public Library	Kwadukuza
5.	Ballito Public Library	Kwadukuza
6.	Beach Public Library	Ethekwini
7.	Bergville Public Library	Ukhahlamba
8.	Bhekuzulu Public Library	Aabaqulusi
9.	Brackenham Public Library	Umhlathuze
10.	Bruntville Public Library	Mpofana
11.	Bulwer Public Library	Ingwe
12.	Camperdown Public Library	Mkhambathini
13.	Caneside Public Library	Ethekwini
14.	Cato Crest Public Library	Ethekwini
15.	Cato Ridge Public Library	Ethekwini
16.	Central Lending library (EML)	Ethekwini
17.	Reference Library (EML)	Ethekwini
18.	Chesterville Extension Public Library	Ethekwini
19.	Creighton Public Library	Ingwe
20.	Dalton Public Library	Umshwathi/ Warturg
21.	Dannhauser Public Library	Dannhauser
22.	Darnall Public Library	Kwadukuza
23.	Dassenhoek Public Library	Ethekwini
24.	Durban North Public Library	Ethekwini
25.	Eastwood Public Library	Msunduzi
26.	eDumbe Public Library	eDumbe
27.	Ekuvukeni Public Library	Indaka
28.	Empangeni Public Library	Umhlathuze

29.	Eshowe Public Library	Umlalazi
30.	Esikhawini Public Library	Umhlathuze
31.	Estcourt Public Library	Umtshezi
32.	Eston Public Library	Beumont-Eston
33.	Ezakheni Public Library	Emnambithi
34.	Fairleigh Public Library	Newcastle
35.	Felixton Public Library	Umhlathuze
36.	Forderville Public Library	Umttshezi
37.	Gamalakhe Public Library	Hibiscus Coast
38.	Georgetown Public Library	Msunduzi
39.	Gingindlovu Public Library	Umlalazi
40.	Glencoe Public Library	Endumeni/ Glencoe
41.	Greytown Public Library	Umvoti
42.	Harding Public Library	Umuziwabantu
43.	Hibberdene Public Library	Hibiscus Coast
44.	Hilton Public Library	Umngeni
45.	Hluhluwe Public Library	Big Five False Bay/Umzinene
46.	Housebound (EML)	Ethekwini
47.	Howick Public Library	Umngeni
48.	Howick West Public Library	Umngeni
49.	Ifafa Beach Public Library	Umdoni
50.	Isipingo Civic Public Library	Ethkwini
51.	Jagersrust Public Library	Eskom
52.	Kokstad Public Library	Greater Kokstad
53.	Kranskop Public Library	Umvoti
54.	Kwa-Makhutha Public Library	Ethekwini
55.	Kwa-Mbonambi Public Library	Mbonambi
56.	Kwamsane Public Library	Mtubatuba
57.	Ladysmith Public Library	Emnambithil
58.	Madadeni Public Library	Newcastle
59.	Mandeni Public Library	Edondakusuka/Mandeni
60.	Manguzi Public Library	Umhlabuyalingana
61.	Marburg Public Library	Hibiscus Coast
62.	Marina Beach Public Library	Hibiscus Coast
63.	Melmoth Public Library	Mthonjaneni
64.	Merlewood Public Library	Hibiscus Coast
65.	Montiford Public Library	Ethekwini

66.	Monthlands Public Library	Ethekwini
67.	Mooi River Public Library	Mpfana
68.	Mpolo Public Library	Ethekwini
69.	Mpophomeni Public Library	Umngeni
70.	Mseleni Public Library	Umhlabuyalingana
71.	Msunduzi Public Library	Msunduzi
72.	Mt. Edgecombe Public Library	Ethekwini
73.	Mtubatuba Public Library	Mtubatuba
74.	Mtunzini Public Library	Umlalazi
75.	Munster Public Library	Hibiscus Coast
76.	Musgrave Public Library	Ethekwini
77.	Ncotshane Public Library	Uphongola
78.	New Germany Public Library	Ethekwini
79.	Newhanover Public Library	Umshwathi
80.	Newcastle Public Library	Newcastle
81.	Newlands West Public Library	Ethekwini
82.	Newspaper Reading Room (EML)	Ethekwini
83.	Ngwelezane Public Library	Umhlathuze
84.	Nkandla Public Library	Nkandla
85.	Nondweni Public Library	Nquthu
86.	Nongoma Public Library	Nongoma
87.	Nonoti Public Library	Kwadukuza
88.	Northdale Public Library	Msunduzi
89.	Nottingham Road Public Library	Umneni
90.	Nseleni Public Library	Umhlathuze
91.	Ntuzuma Public Library	Ethekwini
92.	Osizweni Public Library	Newcastle
93.	Park Rynie Library	Umdoni
94.	Pennington Public Library	Umdoni
95.	Pinetown Public Library	Ethekwini
96.	Pongola Public Library	Uphongola
97.	Port Edward Public Library	Hibiscus Coast
98.	Port Shepstone Public Library	Hibiscus Coast
99.	Prince Edward Public Library	Ethekwini
100.	Reservoir Hills Public Library	Ethekwini
101.	Richards Bay Public Library	Umhlathuze
102.	Richmond Public Library	Richmond

103.	Scottburgh Memorial Library	Umdoni
104.	Sezela Public Library	Umdoni
105.	Shakaskraal Public Library	Kwadukuza
106.	Shallcross Public Library	Ethekwini
107.	Shastri Park Public Library	Ethekwini
108.	Shayamoya Public Library	Umdoni
109.	Sibongile Public Library	Endumeni
110.	Sobantu Public Library	Msunduzi
111.	Southport Public Library	Hibiscus Coast
112.	St. Lucia Public Library	Mtubatuba
113.	Stanger Manor Public Library	Kwadukuza
114.	Steadville Public Library	Emnambithi
115.	Sundumbili Public Library	Endondakusuka
116.	Sunnydale Public Library	Umlalazi
117.	Technical Services (EML)	Ethekwini
118.	Ulundi Public Library	Ulundi
119.	Umdlotti Beach Public Library	Ethekwini
120.	Umhlali Public Library	Kwadukuza
121.	Umkomaas Public Library	Ethekwini
122.	Umlazi Section AA Public Library	Ethekwini
123.	Umlazi Section W Public Library	Ethekwini
124.	Umtetweni Public Library	Hibiscus Coast
125.	Umzinto Public Library	Umdoni
126.	Underberg Public Library	Kwasani
127.	Utrecht Public Library	Utrecht
128.	Verulam Central Public Library	Ethekwini
129.	Village of Happiness Public Library	Hibiscus Coast
130.	Vryheid Public Library	Abaqulusi
131.	Wartburg Public Library	Umshwathi
132.	Waterfall Public Library	Ethekwini
133.	Weenen Public Library	Umtshezi
134.	Westville Public Library	Ethekwini
135.	Winterton Public Library	Ukhahlamba
136.	Woodlands Public Library	Msunduzi

3.2.3 Questionnaire design

Bless & Higson-Smith (2004: 156) describe a questionnaire as an instrument of data collection consisting of a standardized series of questions/items relating to the research topic, to be answered in writing by participants. Babbie (1992: 282), however, points out that a disadvantage of questionnaires is that there can be a low return rate and some questionnaires may be returned incomplete. The researcher made every effort to ensure that the items included in the questionnaire (refer to Appendix A) were clear and unambiguous, in order to encourage completion of questionnaires. Wood & Ross-Kerr (2006: 197) believe that:

The most stable problematic constant errors in social science research are social desirability (where subjects respond with what they believe is the positive social response whether or not it is true) and acquiescent response set (consistently agreeing or disagreeing with the questions). When developing questionnaires, it is up to the researcher to demonstrate that the tool is not being affected by traits such as these.

In accordance with this, the researcher ensured that there were 'check' questions. These were included to check if the respondents were not simply agreeing or disagreeing with everything. The researcher made certain that he was as objective as possible when designing items. Bias can lead to untrue responses from participants. Items for inclusion in the questionnaire were largely based on the literature reviewed.

It is important to balance reliability with validity when conducting research. According to Bless & Higson-Smith (2004: 134) a set of items put together in a questionnaire are far more reliable, but are far less valid since the researcher is not able to check that the respondents understand the questions in the same way as they are intended and the researcher is unable to follow up on interesting responses. However, Bless & Higson-Smith (2004: 135) point out that:

The real skill in designing good measurement techniques involves finding a technique that is adequate in terms of both reliability and validity. No technique is perfectly reliable and valid but, unless an instrument can be

shown to be well constructed in terms of both these principles, it should not be used in social research.

As already explained, the researcher made efforts to design the questionnaire with care to ensure reliability and validity in collecting data needed. The instrument was also pre-tested (explained later) to ascertain if participants would respond to items as expected and in this way check the reliability of the instrument.

To encourage completion of the questionnaire, there was a need for structured or closed items. However to extract qualitative responses necessary for the study, there was also a need for unstructured or open-ended items. Open-ended items allow participants to express their opinions as they wish and to be as detailed and as complex as they would like (Bless & Higson-Smith 2004: 118). The researcher ensured that open-ended items were kept to a minimum and were used only when necessary as there is a general tendency for respondents to ignore open-ended items.

Further, certain items in the questionnaire were pre-coded (refer to Appendix A) so that they may be easily manipulated during data analysis. Structured items were given numbers so that when the data capturing was done, only the codes would be captured thus facilitating data capturing and analysis.

A covering letter was attached to the questionnaire (refer to Appendix A). It explained the purpose of the study, assured respondents of confidentiality and encouraged them to participate in the study.

There is a possibility that a written question can be interpreted differently by different respondents (Wood & Ross-Kerr 2006: 180). Bless & Higson-Smith (2004: 155) are of the opinion that pre-testing is necessary to determine whether the methodology, sampling, instruments and analysis are adequate and appropriate. In this study pre-testing was done to determine whether the questionnaire was reliable in collecting the required data from the study. According to Wood & Ross-Kerr (2006: 189) the questions must be pre-tested on people similar to the sample the researcher plans to

study. The questionnaire was pre-tested among a randomly selected group of LIS workers at different educational levels, to ensure that there were no errors, ambiguities and misunderstandings. Six pilot questionnaires were sent to public libraries, nine to an academic library and five to special libraries all in the city of Durban where the researcher was based at the time of conducting the study. These questionnaires were sent to LIS workers that hold different positions. Out of the 20 pilot questionnaires that were distributed, nine were returned (four from public libraries, three from the academic library and two from special libraries). The feedback from respondents of the pilot questionnaires was most helpful in ironing out ambiguities and providing clarity in certain places. Adjustments were made to the instrument accordingly.

3.2.4 Administering the questionnaire

Once the sample (and in some instances the population) had been identified, questionnaires were distributed to them, many by personal delivery to ensure maximum return. The first distribution of questionnaires took place on 11 March 2007. Data was collected until 27 July 2007. By targeting 'whole libraries' all levels of staff were included in the survey, from library assistant up to head of the service. The first questionnaires were sent through electronic mail and the respondents were asked to print and return them by post or fax to preserve anonymity. Others were sent through the snail mail and with libraries close to the researcher, questionnaires were personally delivered. A period of five weeks was given for completion of questionnaires. Where possible the researcher requested the secretaries of large libraries to collect the completed questionnaires and the researcher arranged to collect the questionnaires from the secretaries. For the libraries remote from the researcher, the distribution and collection of questionnaires were done by two field-workers who were remunerated through research funds made available by the Durban University of Technology (DUT). One field-worker, drawn from the local community and familiar with LIS work, operated in the southern part of KZN while other operated in the northern part of KZN.

As mentioned earlier as much as there are advantages of using questionnaires in research, there are also disadvantages. Bless & Higson-Smith (2004: 109) too point out that the response rate for questionnaires tends to be very low. Even when people are willing participants in a questionnaire study, their responses will reflect their reading and writing skills and, perhaps, their misinterpretation of one or more questions (Leedy & Ormrod 2001: 197). However, as already mentioned, the researcher exercised great care in the design of the questionnaire to ensure clarity and lack of ambiguity. Further, to overcome the problem of low returns, reminders and follow-ups were done. As stated, respondents were given five weeks to complete and return the questionnaires. The return rate was low after six weeks prompting the researcher to send out reminders which he did electronically. After two months, the researcher personally visited the libraries, where possible, with blank questionnaires and redistributed questionnaires where necessary.

With some libraries it was not an easy task to distribute questionnaires. The heads of the libraries were not cooperative. Large public library services were particularly problematic. The researcher made several efforts at securing appointments, but was unable to speak to the library heads. The researcher had to resort to use of other means such as asking seniors in the profession to speak to these library heads and encourage participation. Eventually permission was granted to administer questionnaires among staff. When the permission was granted, in many instances LIS workers were not willing to complete the questionnaires and this right had to be respected. Eventually a total of 808 questionnaires were distributed to public, special and academic libraries in KZN. After five months (March to July 2007), the researcher managed to achieve a return rate of 156/423 (37%) from public libraries, 39/104 (38%) from special libraries and 138/281 (48%) from academic libraries. In total the researcher managed to get a 333/808 (41%) return rate. Babbie (1992: 267) advises that while a response rate of 50% is adequate, however one should bear in mind that these are only guides; they have no statistical basis and a demonstrated lack of response bias is far more important than a high response rate. For this reason, the researcher accepted the return rate of 41% and decided to

proceed with analyses and reporting. The researcher felt confident that he had made every effort to secure as many returns as possible.

3.3 Data analysis

Analyzing data usually involves two steps, that is, i) reducing to manageable proportions the wealth of data that was collected; and, ii) identifying patterns and themes in the data (Mouton 1996: 26). This study used both qualitative and quantitative data analysis as the questionnaire comprised both closed and open-ended items. Qualitative data is generally analyzed using content analysis, that is, the content of responses are read and reduced to common themes (Bless & Higson-Smith 2004: 137). This is how the researcher dealt with responses to open-ended items.

The data collected must be thoroughly and critically reviewed to detect any errors of bias and mistakes which could distort the description of the aspect of social reality under study (Bless & Higson-Smith 2004: 138). The researcher applied such checking to the current study (explained below). Mouton (2001: 45) cautions that incomplete questionnaires might introduce error during data capturing and can result in incorrect data analysis. It is for this reason that the researcher emphasized earlier the need to ensure clarity and un-ambiguity in the design of items for the questionnaire.

Quantitative data is often analyzed using a range of descriptive and inferential statistical processes from available statistical packages. General frequency and percentage distributions are usually sufficient to reveal trends and patterns among variables (Bless & Higson-Smith 2004: 156) which proved to be the case in the current study. The researcher used the Microsoft Access software package to capture and analyze data collected as the researcher felt that this programme allowed him easier manipulation of data, for example, in instances of cross tabulation of certain variables. The researcher employed a data capturer, again using research funds provided by the DUT, to capture data using Microsoft Access. Thereafter, the

researcher himself checked data captured and did any necessary 'cleaning' of inconsistencies, errors like incorrectly entered codes, etc.

Babbie (1992: 385) believes that no matter how carefully the data has been captured, some errors are inevitable, and they may result from incorrect coding. Thus there is a need to check or 'clean' the data. Greenfield (2002: 262) adds that checking data is a must especially if data has been entered onto a spreadsheet by a person other than the researcher, which was the case in this study. When a researcher discovers errors, the next step is to locate the appropriate source-document. He/she must determine what code should have been entered and make the correction. With the current study, after the data was captured, the researcher checked if data was captured onto the spreadsheet as it was supposed to. When the researcher did the checking of data, he used the completed questionnaires to ascertain if the data captured corresponded with what was in the questionnaires. There were a few incorrect codes entered and other minor inconsistencies and errors which were corrected by the researcher.

Microsoft Word was used to present graphs and tables (where possible) to capture the findings. Through trends and patterns revealed here as well as through the use of descriptive statistics, for example, percentage distributions, the researcher interpreted findings in the context of the literature reviewed and presented conclusions and recommendations in terms of the objectives of the study. The qualitative reduction of data resulting from content analysis and presented in the form of narratives, was also used in this process.

After interpretation and discussion of findings, the researcher summarizes the objectives of the research, relates them to the findings and draws conclusions on the extent to which these objectives have been achieved.

3.4 Evaluation of research methodology used

According to Bless and Higson-Smith (2004: 126), no measurement technique in social science is perfect. As a result, it is important that researchers always evaluate the measures that they use. Busha and Harter (1980: 161) define research evaluation as an attempt to measure operations in terms of the goals of the project or end results sought. The data collection instrument, that is, the self-administered questionnaire used in the study adequately generated the data required for the study. This data together with the review of related literature enabled the researcher to address the research questions generated to meet the objectives of the study. The study population was carefully identified and sampled, where necessary, before being surveyed so as to ensure that findings are a true reflection of the population under study. However, the researcher, as already explained, experienced difficulties in securing returns of questionnaires, especially from the public library sector, but eventually secured an adequate return rate for analysis and reporting. Content analysis (of qualitative data) and descriptive statistical analysis (of quantitative data) were considered appropriate and adequate data analysis measures for the study. The researcher feels confident that all stages in the research process were adequately followed in meeting the objectives of the study.

3.5 Summary

This chapter presented the methodology and data collection techniques that were used to carry out this research project. The next chapter presents findings of the study.

Chapter 4: Presentation of findings

4.1 Introduction

The preceding chapter discussed the methodology and data collection methods used in this research project. This chapter presents the findings of this research project. The presentation is based on data collected by means of a self-administered questionnaire which was used to survey library and information services workers from three types of library and information services (special, academic and public libraries) in KZN. A total of 333 out of 808 questionnaires (41%) were returned by respondents. However, of the 333 returns, it was found that one questionnaire was blank (not filled-out) and two were incomplete. These three questionnaires were regarded as spoilt, giving an effective return rate of 330 out of 808 questionnaires (41%) distributed.

4.2 Presentation of findings

Findings are presented, where possible, in the form of graphs and tables. Where percentages are used, these are sometimes rounded off to the nearest whole to effect easier presentation of findings. The findings from content analysis of responses to open-ended questions are presented in the narrative form.

4.2.1 Types of institutions surveyed

Table 4.1 (N = 808)

Types of library and information services surveyed

LIS services	Return rate			
	Questionnaires distributed	Questionnaires returned	Percentage return (%)	Spoilt questionnaires
Academic libraries	281	138	49%	1
Public libraries	423	156	37%	2
Special libraries	104	39	38%	0
Total	808	333	41%	3

4.2.2 Job designations of participants

Table 4.2 (N = 330)

Job designations

Designation	Titles used	No. of questionnaires returned	Percentage (%)
Library Assistant	Senior Library Assistant, Principal Library Assistant, Stack Attendant, Library Officer	103	30%
Assistant Librarian	Assistant Librarian	104	32%
Librarian	Subject Librarian, Senior Librarian, Section Librarian	108	33%
Senior Librarian (Middle managers)	Manager, Principal Librarian	10	3%
Director, etc. (Top management)	Director, Deputy Director, University Librarian	5	2%
Total		330	100%

4.2.3 Categorization of positions

Respondents were asked how their organizations categorize their positions. Table 4.3 summarizes their responses. Library Assistants and Assistant Librarians tend to be categorized as support staff while Librarians and LIS Managers are categorized as professional staff. In a few libraries, Assistant Librarians are categorized as professional staff.

Table 4.3 (N = 330)
Categorization of positions

Support staff			Professional staff				
Library Assistants	Assistant Librarians	Total	Assistant Librarians	Librarians	Middle managers	Top management	Total
103 (51%)	98 (49%)	201 (61%)	6 (5%)	108 (84%)	10 (8%)	5 (4%)	129 (39%)

4.2.4 Experience in a library

Respondents were asked how long they have been working in a library. Their responses are captured in Table 4.4. The large number of respondents indicated that they have not worked for more than five years in the libraries they are working for.

Table 4.4 (N = 330)
Length of service in the library

No. of years	Academic libraries	Public libraries	Special libraries	Total
5 or less	27	43	11	81
6 – 10	25	39	7	71
11 – 15	34	28	7	69
16 – 20	20	16	9	45
21 – 25	14	11	1	26
26 +	15	9	4	28
No response	2	8	0	10
Total	137	154	39	330

4.2.5 Qualifications of respondents

Respondents were asked to indicate their highest LIS or other qualification. Findings are captured in Table 4.5. While qualification ranged mostly from matriculation to doctoral degree, most of the respondents claimed to be in possession of a LIS Diploma.

Table 4.5 (N = 330)

Qualifications

	Less than Matric.	Matric.	Diploma (LIS)	B.Tech. (LIS)	B.Bibl./ B.Inf.	Post. Grad. Dip. (LIS)	Hon. (LIS)	Masters (LIS)	Doc. (LIS)	Other	Total
Library Assistants	4	32	30	12	5	10	0	0	0	10	103
Assistant Librarians	0	7	36	13	17	12	9	6	0	4	104
Librarians	0	4	21	25	23	12	15	4	0	4	108
Middle managers	0	0	1	1	2	2	2	1	1	0	10
Top managers	0	0	0	0	0	1	1	3	0	0	5
Total	4	43	88	51	47	37	27	14	1	18	330

The 'Other' qualifications indicated by respondents included:

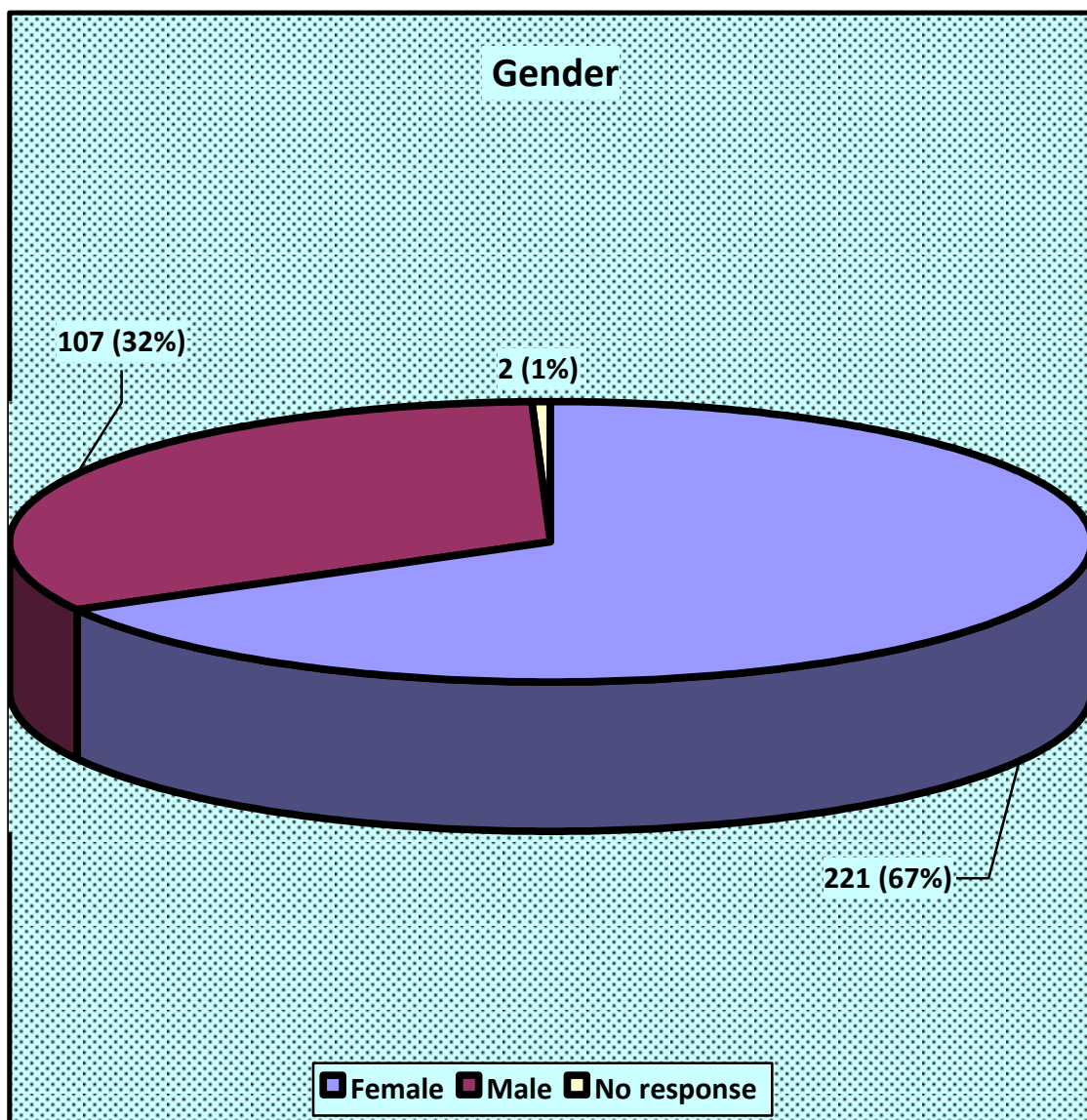
- B.A. Honours;
- B.Com.;
- B.Soc.;
- B.Sc.;
- Higher Education Diploma;
- Management Certificate;
- Marine Studies Certificate;

- ND: Accounting;
- ND: Marketing;
- ND: Public Management; and
- ND: Tourism

4.2.6 Gender of respondents

Figure 4.1 illustrates respondents' gender. The LIS profession seems to be dominated by women workers.

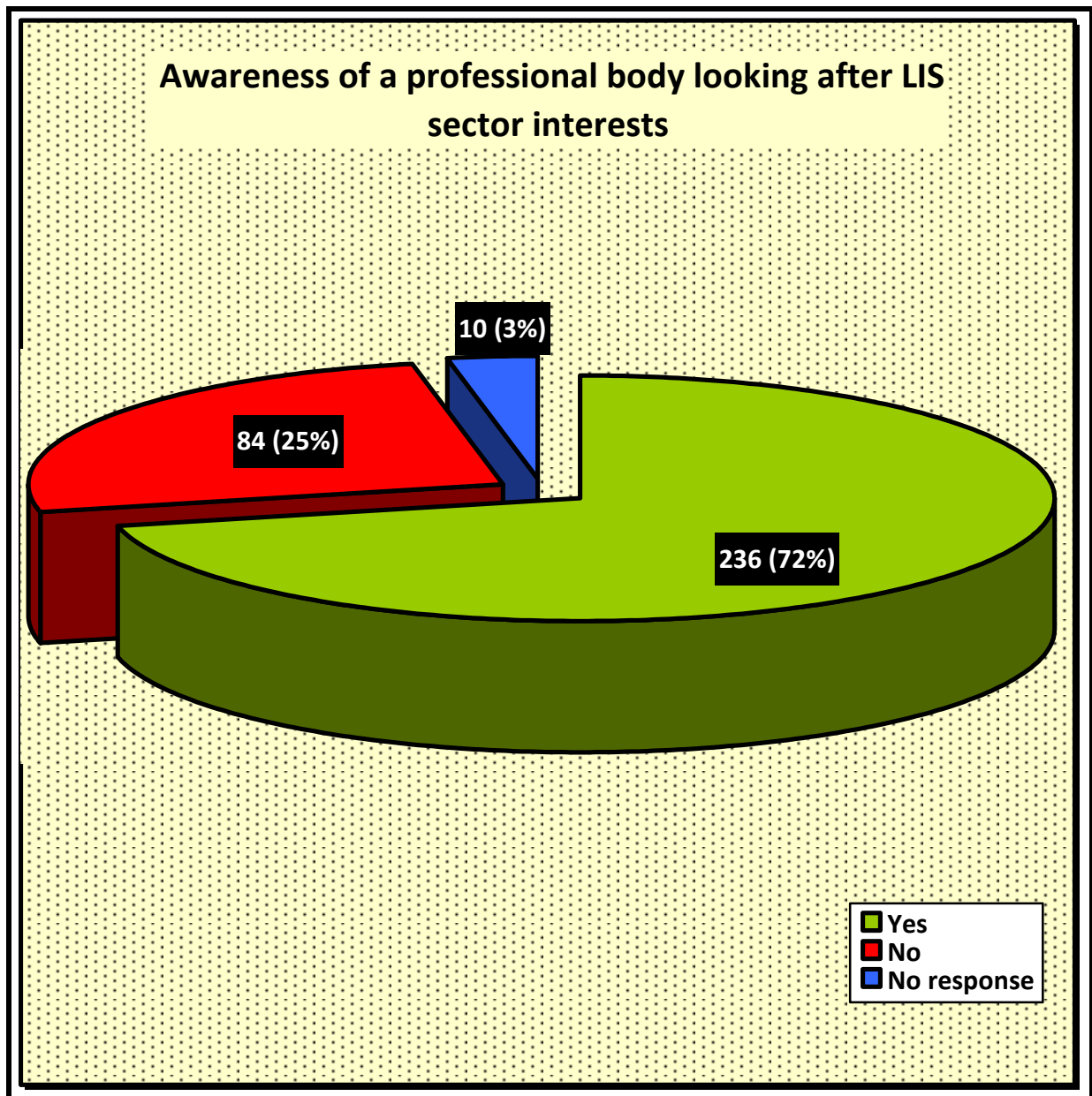
Figure 4.1 (N = 330)



4.2.7 Awareness of a professional body looking after the interests of the LIS sector

Respondents were asked if they are aware of a professional body that looks after the interests of the LIS sector. Figure 4.2 captures the findings. A large number of LIS workers seem to be aware that there is a professional body that looks after the interests of the LIS sector.

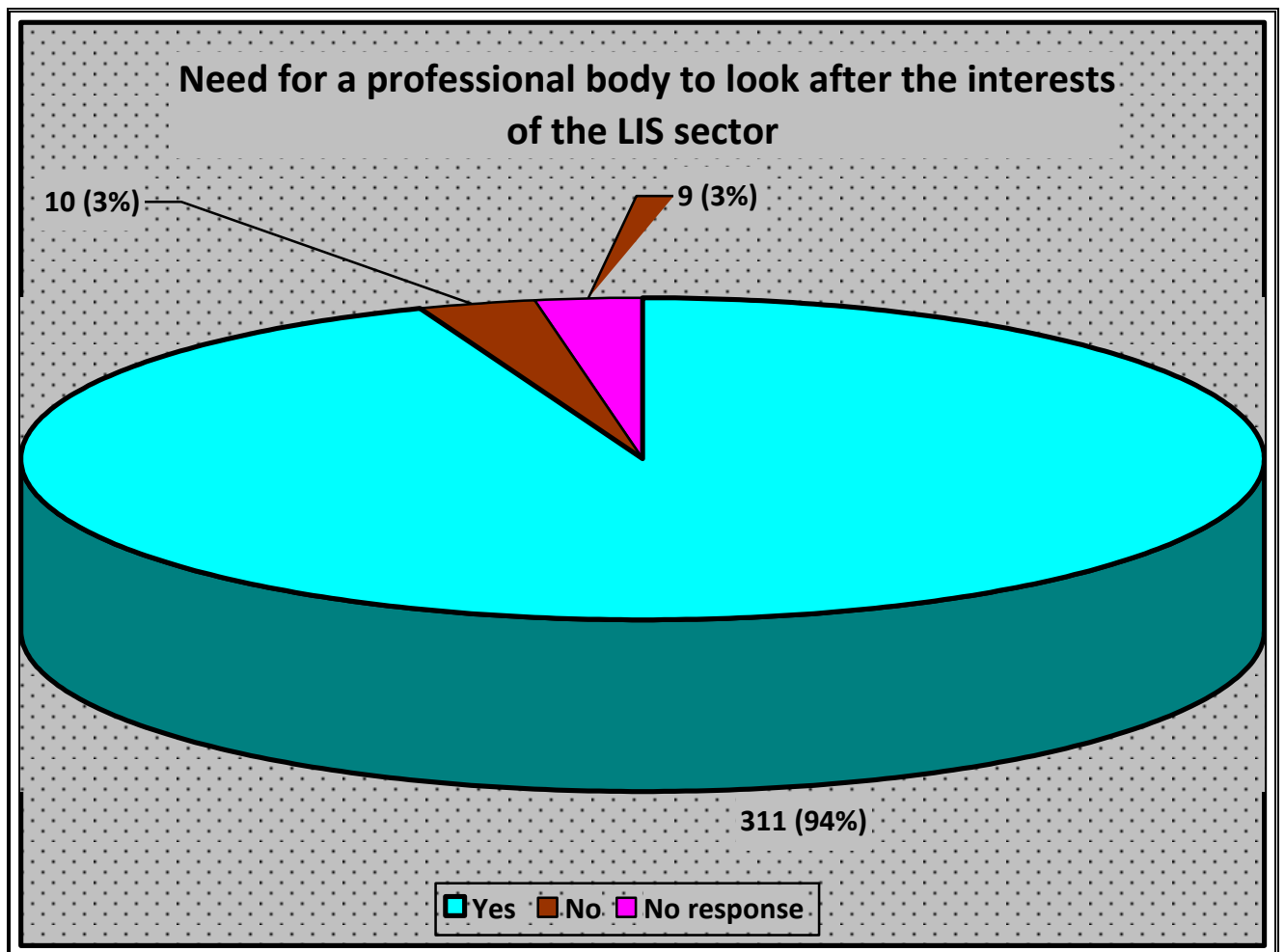
Figure 4.2 (N = 330)



4.2.8 Need for a professional body to look after the interests of the LIS sector

Respondents were asked if they think there is a need for a professional body to look after the interests of the LIS sector. Their responses are captured in Figure 4.3. A significant majority of LIS workers see a need for a professional body to look after LIS sector interests.

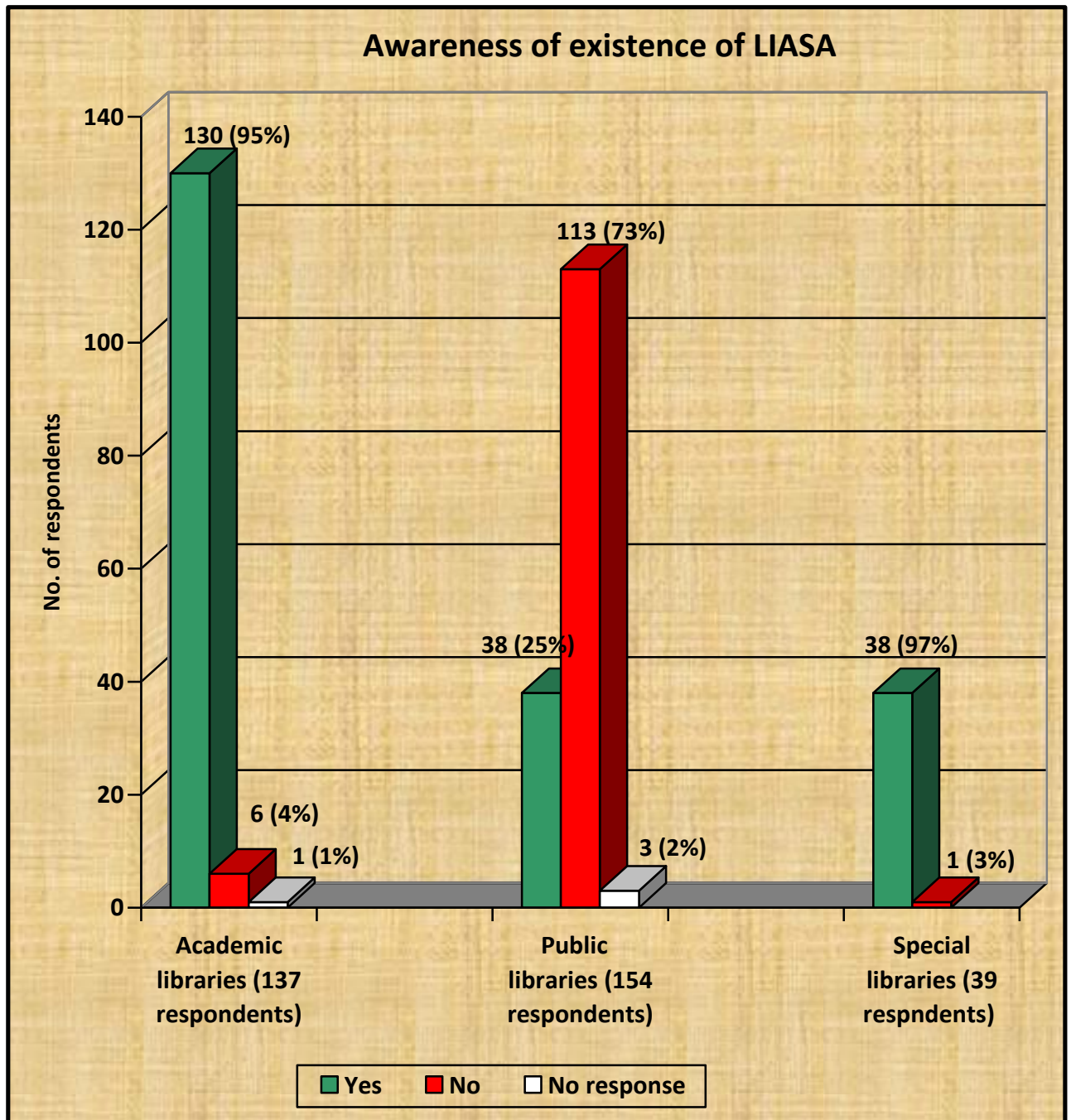
Figure 4.3 (N = 330)



4.2.9 Awareness of existence of LIASA

Respondents were asked if they are aware of the existence of LIASA. Figure 4.4 summarizes these findings. A large percentage of public library workers claim not to know about LIASA's existence while many workers from academic and special libraries seem to know that LIASA does exist.

Figure 4.4 (N = 330)



4.2.10 Access to information about LIASA and its activities

A summary on how participants responded to the question asking if they have access to information about LIASA and its activities is provided in Table 4.6. Most public library workers claim not to have access to information about LIASA. More than 50% of LIS workers from academic and special libraries indicated that they have access to information about LIASA.

Table 4.6 (N = 330)

Access to information about LIASA and its activities

	Academic libraries		Public libraries		Special libraries		No response	Total
	Yes	No	Yes	No	Yes	No		
Support staff	51	31	34	69	5	3	8	201
Professional staff	53	2	33	10	25	1	5	129
Total	104	33	67	79	30	4	13	330

4.2.11 Source of information about LIASA

Those respondents who claimed to have access to information about LIASA were asked to indicate the source of this information. They could select as many as applicable from a list of options provided. Table 4.7 illustrates the findings. LIASA-in-touch and the LIASA website seem to be sources of information that are used the most to access information about LIASA.

Table 4.7 (N = 330)

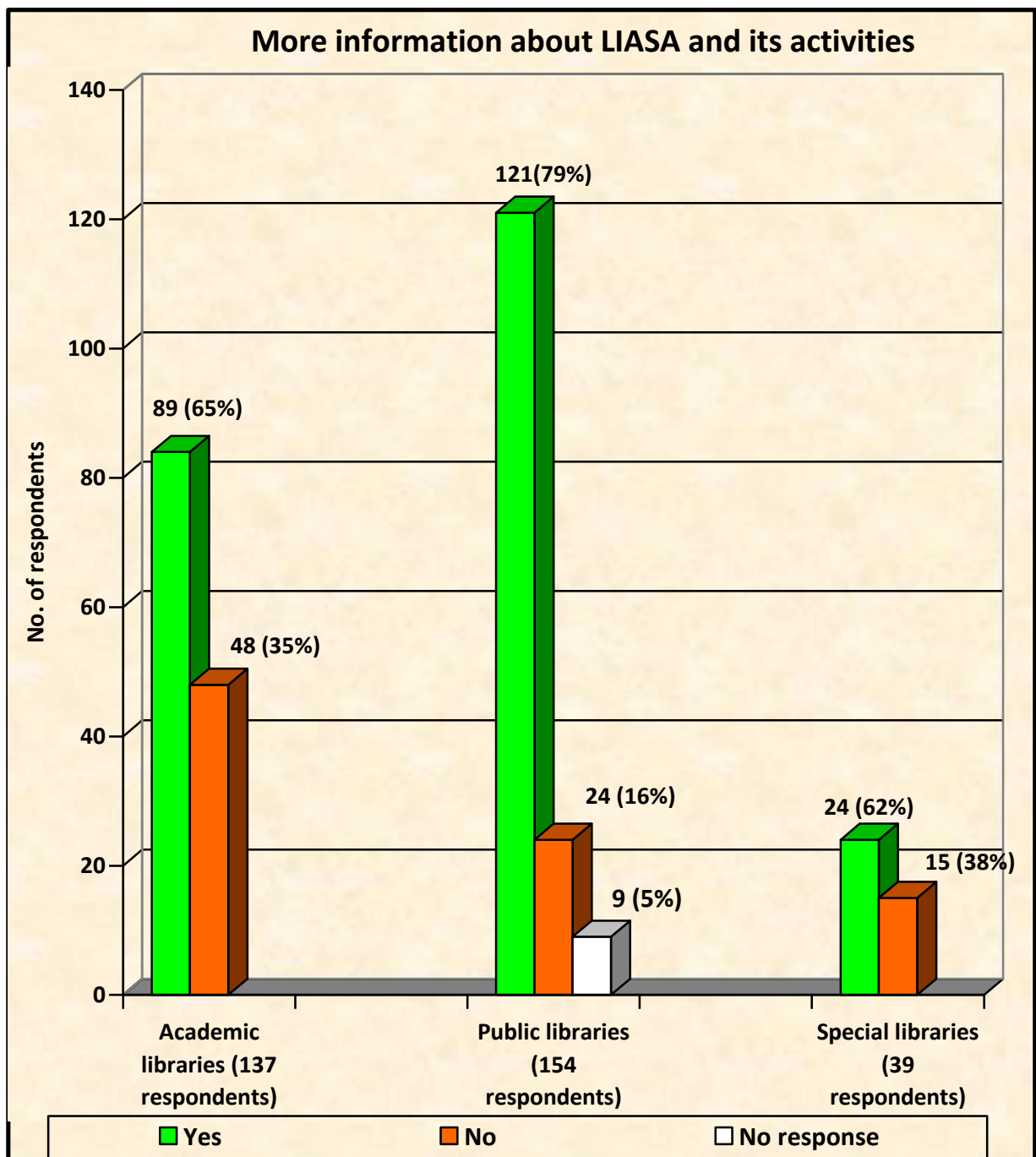
Source of information about LIASA and its activities

Source of information	Academic libraries	Public libraries	Special libraries	Total	Percentage (%)
LIASA-in-touch (the official magazine of LIASA)	56	17	8	81	25%
LIASA website	77	30	29	136	41%
LIASA online (listserv)	46	11	9	66	20%
LIASA meetings (branch, national or interest group meetings)	38	13	15	66	20%
LIASA branch newsletter	44	18	5	67	20%
Library/department notice board	56	15	3	74	22%
Discussion/consultation/communication with LIS colleagues	41	22	9	72	22%
All of the above	15	3	1	19	6%
No response	19	23	3	45	14%
Other	0	0	0	0	0

4.2.12 More information about LIASA and its activities

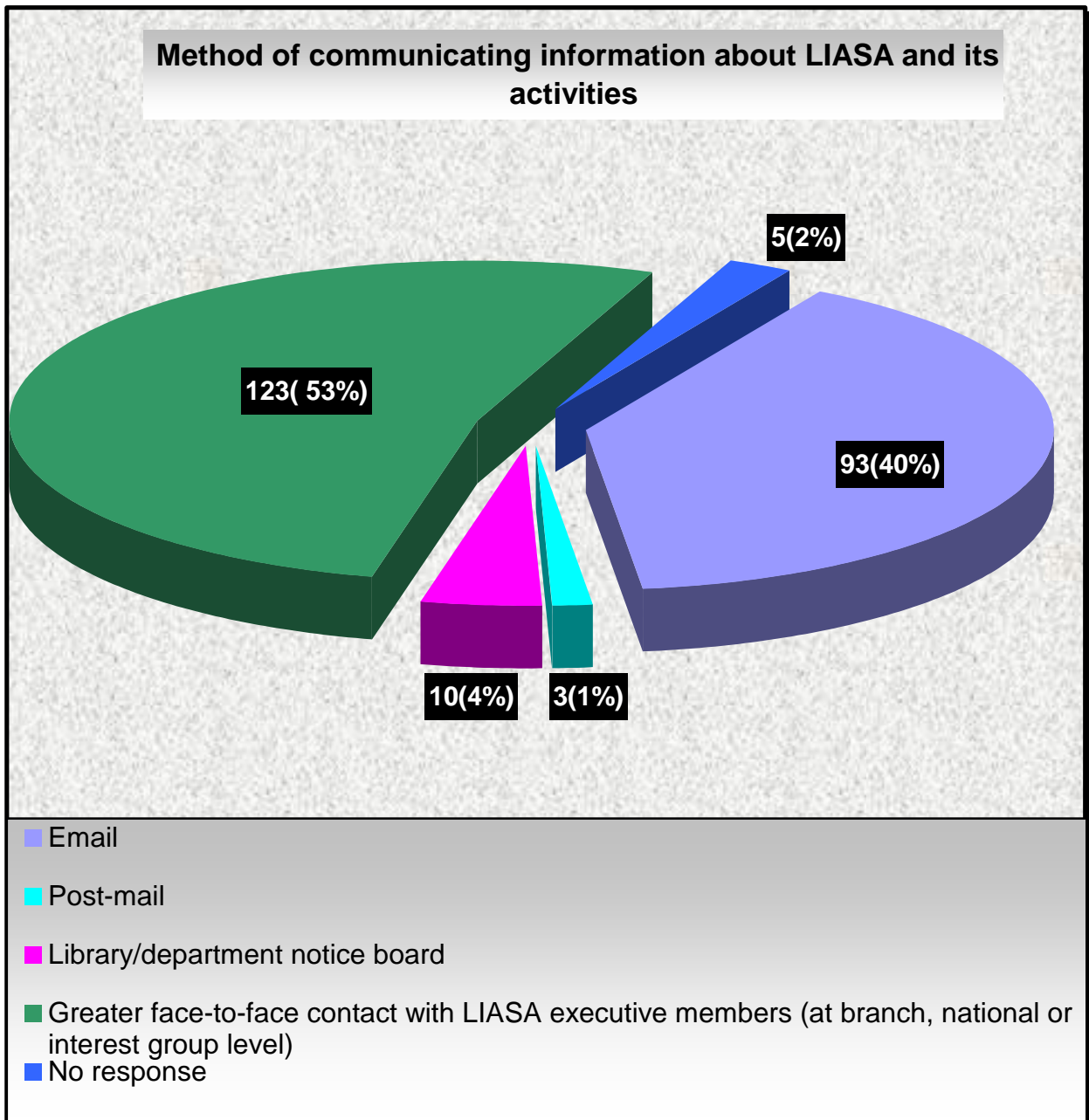
Respondents were asked if they would like more information about LIASA and its activities. Figure 4.5 represents these findings. Most of the LIS workers surveyed indicated that they would like to have more information about LIASA and its activities.

Figure 4.5 (N = 330)



Those respondents who indicated that they would like to receive more information about LIASA and its activities were asked how this information should be communicated to them. Their responses are summarized in Figure 4.6. Again, respondents could select as many as applicable from a list of options provided.

Figure 4.6 (N = 234)

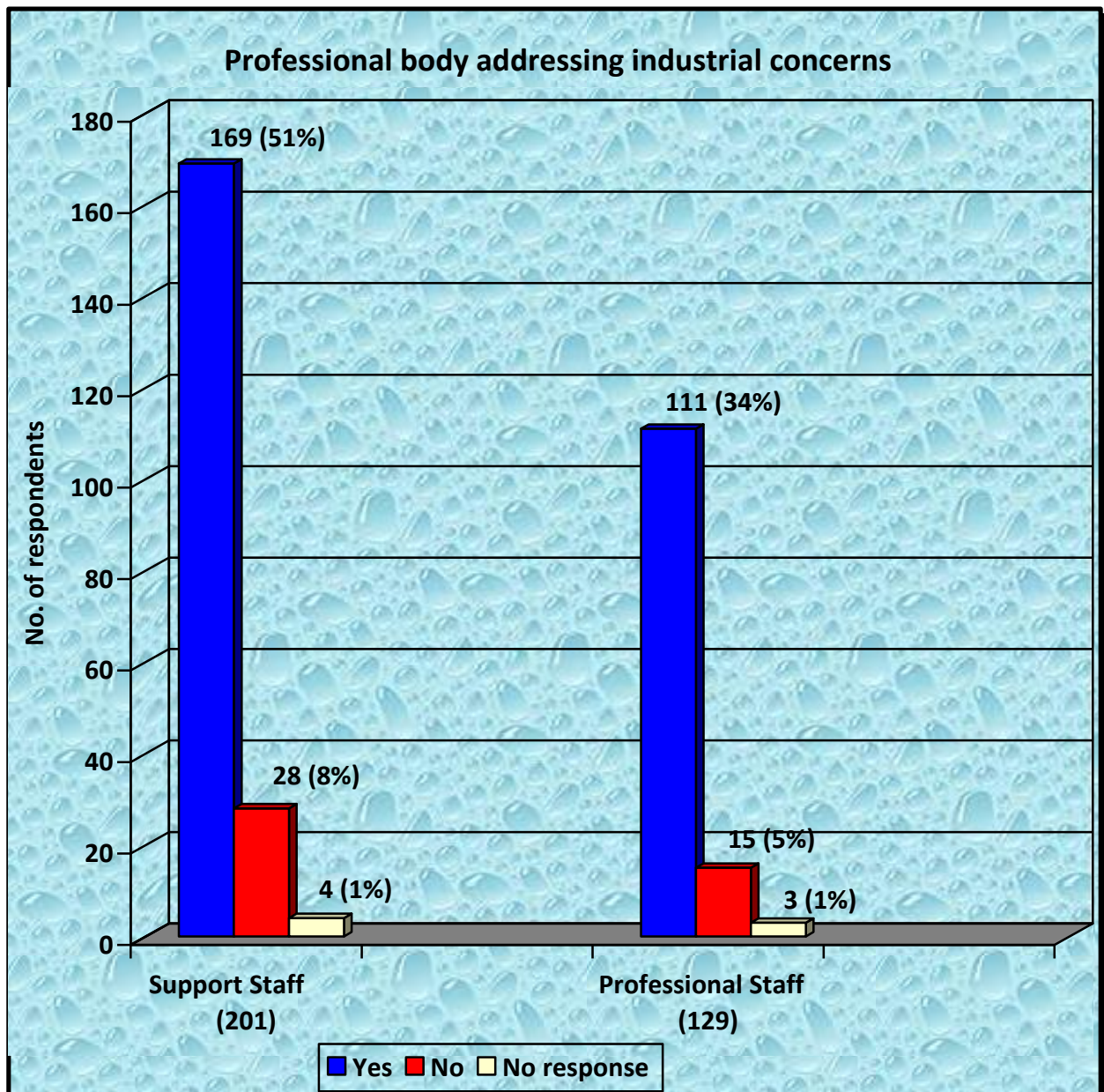


More than half of the respondents who wanted to receive more information about LIASA, preferred face-to-face contact with LIASA executive members.

4.2.13 Professional body to address industrial concerns of the LIS sector

The responses to the question as to whether a professional body should address industrial concerns such as salaries and conditions of service, are captured in Figure 4.7. A large number of both support and professional staff surveyed believe a professional body should address industrial concerns of the LIS sector.

Figure 4.7 (N = 330)



4.2.14 Professional body to restrict itself to addressing professional concerns

Respondents were asked if they think a professional body should restrict itself to addressing the professional concerns of the LIS sector. Table 4.8 summarizes these findings. A significant number of respondents seem to be against restricting the professional body to addressing professional concerns of the LIS sector only.

Table 4.8 (N = 330)

Professional body restricting itself to addressing the professional concerns of the LIS sector

LIS service	No. of respondents	Support/Professional staff	For the restriction		Against the restriction		No response
			No.	(%)	No.	(%)	
Academic libraries (137 respondents)	83	Support staff	25	30%	54	65%	4 (5%)
	54	Professional staff	20	37%	31	57%	3 (6%)
Public libraries (154 respondents)	107	Support staff	45	42%	55	51%	7 (7%)
	47	Professional staff	20	43%	24	51%	3 (6%)
Special libraries (39 respondents)	11	Support staff	2	18%	9	82%	0
	28	Professional staff	5	18%	22	79%	1 (3%)
Total	330		117	35%	195	59%	18 (6%)

Participants were also asked which they believe should be of greater priority to a LIS professional body, professional concerns or industrial concerns. Table 4.9 captures their responses.

Table 4.9 (N = 330)

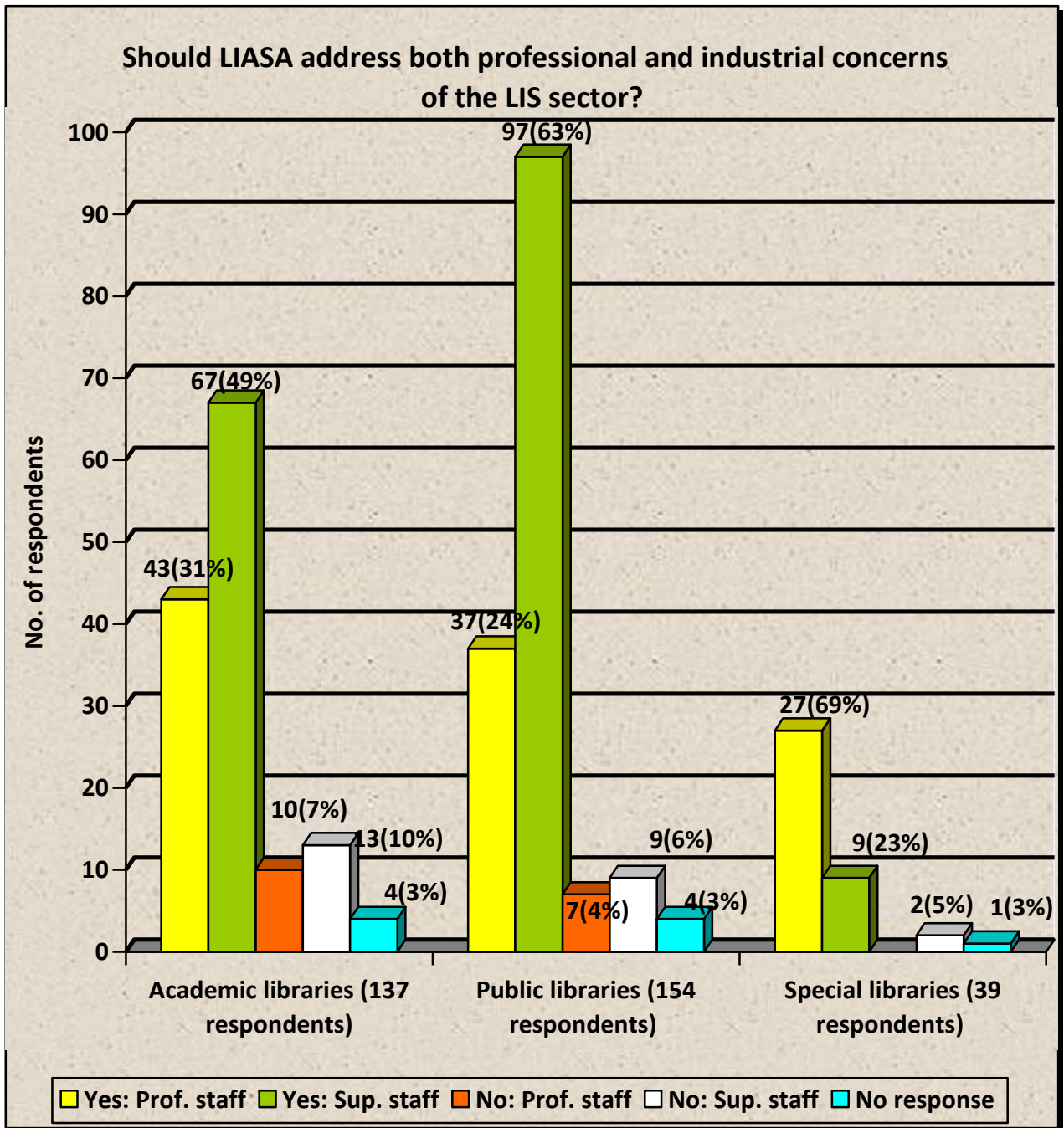
Prioritization of professional or industrial concerns

	No. of respondents	Professional concerns				Industrial concerns				No response	Both industrial & professional concerns*
		Academic libraries	Public libraries	Special libraries	Total	Academic libraries	Public libraries	Special libraries	Total		
Support staff	201	58	55	13	126 (63%)	26	33	3	62 (31%)	5 (2%)	8 (4%)
Professional staff	129	46	33	22	101 (78%)	4	5	6	15 (12%)	4 (3%)	9 (7%)
Total	330	104	88	35	227 (69%)	30	38	9	77 (23%)	9 (3%)	17 (5%)

*While respondents were not provided with this option in this item of the questionnaire (the following item catered for this), 17 of them indicated this option by writing it into the questionnaire.

Further, respondents were asked if LIASA should address both professional and industrial concerns of the LIS sector in South Africa. Their responses are captured in Figure 4.8. There seems to be a strong feeling among LIS workers generally that LIASA should address both professional and industrial concerns of the LIS sector.

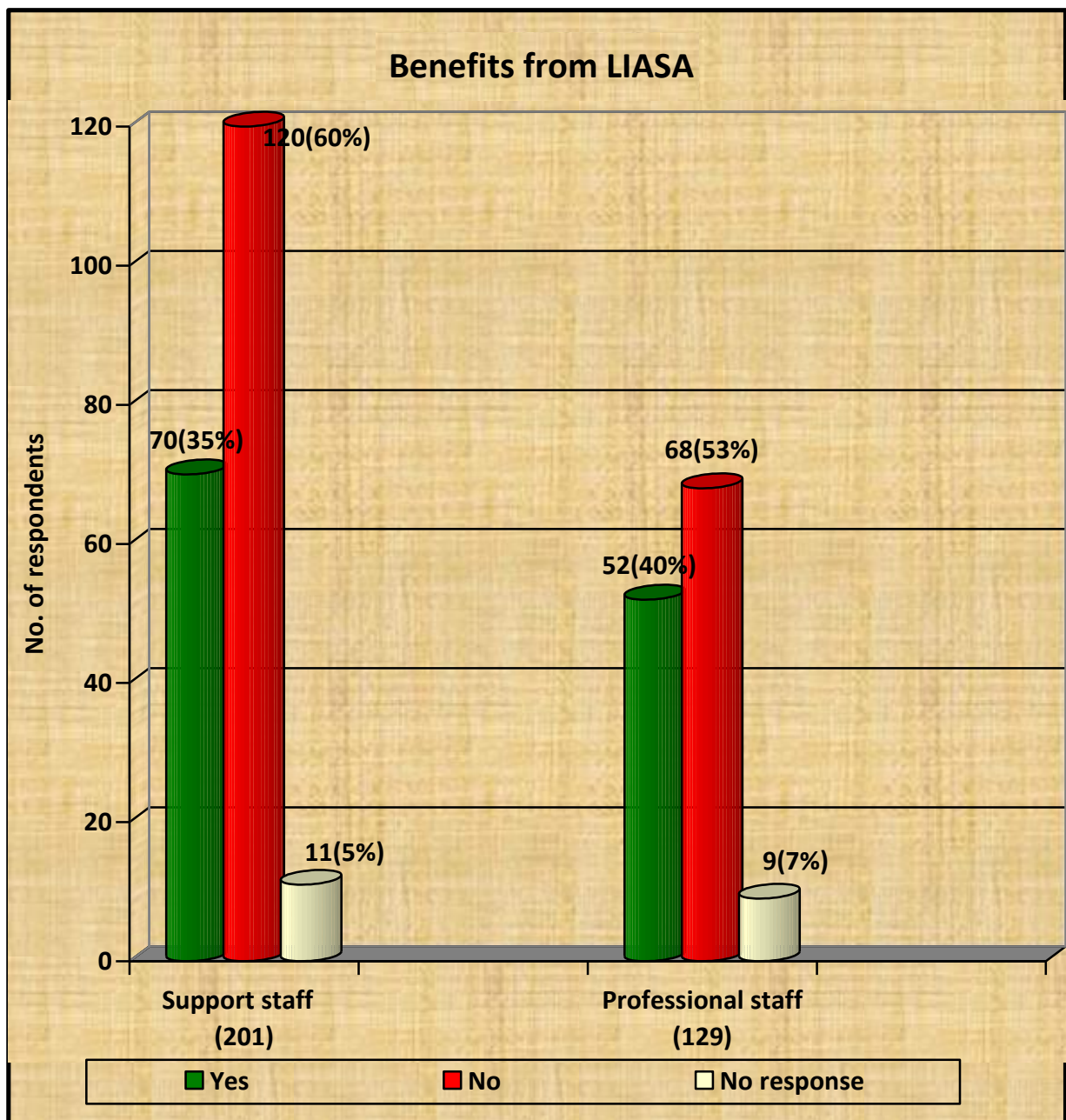
Figure 4.8 (N = 330)



4.2.15 Benefiting from LIASA

Respondents were asked if LIASA has any benefits for them as library workers. Figure 4.9 captures their responses. A large percentage of LIS workers, particularly support staff, do not think LIASA has any benefit for them.

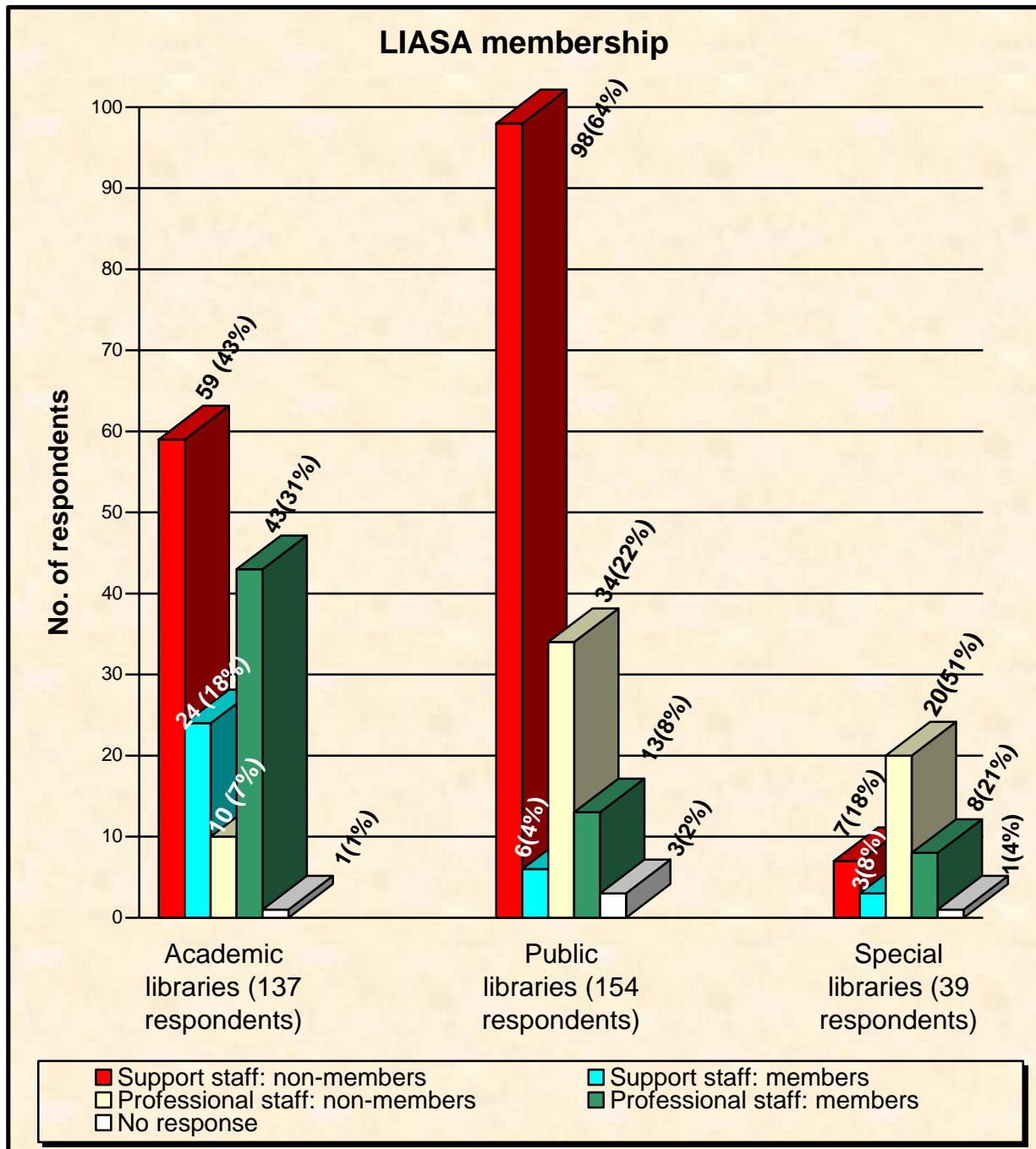
Figure 4.9 (N = 330)



4.2.16 LIASA membership

Respondents were asked if they are currently members of LIASA. Figure 4.10 captures findings in terms of support and professional staff. More than 70% of LIS workers surveyed are not members of LIASA. Most of the non-members come from the support staff category.

Figure 4.10 (N = 330)



Of the total of 330 respondents, 97 (29%) are currently members of LIASA. Of this 97, 64 (66%) are professional staff and 33 (34%) are support staff. Of the 330 respondents, 228 (69%) are currently not members. Of this 228, 164 (72%) are from the support staff category and 64 (28%) are from among the professional staff.

Those who indicated that they are not currently members of LIASA provided the following explanations for this:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way)

- Do not have enough information about LIASA (25);
- I am concerned about information access to the poor (rural, etc.) areas and I do not believe LIASA as a body has this on its agenda;
- Too expensive (16);
- Do not have time;
- Poor marketing of LIASA (16);
- No benefits from being a member of the professional body and therefore have not joined (8);
- I have never had a chance to attend any LIASA meetings;
- LIASA is for Librarians only; it cares only for the professional and not the 'non-professionals' (20);
- The library I am employed in is a member of LIASA;
- Not interested (8);
- Do not see need to become a member (3);
- Do not see it promoting the LIS profession;
- Since I am not in possession of a library science degree, I was denied by my management to register as a member of LIASA;
- A person with a teacher's diploma and an LIS diploma is not regarded as an LIS professional. LIASA failed to address this; LIASA is confused;
- I am a law librarian so I belong to OSALL which is the law librarians' organization and deals specifically with the legal profession;
- I think membership should be paid by the employer;
- The body is useless;

- LIASA provides information that is sometimes not relevant to your organization;
- We are a small technical library and have no need to belong to LIASA;
- I found that the LIASA newsletter did not pertain to my work in a specialized health field;
- LIASA does not help me with my professional challenges;
- Where I work we are not encouraged to attend meetings and workshops;
- Non-LIASA members are excluded from attending LIASA meetings and participating in LIASA activities;
- I am already a member of CILIP (LIS professional body) in the UK. I cannot afford to pay for LIASA as well;
- LIASA does not put the interest of the LIS profession first;
- The organization does not help me as a library worker (2);
- I have not yet work-shopped on LIASA's goals and objectives, knowledge about its existence;
- I have previously been a member but have currently lapsed my membership. I find the fee to be disproportionate to the benefit I receive;
- Previously not professional enough; now not politically correct;
- It does not address industrial concerns of library workers;
- Not aware of LIASA and what it does for me (2);
- Did not think it was important for me to join;
- Never understood the importance of becoming a member - still don't;
- I don't think that support staff need to be members(2);
- No specific reason except that I keep forgetting to send in my form;
- Didn't think I met all requirements;
- I am not permanently employed in the library; and
- I am too far out of the main stream and LIASA seems to concentrate on academic library concerns.

Respondents were also asked if they had ever not renewed their LIASA membership. Table 4.10 summarizes their responses.

Table 4.10
Non-renewed membership

Library service	Support staff who did not renew (N = 201)	Professional staff who did not renew (N = 129)
Academic libraries	5	20
Public libraries	1	9
Special libraries	3	3
Total	9 (4%)	32 (25%)
Total number of respondents who at some stage did not renew membership	41 (12%)	

Those who disclosed that they had before not renewed their membership provided these reasons for not renewing:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- Financial constraints (10);
- LIASA office forgot to send me an invoice and I forgot to remind them (3);
- It is expensive and not much activity happens;
- I felt that LIASA was not involved with my concerns in the workplace;
- An angry reaction to the arrogant and unreasonable handling of my membership application many years ago;
- Was not working and for many years did not bother;
- Procrastination, and then got fed up not receiving any mail from LIASA after paying fees;
- Was not able to participate in LIASA; no programmes/meetings that were of interest;

- There is no benefit to me; I only joined this year (2007) to gain financial benefit to attend the IFLA Conference in Durban;
- At the time I was busy with studies and felt time would not allow me to attend meetings, workshops;
- Sometimes I forget and then it is too late;
- I felt it was not meeting my needs; and
- I did not renew for financial reasons and because of personal problems. When I started working my library had an institutional membership so I left this membership in place.

4.2.17 Employers' encouragement in joining LIASA

Respondents were asked if they are encouraged or discouraged in any way by their employers to become members of LIASA. Figures 4.11 and 4.12 provide summaries of responses here.

Figure 4.11 (N = 330)

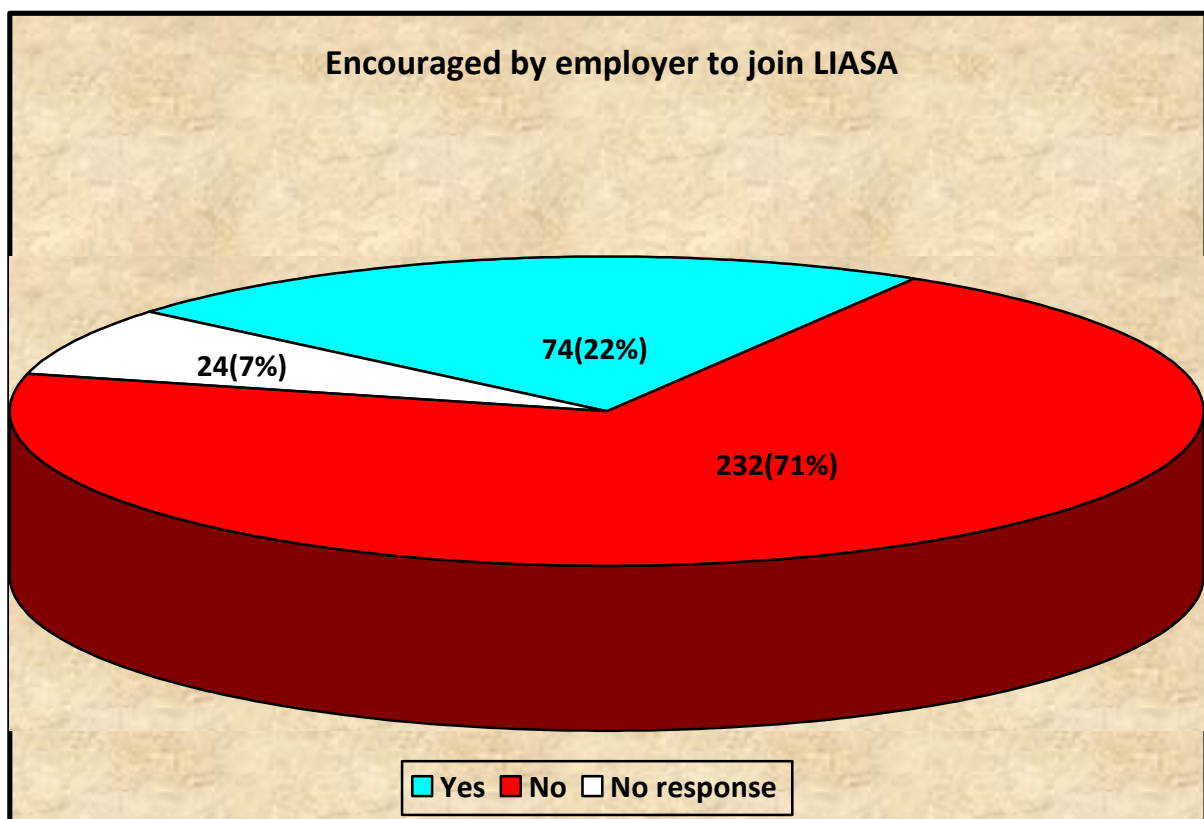
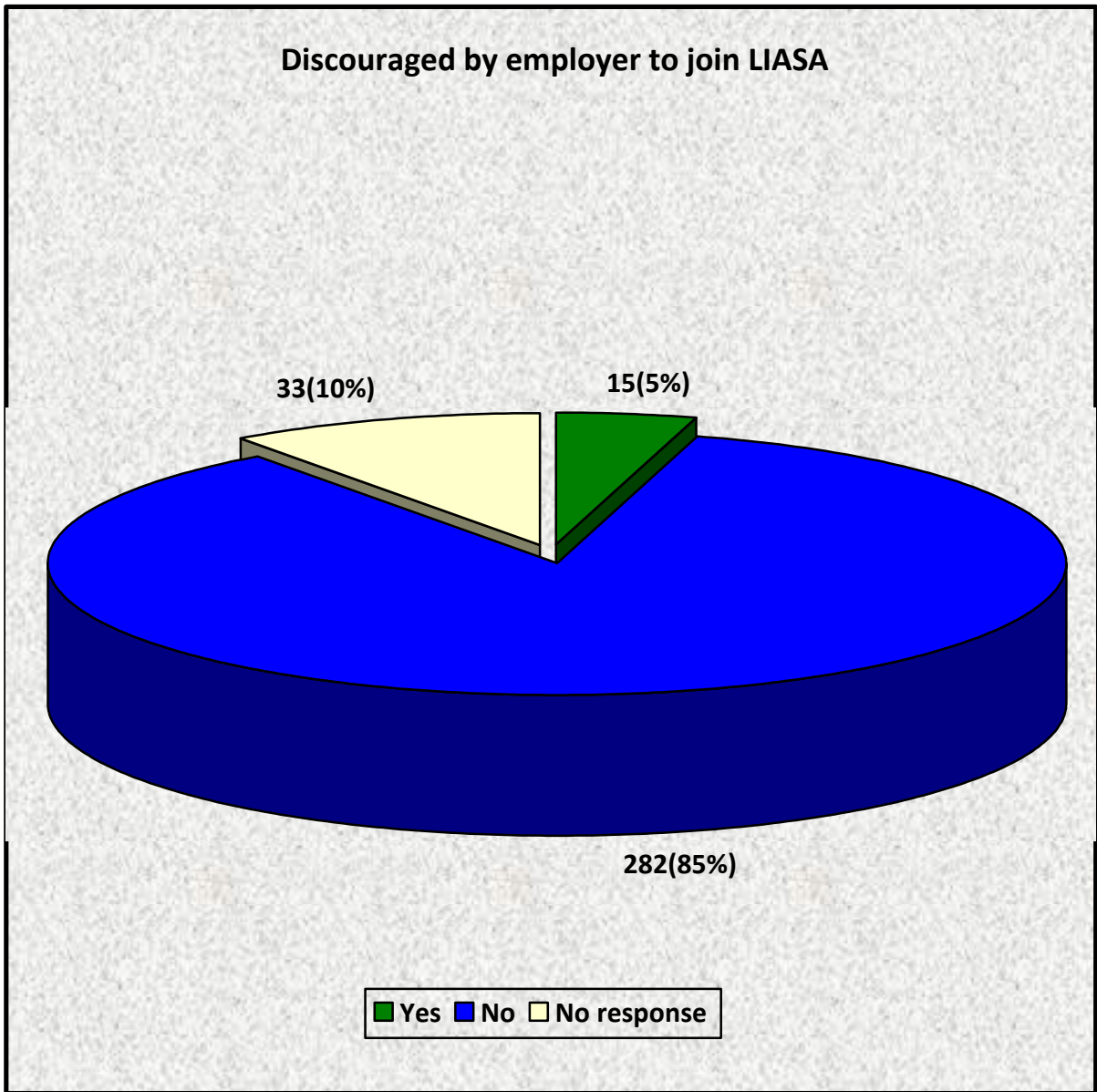


Figure 4.12 (N = 330)



While a significant percentage of respondents claimed that they are not discouraged by their employers to join LIASA, an equally significant percentage claimed that they are not encouraged either.

Those who are encouraged by their employers to become LIASA members were asked to indicate the form this encouragement takes. Those who are discouraged were asked to indicate how they are discouraged by employers in becoming LIASA members. Table 4.11 summarizes responses from those participants who responded. (The number in brackets indicates the number of respondents who felt the same way.)

Table 4.11

Encouraged or discouraged by employer in becoming a LIASA member

How encouraged	How discouraged
Policy that staff who may attend conferences should be LIASA members (3).	Not informed about LIASA (3).
For all staff who are studying LIS, LIASA membership fees are paid by the institution, but if you are not studying you pay yourself.	Being denied a chance of attending LIASA meetings, workshops.
Reminders about renewing LIASA membership are sent on a regular basis by employer (2).	Only professional staff is given a chance to attend conferences (6).
Informed by employer about LIASA activities (4).	No mention has even been made of LIASA to me.
Staff members who wish to attend the annual conference will be sponsored by the Library provided that they are LIASA members.	No active discouragement but also no active encouragement.
Provides institution transport to attend meetings, pays for conference attendance, etc.	There is no awareness created among staff by the employer regarding the professional body.
The employer emails staff about LIASA activities, forwards membership forms, displays LIASA notices on notice-boards, in newsletters, etc.	
We were handed the questionnaire relating to this study by our library secretary.	
Our management distributes LIASA membership application forms.	
We have LIASA members addressing us in our staff meetings.	
Yes, was informed that I would not get a professional position within the library if I didn't belong to LIASA (2).	

4.2.18 Financial constraints

Participants were asked whether financial constraints prevent them from being members of LIASA. Table 4.12 provides a summary of the responses to this question. Significantly, a sizable percentage of the respondents claimed that they are prevented by financial constraints from joining LIASA.

Table 4.12 (N = 330)
Financial constraints in joining LIASA

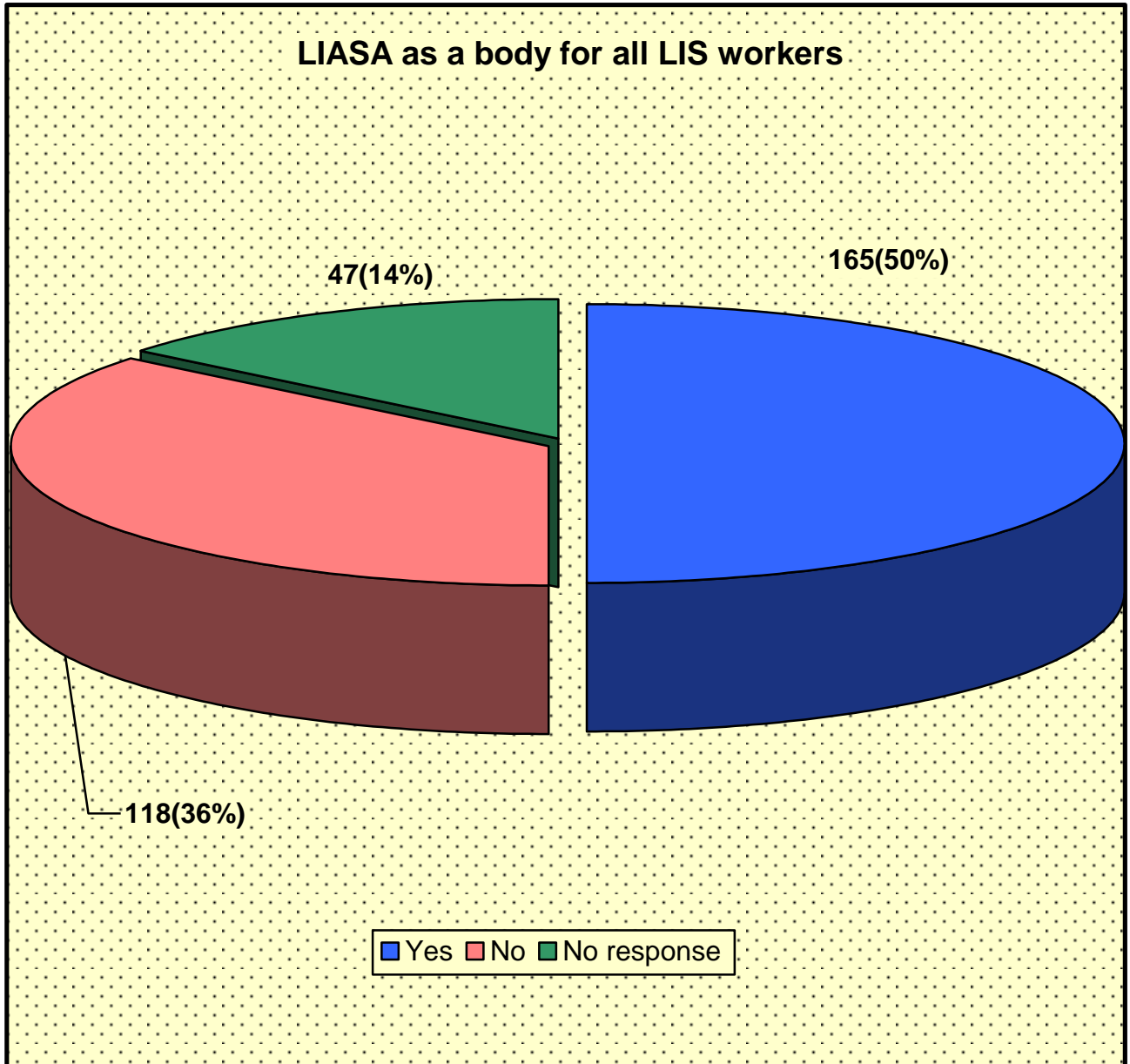
	Yes		No		No response		Total
	No. of respondents	Percentage (%)	No. of respondents	Percentage (%)	No. of respondents	Percentage (%)	
Academic libraries	31	23%	86	63%	20	14%	137
Public libraries	52	34%	88	57%	14	9%	154
Special libraries	3	8%	31	79%	5	13%	39
Total	86	26%	205	62%	39	12%	330

Those who felt that payment of the annual membership subscription is an obstacle to them becoming members of LIASA, were asked if they think monthly payments would encourage them to become paid-up members of LIASA. Of the 86 who indicated financial constraints, 70 (81%) responded to the question; 16 (19%) did not respond. Of the 70 who responded, 40 of them (57%) felt that monthly payments would encourage them to become paid-up members of LIASA and 30 (43%) felt that this would not encourage them.

4.2.19 LIASA as a body for all LIS workers

All respondents were asked if they regard LIASA as a body for all library and information services (LIS) workers, that is, professional and support LIS workers. Figure 4.13 captures these findings. Only half of the respondents seem to view LIASA as a body for all LIS workers.

Figure 4.13 (N = 330)



4.2.20 Member satisfaction

Those respondents who indicated that they were currently members of LIASA (97) were asked if they were satisfied members. Twenty one of the respondents (22%) did not respond to the question. Of the remaining 76, 25 (33%) indicated that they were not satisfied, 51 (67%) stated that they were satisfied.

Those who indicated that they were satisfied members provided the following reason for their satisfaction:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- For the first time in several years the administration side of fee payment, etc. was handled properly;
- Get all updates about LIASA and well informed about daily issues (5);
- Good meetings with interesting speakers, excellent workshops;
- I am happy with LIASA and its activities. However, it would be nice to encourage paraprofessionals to participate more in the activities;
- I am informed regularly through LIASA-in-touch and LIASA online and through meetings about what is happening in other libraries;
- I enjoy contact with fellow librarians. Meetings are usually relevant and useful;
- I need to network with other LIS workers, share ideas on how we can raise the standard of this field; LIASA provides a good platform to network and interact on common interests (3);
- I received journals and newsletters from LIASA;
- LIASA does a lot for me from a networking and developmental point of view and opens windows and doors;
- It meets all my needs; I meet with fellow LIS workers on a regular basis;
- KZN reps are very upfront and supportive;
- LIASA keeps me informed about the LIS sector and allows for transfer of information among LIS workers;
- Partially satisfied;
- There is adequate communication; and

- LIASA organizes training, talks by professionals.

Those who indicated that they are not satisfied members provided the following reasons for their dissatisfaction:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- Industrial issues are not discussed, grading is not the same in different libraries (7);
- Insufficient public face and audible voice from LIASA;
- LIASA does not support my professional role (2);
- LIASA only helps people who are in management positions; ordinary workers do not benefit from LIASA (3); and
- The association does not really do anything for me.

Those respondents who claimed to be dissatisfied members (25) were asked if they would renew their membership when it expires. Four of the 25 respondents (16%) chose not to respond to the question and 13 (52%) indicated that they were unsure whether to renew their membership or not. Six (24%) indicated that they were going to renew while two respondents (8%) disclosed that they were not going to renew their membership.

Those who claimed that they would not renew their membership felt that membership fee is too high. Unfortunately, those who claimed to be unsure whether to renew their membership or not did not provide explanations for this response.

4.2.21 Participation in LIASA activities

Respondents were asked if they have attended LIASA activities previously, and if they have not, would they like the opportunity participate in such activities. Those who have attended were asked if they would like to participate further. Table 4.13 summarizes the responses to these questions. A significant number of LIS workers surveyed have never attended LIASA activities previously. However, many of them would like the opportunity to do so.

Table 4.13 (N = 330)
Participation in LIASA activities

	Attended				Never attended, but would like the opportunity to participate				Attended before & would like to participate further			
	Yes	No	No response	Total	Yes	No	No response	Total	Yes	No	No response	Total
Support Staff (201)	75 (37%)	108 (54%)	18 (9%)	201	81 (75%)	22 (20%)	5 (5%)	108	42 (56%)	21 (28%)	12 (16%)	75
Professional staff (129)	67 (52%)	49 (38%)	13 (10%)	129	27 (55%)	18 (37%)	4 (8%)	49	44 (66%)	13 (19%)	10 (15%)	67
Total	142 (43%)	157 (48%)	31 (9%)	330	108 (69%)	40 (25%)	9 (6%)	157	86 (61%)	34 (24%)	22 (15%)	142

Those respondents who had not attended LIASA activities previously provided the following reasons for this:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- According to my observation LIASA is not for all LIS workers; only for professionals (2);
- Because I am not a LIASA member (21);
- Because I have never heard of LIASA meetings; my employer does not tell us if there are any meetings;
- Because I have no idea about LIASA activities;
- Because I was never informed (12);
- Because no one has invited me;
- Budget constraints(2);
- I am not convinced about LIASA;
- I do not know what LIASA is about (2);
- I have no interest (12);
- Never been officially informed of any LIASA conferences except this year's IFLA Conference in Durban as it affected our institution;
- When I want to attend a LIASA activity I am told there is no relief and that I can't leave my job unattended;
- Not given opportunity to attend; and
- There has not been much visibility on LIASA's side to attract my attention.

Those who had attended LIASA activities previously claim to have benefited from these activities in the following ways:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- Networking, meeting people in the library profession (23);
- Widened knowledge of LIS sector;
- Very informative;
- Training in IT, latest trends in LIS, research in LIS in KZN;

- To learn of the experience of other colleagues (2).;
- Share knowledge in the field, specifically at meetings; also learn about new developments in the profession (4);
- Networking allows you to get a better understanding of what is happening in the LIS world;
- Share experiences and practices, develop skills which allow creativity, gain information on other cultures;
- Professional updating, gaining confidence;
- Peer review and discussions of professional issues;
- Interesting academic discussions that have impacted positively on my professional activities;
- Professional growth, sharing concerns (3);
- It was educational and fun; and
- Information, but it was not enough.

4.2.22 General comments about LIASA

Respondents were asked if they have any other comments about LIASA as a professional body. Eighty one (25%) of the 330 participants commented. Their comments included:

(The number in brackets indicates the number of respondents who felt the same way. Responses with no number mean one respondent who felt that way.)

- LIASA should become unionized (3);
- LIASA is a “social club” where people meet;
- LIASA should protect the LIS profession (2);
- LIASA must continue to do better in all sectors;
- Should try to make the association more active and vibrant;
- LIASA must promote itself more (17);
- Must improve on communication with LIS workers;
- LIASA should serve all LIS workers (5);
- Must have more programmes addressing academic issues;
- LIASA must involve itself in industrial concerns (10);

- Must promote librarianship in the public sector;
- Should provide study bursaries to members;
- LIASA is not progressive enough;
- LIASA should visit all South African libraries; meet its people;
- Make LIASA a more appealing association;
- LIASA has no benefits for support staff (6);
- Special libraries are not well informed about LIASA;
- Participation is dominated by members in high positions in the LIS sector;
- LIASA should assist LIS graduates to find jobs;
- LIASA needs to have more workshops and mini-conferences. Conferences should be held twice a year;
- Well done LIASA - keep uniting deliberations in South Africa as a whole;
- It must attend to the issue of diplomas (professionals and paraprofessionals). The body must keep an eye on how their members treat their fellow workers. LIASA must be more involved in the running of libraries. Non-members are deprived of chances of getting better positions;
- Maybe it should not claim to be for all library workers. This organization is “just useless”;
- It must attend to issues of our B.Tech. versus university LIS degrees. B. Tech. are not recognized by employers and LIASA must intervene on this industrial concern;
- There is need for a LIS body which will promote our profession; a body that will truly look after the interests of the LIS sector and a the body that will look after library workers, not only librarians as LIASA does;
- It would be interesting to see the transformation of the sector unfolding (2);
- Not interested in this organization;
- Membership should be compulsory for all qualified librarians to accommodate librarians working for municipalities so that they can get permission to attend meetings;
- Please inform some members to stop marketing themselves through LIASA and to involve us at the lower ranks;

- I wish LIASA would fight for our professional image;
- LIASA must do something about people who work in the library but do not have a qualification (degree or diploma) in library science;
- We need more information about this organization (3); and
- I wish LIASA well - may it grow and become an influence for excellence in the LIS world.

4.3 Summary

Chapter 4 presented the findings of the study. These findings were based on data collected by means of a self-administered questionnaire. The next chapter discusses the main findings of the study in terms of the objectives of the study and the research questions guiding the study as well as the literature reviewed. Based on this discussion, conclusions are drawn and recommendations are made.

Chapter 5: Discussion of findings, conclusions and recommendations

5.1 Introduction

Chapter four presented findings based on the analysis of data that was collected from the survey of LIS workers from three types of library and information services (academic, public and special libraries) in KZN. This chapter discusses the main findings relevant to the objectives of the study and their corresponding research questions in the context of the literature reviewed for the study. Based on this discussion conclusions are drawn and recommendations are made. Hence it is necessary to restate the objectives and critical questions of the study.

The objectives of the study were:

- To investigate the extent to which workers in library and information services in KwaZulu-Natal are members of LIASA; and
- If there are substantial numbers of LIS workers who are not currently members, then what are the possible reasons for this?

This study had two critical questions:

- What percentage of workers in the various types of library and information services in KwaZulu-Natal are currently members of LIASA?; and
- In the case of those LIS workers who are not current members, what are the possible reasons for this?

5.2 Discussion of findings in terms of the objectives and corresponding research questions

The main findings are discussed in terms of the objectives of the study and their corresponding research questions.

5.2.1 The extent to which workers in library and information services in KwaZulu-Natal are members of LIASA

To achieve this objective the following critical question had to be answered: What percentage of workers in the various types of library and information services in KwaZulu-Natal are currently members of LIASA?

5.2.1.1 LIASA membership

Gruen, Summers & Acito (2000: 36) strongly believe that member retention is a key measure of an association's performance. Like Khomo's (2005) limited study, this study too revealed that there is a problem with membership in LIASA. Raju (2005: 173) also claimed that LIASA has a small membership. Like the Ghana Library Association which has a very small membership (Yeboah 2007: para.5), LIASA too shows trends of a small membership with only 29% of the 330 respondents surveyed currently being members of LIASA. A large percentage (69%) of the 330 respondents are not currently members of LIASA. It is evident from these findings that LIASA shares a similar characteristic with other African LIS professional associations of having a small membership as Mutula (2003: 336) indicated. The South African LIS association seems to be aware of its membership challenge as LIASA (2007: para.37) stated that this professional association is facing many challenges as it "strives to realize its dream and its members".

It seems that LIASA is failing to retain its members. Mattee (the current LIASA president) announced that 2005 statistics showed that there were 422 new members. In June 2006 LIASA had 1740 paid-up members including 99 new members (South Africa country report 2004-2006 2006: para. 7)). Haasbroek (2007: 2) estimated that LIASA membership in mid-2007 was around 1400. These figures show that there has been a drop in membership. Reports cited indicate that LIASA does manage to recruit new members, but the total number of members does not increase, possibly because of non-renewal of membership. This study revealed that a significant 12% of the 330 respondents had at some stage not renewed their membership. Many of them cited financial constraints as a reason for non-renewal and also reasons associated with not benefiting from being members. Furthermore,

a significant 29% of the 97 respondents who are currently members of LIASA stated that they are not satisfied members with many of these respondents indicating that they are unsure whether to renew their membership and some emphatically stating that they will not renew.

It would seem then that LIASA, like its counterparts in other parts of Africa is characterized by small membership, unlike its western counterparts such as the ALA and CILIP.

5.2.1.2 Professional and support staff

This study drew respondents from three types of library services and from all categories of staff. There were 201 (61%) support staff and 129 (39%) professional staff. This roughly 40/60 split is a reflection of the general distribution of professional and support staff in most LIS services.

LIASA aims to represent the interests of and promote the development and image of all library and information workers in South Africa (LIASA 2000: 4). However, the majority of support staff who, as indicated above, form the bulk of staff complements in most LIS services, seemed not to think that LIASA is their professional body. A large percentage (72%) of those who are not currently LIASA members (228) came from this category. Many of these support staff indicated that “LIASA is for librarians only” and that “it cares only for the professionals” and not for support staff. Yet Mnisi (1999: para.6) has emphasized that LIASA must reach out to ‘non-professional’ staff in LIS services, otherwise it would be limiting its own muscle power. This large group of support staff must be embraced by LIASA if it wants to widen its membership base.

It is interesting to note that it has been commented (Kagan 2002: 5) that even professional staff are reluctant to join LIASA. This perception together with the findings from this study seem to indicate that LIASA seems to be failing both professional and support staff.

5.2.1.3 Expectations

It is apparent from the findings that respondents expect more from LIASA; that the professional body is not currently meeting their expectations. For example, LIASA needs to serve the interests of all LIS workers, including support staff and it needs to address industrial concerns in the LIS work place such as qualification issues, job gradings, conditions of service, etc. The American Library Association, a professional body with a large membership base, has amongst its goals to ensure that librarians and other LIS personnel are paid equitable and attractive salaries (Our Association 2007: 46). Perhaps LIASA needs to draw from such best practices. LIASA may avoid losing membership by demonstrating the benefits it can deliver and by researching the changing needs of LIS workers, as Ghosh (2006: 45) suggests. The trend shown in Raju's (2005) study that two-thirds of tertiary level LIS workers surveyed in South Africa are of the opinion that it is necessary to have an organization to address the industrial concerns in library and information services, is also revealed by this study. Of the 330 respondents, a large majority (85%) believe that the professional body must address industrial concerns of the LIS sector. Of the 280 respondents who want the professional body to address industrial concerns, 60% are from among the support staff. This is the same group from which a number of LIS workers are currently not members of LIASA. Perhaps this is an area that LIASA needs to focus on if it wants to broaden its membership base. This becomes particularly relevant in view of the fact that both the literature (Raju & Stilwell 2007: 15; Raju, Stilwell & Leach 2006: 216) as well as the current study have indicated that LIS workers tend to believe that the LIS professional body should represent both the professional and industrial concerns of the LIS profession.

5.2.1.4 LIASA membership in academic library services in KZN

Sixty-seven (49%) of the 137 academic library respondents are currently members of LIASA. The total number of LIS workers surveyed from academic libraries in KZN who are not currently members of LIASA is 69 (50%) out of the 137. Of the 69 who are not members, 59 (86%) are from among the support staff. Forty-three (64%) of those who are members came from among the professional staff. While it looks like LIS workers from academic libraries are divided into two halves of LIASA members

and those who are not members, it is worth mentioning that a large percentage of those who are not members are support staff. Also noteworthy is that a significant percentage (62%) of the 137 respondents opposed the idea of LIASA restricting itself to professional concerns only.

5.2.1.5 LIASA membership in public library services in KZN

Out of 154 respondents surveyed from the public libraries, 132 (86%) are not currently members of LIASA. Ninety-eight (64%) of the 132 who are not currently members come from among the support staff and 22% are professional staff. Eighty-six percent is indeed a large percentage of LIS workers who are not members of the only LIS professional body in South Africa. Only 19 (12%) of LIS workers from the public libraries in KZN surveyed are currently members of LIASA. Of the 19 respondents who are members, 68% came from the professional staff. This shows that even though the findings reflect poor LIASA membership in public libraries, the little support LIASA gets here is from the professional staff. There seems to be a difference in terms of LIASA membership between academic and public library services. Membership levels are poorer among public libraries. This may be the result of the nature of the service offered and geographical location of these libraries. Academic libraries are generally located in urban centres where there is easier access to information and more networking opportunities, while many public library services are located in outlying rural areas where flow of information and general communication may be problematic. Furthermore, compared to public library staff, academic library staff, by nature of the environment in which they are located, tend to more academically qualified and more in touch with professional and other issues. This could account for the relatively higher levels of membership in the academic library environment.

Like in academic libraries, most of the LIS workers surveyed from the public libraries (51%) believe that LIASA should not restrict itself to addressing professional concerns of the LIS sector. Industrial concerns should also be addressed. Of the 79 respondents against the restriction, 70% were from the support staff. Again, it

becomes evident that industrial issues is an area that LIASA could hone in on to reach this category of LIS workers.

5.2.1.6 LIASA membership in special library services in KZN

Twenty-seven (69%) out of 39 of the LIS workers surveyed from special libraries in KZN are not currently members of LIASA. Interestingly, in the special library sector, the large number of non-members comes from the professional staff as 20 (51%) of non-members are professional staff. Again here, the nature of the service is different from that of public and academic libraries. Only 11 (28%) of the 39 special library workers in KZN surveyed, are currently members of LIASA. Unlike in academic and public libraries, LIS qualification level and type in special libraries generally do not determine whether the LIS worker is regarded as professional or support staff. The special library environment tends not to be very particular about LIS qualification types and levels. Furthermore, as evident from the findings, LIS workers from special libraries often belong to other associations, for example, OSALL (a law librarians' organization). Notwithstanding this, a large percentage of the LIS workers surveyed from special libraries (79%) were against the idea of LIASA restricting itself to professional concerns of the LIS sector.

In summary then, overall a significant percentage of LIS workers surveyed in KZN are not LIASA members. Membership growth is slow largely because of non-renewals arising from financial constraints and reasons associated with not benefiting from being members. While support staff is the dominant category in terms of numbers in most LIS services, LIASA has not been able to draw significant membership from this category of LIS workers. Overall as well as in each of the three types of library services surveyed, LIS workers tend to believe that LIASA should address both the professional and industrial concerns of the LIS sector, with support staff in particular feeling very strongly about this. While there are slight differences in the membership patterns among the three types of library services surveyed, all three have shown low membership levels, with public libraries, which is indeed is a very large LIS sector, being particularly problematic in terms of professional body membership.

5.2.2 Possible reasons for non-membership

To achieve this objective the following critical question had to be answered: If there are substantial numbers of LIS workers who are not currently LIASA members, then what are the possible reasons for this?

5.2.2.1 Reasons for not being LIASA members

The findings do indeed reveal, as already discussed, that there are substantial numbers of LIS workers in KZN who are not LIASA members. What then are the possible reasons for this? This study revealed that one of the major contributors to low membership is poor marketing of this professional association. Of the 330 respondents, 120 (36%) were not even aware of LIASA's existence. Of those who were not aware of the existence of LIASA, 113 (94%) came from public libraries and as discussed earlier, this is the sector with particularly low levels of membership. This study also revealed that 116 of the 330 respondents (35%) do not have access to information about LIASA activities. Of these 116 respondents, 79 (68%) were from the public libraries. Obviously, they cannot be members of a body if they do not have access to information about it. This means they do not know what is happening as far as the professional body is concerned. This sector yearns for more information about LIASA as 121 out of the 154 public library respondents (79%) indicated that they would like more information about LIASA and its activities. Marketing and promoting LIASA and its activities is indeed an area that needs attention as is revealed by the above figures as well as comments from respondents such as "Not aware of LIASA", "Not informed about LIASA", "I have no idea about LIASA and its activities" and "LIASA must promote itself more". There also seems to be much apathy among LIS workers with many of them simply being "not interested" in the organization. Wilson (1997: 51) encourages the use of marketing strategies for a professional body to attract and retain members and to increase membership involvement in the association.

Such a marketing strategy on LIASA's part would need to take into account that of the 234 respondents who stated that they would like more information about LIASA, 123 (53%) indicated that they like this information communicated via face-to-face

contact with LIASA officials at branch, national or interest group level. Marketing and promotion of the professional body should also take into account the role of employers (as represented by heads of LIS services and other managers) in encouraging staff to become members of LIASA as findings reveal this to be a significant factor in the extent to which staff involve themselves in LIASA activities (refer to Table 4.11 and Figures 4.11 and 4.12). Also noteworthy for marketing and promotion purposes is the finding that while a large percentage of the 330 respondents (48%) have not attended LIASA activities previously (the large majority of these being support staff), a significant 69% of these respondents (again, the majority being support staff) indicated that they would like the opportunity to participate in LIASA activities. Significantly, the majority of those respondents who had previously participated in LIASA activities (61%), including both professional and support staff, wanted to participate further because of the benefits they had gained from such participation. Clearly then, this points to room for potential promotion of the professional body among LIS workers not currently involved with the organization.

There is also a feeling among many of those who are not currently LIASA members (228) that the membership fee is too high as 16 (7%) of the respondents indicated such. Perhaps if LIASA demonstrated more benefits and meeting of expectations of LIS workers, they would not see the membership as being “too expensive” and that it is worth becoming a member. This is important in view of the fact that 120 support staff (36%) and 68 professional staff (21%) of the 330 LIS workers surveyed felt that LIASA as no benefits for them as LIS workers. There is also a strong feeling among support staff that LIASA is biased towards professional staff as discussed earlier. In fact a significant 118 out of the 330 respondents (36%) indicated that they do not regard LIASA as a body for all LIS workers, yet the LIASA constitution claims to embrace all LIS workers: LIASA aims to “unite all persons engaged or interested in library and information work and to actively safeguard and promote their dignity, right and socio-economic status” (LIASA 2000: 4). To counter factors such as membership cost and perceptions of “no benefits” and encourage membership, perhaps LIASA needs to build on the many positives about the organization put

forward by satisfied LIASA members, for example, LIASA provides “a good platform to network and interact on common interests”, it “widens knowledge of the LIS sector”, LIS workers “learn about new developments in the profession” and LIASA promotes “professional growth”. Further, while not in the majority there is nevertheless a significant percentage of respondents for whom financial constraints prevent them from becoming LIASA members. As indicated in the findings, many in this group think that a monthly payment option for subscription fees would encourage them to become paid-up members of LIASA. It would do LIASA good to look into alternative payment options so as to ease the financial burden on LIS workers and hence encourage membership.

LIS workers, particularly support staff, which is a potential growth area for LIASA membership, have indicated a dissatisfaction with the fact that LIASA does not attend to industrial concerns of the LIS sector such as different gradings of staff used in different libraries and the tension between professional and paraprofessional staff qualifications. In fact even current LIASA members who claim to be dissatisfied members have also cited lack of attention to industrial concerns as a major reason for being dissatisfied.

In summary then, the main reasons among respondents for non-membership of LIASA as well as for not renewing LIASA membership seem to be:

- Lack of awareness of the existence of the professional body and its activities and lack of interest (apathy) in LIASA arising largely from poor marketing, promotion of and communication about the professional association, especially in the public library sector;
- The LIASA membership fee is considered to be too high resulting in financial constraints discouraging membership;
- There seems to be a perception among many that LIASA does not offer any benefits to them as LIS workers;
- There seems to be a strong feeling, especially among support staff, that LIASA is biased towards professional staff; and
- LIASA does not address industrial concerns of the LIS sector.

5.3 Conclusions

The main objectives of this study were to investigate the extent to which LIS workers in KZN are members of LIASA and to reveal the reasons for non-membership if a substantial number of LIS workers are not members. Based on the above discussion the study concludes the following about the extent to which LIS workers in KZN are members of LIASA:

- Only a small percentage (about 29%) of LIS workers in KZN are currently members of LIASA, while a large percentage (about 69%) are currently not members;
- While there are varying percentages reflecting LIASA membership and non-membership in academic, public and special library services in KZN, the common trend is that in each of these types of library services, the majority of LIS workers are not LIASA members, with the situation of non-membership being particularly problematic in the public library sector which is the largest of the three LIS sectors; and
- While in most LIS services, the support staff category is the dominant category in terms of numbers, LIASA has been unable to draw significant membership from this category of LIS workers despite its constitution claiming to embrace **all** LIS workers.

Also based on the above discussion, the study concludes the following regarding the reasons for non-membership of LIASA as well as for non-renewal of membership which seems to be largely responsible for the slow membership growth:

- Lack of awareness of the existence of the professional body and its activities and lack of interest (apathy) in LIASA arising largely from poor marketing, promotion of and communication about the professional association, especially in the public library sector;
- The LIASA membership fee is considered to be too high resulting in financial constraints discouraging membership;
- There seems to be a perception among many that LIASA does not offer any benefits to them as LIS workers;

- There seems to be a strong feeling, especially among support staff, that LIASA is biased towards professional staff and that it is not an organization for support staff; and
- LIASA does not address industrial concerns of the LIS sector (with support staff feeling particularly strong about this).

5.4 Recommendations of the study

Based on the above discussions and conclusions, this study makes the following recommendations:

- LIASA needs to engage a more aggressive and rigorous marketing and promotion strategy to increase membership levels particularly in the public library sector and among support staff in all LIS services, the latter revealing itself in this study as being a potential growth area for LIASA to broaden its membership base;
- LIASA could perhaps counter “high membership fees” and financial constraints discouraging membership by seeking alternative payment options to ease the financial burden on LIS workers and thus encourage membership;
- LIASA needs to find creative ways of addressing the perception of “no benefits” possibly through education programmes on how one can derive qualitative benefits by actively participating in the professional body and/or its activities. Such education programmes should draw on the many positives about the organization and qualitative benefits derived that have been put forward by current satisfied LIASA members;
- LIASA needs to creatively reach out to support staff and tangibly demonstrate to them that it is a body embracing **all** persons engaged in library and information work and is not just for professional LIS staff;
- LIASA needs to consider involving itself with the industrial concerns of the LIS sector, notably, the role of paraprofessional qualifications in the LIS work place, traditional university LIS degrees versus university of technology LIS degrees in the LIS work environment, issues relating to LIS job gradings, etc.; and

- While this study researched LIASA membership trends in the province of KwaZulu-Natal (South Africa) which the researcher hopes gives some indication of membership trends nationally as well, it would be useful if similar studies are carried out in other provinces of the country to ascertain if the trends reflected in this study are indeed applicable to South Africa generally.

5.5 Summary and conclusion

This chapter discussed the main findings of the study in terms of the objectives of the study and their corresponding research questions as well as in the context of the literature reviewed for the study. Based on these discussions, conclusions were drawn and recommendations were made. The researcher believes that the study has adequately addressed its two main objectives, that is, 1) to investigate the extent to which LIS workers in KZN are members of LIASA; and 2) if there are substantial numbers of LIS workers who are not currently members, then what are the possible reasons for this. The researcher hopes that in addressing these objectives, this study has highlighted some important trends and issues regarding professional body membership that need to be attended to by the LIS professional body in South Africa. This study is timely as it comes at a time when LIASA, as it celebrates its tenth anniversary, admits that it has a membership challenge. Further, an academic study into LIASA membership has not been previously undertaken. Hence, the researcher hopes that this study would provide a useful basis on which the LIS profession in South Africa can take forward the important issue of professional body membership.

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APPENDIX A: Covering letter to self-administered questionnaire

Periodicals Department
Library Central Services
Durban University of Technology
M.L. Sultan Campus
P.O. Box 1334
Durban
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Dear Respondent

Research questionnaire for library and information workers in KwaZulu-Natal

A study is currently being conducted in fulfilment of the Master of Technology in Library and Information Studies at the Durban University of Technology. The purpose of the study is to investigate the extent to which workers in library and information services in KwaZulu-Natal are members of LIASA. If there are substantial numbers who are not members, what are the possible reasons for this. The study is being supervised by Professor J. Raju. The title of the study is: **Membership of the Library and Information Association of South Africa (LIASA) among library and information service workers in KwaZulu-Natal.**

This questionnaire is being sent to library and information workers in public, academic and special libraries in KwaZulu-Natal. It would be much appreciated if you could spare some time to complete this questionnaire fully and honestly. It would take you no more than 15 minutes to complete the questionnaire. Your responses would be used for research purposes only and would be treated with strict confidentiality.

Your participation would contribute to addressing the above important issue in the LIS profession. I would be most grateful if you could complete the questionnaire and return it to the secretary of your library at your earliest convenience, but before the 2007.

Yours Sincerely

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APPENDIX B: Self-administered questionnaire for LIS worker in KwaZulu-Natal

MEMBERSHIP OF THE LIBRARY AND INFORMATION ASSOCIATION OF SOUTH AFRICA (LIASA) AMONG LIBRARY AND INFORMATION SERVICE WORKERS IN KWAZULU-NATAL

RESEARCH QUESTIONNAIRE

Please answer all questions as completely as possible and where necessary indicate your option by means of a cross (x). Confidentiality is assured.

Please copy this cross (x) and paste it in an appropriate box.

1. Which type of library and information service are you employed in?

	Library	Select one
1	Academic library	
2	Public library	
3	Special library	

- 2.1. What is your current designation?

	Designation	Select one
1	Library assistant (including Senior library assistant, Principal library assistant, etc.)	
2	Assistant librarian	
3	Librarian (including Subject librarian, Section librarian, etc.)	
4	Senior librarian, Principal librarian, etc. (middle management)	
5	Director, Deputy director, etc. (top management)	
6	Other (Please specify)	

- 2.2. How does your organization categorise your position?

	Category	Select one
1	Professional position	
2	Support position	

3. For how long have you been working in a library?

	No. of years	Select one
1	5 or less	
2	6 – 10	
3	11 – 15	
4	16 – 20	
5	21 – 25	
6	26+	

4. What is your highest LIS or other qualification?

	Qualification	Select one
1	Less than Grade 12/Standard 10 (Matric)	
2	Grade 12/Standard 10 (Matric)	
3	National Diploma: LIS	
4	B.Tech.: LIS	
5	B. Bibl./ Bachelor of Information Studies/ Science	
6	Postgraduate Diploma in LIS	
7	Honours (LIS)	
8	Masters (LIS)	
9	Doctorate (LIS)	
10	Other (Please specify)	

5. Gender

	Gender	Select one
1	Female	
2	Male	

6.1. Are you aware of a professional body looking after the interests of the LIS sector?

		Select one
1	NO	
2	YES	

6.2. Do you think that there is a need for a professional body to look after the interests of the LIS sector?

		Select one
1	NO	
2	YES	

6.3. Are you aware of the existence of LIASA?

		Select one
1	NO	
2	YES	

7.1. Do you have access to information about LIASA and its activities?

		Select one
1	NO	
2	YES	

7.2. If you do have access to information about LIASA and its activities, please indicate the source of information.

	Source of information	Select as many as applicable
1	LIASA-in-touch (the official magazine of LIASA)	
2	LIASA website	
3	LIASA online (listserv)	
4	LIASA meetings (branch, national or interest group meetings)	
5	LIASA branch newsletter	
6	Your library/department notice board	
7	Discussion/consultation/communication with LIS colleagues	
8	All of the above	
9	Other (Please specify)	

7.3. Would you like more information about LIASA and its activities?

		Select one
1	NO	
2	YES	

7.4. If your response to 7.3. is **Yes**, should it be by

	Method of communication	Select as applicable
1	E-mail	
2	Post-mail	
3	Library/department notice board	
4	Greater face-to-face contact with LIASA executive members (at branch, national or interest group level)	
5	Other (Please specify)	

8.1. Do you think that a professional body should address industrial concerns, such as salaries and conditions of service, of the LIS sector?

		Select one
1	NO	
2	YES	

8.2. Do you think that a professional body should restrict itself to addressing the professional concerns of the LIS sector, such as LIS legislation, promotion of research and growth of LIS knowledge, professional ethics, etc.?

		Select one
1	NO	
2	YES	

8.3. Which do **you believe** should be the greater priority for a professional body?

		Select one
1	Professional concerns	
2	Industrial concerns	

8.4. Do you think that LIASA should address both the professional and industrial concerns of the LIS sector in South Africa?

		Select one
1	NO	
2	YES	

9. Does LIASA have any benefits for you as a library worker?

		Select one
1	NO	
2	YES	

10.1. Are you currently a member of LIASA?

		Select one
1	NO	
2	YES	

10.2. If you are not a LIASA member, please explain why.

10.3. Have you ever **not** renewed your membership to LIASA?

		Select one
1	NO	
2	YES	
3	NOT APPLICABLE	

10.4. If you have not renewed your membership, please give reasons why?

11.1.1. Are you encouraged in anyway by your employer to become a member of LIASA?

		Select one
1	NO	
2	YES	

11.1.2. If your response to 11.1.1 is **Yes**, please indicate what is being done by your employer to encourage membership of LIASA.

11.2.1. Are you in anyway discouraged by your employer in becoming a member of LIASA?

		Select one
1	NO	
2	YES	

11.2.2. If your response to 11.2.1 is **Yes**, please indicate how you are discouraged by your employer in becoming a member of LIASA.

11.3.1. Are financial constraints, that is, payment of the annual subscription, an obstacle to your becoming a member of LIASA?

		Select one
1	NO	
2	YES	

11.3.2. If your response to 11.3.1. is **Yes**, do you think monthly payments (stop/debit orders) will encourage you to become a paid-up member of LIASA?

		Select one
1	NO	
2	YES	

12. Do you regard LIASA as a body for **all** library and information workers (that is, professional and support LIS workers)?

		Select one
1	NO	
2	YES	

13. If you are currently a member of LIASA, are you a satisfied member?

		Select one
1	NO (Please explain below)	
2	YES (Please explain below)	

14. If you are not a satisfied LIASA member, are you going to renew your membership when it expires?

		Select one
1	NO	
2	YES (Please explain below)	
3	UNSURE (Please explain below)	

15.1. Have you attended any LIASA activities before? (e.g. conferences, workshops, branch meetings, etc.)

		Select one
1	NO	
2	YES	

15.2. If you have not attended any LIASA activities before, please explain why.

15.3. If you have not attended any LIASA activities before, would you like to have the opportunity to participate in such activities?

		Select one
1	NO	
2	YES	

15.4. If you have attended LIASA activities before, what have you benefited from these activities?

15.5. If you have attended LIASA activities before, would you like to participate further in these activities?

		Select one
1	NO (Please explain below)	
2	YES (Please explain below)	

16. If you have other comments about LIASA, please provide them.

Thank you very much for your time and effort in completing this questionnaire. Make sure you have responded to all items relevant to you. Please hand your completed questionnaire to the secretary of your library by

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