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The Attitudes of Adults toward the Public Library, and Their Relationship to Library Use

BY

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DISSERTATION

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TABLE OF CONTENTS

Chapter		Page
I.	INTRODUCTION	1-66
	Non-library users in the United States	2
	The promotion of library use is considered a part of public librarianship by many librarians	14
	Attitudes may affect library use	22
	The effects of attitude on library use are undetermined	30
	Summary	64
II.	THE PROBLEM	67-84
	Limitations of the study	72
	Definitions	77
	Significance of the study	78
	Summary	83
III.	METHODOLOGY	85-129
	The community	87
	The Oceanside Public Library	93
	The selection of subjects	101
	The development of the questionnaire	103
	The questionnaire	114
	Administration of the questionnaire	122

TABLE OF CONTENTS (cont.)

Chapter		Page
	The organization of the data obtained from respondents	123
	The reliability of the attitude scale	125
	Summary	128
IV.	THE SUBJECT GROUP	130-149
	The comparison of library users and nonusers	140
	Summary	148
V.	THE ATTITUDES OF RESPONDENTS TOWARD SPECIFIC ELEMENTS OF THE LIBRARY	150-191
	Attitudes toward the library staff	151
	Attitudes toward the library collection	155
	Attitudes toward the library building	160
	Attitudes toward the library's regulations and procedures	166
	The utility of the library	172
	Knowledge of the library	180
	Summary	189
VI.	THE ATTITUDES OF LIBRARY USERS AND NONUSERS TOWARD THE LIBRARY	192-209
	Attitude scores of subjects with specific characteristics	200
	Summary	208

TABLE OF CONTENTS (cont.)

Chapter	Page
VII. CONCLUSIONS AND IMPLICATIONS	210-221
Implications	216
The need for further research	218

Appendices

I. CALIFORNIA PUBLIC LIBRARIES SERVING URBAN POPULATIONS GREATER THAN 25,000 AND LESS THAN 40,000 IN 1967	222
II. COVERING LETTER	223-224
III. QUESTIONNAIRE RETURN ENVELOPE	225
BIBLIOGRAPHY	226-237

LIST OF TABLES

Table		Page
1.	PERCENTAGES OF LIBRARY USERS WITHIN SELECTED DEMOGRAPHIC GROUPS, GIVEN BY BERNARD BERELSON..	5-6
2.	THE TOTAL POPULATION SERVED, AND BORROWERS REGISTERED, BY 5,491 PUBLIC LIBRARY SYSTEMS IN 1955-56.....	7
3.	REGISTERED BORROWERS AS A PERCENTAGE OF THE POPULATION SERVED BY PUBLIC LIBRARIES IN TEXAS.	8
4.	ADULT USERS OF THE ENOCH PRATT LIBRARY, AND THE POPULATION OF BALTIMORE, BY EDUCATIONAL LEVELS.....	11
5.	REASONS GIVEN BY ADULT NONUSERS FOR NOT USING THE FLUSHING BRANCH LIBRARY.....	45
6.	REASONS FOR NONUSE OF THE CHICAGO PUBLIC LIBRARY.	49
7.	THE IMPORTANCE OF THE PUBLIC LIBRARY TO THEMSELVES, THEIR FAMILIES, AND THEIR COMMUNITIES, INDICATED BY LIBRARY REGISTRANTS AND NONREGISTRANTS.....	62
8.	SELECTED 1960 CENSUS FIGURES, SHOWING DIFFERENCES IN THE POPULATION CHARACTERISTICS OF OCEANSIDE, THE STATE OF CALIFORNIA, AND THE UNITED STATES AS A WHOLE.....	89
9.	PER CAPITA COMPARISON OF 1966-67 STATISTICS FOR THE OCEANSIDE PUBLIC LIBRARY AND FOR ALL CALIFORNIA PUBLIC LIBRARIES.....	96
10.	A COMPARISON OF 1966-67 STATISTICS FOR THE OCEANSIDE PUBLIC LIBRARY WITH CORRESPONDING STATISTICS FOR 19 OTHER CALIFORNIA LIBRARIES SERVING URBAN POPULATIONS GREATER THAN 25,000 AND LESS THAN 40,000.....	98-100

LIST OF TABLES (cont.)

Table		Page
11.	T RATIOS OF THE SCORES OF 108 HIGH ATTITUDE SCORE RESPONDENTS TO THE SCORES OF 94 LOW ATTITUDE SCORE RESPONDENTS, FOR EACH OF THE SIXTEEN ATTITUDE SCALE STATEMENTS.....	126-127
12.	NUMERICAL DISTRIBUTIONS OF LIBRARY USERS AND NONUSERS, AND OF THE 1960 CENSUS POPULATIONS OF OCEANSIDE AND THE UNITED STATES, WITHIN SELECTED DEMOGRAPHIC CLASSIFICATIONS.....	131-133
13.	PERCENTAGE DISTRIBUTIONS OF LIBRARY USERS AND NONUSERS, AND OF THE 1960 CENSUS POPULATIONS OF OCEANSIDE AND THE UNITED STATES, WITHIN SELECTED DEMOGRAPHIC CLASSIFICATIONS.....	134-136
14.	THE OCCUPATIONS OF QUESTIONNAIRE RESPONDENTS.....	139
15.	SIGNIFICANCE OF THE DIFFERENCES BETWEEN LIBRARY USERS AND NONUSERS IN PERSONAL CHARACTERISTICS.	142
16.	OCCUPATIONS OF LIBRARY USERS AND NONUSERS AMONG THE QUESTIONNAIRE RESPONDENTS.....	143
17.	DISTANCE FROM HOME TO LIBRARY.....	144
18.	DURATION OF RESIDENCE IN OCEANSIDE.....	144
19.	SIGNIFICANCE OF THE DIFFERENCE BETWEEN THE RESPONSES OF LIBRARY USERS AND NONUSERS TO TWENTY-SIX STATEMENTS.....	152
20.	PERCENTAGE DISTRIBUTION OF THE RESPONSES TO STATEMENTS ABOUT THE LIBRARY STAFF.....	153
21.	PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS ABOUT THE LIBRARY'S COLLECTION.....	157

LIST OF TABLES (cont.)

Table		Page
22.	PERCENTAGE DISTRIBUTION OF RESPONSE TO STATEMENT i	161
23.	PERCENTAGE DISTRIBUTION OF RESPONSE TO STATEMENT s	162
24.	PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS ABOUT LIBRARY RULES	167
25.	PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS RELATED TO THE LIBRARY'S UTILITY	176
26.	PERCENTAGE DISTRIBUTION OF THE RESPONSE TO STATEMENT z	193
27.	PERCENTAGE DISTRIBUTION OF ATTITUDE SCALE SCORES.	195
28.	SIGNIFICANCE OF THE DIFFERENCE BETWEEN THE MEAN ATTITUDE SCORES OF LIBRARY USERS AND NONUSERS, GROUPED ACCORDING TO SELECTED CHARACTERISTICS	197-199
29.	T RATIOS FOR THE DIFFERENCES BETWEEN THE MEANS OF SUBJECTS WHO DIFFERED IN TERMS OF FOUR SELECTED CHARACTERISTICS	205

CHAPTER I

INTRODUCTION

This report describes a study of the attitudes of middle class urban adults toward their public library. The study's objective was to determine whether or not there is a significant difference between the attitudes of the library users and nonusers within this class of people.

This study was inspired by the belief that if such a difference should be found to exist, further investigation might then determine whether or not this difference was a causal factor with respect to library use, not only among middle class adults but within non-middle class groups and non-adult groups as well. These investigations might lead, in turn, to the development of a methodology for converting non-library users into library users, based on the improvement (with respect to library use) of the attitudes of these non-library users.

This study, then, might ultimately lead to the development of techniques for the extension of library use, if it should find a significant difference between the attitudes of library users and the attitudes of

nonusers. If, on the other hand, this study were to find no difference between these attitudes it would eliminate attitude change from further consideration as a means of generating library use by nonusers, at least among middle class adults.

Four circumstances make the knowledge sought through this study valuable:

1. A large number of the people of the United States who might use public libraries with profit do not do so.
2. Public library use, by those who are not now library users, is desirable.
3. The attitudes of people toward their public libraries may either stimulate or inhibit their use of these libraries.
4. The knowledge sought through this study has not been provided by the efforts of other investigators.

The remainder of this introductory chapter is devoted to evidence of the existence of these circumstances--taken from the literature of librarianship--that is sufficiently weighty to justify this study of attitudes.

Non-Library Users in the United States

Twenty years ago Bernard Berelson answered the

question, "How many people can be considered users of the public library?" in this way:

> The answer to this question depends, of course, upon the definition given to the term "user." If it is defined in terms of registration with the public library (for the usual three-year period), then the figure is about 25 percent of the adults (using the library designation of those in high school and/or over fifteen years of age) and about 50 percent of the children. But...registration is not a sound index for actual library use. If "user" is defined as someone using the public library at least once a year, the figure is about 18 percent of the adults (over 21) and somewhat under 50 percent of the children and young people. Finally, if "user" is defined as someone using the library at least once a month, then the figure is about 10 percent of the adults and about 33 percent of the children and young people.[1]

Berelson's study of the percentage of library users in the population included study of the percentages of users within demographic groups defined by "different personal characteristics by which the clientele of the public library has been classified."[2] Because his study was based on data obtained from the surveys of other investigators, his report on the library users within

---

[1]Bernard Berelson, The Library's Public (New York: Columbia University Press, 1949), p. 10.

[2]Ibid., p. 19.

specific demographic groups gives more than one percentage--sometimes a different percentage from each survey cited--for most of the groups studied. Table 1 summarizes his findings. It lists the characteristics defining each group studied; the number of surveys from which he obtained percentages; the largest percentage of each group that any study found to be library users; and the smallest percentage that any study found to be library users.

The latest nation-wide survey which furnished data indicating the percentage of the population that uses public libraries was conducted by the Department of Health, Education and Welfare in 1955-56. This survey's data on populations served and borrowers registered were obtained from 5,491 public library systems.[3] As Table 2 shows, this survey found 28.3 per cent of the population served by the library system that supplied figures (i.e., the population of potential library users) to be registered with these libraries.

Three more recent studies have provided data on the percentages of library users or of registered borrowers among the populations served in parts of the United

---

[3]Statistics of Public Libraries, 1955-56. Biennial Survey of Education in the United States, 1955-56; Chapter 5 ([Washington: U.S. Govt. Print. Off., 1959]), p. 81.

TABLE 1

PERCENTAGES OF LIBRARY USERS WITHIN SELECTED DEMOGRAPHIC GROUPS, GIVEN BY BERNARD BERELSON

Demographic groups studied	Number of studies cited	Greatest percentage found by any study	Smallest percentage found by any study
Age group			
Young	7	37%	22%
Middle	7	34%	14%
Old	7	32%	14%
Education			
None and Grade school	9	25%	5%
High school	9	67%	16%
College	9	80%	35%
Sex			
Men	6	31%	17%
Women	6	37%	20%
Occupation			
Professional and managerial	6	72%	12%
White collar	6	66%	5%
Skilled and semi-skilled	6	51%	2%
Unskilled	6	36%	1%
Farmers	1	11%	--
Students	2	63%	19%
Housewives	4	58%	3%
Economic level			
High	5	41%	26%
Middle	3	30%	19%
Low	5	29%	5%
Marital status			
Single	3	42%	35%
Married	3	29%	25%

TABLE 1 (cont.)

Demographic groups studied	Number of studies cited	Greatest percentage found by any study	Smallest percentage found by any study
Race			
White	1	38% registered	--
Negro	1	12% registered	--
Residence			
Urban	4	43% registered	17%
Rural	4	19% registered	6%
Residential distance from the library in blocks			
1 - 5	2	83%	30%
6 - 7	2	55%	24%
8 - 11	2	40%	20%
12 - 15	2	22%	9%
16 - 19	2	22%	19%
20 and over	2	15%	8%
Opinion and community leaders and nonleaders			
Leaders	6	48%	25%
Nonleaders	6	41%	5%

Source: Bernard Berelson, The Library's Public, pp. 23, 26, 31, 36, 38, 39, 40, 41, 43, 47.

TABLE 2

THE TOTAL POPULATION SERVED, AND BORROWERS REGISTERED, BY 5,491 PUBLIC LIBRARY SYSTEMS IN 1955-56.

	Total		Percentage of population served
Population of area served (1950 census)		108,034,927	100.0%
Number of registered borrowers:			
Adult	14,103,514		
Juvenile	9,062,531		
Undistributed	7,423,864		
Total		30,589,909	28.3%

Source: Statistics of Public Libraries, 1955-56, p. 81.

States--in Texas, Cleveland, and Baltimore.

The first of these studies surveyed public libraries in Texas.[4] It found that registered borrowers ranged from 17.688 per cent of the population served in 1961, by public libraries which submitted annual reports, to 23.154 per cent in 1965. The population served, number of registered borrowers, and percentage of the population that was registered, in each year from 1961 through 1965 is given in Table 3.

[4] A Survey of Texas Public Libraries, 1965, for Texas State Library, Field Services Division, Austin, Texas. (Austin: Management Services Associates, 1966), p. 19.

TABLE 3

REGISTERED BORROWERS AS A PERCENTAGE OF THE POPULATION SERVED BY PUBLIC LIBRARIES IN TEXAS

	1961	1962	1963	1964	1965
Population served by Public Libraries (Thousands)	8,661	8,729	8,984	8,961	9,891
Registered borrowers reported (Thousands)	1,532	1,678	1,806	2,011	2,289
Registered borrowers as a percentage of population served	17.688	19.223	20.102	22.442	23.154

Source: "Summary Statistics Trend in Texas Public Libraries" A Survey of Texas Public Libraries, 1965, (Austin: Management Services Associates, 1966), p. 19.

The second of these three studies surveyed 2,000 randomly selected households, with approximately 6,400 members, in the Cleveland metropolitan area during December, 1965. It led to the following conclusions:

> Not quite half of the interviewed population said they had used some kind of library within six weeks prior to the interview:
>
> 46.0% used some kind of library
> 51.5% did not use any kind of library
> 2.5% gave no answer.
>
> Children were much more active library users than adults: 80.2 per cent of all surveyed children had used one within 6 weeks; in contrast, only 23.6 per cent of all adults interviewed had used a library within 6 weeks.
>
> The libraries used could have been either or both of two types. One was the "public library" which included all libraries in the Cleveland Public Library, Cuyahoga County Library and independent systems, excluding school libraries. The second was "other libraries" which included school, church, business or commercial lending libraries. Distinguishing between the two types, the H.L.S.[Home Library Survey] showed that:
>
> 45.90% of the interviewed population used "public" libraries.
> 28.29% of the interviewed population used "other" libraries.
>
> Approximately 38.0 per cent of the population using "public" libraries did not use "other" libraries. In contrast, all those who used

the "other" also used the "public."[5]

The third study, by Lowell Martin, was concerned with the Enoch Pratt Free Library's service to the disadvantaged in Baltimore, and not with service to the entire population of the area served by the Pratt Library. Even so, Doctor Martin's report provides the figures on use of the Pratt Library by the whole adult population of Baltimore. These figures, reproduced in Table 4, show that 18.3 per cent of the adult population uses the Enoch Pratt Free Library.[6]

Berelson concluded:

> Although most adults in the community like the public library, most of them do not use it. Like many other civic facilities in the town, the public library is used by only a minority of the population.[7]

The subsequent studies cited above indicate strongly that

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[5]Changing Patterns, a Branch Library Plan for the Cleveland Metropolitan Area. A Report to the Cleveland Public Library and Cuyahoga County District Library by Regional Planning Commission, Cleveland, Cuyahoga County, Ohio. (Cleveland: [1966]), pp. 115-6.

[6]Lowell A. Martin, Baltimore Reaches Out, Library Service to the Disadvantaged. No. 3 in the Deiches Fund studies of public library service. (Baltimore: Enoch Pratt Free Library, 1967), p. 40.

[7]Berelson, op. cit., p. 124.

TABLE 4

ADULT USERS OF THE ENOCH PRATT LIBRARY,
AND THE POPULATION OF BALTIMORE, BY EDUCATIONAL LEVELS

Educational level	Library use index	Population	Library users*
Not elementary school graduates	.03	185,000	5,550
Elementary school graduates but not high school graduates	.13	203,000	26,370
High school graduates but not college graduates	.38	121,000	46,000
College graduates	.68	31,000	21,000
Total adult		540,000	98,920
Percent of total			18.3%

*Persons who used Pratt at least once during the year preceeding the interviews which produced these user data.

Source: Lowell A. Martin, Baltimore Reaches Out; Library Service to the Disadvantaged. No. 3 in the Deiches Fund Studies of Public Library Service. (Baltimore: Enoch Pratt Free Library, 1967), p. 40.

his judgement is still valid. Further evidence of this validity is supplied by Mary Lee Bundy's report on her study of the characteristics of library users in the Baltimore-Washington area in 1967. She wrote that:

> Perhaps the chief issue raised by the survey is the public library's clientele composition. The most discouraging aspect of the survey was to discover that some twenty years after the Berelson study, the public library has not changed markedly in this respect.[8]

It is obvious, then, that many people--especially adults--do not use public library service which is available to them. It may be argued, however, that nonusers are not really a part of the library's potential clientele, either because they lack the ability to use the library or because they have no wants which the library can satisfy. This argument is exemplified by Berelson's statement that:

> In general practice the public library in the "typical" town is an institution for those with formal education. For the unschooled its wares are too complex and too remote from

---

[8]Mary Lee Bundy, Metropolitan Public Library Users, A Report of a Survey of Adult Library Use in the Maryland Baltimore-Washington Metropolitan Area. ([College Park, Md.] University of Maryland, School of Library and Information Services, 1968), p. 114.

normal habits and interests.[9]

It is true that there are people whose use of public libraries is prevented, or at least inhibited, by physical, mental, educational or social barriers. (The library profession is endeavoring, to some degree at least, to extend service to these people, as Lowell Martin's study--cited above--demonstrates.) There are many nonusers, however, who are not "disadvantaged," and could use their local libraries without great difficulty if they wished to do so.

There are substantial numbers of nonusers among people that Berelson would have classed as "with formal education." The surveys that he utilized in his study found that among college-educated people, from 20 per cent to 65 per cent were nonusers (see Table 1). Indeed, five of the nine surveys from which he obtained data on library use by the college educated, found nonusers to be in the majority.[10] Among high school graduates, of course, he found the percentages of nonusers to be even greater--they ranged from 33 to 84 per cent (see Table 1).

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[9]Berelson, op. cit., p. 126.

[10]Ibid., p. 26.

Lowell Martin--in his more recent study--found a similar situation in Baltimore (see Table 4): 32 per cent of the college graduates and 68 per cent of the high school graduates were not users of the Enoch Pratt Library.

The Promotion of Library Use is Considered a Part of Public Librarianship by Many Librarians

Non-library users, especially those who abstain from library use by choice (in contrast to those whose use is prevented by handicap), do not concern some librarians. For example, with reference to Berelson's statement that "the public library spends a major part of its resources and effort in the service of a relatively small segment of its clientele,"[11] Leon Carnovsky wrote:

> One can only guess as to how accurate this generalization would be today. I should be willing to accept it, without considering it either an indictment or a criticism of the library. The library has always been a minority service, just as book reading is a minority activity.[12]

This point of view has been presented even more

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[11]Berelson, op. cit., p. 102.

[12]Leon Carnovsky, "Survey of the Use of Library Resources and Facilities," in Maurice F. Tauber and Irlene Roemer Stephens, eds., Library Surveys (New York: Columbia University Press, 1967), p. 80.

explicitly by Lowell Martin:

> The public library will not be measured... by the number of customers it gets, but by whether it keeps the door of opportunity open to all.[13]

Other writers, however, indicate that the failure of people to use their libraries is a matter which should concern librarians. One illustration is this extract from the Public Library Association's Minimum Standards for Public Library Systems, 1966, which is almost diametrically opposed to the quotation above, from Lowell Martin:

> From the layman's standpoint the efficiency of a library is measured, not by the number of books on its shelves, nor by the excellence of its cataloging system, nor by its agility in keeping abreast of current publications, but entirely by the number of persons who make beneficial use of it.[14]

Many librarians believe that public library use should be extended as widely as possible throughout the population, in order that as many people as possible

---

[13]Lowell Martin, "Ski Resorts and Glass Branches," Library Journal, 90 (May 1, 1965), p. 2077.

[14]Gerald W. Johnson, "Role of the Public Library," in Minimum Standards for Public Library Systems, 1966, p. 5.

may "make beneficial use" of public library resources and services. To some extent, this belief is generated by self interest, since use of the library may affect its support by the community. For example:

> What if the trend to serve the few continues while the percentage of nonusers in the population rises? The public library, to keep its claim to tax support, may then have to shift its entire focus...The matter of dealing with the needs of the nonreader may then pass into the hands of an agency not now in existence. The library, in these circumstances, might alternatively become a cultural high watermark and guarantee its failure as a socially useful institution.[15]

Most of the library profession's concern with the nonuser--and the extension of library use--is not a reflection of its self interest, however, but stems from its concept of the public library as an educational instrument.

The public library has been assigned an educational role since its inception, by both American librarians and library supporters:

> The educational role of the public library, between 1850 and 1885, was to serve as a supplement to the public school system:

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[15]Ralph Blasingame, Jr., "Equalization of Opportunity," Library Journal, 90 (May 1, 1965), pp. 2074-5.

> "to continue and increase the effects of that system by the self-culture that results from reading." Then, between 1885 and 1915, library leaders, seeking a more substantial role for the library, began to assert that the library's educational role was not to supplement but to complement the work of the public schools. It was suggested that the public school and the public library were two parts of one complete purpose, and that each of these institutions was inadequate without the other. Librarians were urged by leaders of the profession to help create among the general population a conception of the public library as a "people's university," a community institution whose educational role was to take up the education of citizens at the point where it was discontinued by the public schools.
>
> With the rapid growth of adult educational agencies and programs between 1920 and 1956, the library's educational role gradually shifted from serving as an integral part of the community's system of public education to participating and cooperating with other adult educational institutions and agencies. The educational role during the late 1950's and early 1960's was based on the philosophy of integrating the library with the community it served: cooperating with community groups, participating in the planning of community activities, cosponsoring educational programs with other community agencies, and providing the library's own programs based on community needs and interests.[16]

It is true, of course, that education is not the only motive for library support, nor the only goal

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[16]Robert Ellis Lee, Continuing Education for Adults Through the American Public Library, 1833-1964. (Chicago: American Library Association, 1966), pp. 113-4.

sought in library operation. It is, however, a role commonly assigned to libraries--as the passage quoted above indicates. (The author of this passage also indicated that library practices do not always conform to the motives of their founders, i.e., the educational role commonly assigned to libraries is not always reflected in their day-to-day operation.)[17]

The public library's success in its educational role depends on the use of library resources and services by the people it seeks to educate. Apparently, many library pioneers believed that "men had a yearning for culture and, given the means, would educate themselves,"[18] and expected that the provision of library service would be enough, in itself, to generate library use. Wide-spread library use has never developed spontaneously however, either because people do not have a natural yearning for the sort of educational experience that libraries can provide, or because they do not recognize the public library as a source of educational experience. "Therefore," as Johnson says in The Public Library--a People's University, "even the best library, with the finest

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[17]Lee, op. cit., p. 130.

[18]Ibid., p. 18.

collection of books, can not be a really successful adult educational institution if it confines its activities to pure librarianship."[19] The library must inspire people to "enter seriously upon educational activity. They cannot be dragooned into education, but they can be led. This function of leadership needs to be undertaken by the public library, as the one permanent organ of adult education in most communities."[20]

The public library's responsibility for the promotion of library use has been recognized, by members of the library profession since about 1900[21] and long before Johnson wrote individual librarians advocated such promotional activity:

> The modern...library idea is simply tantamount to a confession that the library, as a distributor, must obey the laws that all distributors must obey, if they are to succeed, in the largest sense...
> Now the successful distributor through trade is precisely he who does not sit down and wait for customers. He takes the whole community as a group of possible clients; he tries to suit the tastes of each and to

---

[19]Alvin Johnson, The Public Library--a People's University, (New York: American Association for Adult Education, 1938), p. 68.

[20]Ibid., p. 76.

[21]Lee, op. cit., p. 31.

> create a demand for his goods where it does not exist. The librarian must do likewise if he desires to distribute his goods as widely and as effectively as possible, and if he believes in the modern library idea, he does so desire.[22]

> We need aggressiveness. We need no longer tell the man in the street there is a public library but we do need to tell him just what the public library can do for him. And that message should not be held till he calls for it at the library.[23]

> Every librarian must be a publicity man, with his heart in the work of reaching his people.[24]

The Public Library Inquiry, after World War II, found among librarians a wide-spread acceptance of public library objectives which included the promotion of library use, and contain "strong imperatives to librarians to change peoples' motives, habits, and ideas."[25]:

> the faith in the mere presence of a community book collection as a power to change people's ideas, attitudes, and tastes is now transformed

---

[22]Arthur E. Bostwick, The American Public Library (3rd ed.; New York: D. Appleton, 1923), p. 3.

[23]John H. Leete, "Reaching All Classes of the Community," A.L.A. Bulletin, 13 (July, 1919), p. 116.

[24]Joseph L. Wheeler, "The Larger Publicity of the Library," A.L.A. Bulletin, 10 (July, 1916), p. 180.

[25]Robert D. Leigh, The Public Library in the United States (New York: Columbia University Press, 1950), p. 19.

> into a positive program for libraries to guide, stimulate, and promote public use of public library materials for educational ends.[26]

In quantitative terms, the library promoter's objective must be library use (i.e., a beneficial, or educational use consistent with library objectives) by all of the population. Practically speaking, of course, this goal--library use by everyone--is unattainable. As Leigh has pointed out:

> It would seem...that the public library's natural role as an agency of public communication is to serve the group of adults whose interest, will, and ability lead them to seek personal enrichment and enlightenment. The enlargement of this natural public library audience may well be the library's concern in co-operation with other agencies of education. But if our analysis is correct, the process of enlargement is slow, requiring intensive efforts and not producing numerically spectacular results.[27]

None the less, the promotion of library use by non-library users, in order to approach as close as possible to this goal, is widely recognized as a part of public librarianship.

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[26]Leigh, op. cit., p. 19.

[27]Ibid., p. 48.

Attitudes May Affect Library Use

The first problem which faces the would-be promoter of library use is the identification of non-library users. If he is to succeed in his efforts to convert nonusers into library users, he must begin by learning who these nonusers are and how they differ from library users.

Studies have shown that library users, as a group, differ from nonusers in age, education, sex, occupation, economic status, marital status, race, residence, and influence within the community.[28] One of these studies was based on a nation-wide survey conducted by the Survey Research Center, a division of the Institute for Social Research at the University of Michigan. In November, 1947, the Center surveyed a national cross-section of the adults living in private households[29] as a part of the Public Library Inquiry. (The survey findings

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[28]Berelson, op. cit., pp. 19-50.

[29]Angus Campbell and Charles A. Metzner, Public Use of the Library and Other Sources of Information (Ann Arbor: University of Michigan, Institute for Social Research, 1950), p. iv.

were published in mimeographed form,[30] and were used by Berelson in The Library's Public.) The conclusions drawn from this survey were summarized by Campbell and Metzner:

> Resume of the characteristics of library users
>
> We may summarize by saying that the public library does not draw its clientele from all segments of the population proportionately. Some groups in the population are heavily overrepresented and others are underrepresented. In proportion to their numbers in the population,
>
> more young people than old people use the public library,
> more highly educated than less educated people,
> more high income than low income people,
> more professional and clerical workers,
> more housewives,
> more who live close to the library,
> and more urban than rural people.[31]

This knowledge is of some value to librarians. It helps them to account for differences between the library use patterns of different communities; and to anticipate the effects on library use of changes in one or more characteristics--e.g., the average age or the educational attainment--of the population, or in the geographic

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[30] The Public Library and the People (Ann Arbor: University of Michigan, Survey Research Center, 1948), 95, 13 pp.

[31] Campbell and Metzner, op. cit., pp. 31-2.

location of library service points. It is of little value, however, in promoting library use. The kind of knowledge that promoters of use need has been indicated by Lester Asheim, in an article on research problems:

> Who are the well-educated, upper-middle-income, professional men who do not read? Who are the readers--every library has many of them--who seem to have none of the characteristics which correlate with reading? An intensive study of the hows and whys in such instances would tell us a great deal more about what leads people to reading, or what deters them from it, than the overall figures we now have which tell us merely that a person with a college education is more likely, all things being equal, to read more than someone with only a grade school education.[32]

In other words, it isn't enough to know that housewives are more likely than business men to be library users. It also is necessary--and even more important--to learn how housewives and businessmen who are library users differ from the housewives and businessmen who never use libraries.

It is possible that library users and nonusers differ in attitude. It is even possible that an attitudinal difference is all that divides library users from

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[32]Lester Asheim, "Research in Mass Communication," Library Trends, 6 (October, 1957), p. 128.

nonusers, among people with the same social and economic characteristics, e.g., among "well-educated, upper-middle-income, professional men."

Nearly all human behavior (instinctive behavior is the only exception) is influenced to some degree by attitudes. This term, "attitude," means different things to different people. Gordon Allport wrote of it in 1935:

> As might be expected of so abstract and servicable a term, it has come to signify many things to many writers, with the inevitable result that its meaning is somewhat indefinite and its scientific status called into question.[33]

As evidence of variations in the meaning assigned to the term, Allport cited sixteen different definitions.[34] He went on to show, however, that each definition associated attitude with behavior:

> It is not difficult to trace the common thread running through these definitions. In one way or another each regards the essential feature of attitude as a preparation or readiness for response. The attitude is incipient and preparatory rather than overt and consummatory. It is not behavior, but the precondition of

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[33]Gordon W. Allport, "Attitudes," in Carl Murchison, ed., A Handbook of Social Psychology (Worcester, Mass.: Clark University Press, 1935), p. 798.

[34]Ibid., pp. 804-5.

> behavior. It may exist in all degrees of readiness from the most latent, dormant traces of forgotten habits to the tension or motion which is actively determining a course of conduct that is under way.[35]

The relationship between attitude and behavior--or response--is also specified in Theodore Newcomb's more recent definition:

> An attitude is the individual's organization of psychological processes, as inferred from his behaviour, with respect to some aspect of the world which he distinguishes from other aspects. It represents the residue of his previous experience with which he approaches any subsequent situation including that aspect and, together with the contemporary influences in such a situation, determines his behaviour in it. Attitudes are enduring in the sense that such residues are carried over to new situations, but they change in so far as new residues are acquired through experience in new situations.[36]

Properly speaking, an individual's attitudes are compounded of his entire range of knowledge, beliefs and feelings. For example, Crespi lists four dimensions of the underlying structure of attitudes:

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[35]Allport, op. cit., p. 809.

[36]Theodore M. Newcomb, "Attitudes," in Julius Gould and William L. Kolb, eds., A Dictionary of the Social Sciences (New York: Free Press of Glencoe, [c1964]), p. 40.

1. Cognition--awareness and knowledge
2. Frame of reference--values and norms that establish the context of reaction
3. Evaluation--positive or negative direction of reaction
4. Affect--intensity of feeling and involvement.[37]

Often, however, the concept of attitude is limited to what Crespi identifies as "evaluation." For example, in a study of the effects of readers' attitudes on comprehension, Anne McKillop specified that "For this study, attitude is defined as a more or less stable tendency to respond in a favorable or unfavorable way to any topic, institution, practice, or person."[38]

Berelson and Steiner, in their definition, group attitudes, opinions and beliefs together:

> They differ from one another in their generality or in the intensity with which they are held. Opinions commonly refer to topical and short-run judgements, usually dealing with questions of public affairs; attitudes are somewhat more enduring and inclusive; beliefs are more basic still, having to do

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[37]Irving Crespi, Attitude Research (Chicago: American Marketing Association, 1965), p. 5.

[38]Anne Selley McKillop, The Relationship Between the Reader's Attitude and Certain Types of Reading Response (New York: Columbia University, Teachers College, Bureau of Publications, 1952), p. 3.

with the central values of life.[39]

In fact, however, attitudes and opinions are not the same thing. The expression of an opinion is a form of behavior, which is affected both by attitudes and by what Newcomb called "contemporary influences." In other words, opinions may reflect attitudes, but the accuracy with which they do so may be affected by the circumstances surrounding their expression. Wiebe makes this point by describing an opinion as "a decision which adapts attitudes related to the issue to the individual's perception of the reality in which the behavior must transpire,"[40] so that "Whereas one feels an attitude as an immediate, intuitive orientation, one thinks out, calculates an opinion as a solution to a problem, or as a reasoned choice among possible alternatives for interaction in a social matrix."[41]

The distinction between "attitude" and "opinion" is

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[39]Bernard Berelson and Gary A. Steiner, Human Behavior; an Inventory of Scientific Findings (New York: Harcourt, Brace & World, [c1964]), p. 558.

[40]G. D. Wiebe, "Some Implications of Separating Opinions from Attitudes," Public Opinion Quarterly, 17 (Fall, 1953), p. 333.

[41]Loc. cit.

an important one. Attitude studies often utilize opinions as indicators of attitude, but many such studies--including some in librarianship--disregard the effects of the "contemporary influences" and so may misinterpret the attitudes of their subjects. Every attitude survey which obtains its data from personal interviews (as most of the attitude studies in librarianship have) incorporates at least one "contemporary influence"--the presence of the interviewer--which might cause the opinions expressed by its subjects to deviate to some degree from their attitudes. Hence, the validity of any conclusions about attitudes which such studies reach must be considered questionable unless accompanied by evidence that the investigators have at least considered the interviewers' effect on the opinions expressed by those interviewed. As Wiebe has written, "people withhold many of their attitude responses from the scrutiny of strangers..."[42] so that "the doorstep interviewer seems of doubtful usefulness in surveying attitudes."[43]

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[42]Wiebe, op. cit., p. 340.

[43]Ibid., p. 341.

The Effects of Attitude on Library Use Are Undetermined

Library use, as a form of human behavior, must be subject to the influence of attitudes but since other factors also influence library use it cannot be assumed that the influence of attitudes on library use is significant. Various opinions on the significance of this influence have been expressed in the professional literature of librarianship. For example, in 1924 Joseph Wheeler indicated a belief that attitudes were very important:

> Good feeling among the public and the readers directly influences increase of book use...The library should be, in a way, more alive to public opinion than almost any other institution or organization; sensitive to its standing in the community and to the approbation or condemnation it receives...The public's impressions about all things, including the library, are general rather than specific. They are often based on an unexpected interpretation of insignificant facts or on curious ideas rather than on correct understanding.[44]

Another librarian indicated his belief in the importance of public attitudes by writing:

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[44]Joseph L. Wheeler, The Library and the Community, (Chicago: American Library Association, 1924), p. 93.

> If only all librarians would, even on one day a week, try to see their own libraries as the public sees them, what a change would follow![45]

In contrast, Berelson indicated that attitudes are favorable to the library among both users and nonusers, suggesting that the attitudes of the two groups are substantially the same, and, therefore, that attitudes have little or no influence on library use:

> Let us summarize what we know about library use by describing what happens in a "typical" community...
>
> [The public library] occupies an honorable place among public institutions. The public library of the "typical" town is referred to with pride by many people who have not been in it since they left school. The residents do not know a great deal about the library, and not many of them use it directly; but they do approve of it, and they support it without much grudging...The library benefits from the "halo effect" surrounding any educational institution in a culture-conscious country...Among other institutions in the community--the churches, the schools, the newspapers, the radio, the business firms, and the local government offices--the public library holds a high position in public opinion. By and large, the people of the community think well of their public library.[46]

Berelson provided no data in support of his

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[45]P. Seymour Smith, "The Librarian and His Public," Library Association Record, 39 (June, 1937), p. 337.

[46]Berelson, op. cit., pp. 123-4.

assertions about the way the people of a "typical" community feel about their public library, although McDiarmid, in an earlier work, had challenged the assumption that public attitudes toward the library are generally favorable, and had pointed out the need for research on attitudes:

> Libraries have commonly been held in rather high esteem by the citizens of the community, a fact which has probably delayed exact studies of opinion. But the results from several A.L.A. surveys suggest that such an assumption may not be always true. Even recognizing that surveys have often been made because of unfortunate conditions and unsatisfactory service, one must admit that all too often, favorable public opinion is taken for granted. Before one can persuade new borrowers to use the library, one must know something of their attitudes toward and opinions of it.[47]

McDiarmid posed the question, "What groups are not using the library and why?" with three further questions to assist in arriving at its answer:

> (1) Who are the nonlibrary users?
> (2) What are their interests and needs? and
> (3) What are their attitudes toward the library?[48]

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[47] E. W. McDiarmid, Jr., The Library Survey, (Chicago: American Library Association, 1940), pp. 158-9.

[48] Ibid., pp. 145-6.

This call for research on the attitudes of non-library users was echoed in a letter to Library Journal:

> I wonder if we are not ready to...see, through scientific measurement and empirical methods, a picture of what the public actually thinks of the library as a social institution. Only when we have such a picture of public opinion toward the library can we seek, with much hope of success, to effect changes in public attitudes and responses which may be considered desirable.[49]

On the other hand, Library Journal editor Lucile Morsch questioned the value of research on the attitudes of nonusers in an editorial[50] criticizing Samstag's study of the attitudes of Time employees:

> "Nine percent," we are told, "agreed with the statement that the physical appearance of libraries is uninviting." How much weight, if any, should be given to this opinion of a group of people who are not known to have seen the inside of a public library since the Second World War during which time most of our public libraries have become strikingly more inviting?[51]

Her editorial, in its turn, drew criticism from letter

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[49]William P. Tucker, "Public Attitudes" [letter to the editor], Library Journal, 66 (March, 1941), p. 187.

[50]"Attitudes Toward Public Libraries and Librarians," Library Journal, 83 (November 1, 1958), pp. 3056-8.

[51]Lucile M. Morsch, "Needed: Research on 'Attitudes'," Library Journal, 83 (November 1, 1958), p. 3072.

writers. One of these wrote:

> What distresses me is the fact that she should bristle so, simply because some irritating opinions, which may or may not be true, are uttered. What is more important, differences of opinion aside, is that a serious study should be undertaken to determine the public's attitudes toward librarians and reading which could effectively guide us in promoting library service.[52]

In 1960, Gerhart Wiebe wrote an article on "The Image" for Library Journal, which, in effect, answered Miss Morsch's question about the weight to be given to the attitudes of people who may be poorly informed. He described a public image as "the popular conception of a segment of reality, a conception to which we grant its own validity regardless of its conformity with objective fact,"[53] and pointed out that the image is as much a reality as is its object. In fact, the image may be the more decisive reality of the two, in shaping human behavior:

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[52]Samuel L. Simon, "In All Fairness" [letter to the editor], Library Journal, 83 (December 15, 1958), p. 3458.

[53]Gerhart Wiebe, "The Image: its Definition and Measurement," Library Journal, 85 (June 1, 1960), p. 2092.

> On the one hand there is the reality that conforms to the collective judgement of those who make on-the-spot investigations. On the other, there is the reality that conforms to the mixture of fact and fancy in the minds of the public...
>
> Now which of the two realities is more basic? Which, in a pragmatic sense, determines how things are going to be? The objective checkable facts and figures...or the phantom conglomerate of memory, impressions, impulse, and whim among the public? It is the latter--the public image --regardless of whether it squares with observable truth or not, that often determines the shape of things. This is the problem that librarians may face. It is a problem with which many corporation executives are quite familiar, because they "research" it and then make specific efforts to cope with it.[54]

The ideas of the librarians quoted above about attitudes and their importance were developed empirically. Librarians have always recognized a need to know the people they serve, but their knowledge has most often been the by-product of informal contacts with individual community members rather than the fruits of research. For example, in 1896 Mary Salome Cutler wrote:

> the librarian should be a careful student of his own town. He should know its history and topography, its social, political, business, literary, and ecclesiastical life. To this

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[54]Gerhart Wiebe, "The Image: its Definition and Measurement," Library Journal, 85 (June 1, 1960), pp. 2093-4.

> end he should have a personal acquaintance with the city officers, the party bosses, the labor leaders, members of the board of trade, manufacturers, leading women in society, with the clergy, with the school superintendent and the teachers, with those who shape the charitable organizations, with reporters, policemen, and reformers.
>
> To what end? Broadly, that he may catch the spirit of the civic life and relate the library to the whole...Specifically, that he may reach the entire population through the natural leaders, that he may select books, establish branches, open up new avenues of communication between the library and the people.[55]

Because the information derived from informal contacts like those listed by Miss Cutler may be inaccurate or incomplete, in effect, "Librarians have operated in a large part on intuitive knowledge of the community and its needs."[56] Formal studies of the community are also needed, to furnish information on segments of the community with which the library has little or no contact; and to test the validity of the data that has been obtained by informal means. For example, studies of attitudes may test the accuracy of Berelson's statement "the people of the community think well of their public

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[55]Mary Salome Cutler, "Two Fundamentals," Library Journal, 21 (October, 1896), p. 448.

[56]"Focus on Adults III: the Community Study," by the staff of the Library Community Project, A.L.A. Bulletin, 51 (January, 1957), p. 16.

library."

Of course, communities have been the subjects of library-oriented research. This research can be divided into three parts: 1) studies of a whole community, 2) studies of library users only, and 3) studies of non-users. Studies of the first type are intended to help the library to function more effectively within the community, but do not distinguish between library users and nonusers within the community. The studies of reading interests by Gray and Munroe[57] and by Waples and Tyler;[58] and Garrison's study of voting behavior in Seattle,[59] are examples of these.

Attitude studies may be of this type. As Carnovsky pointed out:

> they may indicate a favorable climate of opinion, which strengthens the library's position in the community; or they may suggest so much dissatisfaction that the

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[57]William S. Gray and Ruth Munroe, The Reading Interests and Habits of Adults; a Preliminary Report (New York: Macmillan, 1929), 309 pp.

[58]Douglas Waples and Ralph W. Tyler, What People Want to Read About (Chicago: American Library Association and University of Chicago Press, [c1931]), 312 pp.

[59]Guy Grady Garrison, Voting Behavior on Public Library Bond Issues; an Analysis of Three Elections in Seattle, Washington, 1950-1956. (Ph.D. dissertation, University of Illinois, 1960), 193 pp.

> library should seriously consider its shortcomings.[60]

Mary Lee Bundy's study of the attitudes of farm families is one.[61] She was concerned with attitudes as factors affecting public support for libraries. Consequently, although her sample may have included both library users and nonusers, she made no effort to distinguish between them. Her reason for studying attitudes is given in her conclusion:

> Recognition of the attitudes of farm families toward libraries and reading can be the first step in changing these attitudes. Knowing the farmer's objections to increased services, library promoters can plan in advance to counter arguments which will inevitably arise. Knowing the farmer's image of the library explains a great deal about his attitude toward improved service and provides a starting point for building a concept of library service which farm families might come in time to accept as a necessary and useful

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[60]Leon Carnovsky, "Survey of the Use of Library Resources and Facilities," in Maurice Tauber and Irlene Roemer Stephens, eds., Library Surveys (New York: Columbia University Press, 1967), p. 85.

[61]Mary Lee Bundy, The Attitudes and Opinions of Farm Families in Illinois Toward Matters Related to Rural Library Development (Ph.D. dissertation, University of Illinois, 1960), 162 pp.

part of their family and community life.[62]

The prevailing attitude toward libraries which Bundy found among her subjects was not an attitude of approval, but rather an attitude of indifference:

> If the opinion of farm families in Illinois toward library development were viewed as a single opinion, it might be described as neutral, each element on either side canceling out a corresponding one on the other side.[63]

Since her interest was in the relationship of attitudes to library development, she found this neutral attitude to be not altogether discouraging: "With the exception of minorities, library projects do not begin in a climate of hostility but rather apathy."[64]

Bundy found this indifference toward libraries, among Illinois farm families to be closely related to the farmer's image of public libraries. Her data support her conclusions that "to many rural families 'modern library service' has no real meaning,"[65] and "lack of experience

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[62] Bundy, Attitudes and Opinions of Farm Families, p. 146.

[63] Ibid., p. 72.

[64] Ibid., p. 73.

[65] Ibid., p. 92.

with good library service planned for farm people helps explain why most farmers do not look to the library for information and materials."[66]

In 1959, Herbert Goldhor reported a study of public opinion about the Evansville Public Library which was also basically one of the first type. This study did differentiate between library users and nonusers, and certain responses of nonusers were reported separately:

> There were 332 persons (33% of all respondents) who said "No" to question 3, "Have you ever used the Evansville Public Library system for any purpose?" Seventy per cent of these people said "No" or "Don't Know" in answer to question 8, "Would you use the library more if the availability of parking facilities were more favorable?" The majority of these 332 people (80% in each case) said "Yes" to question 9a, "Are you satisfied with the locations of the libraries in Evansville?" and 9b, "Are the present library hours satisfactory for your needs?" On the other hand, 86 per cent of them were not aware of special library services (films, records, and interlibrary loans), as indicated by their answers to question 11 [Did you know your public library can rent certain films, recordings, or borrow books from out-of-town libraries for your personal use?][67]

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[66]Bundy, Attitudes and Opinions of Farm Families, p. 97.

[67]Herbert Goldhor, A Public Opinion Survey of the Evansville Public Library, University of Illinois Library School Occasional Papers, no. 56 (Urbana: November, 1959), p. 7.

However Goldhor did not indicate that the investigators attempted to correlate responses to their questions on library use with responses to their other questions, or attempted to determine differences between the responses of users and nonusers among their subjects.

Goldhor's conclusion supported Berelson's generalization about the attitudes of a "typical" community (see page 31). He found that "There is a halo effect to the library, and people generally think well of it but they do not particularly know much about it."[68]

Studies of library users only are exemplified by Haygood's study of the patrons of the New York Public Library in 1936, "for the purpose of finding out in a quantitative way more about homo legens than the usual records and personal observations allow,"[69] and by Mary Lee Bundy's study of adult library users in the Baltimore-Washington metropolitan area.[70]

There is a danger in such users-only studies, that the subjects may be considered representative of the whole

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[68]Goldhor, op. cit., p. 9.

[69]William Converse Haygood, Who Uses the Public Library? (Chicago: University of Chicago Press, [c1938]), p. 7.

[70]Bundy, Metropolitan Public Library Users, 130 pp.

population which the library aims to serve. As Wheeler said, more than fifty years ago, "It is easy to delude oneself into thinking that the small number who use the library are typical of the whole population."[71] Consider, for example, the implications of Haygood's reference to his subjects as homo legens. Another example of the confusion of library patrons with the public at large is found in a Library Journal article describing the survey taken by a public library "To help the librarian and the Library Commission in planning a new branch building."[72] It was described as a "public opinion survey," though the only subjects were adults questioned in the library.[73] If the survey's findings were misinterpreted--and considered valid for the entire population--they might actually have caused efforts to improve service to the community to be misdirected. But if used wisely, the findings of such a survey could contribute to the library's knowledge of nonusers. If user

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[71]Joseph L. Wheeler, "The Larger Publicity of the Library," A.L.A. Bulletin, 10 (July, 1916), p. 176.

[72]Ralph Wallace Secord, "Dearborn Asked the People," by Ralph W. Second [sic], Library Journal, 78 (September 1, 1953), p. 1398.

[73]Information obtained by correspondence with Albert Rabjohns, Administrative Librarian, Dearborn Public Library.

survey data can be compared with corresponding data for the entire population, an image may be formed of the non-user group as a whole, as Wight has demonstrated with census data:

> For example, a comparison of library registration with the appropriate census data will not only reveal the number of non-users but will also describe them in terms of age, sex, race, and place of residence. With information of this type in hand, the librarian should be able to devise plans for reaching specific groups of non-users.[74]

This indirect method of analyzing the nonuser community is valuable, but it has limitations. If, for example, the investigator were to seek to test the existence of a correlation between a specific personal characteristic and library use it would be necessary for him to study nonusers directly, in order to isolate the characteristic which concerned him. It would also be necessary for him to compare his nonuser data with corresponding data on library users.

Helen Ridgway's study of the reading habits of adult

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[74]Edward A. Wight, "Methods and Techniques of Library Surveys," in Louis Round Wilson, ed., Library Trends (Chicago: University of Chicago Press, 1937), p. 357.

non-library users in Flushing, New York[75] appears to be the first study of nonusers only, although she defined a "nonuser" as a person not registered as a library card holder by the Flushing Branch Library. As one might expect, she found that some of her "nonusers" made "indirect use" of the Flushing Branch, i.e., they used books borrowed by other people or borrowed books themselves with library cards issued to other people.

Ridgway recorded and tabulated the reasons given by her survey respondents for not using the Flushing Branch. Her figures are reproduced in Table 5.

Helen Ridgway's study is a study of attitudes. In fact, it appears to be the first study by a librarian in which the investigation of attitudes was a primary objective. She sought "to discover the characteristic attitudes toward the library which go far deeper than mere stated reasons for non-use." In fact, however, Miss Ridgway's primary interest was in the reading habits of her subjects and their attitudes toward books, rather than their attitudes toward the library:

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[75]Helen A. Ridgway, "Community Studies in Reading. III. Reading Habits of Adult Non-Users of the Public Library," Library Quarterly, VI (January, 1936), pp. 1-33.

TABLE 5

REASONS GIVEN BY ADULT NONUSERS FOR NOT USING THE FLUSHING BRANCH LIBRARY[76]

Reason for non-use	Number			Percentage		
	Men	Women	Total	Men	Women	Total
No time to read	23	38	61	44.2	59.3	52.5
Do not like to read	17	16	33	32.6	25.0	28.4
Other sources	12	17	29	23.0	26.5	25.0
Library inadequate	9	10	19	17.3	15.6	16.3
Do not like books	11	7	18	21.1	10.9	15.5
Indirect use of the library	6	9	15	11.5	14.0	12.9
Physical handicaps	3	7	10	5.7	10.9	8.6
Cannot read	3	1	4	5.7	1.5	3.4

> During each interview, an attempt was made to discover any characteristic attitude toward books and reading...
>
> The first attitude to be discovered was indifference toward reading, coupled with self-satisfaction...
>
> The idea that reading is a task came next...
>
> That the reading of books is a luxury to be given up when more important matters present themselves is a very prevalent attitude.[77]

The attitudes toward the library which Miss Ridgway found among her subjects were revealed by the reasons they gave for not using the Flushing Branch Library (which are tabulated above):

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[76]Ridgway, op. cit., p. 26.

[77]Ibid., pp. 17-8.

> The fourth reason reported for not using the library was the inadequacy of the library itself...the principal point of attack being the book collection. Several people complained that the library never has any new books...a few gave specific titles that they could not obtain; others cited various subjects upon which the library had been unable to furnish books; and at least four people had the general impression that the library never has anything wanted, although they admitted that they had never been in to inquire.
>
> Closely related...were the further complaints that the library is too slow in getting new books, that there are not enough copies of popular titles, that the books wanted are always out, that library books are torn and dirty, that library hours are inconvenient, and that there is too much red tape in library records.[78]

Since Ridgway's study was concerned with attitudes, and not with the quality of the library itself, "All of the explanations offered were accepted at their face value, and no attempt has been made to check their validity with more objective data."[79] In other words, she did not endeavor to determine the degree to which her subjects' images of the library corresponded with reality.

Ridgway's study indicates that the attitudes of at least some of her subjects--nonusers all--were

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[78]Ridgway, op. cit., p. 27.

[79]Ibid., p. 28.

unfavorable to the library, but since its subjects were all nonusers it provides no indication that the attitudes of library users were any more favorable to the library than the attitudes of nonusers, or that library use is affected in any way by attitudes toward the library.

Miss Ridgway's data were gathered by personal interviews with her subjects. Two other surveys asked questions similar to hers by means of mailed questionnaires. Grace O. Kelley's study of Woodside, New York employed a questionnaire which included a question directed to non-library users, which drew the following response. (The number of respondents who circled each of the choices offered is shown at the left):

If you do not use any public library to any extent, is this because:

150	0	The library is too far from your home
110	1	You do not have time for reading
42	2	The books in public libraries are often torn and dirty
21	3	You do not care to read
244	4	The library does not have the books you want
139	5	The library does not have the latest books
51	6	There is too much "red tape" connected with borrowing library books
2	7	Other reason (specify)

177 Y Total non-use of public libraries
415 Not answered[80]

The study of the Chicago Public Library by Joeckel and Carnovsky also utilized a mail questionnaire. It, like the Woodside questionnaire, was distributed by mail to users and nonusers of the library, but the 7.3 per cent response to the initial mailing was so disappointing that the questionnaire was also distributed to members of local organizations and adult education classes. It also included a question addressed to nonusers. Table 6 gives Joeckel and Carnovsky's tabulation of the responses to this question.[81]

In addition to these questions which, like Ridgway's study, gathered data only from nonusers, both the Woodside and the Chicago questionnaires invited comments and criticism from all of their respondents. (The Chicago investigators reported that "Almost 60 per cent of all comments offered were favorable."[82]) Both library users and nonusers may have accepted these invitations, but in

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[80]Grace O. Kelley, Woodside Does Read! (Jamaica, N.Y.: Queens Borough Public Library, 1935), p. 116.

[81]Carleton Bruns Joeckel and Leon Carnovsky, A Metropolitan Library in Action (Chicago: University of Chicago Press, [1940]), p. 380.

[82]Ibid., p. 383.

TABLE 6

REASONS FOR NONUSE OF THE CHICAGO PUBLIC LIBRARY

Question	Sample A Mail Responses (per cent)	Sample B Responses from Organizations (per cent)
If you use the library very little or not at all, check one or more of these reasons:		
a) Book supply not satisfactory	14	15
b) Service is poor	2	0
c) Building not attractive	5	1
d) Do not know much about library	9	7
e) Live too far from library	16	13
f) Get reading matter elsewhere	30	32
g) Do not like to read books	1	8
h) No time for reading	10	18
i) Other reasons	13	6

Note: The percentages are based on all the reasons checked for using the library, not on the number of returns received.

neither study did the investigators separate and compare the responses of users and nonusers. Hence, neither study provides evidence of a difference between the attitudes toward the library of users and nonusers.

Joeckel and Carnovsky explained their use of the questionnaire by saying:

> Librarians like to think that as public servants they are reasonably well aware of

> what the public wants and that their general policies are patterned accordingly. As a matter of fact, however, they generally have little more than the vaguest notion concerning the reaction of the public to the library. Even the members of the staff who have daily contact with patrons know comparatively little about what the public thinks of the library...the great masses are inarticulate. If they are pleased with what they get, they take it for granted; if they are displeased, they either bear it silently or stop coming.[83]

These investigators also summarized the conclusions they drew from this part of their study:

> What conclusion may be reached concerning the attitude of Chicago toward its library? In general, it appears not unfair to say that ...the adult citizenry...is apathetic concerning the institution; they must realize... that it exists, but extremely few have anything like a positive attitude toward it at all. Passive indifference, or tolerance, seems to be the prevailing mood; there is little objection to the library--certainly none was encountered in the course of the investigation--but, on the other hand, there is relatively little enthusiasm for it.[84]

Studies of non-library users which do seek to identify differences between nonusers and library users are exemplified by studies of reading interests by Gus Turbeville, with the guidance of Edgar Schuler, and by

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[83] Joeckel and Carnovsky, op. cit., p. 376.

[84] Ibid., p. 383.

Margaret Piel.

Turbeville's study of rural housewives was intended to provide information on "attitudes, interests, opinions, and factual knowledge as well as on actual habits or practices."[85] He found:

> the library users, in comparison with the non-library users, spend more time reading; read more magazines regularly; have more books in the home; read more books; are more likely to be interested in the various types of reading matter listed [by the investigator]; are better educated; belong to more organizations; and rank higher in several of the socio-economic indices.[86]

Turbeville's investigation of attitudes was limited to the interests expressed by his subjects (community leaders, and a community cross-section) in twenty different types (eighteen subject categories plus Fiction and Mystery) of reading matter:

> Generally speaking, more library users than

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[85]Edgar A. Schuler and Gus Turbeville, "The Relation of Rural Reading and Library Use to Some Ecological Factors," Library Quarterly, XVIII (July, 1948), p. 174.

[86]Gus Turbeville and Edgar A. Schuler, "Reading and Reading Interests of Housewives in a Rural County: a Comparison of County Library Users and Non-Library Users in Families of Leaders and a Cross-Section Sample in Lenawee County, Michigan, 1946-1947," Rural Sociology, 14 (September, 1949), p. 231.

> nonusers in the leadership sample are interested in the various types of reading matter, but only in the case of fiction and history are the differences statistically significant ...In several instances (cooking, hobbies and recreation, and financial problems), noticably more nonusers showed interest (but again not significantly) than did users.[87]

In his community cross-section, Turbeville found that

> The library users are considerably (and significantly) more interested than the non-library users in reading about health and medical care, fiction, remodeling the house, travel, history, music and art, and mystery ...On the other hand, there is a tendency, although not a significant one, for more nonusers than users to be interested in reading about farming and gardening, financial problems, and care of young children... As a whole, therefore, it can be seen that for most of the subjects, more library users have an interest than non-library users. This perhaps means that the users have wider reading interests than the nonusers...[88]

Piel's study of reading interest and library use drew its subjects from a single economic class: low income urban families. She also found differences between library users and nonusers:

> While possession of a library card did not necessarily imply use of the library it did

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[87] Turbeville and Schuler, op. cit., p. 226.

[88] Ibid., pp. 226-7.

> tend to mean increased readership of books. Holders of library cards were significantly more likely than non-holders to have read more than six books during the past year... This applied to both Negro and White respondents, even though only 13 per cent of the latter reported reading more than six books. There was an even stronger relationship between library use and book readership. While 54 per cent of the women who went to the library regularly had read more than six books in the last year, only 26 per cent of the women who went occasionally, or never, had read that many books...
>
> While women who used the library regularly were thus considerably more accustomed to reading books than non-users, they did not read more magazines than the non-users, either for general interest or for information on child rearing. While 46 per cent of the regular library users read three or more magazines at least occasionally, 44 per cent of the non-users also read this many...
>
> Surprisingly, there was no significant difference between users and non-users of the library in the amount of time spent in an average week reading books and magazines...[89]

Two other studies which compared library users with nonusers did shed light on the attitudes of their subjects toward the library.

In the first, Paul Houser and Robert Galloway studied the "acceptance" and "rejection" by the users and nonusers of a recently-established county library. They defined accepters as "those persons who said the service

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[89]Margaret Piel, "Library Use by Low-Income Chicago Families," Library Quarterly, XXXIII (October, 1963), pp. 329-330.

was 'satisfactory,' and rejecters as those who indicated the service was 'unsatisfactory.'"[90] Interview respondents were asked, "In your opinion are the county library services in this community satisfactory or unsatisfactory?"[91] Their responses, classified as "acceptance" or "rejection" were correlated with library use or nonuse; with indices of interest in reading; and with factors indicating "levels of living." These investigators found:

> The users are more prone to accept the facilities offered than the nonusers. Almost half of the former group accepted the service, while only a fourth of the latter considered it satisfactory. Not only did users accept, but they also rejected the service at a higher rate than nonusers. It is interesting too that over one-half of the nonusers (53 percent) were unable to evaluate the service...[92]

Houser and Galloway's conclusions about library users were consistent with the library profession's image of library patrons (illustrated by Campbell and Metzner's summary, quoted on page 23):

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[90]Paul M. Houser and Robert E. Galloway, "Use and Acceptance of Public Library Services in a Rural Area," Rural Sociology, 14 (September, 1949), pp. 234-5.

[91]Ibid., p. 235, note.

[92]Ibid., p. 239.

> The user has more clearly defined his reading preferences both for fiction and for nonfiction than the nonuser.[93]

> The library user engages in plays, musicals, and dances, belongs to one or more organizations, has hobbies, and attends movies considerably more than the nonuser. However both groups listen to the radio about the same amount of time.[94]

> Fifty-eight percent of the users were female, while only 49 percent of the nonusers were female. Moreover, 69.6 percent of the former group had completed eight or more grades of school in contrast to 57.0 percent of the latter.[95]

> the library user possesses leadership and participation characteristics to a greater degree than nonusers...[96]

> Families in which one or more members used the public library facilities...tend to have higher levels of living than the families in which no member used the library. Likewise proportionately more of the library user families, compared with nonuser families, possessed 50 books or more, subscribed for one or more newspapers and magazines, and belonged to one or more book clubs.[97]

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[93]Houser and Calloway, op. cit., p. 239.

[94]Ibid., p. 240.

[95]Loc. cit.

[96]Loc. cit.

[97]Ibid., p. 242.

A different picture emerged, however, when the "accepters" were compared with the "rejecters":

> Proportionately more accepters were colored people, the rejecters white people. Over half of the rejecters had some secondary education, whereas over half of the accepters had not completed more than eight years of school.[98]

> rejecters possess the favorable reader interest traits more than accepters...
> For example, one out of every two rejecters reads more than ten hours per week as contrasted with one out of five accepters.[99]

> The individuals who rejected the service as unsatisfactory tended to listen to the radio and have hobbies more often than the accepters...Moreover, the families in which the heads tended to reject the services had higher levels of living...more books, and more book club memberships than did the accepters.[100]

> The proportion of persons possessing traits favorable to library use tends to vary inversely with acceptance and directly with rejection of library services.[101]

An analysis of Houser and Galloway's conclusions

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[98]Houser and Galloway, op. cit., p. 237.

[99]Ibid., p. 235.

[100]Ibid., pp. 236-7.

[101]Ibid., p. 237.

yields these generalizations:

1. Library users "accept" the library.
2. Library users, as a group, possess characteristics associated with the middle class to a greater degree than nonusers.
3. People with middle class characteristics, as a group, "reject" the library.

It appears, then, that--among the subjects of this study, at least--library users are--generally speaking--middle class "accepters" while a majority of the middle class "rejects" the library and does not use it. It also appears that non-middle class people may "accept" the library without being library users. Therefore, if "acceptance" be considered indicative of a favorable attitude, and "rejection" of an unfavorable attitude, it would appear that a favorable attitude is associated with library use and an unfavorable attitude with nonuse, among middle class people but not among non-middle class people. This apparent relationship between attitude and library use cannot be accepted as established, however, for two reasons: first, because the validity of the methodology employed, as a test of the attitudes of the subjects, was not demonstrated (this, of course, is not a flaw in the study; the investigators were not studying

attitudes, as such); and, second, because library service in the area studied was atypical (it was provided by a one-year-old county library) and would have been considered inadequate if compared with the service of an established library.

The second study which compared attitudes of library users and nonusers was directed by Marvin J. Taves.[102] It was conducted in 1959 for the East Central Regional Library, a tri-county library system in east-central Minnesota. Its data were obtained by personal interviews from a sample of the registered borrowers of the Library (called registrants), and from a sample of community members who were not registered with the Library (called nonregistrants).

Taves' specific objectives were to assess:

1. Current use of the East Central Regional Library.
2. Attitudes of the area's population toward the Library's functions and services.
3. Variations in use and attitudes by different population categories--including

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[102]Marvin J. Taves, Krishan Nanda, Gary Hansen, Ronald Pitzer, Marie Samanisky, Public Knowledge and Attitudes Regarding a Rural Minnesota Library System, University of Minnesota Agricultural Experiment Station Bulletin 463 (March, 1963), 44 pp.

registered borrowers and nonregistrants.

4. Awareness of, and interest in, different services.

5. Potential demands and use of additional materials and library services.[103]

Taves and his associates compared the reading interests of registrants and nonregistrants and reached conclusions similar to those of Turbeville's study:

> More registered borrowers than nonregistrants apparently were very interested in most general fields of information included in the study... The two groups almost equally expressed a very strong interest in business, economics, and financial problems; science and technology; and religion and religious novels. But almost twice as many registrants indicated very high interest in most other general fields...Farm management, crops, soils, and livestock, and mechanics were the only specific topics in which a higher proportion of nonregistrants than registrants were very interested...[104]

> Average ($\bar{X}$) scores...showed the intensity of interest in general and specific information and clearly indicated higher total interest among registrants than nonregistrants. For example, registrants, on the average, were very interested in nine categories of information whereas nonregistrants averaged only six.[105]

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[103]Taves, et al., op. cit., p. 4.

[104]Ibid., p. 12.

[105]Ibid., p. 14.

These investigators also tested their subjects' awareness of specific library services, and found that many services were provided "about which less than half of the registrants were positively aware" and that "among nonregistrants incidence of unfamiliarity with services was considerably higher."[106]

> The majority of nonregistrants were either misinformed or in doubt about availability of services. Over three-fourth[s] reported that they did not know whether most services were being offered. This unfamiliarity may partly explain this group's failure to use the library.[107]

Two questions tested the favorableness of the subjects' attitudes toward the library. First, "interviewees were asked whether they thought the public had a very favorable, favorable, or unfavorable attitude toward the ECRL."

> A large majority (86 percent) of respondents expressed very favorable or favorable opinions. Only 3 percent expressed unfavorable attitudes and about 10 percent were noncommittal. Proportionately more registrants than nonregistrants reported very favorable attitudes. Nonregistrants were much more ambiguous; four times as

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[106] Taves, et al., op. cit., p. 16.

[107] Ibid., pp. 16, 19.

many of them were noncommittal.[108]

As a second test of their attitudes, the subjects were asked how important they considered the library to be for themselves, for their families, and for their community. Their responses are tabulated in Table 7.

There are indications that the opinions expressed by Taves' subjects may have been biased in favor of the library, and not a true reflection of their attitudes toward the library. For example, it does not seem likely that a person who does not use a library would consider it important to himself (especially when its importance to himself is distinguished from its importance to other people) yet, as Table 7 shows, 30 per cent of Taves' nonregistrants said that they did consider the library important to themselves. Similarly, when asked, "Are you now better informed because of the library?" 30 per cent of the nonregistrants replied that they were better informed, or somewhat better informed, and 25 per cent "couldn't say" though only 4 per cent of the registrants had no opinion. (Eighty-one per cent of the latter described themselves as better, or somewhat better

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[108]Taves, et al., op. cit., p. 25.

TABLE 7

THE IMPORTANCE OF THE PUBLIC LIBRARY TO THEMSELVES, THEIR FAMILIES, AND THEIR COMMUNITIES, INDICATED BY LIBRARY REGISTRANTS AND NONREGISTRANTS

Degrees of importance	To respondent		To family		To community	
	% registrants	% nonregistrants	% registrants	% nonregistrants	% registrants	% nonregistrants
Highly important	42	10	47	21	66	45
Important	43	20	37	37	31	41
Of little importance	14	69	12	38	0	11
Don't know	1	1	4	4	3	3
Total	100	100	100	100	100	100

Source: Taves, et al., Rural Knowledge and Attitudes Regarding a Rural Minnesota Library System, p. 26.

informed.)[109]

Taves recognized that the opinions expressed by his subjects may not have corresponded exactly to their attitudes toward the library. His data showed that "The factor which most often discouraged library use was being too busy. This was more true for nonregistrants than for registrants,"[110] but he acknowledged that "The excuse of lack of time may partially have been used by respondents as a face-saving device to avoid admitting disinterest in an activity approved by society."[111]

Even though Taves' data appear to be biased in favor of the library they do indicate a difference between the attitudes of library users and nonusers; the attitudes of nonusers appear to be less favorable than those of users. The validity of this conclusion--especially for libraries other than the one studied by Taves--must be considered questionable, however, for three reasons. First, as Ridgway's experiences demonstrated (see page 43) some, at least, of Taves' nonregistrants may not have been nonusers. As he said:

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[109] Taves, et al., op. cit., p. 27.

[110] Ibid., p. 33.

[111] Ibid., p. 30.

> Obviously, a number of secondary library users (those using materials borrowed by a registrant) could be included in this group.[112]

Second, the library Taves studied was a newly-established one, and public attitudes toward it might have differed from the attitudes toward libraries in communities with more-established library service. Finally, and most important, since Taves' objectives did not require him to compare the personal characteristics of his registrant and nonregistrant groups, we cannot tell whether the attitudinal difference which appears to exist between the two groups is related to the use/nonuse of the library or to other differences which may exist between them.

Summary

There are many people who could use public libraries but do not, and, for many librarians, bringing these nonusers into the library is an important objective of public library operation.

Attitudes toward the library may have an important influence on library use, and, if so, it may be possible for librarians to broaden library use by improving these

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[112] Taves, et al., op. cit., p. 4.

attitudes among non-library users. Some investigators (using mail questionnaires) have found attitudes of indifference toward the library among nonusers. Others, using personal interviews, have found prevailing attitudes--among nonusers as well as users--to be favorable to the library. They have also found evidence that nonusers, especially, are ignorant of, or misinformed about the library. Two studies have yielded indications that library users hold more favorable attitudes toward the library than nonusers. They have not shown that this difference in attitude--if it exists--is really related to library use, and not merely a product of the higher educational or social levels that are commonly associated with library use. Both of these studies were conducted in rural areas served by newly-established libraries, and it has not been demonstrated that they exist in other settings--specifically, in urban communities served by long-established libraries.

Attitude change is a long and costly process and its results are slow to appear. Hence more evidence--that the attitudes they hope to change really do differ from the attitudes of people who are already using their libraries--should be gathered, before librarians undertake

either to change attitudes or to develop methodologies for attitude change.

CHAPTER II

THE PROBLEM

In their Practical Administration of Public Libraries, Wheeler and Goldhor say:

> Many librarians feel that elaborate statistical studies either of the community or of its readers and nonreaders can have no great effect on library planning, and argue that any practical program should aim to meet present clearly evident high-priority needs and obligations, including a large-scale continuous campaign to promote greater adult use.[1]

Yet any "practical program" must be based on a firm foundation of scientifically-established knowledge if it is to achieve its goals efficiently.

This store of knowledge, upon which efficient management depends, must be more than just a product of experience and common sense if it is to serve a discipline which merits recognition as a science or a profession. Two conditions must be met if such a store of knowledge is to exist and to grow: first, empirical knowledge must be tested by objective research; and, second, established data must always be open to question,

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[1]Joseph L. Wheeler and Herbert Goldhor, Practical Administration of Public Libraries (New York: Harper & Row, [c1962]), p. 24.

and any data whose validity have become doubtful for any reason--e.g., changes in technology or in human behavior --must be re-tested.

This study's objective is to add to the professional knowledge of librarianship, by testing a hypothesis derived from Berelson's statement about the attitude of the public toward the public library:

> The public library of the "typical" town is referred to with pride by many people who have not been in it since they left school. The residents do not know a great deal about the library, and not many of them use it directly; but they do approve of it...[2]

This statement (which is also quoted on page 31) indicates that people think well of their public library, whether they use it or not. From this it may be inferred that the attitudes toward the library of library users and the attitudes of non-library users are equally favorable and, consequently, that attitude toward the library is not a significant factor in determining whether or not the library is used.

So that this idea may be tested, it has been restated in this null hypothesis:

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[2]Bernard Berelson, The Library's Public, p. 124.

> Among middle class, urban adults, in a community with conventional public library service, the attitudes toward the library of non-library users are as favorable to the library as the attitudes of library users.

Other studies, cited in Chapter I, have dealt with attitudes and library use, but none has focused directly upon the relationship between library use and attitudes toward the library.

Some of these studies--the studies conducted by Ridgway, Turbeville and Piel are examples--dealt with attitudes toward reading rather than with attitudes toward libraries. Others dealt with the attitudes of a community toward its library, or toward libraries, but did not concern themselves with differences between the attitudes of library users and nonusers within the community. The studies by Joeckel and Carnovsky, Bundy, and Goldhor are examples of these. Still other studies--like those by Houser and Galloway and Taves and his associates --did investigate differences between users and nonusers (or between registered borrowers and nonregistrants) but their aim was only to identify differences between the characteristics of the two groups. They did not attempt to isolate attitude, or any single component of attitude, and determine how it is related to library use.

McDiarmid's comment (quoted on page 32) that library surveys are often associated with unfortunate conditions and unsatisfactory service is exemplified by some of these studies. Joeckel and Carnovsky studied a library that was "involved in serious financial difficulties."[3] while the Flushing Branch Library, to which Ridgway's study related, "had no regular appropriation for books for several years."[4] Bundy's subjects were largely without adequate library service--indeed, her study aimed to lay a foundation for improving this service--and the Taves study and the Houser and Galloway study were both conducted in areas served by recently-established library systems, which were unable to match the resources or services of long-established libraries.

Most of the studies that have been cited in this paper are now old, and the utility of their findings, to modern administrators, might be challenged on the basis of age alone. Most date from the 1930's and 1940's; social and technological change--e.g., the growth in the use of television--may have affected the validity of

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[3]Carleton Bruns Joeckel and Leon Carnovsky, A Metropolitan Library in Action, p. 52.

[4]Helen A. Ridgway, "Community Studies in Reading. III. Reading Habits of Adult Non-users of the Public Library," Library Quarterly, VI (January, 1936), p. 27.

their conclusions. Only the studies by Bundy, Taves and Piel can be considered recent and, of these, the first two were studies of rural people, and the third, a study of low-income people. There are no recent studies of attitude and library use which relate directly to the conventional urban public library and its middle class clientele.

In spite of their limitations, however, some of these studies do shed light on the problem which concerns this study. Ridgway found evidence of dissatisfaction with the library among nonusers, which might lead one to speculate that the attitudes of these nonusers were less favorable than the attitudes of those who used the library. Taves' findings indicate that the attitudes of his subjects were generally favorable to the library, but the attitudes of his registered borrowers were generally more favorable than those of his nonregistrants. Taves also found, however, that the registered borrowers and nonregistrants differed in sex, age, education, occupation, marital status and residential location,[5] so that one cannot be sure that the attitude difference is

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[5]Marvin J. Taves, et al., Public Knowledge and Attitudes Regarding a Rural Minnesota Library System, pp. 32-3.

related to registration; it might be related to one or more of these other variables instead. Houser and Galloway's conclusions--that "accepters" are more likely to be library users than are "rejecters"--indicate that a correlation exists between attitude and library use, but their conclusions also indicate that the relationship between attitude and use varies with age, race, and educational level.

Limitations of the Study

It is necessary that this study be limited in its scope and its objectives, in order that it may be kept within manageable bounds. Its limits have been set for this purpose only, and not with the intention of implying that the subjects excluded are less interesting, less important to the library profession, or less worthy of study by librarians, than those which are included.

Seven limitations have been fixed for this study. The first of these limitations determines the aspect of attitude that is to be studied. As Newcomb's definition (quoted on page 26) shows, a person's attitudes incorporate all of his beliefs and feelings, but this study deals with only a single aspect of this attitude complex

--an aspect comprising two of Crespi's four dimensions (listed on page 27): "Evaluation--positive or negative direction of reaction" and "Affect--intensity of feeling and involvement." The object of this study is only to determine whether one attitude is more favorable than another; it is not concerned with other ways in which these attitudes may differ. Consequently, McKillop's definition of attitude (quoted on page 27) is more appropriate for use in the remainder of this paper than is Newcomb's.

The second limitation imposed on this study concerns the object of the attitude studied. As McKillop's definition indicates, attitudes may have as their objects "any topic, institution, practice, or person," but this study is concerned only with attitudes toward the local public library. It is not concerned with attitudes toward libraries in general, or toward other specific libraries, or with the attitudes toward other objects--like reading--that may affect library use. Of course these attitudes may color the attitude studied, and may even be apparent, to some extent, in the study's findings.

The third limitation imposed on this study is implicit in the use of the terms "library user" and "non-user," which represent a dichotomous division of the

population of potential library users. This study is concerned with a difference between people who do not use their public library at all and people who do use it, and so this simple division is appropriate for it even though it excludes from consideration any differences between library users, and any relationship that may exist between their attitudes and their purposes, manner, or volume of library use.

The fourth limitation imposed on the study is its restriction to "middle class" adults. (The definition of "middle class" used in this study was taken from The Library's Public, and is listed among the definitions below.) Other limitations of the subject group were considered in planning the study, but it was felt that a population limitation defined in terms of geographic location, or by a demographic characteristic like race, sex, or occupation, would tend to confine the utility of the study's findings to those interested in the population group named. The middle class was chosen instead, as the group to be investigated, in order that the study's findings might be relevant to as many libraries as possible. As Berelson says, "the library is pretty

much a 'middle-class' institution;"[6] it is adapted to the needs of middle class people, and it strives to serve them more diligently, perhaps, than it does some other people. Therefore, the relationship of attitude to library use, if such a relationship exists, should be more readily apparent among middle class people than among people whose use of the library may be impaired by factors, like illiteracy, that do not affect the middle class. In addition, an investigation of the library's failure to reach middle class people is more likely to reveal weaknesses in its methodology--which may affect its ability to serve people of all classes--than an investigation of its failure to reach members of a group that it may have made no serious effort to serve.

The exclusion from this study of people less than twenty-one years old (the fifth limitation) was decided upon because their use of the library is heavily influenced by scholastic compulsion. Library use by adults, on the other hand, is more likely to be voluntary, and so to reflect the effects of their attitudes toward the library.

The sixth limitation, to urban people with

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[6]Berelson, op. cit., p. 126.

conventional library service, was imposed in order to prevent the study from focusing on a community with atypical service--especially one with atypically poor service--and thus reaching conclusions of questionable utility for most public libraries.

The final limitation imposed on this study is one which was identified by Guy Garrison in one of his studies:

> First, what is measured is the association between variables and not cause and effect. The associations noted may be accidental or may be due in large part to the action of other unknown factors. Second, the correlations are between properties of groups and not of individuals.[7]

This study also is concerned with "the association between variables and not cause and effect." Unlike Garrison's research, however, this study is concerned with the correlation of two variables only, and these variables are studied as the properties of individuals rather than of groups. It seeks to reach conclusions which may be applied both to individuals and to groups.

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[7]Guy Garrison, "Voting on a Library Bond Issue: Two Elections in Akron, Ohio, 1961 and 1962," Library Quarterly, 33 (July, 1963), p. 233.

Definitions

The terms listed below are capable of various interpretations. These definitions show the meanings that they are intended to convey when used in this paper.

Adult: A person who is twenty-one years old or older.

Attitude: A more or less stable tendency to respond in a favorable or unfavorable way to any topic, institution, practice, or person. (This is McKillop's definition, quoted first on page 27 of this paper.)

Community: A group of people who share a common characteristic. More specifically, in this paper, the people who are eligible to use the services of a specific library.

Library user: One who uses the public library serving the geographic community of which he is a member. When applied to the study's subjects, "library user" means one who has used the Oceanside Public Library at least once during the twelve month period preceding the distribution of the study's questionnaire.

Middle class: "People with enough formal education to make reading easy and useful, yet without enough money to buy all the books they want."[8]

Non-library user: A person who does not use the public library serving the geographic community of which he is a member. He may or may not be a user of other libraries. When applied to the study's subjects, "non-library user" means one who has not used

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[8]Berelson, op. cit., pp. 126-7.

the Oceanside Public Library at least once during the twelve month period preceding the distribution of the study's questionnaire.

Nonuser: A non-library user.

Respondent: A subject who replied, or indicated his reaction to any specific part of the study's questionnaire.

Significant: Two of the definitions of this term given in Webster's Third New International Dictionary of the English Language are used in this paper:

[1] having or likely to have influence or effect: deserving to be considered: important, weighty, notable...

[2] probably caused by something other than mere chance.[9]

Where the second meaning is used, a probability of 0.95 or more is considered necessary to indicate the influence of non-chance factors.

Subject: A resident of the City of Oceanside to whom a questionnaire was administered during the course of this study, who gave a relevant response to all or part of the questionnaire.

User: A library user.

Significance of the Study

The testing of the hypothesis stated on page 69 will

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[9]Webster's Third New International Dictionary of the English Language Unabridged (Springfield, Mass.: G. & C. Merriam, 1966), p. 2116.

lead to one of three possible conclusions about the attitudes of middle class adult library users and non-users:

1. The attitudes of the non-library users are as favorable to the library as the attitudes of the library users.
2. The attitudes of the non-library users are more favorable to the library than the attitudes of the library users.
3. The attitudes of the non-library users are less favorable to the library than the attitudes of the library users.

Each of these conclusions has implications for administrators and research workers in the field of librarianship.

Consider the third conclusion first: it raises the possibility that a favorable attitude is a prerequisite--or even a causal factor--for library use. It should lead to further research, to determine the effects of attitude change among nonusers upon the percentage of library users within a community. It should also lead to studies to develop effective methodologies for modifying public attitudes toward the library. The interest of research workers in studying the relationship of attitude to library use among minority groups--especially those outside

the middle class--should be stimulated by this conclusion, and administrators should be encouraged by it to consider the possibility that the extension of service to nonusers might depend more on their ability to mold public attitudes than on the extent and quality of their services. It should lead to an increase in the emphasis given to public relations in librarianship, both in libraries and in library schools.

The first of the three possible conclusions, on the other hand, implies that a favorable attitude does not affect library use. The acceptance of this conclusion should eliminate attitude change (i.e., the limited concept of attitude used in this study) from consideration as a means of increasing library use, and free both investigators and administrators to concentrate on other possible determinants of library-related behavior.

The second of the three possible conclusions should also be considered an indication that attitude neither induces nor inhibits library use. In fact, it would support the conclusion that people use the library in spite of their attitudes toward it. (The alternative to which it might point, that a less favorable attitude toward the library encourages library use, seems too

unlikely to merit serious consideration.) However, it might point to a contrary relationship (as, indeed, the third conclusion might, as well) between attitude and use: attitude might be predominantly a consequence, or effect, of library use, rather than a cause. If so, the discovery that people who have no contact with the library have more favorable attitudes toward the library than those who do should serve to encourage librarians to become more concerned about library shortcomings.

In the course of its investigation this study may cast some light on aspects of attitude (here the term is used in Newcomb's sense, rather than McKillop's), and other factors that may affect library use. These factors are not actually within the study's scope, but are so closely related to its objective that they may be reflected in its findings. For example, this study requires the construction of a continuum of individual attitudes, ranging from least to most favorable. It does not require a determination that this continuum is predominantly favorable, predominantly unfavorable, or evenly balanced between the favorable and the unfavorable. But it would be difficult to achieve the former objective without, at the same time, obtaining at least some insight into the latter.

This study may produce information about the extent and accuracy of the middle class adult community's knowledge of the library, and about its image of the library. It may also produce information about attitudes toward specific elements within the library--its staff, collection, procedures, and quarters--and their influence on the attitude studied.

Finally, it will be necessary to describe the library users and nonusers who serve as subjects for this study with reference to the following characteristics: age, sex, marital status, race, education, income, occupation, and residential location (i.e., in terms of distance from the library), in order to determine whether any difference in attitude detected in this study may be related to a difference in one of these characteristics rather than to a difference in library use. A secondary benefit of this description is that it will serve as a test of the continuing validity of the findings of other investigators, that library users and nonusers differ significantly with respect to these characteristics.

Of course none of the secondary conclusions that this study may produce--about other attitudes, or other personal characteristics--will be more than tentative,

They may, however, be sufficiently thought provoking to inspire further research on library-related attitudes, and on the impulses behind library use.

Summary

The problem which concerns this study is to determine whether or not a variation in the favorableness of personal attitudes toward the public library distinguishes users of the library from nonusers. The study's research is limited to an investigation of the attitudes of urban, middle class adults served by a conventional public library.

The significance of this study arises from the possibility that favorable attitudes toward the library may encourage library use, or may be a prerequisite for library use. Conversely, it is possible that a less favorable attitude may keep people from using the library. Should this study find that the attitudes of library users and nonusers are equally favorable (or equally unfavorable), or, that the attitudes of library users are less favorable than those of users, then this possibility will be eliminated.

If, on the other hand, the study should find that the attitudes of library users are more favorable than

those of nonusers it will establish the possibility that library use may be broadened within a community by changing the attitudes of the nonusers within it. This finding should lead to further research, seeking to determine the effects of attitude change on library use.

During the course of its investigations this study may identify other problems which involve attitudes and library use, and by so doing it may stimulate further research on attitudes, by investigators in the field of librarianship.

CHAPTER III

METHODOLOGY

Basically, four steps were required by this study. The first of these was the selection of a group of subjects, including both library users and nonusers. The second was the development of a means of determining the attitudes of these subjects toward the library. The third was the application of the means to the subjects, and the fourth, the analysis and interpretation of the data obtained.

In order to avoid the effect of differences in library service upon the library use and attitudes of this study's subjects, it was considered desirable that all of these subjects be drawn from a single city, in which all subjects would be served by the same library. Then, in order to minimize differences in library service within the city, it was considered desirable that this be a small city served by a single library outlet. It was also considered desirable that the city be one served by a municipal library, rather than by a branch of a county library, in order that library service in the city might be more easily defined.

In order to achieve the study's objective, it was necessary that a methodology be employed that would obtain data which accurately reflect the attitudes of both library users and nonusers. It was decided that a questionnaire should be employed for this purpose, which would insure that the same questions were put to all subjects. There are several ways in which such a questionnaire might be administered, but the difference in the conclusions reached by Taves and Bundy creates an apprehension that responses obtained through personal contact with the subjects might be skewed in favor of the library. (Taves and Bundy both studied the attitudes of rural people. He, gathering data through personal interviews, found a favorable attitude; she, with a mail questionnaire, found an attitude of indifference. The difference in their conclusions may be due to differences in the attitudes of their subjects, but it might also be a result of the difference in methodology.) Therefore it was decided that the questionnaire would be distributed and returned by mail, permitting the subjects to respond in private, and anonymously. This method eliminates any possibility of pressure (intentional or not) upon the subjects, from the investigators, which might influence

their responses, while the response of the subjects would be wholly voluntary. Consequently their responses should honestly reflect their attitudes.

The Community

Six criteria were established for the community selected for use as the site of the study:

1. It should be a middle class community, without large groups of rich or poor residents, and without ghetto areas or subcommunities of minority groups.
2. It should not be a satellite community, so close to a larger central city that the use of its public library would be affected by the availability of library service in the central city.
3. It should be served by an independent municipal library.
4. It should be served by a single public library outlet only.
5. Its public library service should be comparable to municipal library service in other areas.
6. Its library board--or other governing agency--and library staff should not be opposed to the study.

These criteria--except the last--are entirely utilitarian. They were set up primarily in order to simplify the problems of selecting subjects for the study, and of defining the library service available to these subjects.

Among the cities considered, the one which most nearly met these criteria, and was selected for use in this study, was Oceanside, California, a city on the edge of the Pacific Ocean, approximately 85 miles south of Los Angeles.

Figures taken from the 1960 census of population--assembled in Table 8--show how Oceanside's population compared to that of California and of the United States in 1960. Oceanside, at the time of the census, had a population of 24,971,[1] spread over 26 square miles.[2] By 1967, when the data required for this study were gathered, Oceanside's area had been increased by annexations to 33.934 square miles.[3] Its population had also increased; a special census in March, 1966 counted 31,824 people in the city;[4] and on July 1, 1967 Oceanside's population was estimated to be 37,850, a 51.6% increase over

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[1] U.S. Census of Population: 1960, vol. 1, Characteristics of the Population, part 6, California (Washington: U.S. Govt. Print. Off., 1963), p. 54.

[2] Annexations [1888-1966] (City of Oceanside, 1967), mimeographed sheet.

[3] Loc. cit.

[4] Current Population Reports, Series P-28, No. 1447, "Summary of Special Censuses Conducted by the Bureau of the Census Between January 1 and December 31, 1966," Washington: U.S. Govt. Print. Off., 1967), p. 2.

TABLE 8

SELECTED 1960 CENSUS FIGURES, SHOWING DIFFERENCES IN THE POPULATION CHARACTERISTICS OF OCEANSIDE, THE STATE OF CALIFORNIA, AND THE UNITED STATES AS A WHOLE

Characteristic	Ocean-side	Cali-fornia	United States
Age			
Median age in years	24.5	30.0	29.5
Percentage of people 65 years old or older	7.1%	8.8%	9.2%
Marital status			
Percentage married, of people 14 years old or older			
Men	78.2%	68.5%	69.1%
Women	75.0%	66.0%	65.9%
Education			
Median number of years of school completed by people 25 years old or older	12.1	12.1	10.6
Economic conditions			
Median family income	$4,928	$6,726	$5,660
Percentage of unemployment in the civilian labor force	6.6%	5.8%	5.0%
Minority groups in the population			
Percentage of foreign born	5.4%	8.5%	5.4%
Percentage of nonwhites	6.0%	8.0%	11.4%

Sources: U.S. Census of Population: 1960, vol. 1, Characteristics of the Population, part 1, United States Summary (Washington: U.S. Govt. Print. Off., 1964),pp. 144, 152, 165, 201, 207, 225, 264.

Ibid., part 6, California (1963), pp. 51, 54, 59, 106, 153, 220, 224, 231, 235, 250.

the 1960 census figure.[5]

The characteristics of Oceanside's population appear to have changed to some extent between 1960 and 1967. The census figures show that the people of Oceanside were generally younger than other Californians, or other Americans. This probably was still true in 1967, but retirement communities located in the annexed territory have brought more older people into the city, and it is likely that the city's median age is now closer to that of the rest of the country.

In 1960 Oceanside had a smaller percentage of unmarried people than the rest of the country, and the growth in its population has not changed this. It is still a community of families, with relatively few unmarried people among them.

The census found a higher median number of years of formal education in Oceanside than in the nation. The educational level in Oceanside was still relatively high in 1967. The city has a good school system, and the opportunities for higher education in the Oceanside area improved after 1960. MiraCosta Junior College--a

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[5]Regional Information Bulletin, Population and Housing, San Diego County, July 1, 1967 (San Diego County Planning Dept., 1967), fold. leaf.

two-year college founded in Oceanside in 1934--expanded its activity, on a new campus, in 1964, while the University of California at San Diego began admitting undergraduates in the same year. Freeways give Oceanside residents access to the University and to other institutions of higher education in San Diego, and these roads were improved substantially between 1960 and 1967. At the same time, there were changes in the economic structure of the city which tended to raise the educational level of its population. Vigorous promotion by the city's government and business community combined with its growing population to increase both its industrial and retail activity substantially, thereby attracting well-educated new residents--business men, executives, and professional people--to the community. Meanwhile, increasing urbanization and rising land values combined to reduce agricultural activity in the area and, by reducing the amount of employment available to poorly-educated people, to make the city less attractive to the less well-educated.

There is no evidence of either great wealth or extreme poverty in Oceanside. It is true that the median income of Oceanside residents was much lower in 1960 than the median income of people in the other parts of

California, and in the nation as a whole, but the difference between these medians is somewhat misleading. The difference was due, in part at least, to the large percentage of military people and retired people in Oceanside. (The dollar incomes of such people tend to understate their real incomes, relative to those of people in civilian employment.) In any case, the difference between the median incomes of the city and the state, and the nation, undoubtedly had been substantially reduced, or eliminated, by 1967, as a result of Oceanside's growing economic activity.

In 1960, Oceanside's economy was depressed. The percentage of unemployed people in the civilian work force there was higher than the corresponding percentages for California and the United States, and this helped to lower the median income in the city. By 1967, however, the depression had vanished. Vigorous promotion and new facilities--including a small boat harbor and two industrial parks--had increased tourism, light industrial activity (several new firms, engaged primarily in the production of electronic equipment, were established in the city after 1960), and retail trade. (Taxable retail sales increased from less than $40,000,000 in 1960 to

$67,000,000 in 1966.[6]) In 1967, then, Oceanside was surely a community of middle-income people.

Oceanside's population does include members of ethnic minority groups, but they make up a small percentage of the total. In 1960 the census found a smaller percentage of nonwhites in Oceanside than in either California or the United States, and a smaller foreign born percentage than California. Oceanside's nonwhite and/or foreign born residents do not all come from a single racial group, but include Mexicans, Negroes, Orientals--Chinese, Japanese, and Filipinos--and even some Samoan Islanders. They are scattered through the community--indeed, many are married to American-born whites--rather than being gathered in a single minority-group area, and they appear to share the behavior patterns and attitudes of their majority-group neighbors.

The Oceanside Public Library

Public library service in Oceanside is provided by the Oceanside Public Library, the object of the public attitudes which concern this study.

This Library was established in December, 1904, and

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[6] Oceanside Facts (Oceanside: Chamber of Commerce, 1967), fold. leaf.

began serving the public in 1905. It started with a book collection donated by the Women's Christian Temperance Union, the remnant of a W.C.T.U. reading room and lending library. (No records of the founding or operation of this W.C.T.U. library have been preserved, but a local author's reference to it, as "the Oceanside Public Library," in 1888 shows that it was in operation then.[7]) The City Clerk served as part-time librarian--and kept the books in his office--until 1921. His successor served as head of the library until the appointment of the city's first professionally-educated librarian in 1952. The library continued to share the municipal government's quarters until 1946, when it moved into its own building. Even then it remained close to the seat of local government; Oceanside's City Hall, main fire station, police station, and library were then, and still are grouped together in a one-block civic center. Oceanside's population growth soon made this new building inadequate. (Its population grew by more than 175 per cent during the 1940's, and by more than 90 per cent during the 1950's.) A new children's wing was added to

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[7]W. D. Frazee, Oceanside, the Gateway of All San Diego County (Oceanside: 1888), p. 8.

the library in 1959, but the town has continued to outgrow its library building.

Joseph L. Wheeler examined Oceanside's library during a study of public libraries in San Diego County. (His report was one of the guides used in selecting Oceanside as the site of this study.) He described the Oceanside Public Library as an "attractive library, in a high-class, rapidly growing community," with "an unusually well selected, up-to-date book collection."[8] He also found, however, that the library building and library staff were too small for a city the size of Oceanside.

These criticisms were still valid at the time of this study. In 1967, the library had a progressive administration, a good collection of materials, a staff that was inadequate (in number, not quality) and an overcrowded building. These weaknesses--in staff and quarters--are common among libraries and tend to make the Oceanside Library more typical as a representative of public libraries, rather than less. (Since the completion of this study, the library has taken steps to alleviate the inadequacy of its quarters by adding a

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[8]Joseph L. Wheeler, Report on a Proposed Regional Library System for the San Diego Area (San Diego: San Diego Public Library, 1965), p. 35.

TABLE 9

PER CAPITA COMPARISON OF 1966-67 STATISTICS FOR THE OCEANSIDE PUBLIC LIBRARY AND FOR ALL CALIFORNIA PUBLIC LIBRARIES

	Oceanside		California
	Total	Per Capita	Per Capita
Total volumes	65,940	2.07	1.47
Circulation of books and periodicals	187,189	5.8	5.2
Operating expense	$110,382	$3.47	$3.57
Books and periodicals	$ 25,000	$ .78	$ .57
Salaries	$ 72,642	$2.28	$2.37
Income from taxation of local sources	$117,777	$3.70	$3.89

Source: News Notes of California Libraries, 63 (Winter, 1968), pp. 26, 33, 38, 44, 46, 48, 50, 58.

bookmobile service. It chose to use a Gerstenslager semi-truck-trailer, rather than to open branch libraries, because the growth pattern of the city--and hence the proper location for fixed library agencies--is uncertain.[9])

Table 9 provides a per capita comparison of the Oceanside Public Library with all public libraries in California. It shows that Oceanside provides more books, spends more for books, and circulates more books per

[9]"North Coast," San Diego Union, August 18, 1968, p. D-8.

capita, than do all of the state's public libraries together, but Oceanside's expenditure per capita for public library service--and for public library salaries--is less than that of the state as a whole.

Table 10 permits a comparison of statistical data for the Oceanside Public Library, in fiscal 1966-67, with corresponding data for nineteen California libraries serving urban communities similar in size--larger than 25,000 but less than 40,000--to Oceanside. (These nineteen public libraries are listed in Appendix I.) It shows that the number of books and periodical subscriptions--and hours of service--provided by the Oceanside Library was greater than the corresponding median figure for the nineteen libraries, although its per capita expenditure was less than their median.

None of the differences between the Oceanside Public Library and the other California libraries serving communities of the same size is so great as to mark the Oceanside library as an exceptional library. In fact, it is as nearly typical of its class as any of the other nineteen. (It does serve a larger land area than any of the other nineteen libraries, but in 1967 much of this area was newly-annexed and undeveloped.) It is a conventional public library, and is, therefore, suitable for use in

TABLE 10

A COMPARISON OF 1966-67 STATISTICS FOR THE OCEANSIDE PUBLIC LIBRARY WITH CORRESPONDING STATISTICS FOR 19 OTHER CALIFORNIA LIBRARIES SERVING URBAN POPULATIONS GREATER THAN 25,000 AND LESS THAN 40,000

	Population of area served	Area taxed for library support (sq. mi.)	Operating Expenditures			
			Total	Per capita	for library materials	for salaries
Oceanside Public Library						
Total	31,824	34.5	$110,382	$ 3.47	$ 25,000	$ 72,642
Rank*	7	1	10	12	5	13
19 Public Libraries						
Highest figure	37,100	24.0	$321,105	$10.07	$107,548	$166,457
Lowest figure	26,200	5.7	58,075	2.02	11,066	38,700
Mean	30,463	10.66	129,742	4.28	24,264	86,487
Median	29,800	8.05	105,368	3.71	21,003	77,453

*Among all twenty libraries.

TABLE 10 (cont.)

	Book Collection		Periodicals Received	
	Volumes Added	Total vols. (6/30/67)	Magazines	Newspapers
Oceanside Public Library				
Total	5,572	65,940	300	16
Rank*	8	5	4	5
19 Public Libraries				
Highest figure	33,741	164,975	450	22
Lowest	1,894	25,267	105	7
Mean	6,424	66,294	219.5	12.3
Median	4,246	56,481	202	11

*Among all twenty libraries

TABLE 10 (cont.)

	Staff		Hours Open Per Week	Circulation
	Full-time-Equivalent	Professional f.t.e.		
Oceanside Public Library				
Total	10	4	69	187,189
Rank*	14	13.4	3.5	14
19 Public Libraries				
Highest figure	27	10	76	367,236
Lowest	7.5	1.5	55	139,828
Mean	14.6	5.3	64.8	239,296
Median	13.6	5.0	65.5	235,059

Source: News Notes of California Libraries 63 (Winter, 1968), pp. 38, 39, 48, 49, 58, 59.

*Among all twenty libraries.

this study.

The Selection of Subjects

Oceanside is a middle class city. The great majority of its citizens are middle class--as that term is used in this paper--and so it was considered unnecessary to establish economic or educational criteria for the people invited to serve as this study's subjects. (The author has found that non-middle class people are generally less-ready to assist investigations of this type; it was expected that any such people who might receive the mail questionnaire would eliminate themselves from the subject group by failing to return it.)

It was considered desirable that each person to whom the questionnaire was sent, be addressed by name and, therefore, a list of Oceanside residents was necessary. It was desirable 1) that this list be limited to people who were twenty-one years old or older; 2) that it include both men and women (to avoid a sexual bias in the subject group) and 3) that it not be limited to members of a single occupational or social group. Because of the recent growth in Oceanside's population, it was also desirable that this list be one that had been recently compiled. The list of registered voters in Oceanside was

selected. It had all of these desirable features and, in addition, it omitted the names of temporary residents (a problem in a resort community like Oceanside) and newcomers who might not have had an opportunity to use the library. The list that was employed was current; it was compiled for a municipal election held in April, 1967.

It was anticipated that many households would include both library users and nonusers, and that there would be a tendency for the response to come from the former (no matter to whom the questionnaire was addressed) if a single questionnaire were to be sent to the household. In order to combat this tendency as much as possible--and so to obtain more responses from nonlibrary users--it was decided to send a questionnaire to every registered voter in certain selected precincts. Within these precincts, then, a separate copy of the questionnaire would be sent to each household member who was registered.

In 1967 there were fifty voters' precincts in Oceanside. The fifty precinct numbers were placed in a bowl, and twenty-four precinct numbers drawn out. The precincts to be used in the study were chosen in this way to avoid any bias that might result from the employment of a less-random selection method. The list of voters in

these twenty-four precincts provided the names used in testing the questionnaire--insofar as registered voters were used for this purpose--and in the study itself.

The Development of the Questionnaire

Three things were required of the questionnaire that was developed for use in this study. First, it had to obtain data that would provide a basis for the comparison of its respondents in terms of the favorableness of their attitudes toward the library. Second, it had to determine whether or not each respondent was a library user or nonuser. Finally, it had to obtain information about the personal characteristics of its respondents, to permit a comparison of those who were library users with those who were not, and to show whether or not the respondents were representatives of the middle class adult group with which the study is concerned.

Research Methods in Social Relations, by Claire Selltiz, Marie Jahoda, Morton Deutsch, and Stuart W. Cook,[10] was used as a guide in the preliminary planning of this questionnaire. Based on the discussion of

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[10]Claire Selltiz, et al., Research Methods in Social Relations, (rev., one-vol. ed.; New York: Holt, Rinehart and Winston, [1967]), 622 pp.

attitude scales in this text, it was decided that a summated scale--or Likert-type scale[11]--should be incorporated in the questionnaire and used to measure attitude favorableness.

A summated scale consists of a series of statements, each of which is either definitely favorable or definitely unfavorable to the object of the attitude under investigation, i.e., in this study, the Oceanside Public Library. The subjects are asked to respond to each of these statements in terms of their agreement or disagreement with it. Usually, five categories of agreement-disagreement are listed, e.g., (1) strongly agree, (2) agree, (3) undecided, (4) disagree, and (5) strongly disagree. For each statement, the subject is asked to check the one category that most nearly represents his feeling about the statement. Obviously, all of the statements used in the scale must be statements of opinion rather than fact (e.g., "The library's hours are convenient," but not "The library is open at noon"). Otherwise, they might serve as indicators of the accuracy of the subjects' knowledge, but would not necessarily reveal their attitudes.

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[11]Selltiz, et al., op. cit., pp. 366-9.

For scoring purposes, these five agreement-disagreement categories are assigned integral weights. One method of doing this is described by Edwards:

> For favorable statements, the strongly agree response will be given a weight of 4, the agree response a weight of 3, the undecided response a weight of 2, the disagree response a weight of 1, and the strongly disagree response a weight of 0. For unfavorable statements, the scoring system is reversed, with the strongly disagree response being given the 4 weight and the strongly agree response the 0 weight.[12]

Each subject's total score--or attitude score--is computed by adding together his scores for the individual statements in the scale. This total is a relative, not an absolute indicator of the subject's attitude. That is, it does not show whether his attitude is favorable or unfavorable but when compared with the attitude scores of other subjects it does show whether his attitude is more favorable or less favorable than theirs.

The procedure for constructing a summated scale is summarized by Selltiz:

> (1) the investigator assembles a large number of items considered relevant to the attitude

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[12]Allen L. Edwards, Techniques of Attitude Scale Construction, (New York: Appleton-Century-Crofts, [c1957]), p. 151.

> being investigated and either clearly favorable or clearly unfavorable. (2) These items are administered to a group of subjects representative of those with whom the questionnaire is to be used...(3) The responses to the various items are scored in such a way that a response indicative of the most favorable attitude is given the highest score... (4) Each individual's total score is computed by adding his item scores. (5) The responses are analyzed to determine which of the items discriminate most clearly between the high scorers and the low scorers on the total scale...Items that do not show a substantial correlation with the total score, or that do not elicit different responses from those who score high and those who score low on the total test, are eliminated to ensure that the questionnaire is "internally consistent"--that is, that every item is related to the same general attitude.[13]

The Likert-type scale used in this study was constructed according to these directions. First, a list of statements was prepared, each of which was classed by the author as favorable or unfavorable. This list was tested by administration to several groups of people--including sociology students at San Diego State College and high school students in Oceanside--and was reduced to a total of twenty statements.

This twenty-statement scale was then combined with other questions to form a questionnaire. This questionnaire was tested in May, 1967. It was mailed to all

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[13]Selltiz, et al., op. cit., pp. 367-8.

registered voters in two of the twenty-four previously selected Oceanside precincts, together with an explanatory letter and a postage-paid return envelope. (This mailing served as a test of the remainder of the questionnaire and of the plan for its distribution, as well as a test of the attitude scale.)

At the same time, the list of twenty attitude scale statements was mailed to California members of the American Library Association's Junior Members' Round Table, who were asked to rate the favorableness toward the library of each statement; these ratings were used to check the author's judgement, and insure that only items that were "clearly favorable or clearly unfavorable" would be used in the final attitude scale.

Two hundred and six questionnaires were mailed in the two-precinct test (the smallest two of the twenty-four precincts were used). Thirty-two of these (15.5 per cent) were returned with responses to all attitude scale items. These thirty-two responses were used to test the twenty scale statements, in the manner described by Edwards in his instructions on the selection of scale items:

> As basis for rejecting statements in the method of summated-ratings, use is made of some form

of item analysis. We consider the frequency distribution of scores based upon the responses to all statements. We may then take the 25 (or some other) per cent of the subjects with the highest total scores and also the 25 per cent of the subjects with the lowest total scores. We assume that these two groups provide criterion groups in terms of which to evaluate the individual statements. In evaluating the responses of the high and low groups to the individual statements we might find the ratio

$$t = \frac{\bar{X}_H - \bar{X}_L}{\sqrt{\frac{S_H^2}{n_H} + \frac{S_L^2}{n_L}}}$$

where $\bar{X}_H$ = the mean score on a given statement for the high group

$\bar{X}_L$ = the mean score on the same statement for the low group

S_H^2 = the variance of the distribution of responses of the high group to the statement

S_L^2 = the variance of the distribution of responses of the low group to the statement

n_H = the number of subjects in the high group

n_L = the number of subjects in the low group[14]

Edwards also said that if the same percentage of the total number of subjects is selected for both the high

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[14]Edwards, op. cit., pp. 152-3.

and the low groups, the formula for t can be written

$$t = \frac{\bar{X}_H - \bar{X}_L}{\sqrt{\frac{\Sigma(X_H - \bar{X}_H)^2 + \Sigma(X_L - \bar{X}_L)^2}{n(n-1)}}}$$

where $\Sigma(X_H - \bar{X}_H)^2 = \Sigma X_H^2 - \frac{(\Sigma X_H)^2}{n}$

and $\Sigma(X_L - \bar{X}_L)^2 = \Sigma X_L^2 - \frac{(\Sigma X_L)^2}{n}$

and he went on to describe the value of t as "a measure of the extent to which a given statement differentiates between the high and low groups."[15] Edwards' second formula was used during the development of the attitude scale used in this study.

Selltiz' directions were followed in computing an attitude score for each of the thirty-two returned questionnaires, with one variation: Selltiz suggests that the least favorable of the five responses to each statement be scored 1 and the most favorable response 5;[16] instead of this, the least-favorable response was scored 0, and the most favorable 4, so that the possible scores on this twenty-statement scale ranged from zero to

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[15]Edwards, op. cit., pp. 152-3.

[16]Selltiz, op. cit., p. 367.

eighty. This method of scoring is recommended by Edwards.[17]

T ratios were then computed for each of the twenty statements, using the ten highest-score responses (31.25 per cent of the thirty-two) and the ten lowest-score responses. On the basis of these t ratios, and the favorableness ratings assigned by the J.M.R.T. members, four statements were eliminated from the scale. The remaining sixteen statements, eight favorable to the library and eight unfavorable, formed the attitude scale used in the final form of the questionnaire.

Since the removal of four items from the scale might have affected the internal consistency of the remainder, a second test was conducted, using a revised questionnaire which incorporated the sixteen-statement scale. For this test, four hundred names were drawn at random from the list of registered voters in the remaining twenty-two precincts. A copy of the revised questionnaire, with explanatory letter and return envelope, was then sent to each of these four hundred people. At the same time, an additional one hundred names were drawn from the voters' lists, and an effort was made to

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[17]Edwards, op. cit., pp. 150-1.

interview all of the people on this second list. During this test, the questionnaire was administered orally to all of the people who were interviewed, with two objectives: first, to find out whether the interpretations placed by the interviewees on the questionnaire's instructions, statements and questions, were consistent with the author's intent; and, second, to check the validity of the attitude scale by determining whether the attitude scores obtained from the interviewees were consistent with any other evidence of attitude revealed during the interviews.

Of the four hundred questionnaires mailed out for this test, fifty-three (13.25 per cent) were returned with complete attitude scale responses. (Thirteen other, partially-completed questionnaires were returned.) Attitude scores were computed for each of these fifty-three returns, and t ratios for the scale items. In computing these t ratios, the nineteen returned questionnaires with the highest attitude scores (35.8 per cent of the fifty-three) and the nineteen with the lowest scores were used. These ratios were all well above the critical value of t necessary for confidence at the 0.95 level; they ranged from 2.19 to 6.51.

These fifty-three attitude scores were used to

determine the number of the responses that would be required for reliability, at the 95 per cent confidence level, with ± 5 per cent variation. The formula used was that given by Dougherty and Heinritz:[18]

$$N' = \frac{1600\,[\,N\Sigma X^2 - (\Sigma X)^2]}{(\Sigma X)^2}$$

where N' = the number of observations needed to meet the criteria of 95% confidence and ± 5% variation

N = the number of observations actually taken

ΣX = the sum of the value of all the observations

$(\Sigma X)^2$ = the square of the sum of the values of all of the observations, i.e., X multiplied by itself

X^2 = the sum of the squares of the values of all the observations

and 1600 is the square of the constant used at this confidence level.

The application of this formula to these fifty-three attitude scores yielded an N' of 38.8, indicating that a response including groups of approximately 40 library users and 40 nonusers would be sufficiently large to provide the reliability desired in this study.

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[18]Richard N. Dougherty and Fred J. Heinritz, Scientific Management of Library Operations (New York: Scarecrow Press, 1966), pp. 126-7.

Of the one hundred people chosen for interviews, only forty-four were actually interviewed. Twenty-three people were found to be not at the address listed by the Registrar of Voters. For some, the address was incorrectly recorded; the others had moved from the city since registering to vote. (Two other people who had moved within the city were traced, and were among those interviewed.) The remaining thirty-three people were reached, but refused to be interviewed.

During these forty-four interviews, the interviewer was unable to detect any evidence that any portion of the questionnaire was liable to misinterpretation by those to whom it was administered, or any indication that the attitudes of the interviewees were not consistent with their attitude scores.

The attitude scores of the people who were interviewed were compared with those of the fifty-three mail respondents. The difference between the mean scores of the two groups--43.75 for the interview respondents and 44.11 for the mail respondents--is not statistically significant, but there is a wider variation among the scores of the latter group than of the former. The range of the mail response scores was 29 to 64, with a variance of

49.21, while the interview scores ranged from 32 to 57, with a variance of 28.48. (The lowest possible score with this sixteen-statement scale was 0, and the highest possible score, 64.) This difference supports the judgement of the author, that the anonymous, mail questionnaire would draw responses that were less reticent--and hence more useful for this study--than methods of data collection which involved personal contact--or which might permit the identification of the respondent--but the indications of a more favorable bias which he expected to find in the personal interview responses to the attitude scale did not appear in this test.

The Questionnaire

The questionnaire which was used to gather the data needed for this study is reproduced on the following pages. (The wording and arrangement of the original questionnaire is duplicated exactly, but not the original format. The original was typewritten in elite type, and crowded onto two 8 1/2" by 11" pages; it is better suited to mailing than the form shown here, but it is not suitable for incorporation in this paper.)

The first page of the two-page questionnaire

contains twenty-six statements about the Oceanside Public Library, lettered a through z. Five boxes, indicating degrees of agreement-disagreement, follow each statement. The first sixteen of these statements, a through p, make up the attitude scale. The other ten items on this page, letters q through z, were written in attitude scale form, even though they were not part of the scale, in order to keep the appearance of the questionnaire as simple as possible.

Five of the ten additional statements (q, r, t, u, and w) were intended to obtain data on the respondents' concept of the library's utility. Three (v, x, and y) were intended to indicate whether the respondents considered the library more useful to one group of people in the community than to another. Statement h was intended to determine whether the respondents agreed with Wheeler's judgement that the library building was too small (see page 95), and statement z was included as a check on the validity of the attitude scale.

The second half of the questionnaire was made up of fourteen questions and an invitation to offer suggestions for the improvement of the library. The first five of these fourteen questions concerned the respondent's library use and his contact with the Oceanside Public

QUESTIONNAIRE

PLEASE READ THE STATEMENTS BELOW AND CHECK THE APPROPRIATE BOXES, TO SHOW **THE** EXTENT TO WHICH YOU AGREE, OR DISAGREE, WITH EACH ONE

	I strongly agree	I agree	I am undecided	I disagree	I strongly disagree
a. The Library staff is very helpful to people who are looking for information.	☐	☐	☐	☐	☐
b. The Library's rules are sensible.	☐	☐	☐	☐	☐
c. It is hard to locate books on the Library's shelves.	☐	☐	☐	☐	☐
d. The Library has a very pleasant atmosphere.	☐	☐	☐	☐	☐
e. The Library does not have enough new books.	☐	☐	☐	☐	☐
f. The value of the Library is high, when compared with its cost.	☐	☐	☐	☐	☐
g. The Library card catalog is not very useful.	☐	☐	☐	☐	☐
h. The Library has a good selection of newspapers and magazines.	☐	☐	☐	☐	☐

	I strongly agree	I agree	I am undecided	I disagree	I strongly disagree
i. The Library does not provide enough seats for readers.	☐	☐	☐	☐	☐
j. The Library book collection is too small.	☐	☐	☐	☐	☐
k. The fines that the Library charges are reasonable.	☐	☐	☐	☐	☐
l. The Library is too noisy.	☐	☐	☐	☐	☐
m. The Library doesn't have the kind of book that most people want to read.	☐	☐	☐	☐	☐
n. The Library staff members are friendly.	☐	☐	☐	☐	☐
o. It takes too long to get information from the Library.	☐	☐	☐	☐	☐
p. The Library is a good place in which to study.	☐	☐	☐	☐	☐
q. The information that I need in my work is not available from the Library.	☐	☐	☐	☐	☐

	I strongly agree	I agree	I am undecided	I disagree	I strongly disagree
r. The Library is a good place to find information on current events.	☐	☐	☐	☐	☐
s. The Library building is too small.	☐	☐	☐	☐	☐
t. The Library is very useful to adults who are trying to educate themselves.	☐	☐	☐	☐	☐
u. The Library can help people decide how to vote.	☐	☐	☐	☐	☐
v. The Library is of little use to retired people.	☐	☐	☐	☐	☐
w. The Library is a good source of entertainment.	☐	☐	☐	☐	☐
x. The Library serves people of all races equally.	☐	☐	☐	☐	☐
y. The Library is more important to children than adults.	☐	☐	☐	☐	☐
z. The City of Oceanside has an excellent public library.	☐	☐	☐	☐	☐

1. How often did you use the Public Library during the last 12 months?
   ___Not at all.
   ___Less often than once a month.
   ___At least once a month, but less often than once a week.
   ___Once a week or oftener.

2. If you did not use the Public Library during the last 12 months, what is the main reason that you didn't? (Please check one.)
   ___I don't need to use books or other library materials.
   ___I buy, or already own, all of the books that I need.
   ___It is more convenient to get what I need from other libraries.
   ___It is too hard to get to the Public Library.
   ___The Public Library is not open when I am able to use it.
   ___The Public Library does not have what I need.
   ___Other: _____

3. Have other members of your family used the Public Library during the last 12 months?
   ___Yes; ___No.

4. Do you ever use anything borrowed from the Library by someone other than yourself?
   ___Yes; ___No.

5. What libraries have you used during the last 12 months, in addition to, or instead of, the Oceanside Public Library?
   ___None
   ___Camp Pendleton Base Library
   ___Carlstad Public Library
   ___MiraCosta College Library
   ___San Diego Public Library
   ___Vista branch of the San Diego County Library
   ___Others: _____

6. How far is your home from the Public Library?
___Less than 1/2 mile.
___At least 1/2, but less than 1 mile.
___At least 1, but less than 2 miles.
___At least 2, but less than 5 miles.
___5 miles or more.

7. How long have you lived in Oceanside?
___Less than 1 year.
___At least 1, but less than 2 years.
___At least 2, but less than 5 years.
___5 years or longer.

8. How old were you on your last birthday?
___Under 25
___25-34
___35-44
___45-54
___55-64
___65 or older

9. What is your sex?
___Male
___Female

10. How many years of school did you finish?
Elementary: 1-4 years___
5-7 years___
8 years___
High School: 1-3 years___
4 years___
College: 1-3 years___
4 years, or more___

11. What is your race?
___Latin American
___Negro
___Oriental
___White (except Latin American)
___Other:_____

12. What was your family's annual income in 1966?
___Under $4,000
___$4,000 to $5,999
___$6,000 to $7,999
___$8,000 to $9,999
___$10,000 to $14,999
___$15,000 to $19,999
___$20,000 to $24,999
___$25,000 or more

13. What is your marital status?
___Single
___Married
___Divorced
___Widowed

14. What is your principal occupation, or other activity?_____

If you have any suggestions for the improvement of public library service in Oceanside, please list them on the back of this sheet.

Thank you for your help.

Your voters' precinct is:____

Library. The remaining nine concerned the personal characteristics of the respondent.

A space for the voters' precinct number of each recipient was provided at the bottom of the questionnaire. This number was written on every questionnaire before mailing, and was intended to be used in checking the percentage of returns from each precinct.

Administration of the Questionnaire

After the names drawn for the two test mailings and for the interviews were removed, exactly four thousand names remained in the registered voters lists for the selected precincts. A copy of the questionnaire, with a covering letter and a postage-paid envelope, was addressed to each of these names and was mailed during the week of July 27, 1967.

The text of the explanatory letter is reproduced in Appendix II. It was intended to explain the purpose of the questionnaire and to encourage response. Some of the test respondents had assumed that the costs of the study were being paid by the Oceanside Public Library, and objected to this use of their tax money, and so it was considered necessary to include in the letter an assurance

that local tax money was not being employed in the survey, in order to avoid generating ill will for the Library. It was also discovered that some of the subjects used in the tests assumed that the questionnaire was a device to elicit confidential information about themselves, for use in credit analyses, divorce suits, and other personal matters. This letter was also intended to reassure these people as much as possible, and to assure the respondents of the anonymity of the data collected.

The face of the enclosed envelope is reproduced in Appendix III. A business reply envelope with postage to be paid by the addressee, it is addressed to Public Library Survey at an Oceanside post office box. This address was used rather than a personal address with the hope that it would encourage a greater response. The use of a post office box also facilitated the payment of the postage expense of the returned questionnaires.

The Organization of the Data Obtained from Respondents

543 of the 4,000 questionnaires (13.575 per cent) were returned. Of these, 525 (13.125 per cent) contained at least some usable information, and 420 (10.5 per cent) included responses to all sixteen of the attitude scale statements. (It was possible to compute attitude scores

only for these.) Of the eighteen other questionnaires returned, sixteen contained no useful response, and two were not received until December, 1967, after the machine tabulation of the data had been completed.

Each of the attitude scale responses of the 420 questionnaires with responses to all scale items was scored, and an attitude score was computed for each of these questionnaires in the manner described on page 105. This score and all other data on the 525 usable questionnaires was then coded for transfer to punched cards. As part of the coding process, it was necessary to classify the questionnaires according to the type of suggestion or comment written on their backs and to classify the occupations listed in response to question 14, "What is your principal occupation or other activity?" The questionnaires were divided into nine groups according to their written comments, as follows:

1. No comment offered.
2. An expression of satisfaction with the library, with no suggestion for its improvement.
3. A suggestion about the building.
4. A suggestion about library rules.
5. A suggestion about library collections.

6. A suggestion about library hours.
7. A suggestion about the library staff.
8. An expression of dissatisfaction with the library, with no suggestion for its improvement.
9. Multiple suggestions, and suggestions not elsewhere classified.

The occupations listed by respondents were divided into classes adapted from those used by the Bureau of the Census: (these are listed on page 139 in Chapter IV).

These coded data were then transferred to punched cards, and processed by an I.B.M. 360 computer, which provided the tabulations, correlations, and calculations which served as the basis for the analysis which is reported in the remaining chapters of this paper.

The Reliability of the Attitude Scale

Before this analysis of the data was made the reliability of the attitude scale was re-checked. T ratios were computed for each scale item, using the procedure described on pages 108 and 109. The 108 responses with the highest attitude scores and the ninety-four responses with the lowest scores were used in computing these ratios, which are listed in Table 11. (The negative ratios are those of the statements that are scored as

unfavorable to the library.)

TABLE 11

T RATIOS OF THE SCORES OF 108 HIGH ATTITUDE SCORE RESPONDENTS TO THE SCORES OF 94 LOW ATTITUDE SCORE RESPONDENTS, FOR EACH OF THE SIXTEEN ATTITUDE SCALE STATEMENTS

Statement	t ratio
a. The Library is very helpful to people who are looking for information.	10.39289
b. The Library's rules are sensible.	11.87897
c. It is hard to locate books on the Library's shelves.	-11.18365
d. The Library has a very pleasant atmosphere.	12.08294
e. The Library does not have enough new books.	- 9.27177
f. The value of the Library is high, when compared with its cost.	7.40635
g. The Library card catalog is not very useful.	- 7.17897
h. The Library has a good selection of newspapers and magazines.	9.52512
i. The Library does not provide enough seats for readers.	-10.14152
j. The Library book collection is too small.	-10.79864
k. The fines that the Library charges are reasonable.	6.37190
l. The Library is too noisy.	- 6.84866

TABLE 11 (cont.)

Statement	t ratio
m. The Library doesn't have the kind of book that most people want to read.	-10.40458
n. The Library staff members are friendly.	10.95559
o. It takes too long to get information from the Library.	-14.16075
p. The Library is a good place in which to study.	11.66055

These t ratios are all much higher than the rule-of-thumb 1.75 which Edwards recommends as the minimum ratio acceptable;[19] the t probability for each of these ratios is 0.00000.

The reliability of this attitude scale was also tested by applying the split-half method.[20] The total score for the odd-numbered statements was correlated with the total score for the even-numbered statements, on each questionnaire. Spearman's coefficient of rank correlation was employed.[21] The formula is:

[19]Edwards, op. cit., p. 153.

[20]George A. Ferguson, Statistical Analysis in Psychology and Education (New York: McGraw-Hill, 1959), pp. 279-80.

[21]Ibid., p. 180.

$$\rho = 1 - \frac{6\Sigma d^2}{N(N^2 - 1)}$$

where N = the number of questionnaires

d = the difference between the ranks of the odd score and the even score of each questionnaire.

This formula gives the reliability coefficient for a half test; its application to these data yielded a coefficient of 0.8497. The reliability coefficient for the whole test was then computed, using this figure and the Spearman-Brown formula:[22]

$$r_{xx} = \frac{2\, r_{hh}}{1 + r_{hh}}$$

where r_{hh} = the reliability of a half test.

The reliability coefficient for the whole scale, determined by this method, was 0.9133.

Summary

Oceanside, a predominately middle class California city, was selected to serve as the site of this study. The Oceanside Public Library--the object of the attitudes to be studied--is a single-outlet library which is

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[22]Ferguson, op. cit., p. 280.

typical of the municipal public libraries serving similar communities in California.

The subjects of this study were registered voters living in Oceanside who responded anonymously to a mailed questionnaire.

The questionnaire used in this study incorporated a Likert-type attitude scale by means of which attitude scores could be computed and used to compare the favorableness of the respondents' attitudes toward the library. Two pilot tests and a series of interviews were used to check the reliability and the validity of the attitude scale.

Copies of the questionnaire were mailed to four thousand registered voters in twenty-two Oceanside precincts. There were 525 usable responses to this mailing. The data on the returned questionnaires were transferred to punched cards and processed by computer. Before further analysis of the data, the attitude scale was tested again and found to be sufficiently reliable for use in this study.

CHAPTER IV

THE SUBJECT GROUP

The subjects were asked to classify themselves according to selected personal characteristics--basically, the same characteristics that Berelson correlated with library use (see Table 1)--and according to their use of libraries. The data from their responses were used to determine whether or not they were members of the "middle class," and it also served as the basis for a comparison of the library users and nonusers.

The subjects were classed as library users or nonusers according to their answers to question 1, "How often did you use the Public Library during the last 12 months?" Those who checked "Not at all" were classed as nonusers; all others who answered were classed as library users. Only a few respondents failed to answer question 1, and it was possible to classify most of these from their answers to other questions or from their written comments. Only five of the 525 usable questionnaires could not be classified as representing either a library user or a nonuser.

Table 12 and Table 13 show tabulations of the library users and nonusers, according to selected

TABLE 12

NUMERICAL DISTRIBUTIONS OF LIBRARY USERS AND NONUSERS, AND OF THE 1960 CENSUS POPULATIONS OF OCEANSIDE AND THE UNITED STATES, WITHIN SELECTED DEMOGRAPHIC CLASSIFICATIONS

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Years of School Completed:					
Elementary: 0-8	21	10	31	3,042	39,499,342
High school: 1-3	39	22	61	2,786	19,115,915
High school: 4	106	67	173	3,848	24,455,484
College: 1-3	122	28	150	1,678	8,742,070
College: 4 or more	74	19	93	898	7,625,273
Total	362	146	508	12,252*	99,438,084*
Family Income in 1966:					
0 to $5,999	94	43	137	4,237	24,454,234
$6,000 to $9,999	130	45	175	1,872	13,879,783
$10,000 to $14,999	72	34	106	540	4,728,309
$15,000 and over	33	11	44	182	2,066,071
Total	329	133	462	6,831**	45,128,397**

TABLE 12 (cont.)

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Age:					
21-24	41	1	42	1,904	8,606,554
25-34	48	23	71	3,829	22,818,310
35-44	78	35	113	3,216	24,081,352
45-54	73	30	103	1,967	20,485,439
55-64	62	34	96	1,435	15,572,317
65 and over	62	26	88	1,776	16,559,580
Total	364	149	513	14,127	108,123,552
Sex:					
Male	140	73	213	6,885	52,272,594
Female	212	72	284	7,242	55,850,958
Total	352	145	497	14,127#	108,123,552#

TABLE 12 (cont.)

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Marital Status:					
Married	272	119	391	12,790	85,166,281
Unmarried	84	27	111	3,919	41,109,763
Total	356	146	502	16,709##	126,276,044##
Race:					
White	342	141	483	13,420	97,217,317
Nonwhite	12	5	17	707	10,906,235
Total	354	146	500	14,127#	108,123,552#

* 25 years old and over
** Families
\# 21 years old and over
14 years old and over

Source: U.S. Census of Population: 1960, vol. 1, Characteristics of the Population, part 1, United States Summary, pp. 148, 149, 150, 151, 155, 207, 225, and part 6, California, pp. 106, 138, 297.

TABLE 13

PERCENTAGE DISTRIBUTIONS OF LIBRARY USERS AND NONUSERS, AND OF THE 1960 CENSUS POPULATIONS OF OCEANSIDE AND THE UNITED STATES, WITHIN SELECTED DEMOGRAPHIC CLASSIFICATIONS

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Years of School Completed:					
Elementary: 0-8	5.8%	6.8%	6.1%	24.8%	39.7%
High school: 1-3	10.8	15.1	12.0	22.8	19.2
High school: 4	29.3	45.9	34.1	31.4	24.6
College: 1-3	33.7	19.2	29.5	13.7	8.8
College: 4 or more	20.4	13.0	18.3	7.3	7.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Family Income in 1966:					
0 to $5,999	28.6%	32.3%	29.7%	62.0%	54.2%
$6,000 to $9,999	39.5	33.8	37.9	27.4	30.7
$10,000 to $14,999	21.9	25.6	22.9	7.9	10.5
$15,000 and over	10.0	8.3	9.5	2.7	4.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 13 (cont.)

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Age:					
21-24	11.3%	0.7%	8.2%	13.5%	8.0%
25-34	13.2	15.4	13.8	27.1	21.1
35-44	21.4	23.5	22.0	22.8	22.3
45-54	20.1	20.1	20.1	13.9	18.9
55-64	17.0	22.8	18.7	10.1	14.4
65 and over	17.0	17.5	17.2	12.6	15.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sex:					
Male	39.8%	50.3%	42.9%	48.7%	48.3%
Female	60.2	49.7	57.1	51.3	51.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 13 (cont.)

Demographic Characteristic	Questionnaire Respondents			1960 Census	
	Library Users	Nonusers	Total Users and Nonusers	Oceanside	United States
Marital Status:					
Married	76.4%	81.5%	77.9%	76.5%	67.4%
Unmarried	23.6	18.5	22.1	23.5	32.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Race:					
White	96.6%	96.6%	96.6%	95.0%	89.9%
Nonwhite	3.4	3.4	3.4	5.0	10.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%

characteristics, with corresponding tabulations for the total of the users and nonusers together, and the 1960 census populations of Oceanside and the United States. Table 12 shows the number of people in each class (the respondent categories include only those who provided the data required for classification) and Table 13 shows the percentage (derived from the figures in Table 12) in each class.

The two characteristics that Berelson used to describe middle class people were education and income level. For this study, the number of years of school completed and total family income in 1966 were used as indicators of education and income level, respectively, and the respondents were asked to classify themselves accordingly. The results of this classification, in Table 13, show that the respondents are indeed middle class people, "with enough formal education to make reading easy and useful, yet without enough money to buy all of the books they want."[1]

The Years of School Completed figures show that the subjects have formal education; 81.9 per cent had at least finished high school. In contrast, only 41.1 per

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[1]Bernard Berelson, The Library's Public (New York: Columbia University Press, 1949), pp. 126-7.

cent of the nation's adult population in 1960 had done so. It is true that some of the subjects had finished fewer years of school, but even these demonstrated that they were at least functionally literate, by interpreting and complying with the questionnaire and the instructions that accompanied it.

The income figures in Table 13 show larger percentages of the respondents than of the national population in the middle and upper income ranges. This apparent superiority of the respondent group is due to the change in income levels between 1959 (when the census figures were compiled) and 1967. The median family income in the United States rose from $5,660.00 in 1959 to $7,436.00 in 1966[2] (and that the median family income in the western states in 1966 was higher still--$8,089.00[3]). When their incomes are compared with these later figures, it is obvious that the respondents are not high-income people.

Table 13 indicates that the subject group was older than the adult population of the United States was in 1960; that it contained larger percentages of women and

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[2]U.S. Bureau of the Census, Statistical Abstract of the United States: 1968 (89th ed.; Washington: U.S. Govt. Off., 1968), p. 324.

[3]Ibid., p. 325.

of married people; and that it contained a smaller percentage of nonwhites. The class distributions in Table 13--and the occupational distribution of the subjects presented in Table 14--show that the subject group is not dominated by any special interest group, except the major groups--white people, married people, and women--which are also dominant (numerically) in the middle class. Hence, although the subject group does not

TABLE 14

THE OCCUPATIONS OF QUESTIONNAIRE RESPONDENTS

Occupation	Library Users		Nonusers	
	Number	Per cent	Number	Per cent
Professional or technical workers	57	16.4	23	16.0
Farmers	2	.6	4	2.8
Managers, Officials or Proprietors	14	4.0	3	2.1
Clerical workers	18	5.2	8	5.5
Sales workers	10	2.9	4	2.8
Craftsmen or Foremen	2	.6	0	0.0
Operatives and kindred workers	7	2.0	6	4.2
Service workers	5	1.4	2	1.4
Laborers	5	1.4	4	2.8
Housewives	106	30.4	35	24.3
Retired	57	16.4	34	23.6
Armed Forces	12	3.5	9	6.2
Other	53	15.2	12	8.3
Total	348	100.0	144	100.0

represent a cross section of the national population it is suitable for a comparison of middle class library users and nonusers.

The Comparison of Library Users and Nonusers

The library users and nonusers among the subjects were separated into two groups and each of these was then classified according to the demographic characteristics discussed above. In addition, the members of these groups were classified according to three other variables: 1) distance from home to library; 2) duration of residence in Oceanside; and 3) use of other libraries. The numerical and percentage distributions of library users and nonusers according to years of school completed, family income, age, sex, marital status, and race are included in Tables 12 and 13; the distributions according to the remaining variables are presented below.

A comparison of the percentage distributions of users and nonusers shows that there was at least some difference between the two in every characteristic except race. The significance of these differences was tested by means of chi squares, computed according to the formula

$$\chi^2 = \frac{\Sigma(o - e)^2}{e}$$

where o is an observed frequency and e is the corresponding expected frequency on the basis of the hypothesis being tested.[4]

The results of these tests of significance are summarized in Table 15, which shows that the differences between library users and nonusers are significant when the members of these groups are classified according to years of school completed, sex, duration of residence in Oceanside, and use of other libraries. The differences are not significant when the two groups are classified according to family income, age, marital status, race, occupation, or distance from home to library.

The library users had completed more years of school than the nonusers, and they included a larger percentage of women. The library users were also younger, and included more unmarried people, although these two differences were not statistically significant. Table 16 shows that there was a larger percentage of housewives among the users, and a larger percentage of retired people among the nonusers, but as the "occupation" chi square in Table 15 indicates this difference also is not significant. (Table 16 summarizes the occupational categories

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[4]Allen L. Edwards, Experimental Design in Psychological Research (New York: Rinehart, [1950]), p. 63.

TABLE 15

SIGNIFICANCE OF THE DIFFERENCES BETWEEN LIBRARY USERS AND NONUSERS IN PERSONAL CHARACTERISTICS

Characteristic	Chi Square	df	Critical value of chi square*
Years of school completed	20.7503	4	9.488
Family income	2.1117	3	7.815
Age	5.4233	4	9.488
Sex	4.3075	1	3.841
Marital status	1.2926	1	3.841
Race	0.0622	1	3.841
Occupation	5.2590	3	7.815
Distance from home to library	5.3702	4	9.488
Duration of residence in Oceanside	7.5615	2	5.991
Use of other libraries	20.5611	1	3.841

* for significance at the 0.05 level.

Source: Critical values of chi square taken from Allen L. Edwards, Experimental Design in Psychological Research, p. 406.

listed in Table 14; the difference in the percentages and totals of the two tables is due to the omission of Table 14's "Other" category from Table 16.)

It is commonly accepted by librarians that library use varies with the distance from one's dwelling to the

TABLE 16

OCCUPATIONS OF LIBRARY USERS AND NONUSERS
AMONG THE QUESTIONNAIRE RESPONDENTS

Occupation	Library Users		Nonusers		Total Users and Nonusers	
	Number	Percentage	Number	Percentage	Number	Percentage
Housewife	106	35.9	35	26.5	141	33.0
Civilian job holder	120	40.7	54	40.9	174	40.8
Member of armed forces	12	4.1	9	6.8	21	4.9
Retired	57	19.3	34	25.8	91	21.3
Total	295	100.0	132	100.0	427	100.0

TABLE 17

DISTANCE FROM HOME TO LIBRARY

Distance in Miles	Library Users		Nonusers	
	Number	Per cent	Number	Per cent
Less than 1/2	23	6.4	11	7.7
At least 1/2, but less than 1	44	12.3	15	10.6
At least 1, but less than 2	86	23.9	35	24.7
At least 2, but less than 5	165	46.0	55	38.7
5 or more	41	11.4	26	18.3
Total	359	100.0	142	100.0

TABLE 18

DURATION OF RESIDENCE IN OCEANSIDE

Years	Library Users		Nonusers	
	Number	Per cent	Number	Per cent
Less than 2	22	6.4	18	13.6
At least 2, but less than 5	84	24.4	24	18.2
5 or more	238	69.2	90	68.2
Total	344	100.0	132	100.0

library. For example, Wheeler and Goldhor remark that "precious days have been spent on studies showing what is obvious, that borrower patronage thins out as distance

from the library increases."[5] (See also the summary of Berelson's figures given in Table 1). Therefore it was anticipated that a larger percentage of this study's users than of its nonusers would be found close to the library. But when these users and nonusers were classified according to distance from home to library (this classification is presented in Table 17) no indication that use diminishes with distance was found. As Table 15 shows, the slight difference in the distribution of users and nonusers that was discovered is not significant. (The discussion of the subjects' attitudes toward the library building, in Chapter V, does show however, that distance kept some of the subjects from using the library.)

Two other characteristics were used as bases for comparisons of the library users and nonusers. One of these was the length in years of their residence in Oceanside and the other was their use or nonuse of other libraries than the Oceanside Public Library. The chi squares in Table 15 show that when the users and nonusers were classified according to each of these

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[5]Joseph L. Wheeler and Herbert Goldhor, Practical Administration of Public Libraries (New York: Harper & Row, [c1962]), p. 24.

characteristics the differences between them were significant.

The study's subjects were established residents of Oceanside. In fact only eight of those who indicated their length of residence had been in the city for less than one year. (One of these was a library user; the other seven were not.) Only 40 had been in the city for less than two years while 108 had been residents for from two to five years and 328 had been residents for five years or more. Table 18 presents the division of library users and nonusers into these three categories. It shows that the percentage of library users in the "less than two years" category is less than half the percentage of nonusers. This is the significant difference between the two groups; the differences in the other two categories--when considered separately (chi square for these two categories alone is 1.124)--are not significant.

The subjects were divided into the users and nonusers of other libraries for two reasons: first, this use of other libraries might be an alternative to the use of the Oceanside Public Library and, if so, might be evidence of an unfavorable attitude toward the latter library; second, familiarity with other libraries might

color attitudes toward the Oceanside Library.

When the use of other libraries was tabulated and correlated with use of the Oceanside Library it was found that 46.9 per cent of the library users (i.e., users of the Oceanside Public Library) used other libraries, while only 23.9 per cent of the nonusers (of the Oceanside Library) did so. Conversely, of the subjects who reported the use of other libraries, 82.7 per cent were classed as library users.

The subjects were asked to identify other libraries that they used. Public libraries near Oceanside (including the Camp Pendleton Base Library which serves active or retired service personnel and their dependents) were named by 40 library users and 2 nonusers. Academic libraries were named by 40 users and 10 nonusers. Elementary or high school libraries were listed by 14 users and 4 nonusers (all of these eighteen were teachers or school employees). Library users--but no nonusers--also reported the use of libraries outside the Oceanside area. They named ten libraries in other parts of California (some were cited more than once) and other libraries in Florida, Mississippi, Ohio, and Oregon. Only two libraries were named more often by nonusers than by library users. One of these was a priory library used by Franciscan

monks, and the other, a 2,000-book collection in the clubhouse of a retirement community located in Oceanside's newly-annexed suburban area.

The library users differ significantly from nonusers in their use (as opposed to non-use) of other libraries: they are more likely to be users of other libraries, rather than less. Clearly, use of other libraries is not a factor which diminishes the use of the public library. Indeed, it appears possible that the use of other libraries may even encourage people to use the public library.

Summary

The subjects of this study are middle-income people whose educational attainments are sufficient to enable them to use their public library easily. Nearly all of them are white. They include members of all adult age groups, and a slightly larger percentage of women than of men. Most of them are married, and nearly all are established residents of Oceanside; most have lived in the city for two years or more. Approximately one third of them are housewives, two fifths are employed in civilian occupations, and one twentieth are members of the armed forces. Slightly more than one fifth of them are

retired.

Some significant differences between the library users and nonusers were found. The users were better educated, as a group, than the nonusers; more of them had finished one or more years of college. Sixty per cent of the users were women, while the nonusers were almost evenly divided between the sexes. A smaller percentage of users than nonusers were newcomers to the city; and more users than nonusers used other libraries than the Oceanside Public Library.

Other differences were found between the users and nonusers which were not great enough to be statistically significant. A larger percentage of users than nonusers was under thirty-five years of age. (And, only one of those subjects who were under twenty-five was not a library user.) There were more unmarried people among the users, and more housewives--a consequence of the greater percentage of women--while the nonusers included a larger percentage of retired people.

CHAPTER V

THE ATTITUDES OF RESPONDENTS TOWARD SPECIFIC ELEMENTS OF THE LIBRARY

The questionnaire used in this study was designed to measure the relative favorableness of the subjects' attitudes toward the library as a whole. Necessarily, however, it gave these subjects an opportunity to demonstrate their attitudes toward specific components of the library --its staff, its collection, its building, and its rules and procedures--as well as to the whole library. The subjects' responses to the questionnaire also yielded some insight into other attitudes, or aspects of attitude (as Newcomb defines the term), which are closely related to that attitude which is the specific subject of this study. These related attitudes are: 1) the subjects' awareness of the library; 2) the subjects' concept of the library's utility; and 3) the extent and accuracy of the subjects' knowledge about the library. In this chapter the reflections of component attitudes and related attitudes, which appeared as the study's data were analyzed, are discussed.

The significance of the differences between the responses of the users and the nonusers to each of the

twenty-six statements which constitute the first half of the questionnaire was tested by chi squares. The formula employed for this purpose is given on page 140. For these computations of chi square, a grid of five columns (i.e., five degrees of agreement-disagreement) and two rows (library users and nonusers) was employed, resulting in four degrees of freedom [(r-1) x (c-1)]. Hence, the minimum chi square required for significance at the 0.05 level is 9.49; at the 0.01 level, 13.28; and at the 0.001 level, 18.46.[1]

The chi squares for these twenty-six statements are shown in Table 19.

Attitudes Toward the Library Staff

Two of the questionnaire statements refer directly to the library's staff: a. "The Library staff is very helpful to people who are looking for information," and n. "The Library staff members are friendly." The difference in the response of library users and nonusers to each of these is statistically significant.

The percentages of favorable, undecided, and

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[1]George A. Ferguson, "Critical Values of Chi Square," Table C in Statistical Analysis in Psychology and Education (New York: McGraw Hill, 1959), p. 309.

TABLE 19

SIGNIFICANCE OF THE DIFFERENCE BETWEEN THE RESPONSES OF LIBRARY USERS AND NONUSERS TO TWENTY-SIX STATEMENTS

Statement	Chi Square	Significant at the 0.05 level?
a	29.692	yes
b	12.438	yes
c	15.805	yes
d	35.040	yes
e	13.096	yes
f	13.905	yes
g	20.664	yes
h	8.516	no
i	7.391	no
j	20.564	yes
k	4.369	no
l	13.217	yes
m	5.690	no
n	23.159	yes
o	17.847	yes
p	1.101	no
q	7.717	no
r	9.926	yes
s	19.535	yes
t	7.437	no
u	2.742	no
v	19.834	yes
w	17.842	yes
x	26.027	yes
y	26.186	yes
z	20.535	yes

unfavorable responses to these statements are given in Table 20. In computing these percentages the two favorable and the two unfavorable response categories were combined. (In this table, the Total respondents group

TABLE 20

PERCENTAGE DISTRIBUTION OF THE RESPONSES TO STATEMENTS ABOUT THE LIBRARY STAFF

Statements	Favorable	Undecided	Unfavorable	Total
Statement a:				
Library users	90.2%	2.2%	7.6%	100.0%
Nonusers	82.9	12.6	4.5	100.0
Total respondents	88.6	4.6	6.8	100.0
Statement n:				
Library users	89.3%	3.8%	6.9%	100.0%
Nonusers	77.4	15.7	6.9	100.0
Total respondents	86.7	6.6	6.7	100.0

includes all who responded to the statement, including those who did not identify themselves as library users or nonusers.)

Both statements drew favorable responses from a great majority of the respondents. The percentage of the respondents who were undecided about either of these statements was small--although the undecided percentage was much greater among nonusers than among library users. A larger percentage of library users than nonusers responded favorably to both statements, but a greater percentage of library users also responded unfavorably to statement a. For statement n, the percentage of unfavorable response from users and nonusers was identical.

Written comments or criticisms of the library were provided by 101 respondents. Eighty-seven were library users and fourteen, nonusers. Of these latter, only four indicated dissatisfaction with the library. Thirteen of these comments included references to the library staff. One came from a lady (one of the four dissatisfied nonusers mentioned above; her response is discussed more fully below) who refused to use the library because of its registration system, and referred to the librarian as "obnoxious." The remainder came from library users and, of these, seven were unflattering to the staff. Most of these seven referred to staff members as unhelpful or unfriendly. For example, one person wrote that "the children's section has been practically made so unfriendly to children that mine would rather not go to the library at all," and another wrote simply, "Get a new janitor." Others, however, praised the staff: "The librarians are courteous, considerate and very helpful...," "The staff workers are still friendly and helpful," and "...very kind and helpful. Very good people." Two writers singled out the children's librarian (the only staff member identified by name by any respondent) for special praise, while others (some of whom made no specific reference to the library staff) praised the library's service to children.

One of these favorable comments merits quotation in full:

> I wish to express my appreciation of the gentle, understanding service given my 10 year old son this past year. A few Saturdays I had to have him at the store while I was working. He loves books so I let him go to the library for a couple of hours. He has begged for a library card for several years but I never took him in to get one as he can print his first name but that is about all. He is a cerebral palsy child and also mentally retarded. His handicap does not show on first and short acquaintance. However, he communicated well enough that even though he couldn't sign his name he came back with some books and a card for me to sign. He was the proudest boy in Oceanside that day and I was the proudest mother to think my timid little son had overcome his fears and acquired his heart's desire.

The statement responses and the written comments which refer to the library staff, when taken together, indicate that the great majority of the respondents had favorable attitudes toward the staff. They also show that the attitudes of the library users were more definitely favorable than those of the nonusers. At the same time, however, a minority of the respondents did have unfavorable attitudes toward the staff; most of those were library users rather than nonusers.

Attitudes Toward the Library Collection

Four questionnaire statements referred to the

library's collection of books and periodicals. These statements were e, "The Library does not have enough new books;" h, "The Library has a good selection of newspapers and magazines;" j, "The Library book collection is too small;" and m, "The Library doesn't have the kind of book that most people want to read." (Obviously, for statements e, j, and m, disagreement was the response favorable to the library.) Chi squares show that the difference between the responses of library users and nonusers was statistically significant for two of these statements, e and j, and not significant for h and m. The percentage of the response to each of these four statements that was favorable, unfavorable, or undecided is shown in Table 21.

The pattern of response to these collection-related statements was similar to the response pattern of the staff-related statements, except that in these responses the "undecided" percentage is much higher. The majority of the responses was favorable to the library (except the response to statement e) and the percentage of favorable response from library users was higher than the percentage from nonusers. The undecided percentage was higher among nonusers, and, except in the response to statement m, the unfavorable percentage was higher among library

TABLE 21

PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS ABOUT THE LIBRARY'S COLLECTION

Statements	Favorable	Undecided	Unfavorable	Total
Statement e:				
Library users	31.0%	31.2%	37.8%	100.0%
Nonusers	22.7	51.5	25.8	100.0
Total respondents	28.9	36.0	35.1	100.0
Statement h:				
Library users	60.8%	29.8%	9.4%	100.0%
Nonusers	58.3	35.4	6.3	100.0
Total respondents	60.5	30.8	8.7	100.0
Statement j:				
Library users	47.8%	20.9%	31.3%	100.0%
Nonusers	37.6	42.0	20.4	100.0
Total respondents	45.5	25.6	28.9	100.0
Statement m:				
Library users	71.3%	20.8%	7.9%	100.0%
Nonusers	62.5	29.2	8.3	100.0
Total respondents	69.0	23.1	7.9	100.0

users.

Question 2, "If you did not use the Public Library during the last 12 months, what is the main reason that you didn't?" was directed to nonusers only. Six reasons, and "Other," were listed as alternate responses. One was related to the library's collection: "The Public Library does not have what I need." This reason for not using the library was checked by five people--three housewives,

a teacher, and a graduate student in the nearest state college. (Two of the other reasons referred to books, but not to books in the library's collection.)

The subjects made thirty-eight comments on the library's collections, or suggestions for their improvement. Thirty-six of these came from library users, and two from nonusers. One user wrote, "I think the Oceanside Library is an unusually fine one--the selection of new, current non-fiction excellent!" All of the other critics found fault with the collections. Several people asked for more duplicate copies, more fiction or more best sellers. Most, however, identified more specific wants: "We buy engineering books (at least 10 a year) because yours are too old." "A larger selection of magazines and newspapers (foreign)." "The Oceanside Library has hardly any literature concerning the Morman faith..." "Much more material on current events is definitely needed." "More specialized books and magazines...more information about Oceanography..." "It could use more technical data on a wide variety of subjects." "More magazines and books on the Arts..." "Most of your science, math and other reference books are outdated." "Add a subscription to Standard Rate and Data Service." "More books on nursing." "More newspapers from outside

S. Calif." "More books--1) Modern biog.--all types save on historical characters. 2) Late novels. 3) Late humor." "More college catalogs would be appreciated." "More current books in the medical field..." "...more occult books." "Need more European literature (Russian & French)." "I would like to see new controversial books on the shelf. Whether or not you think I should read them." "More or different children's books" "I would like to see the trades code books (electrical, plumbing, etc.) kept up to date..." "More books on subjects the high school teachers require the students to read." "About all we use library books for are crafts & cook books...yours are usually old & inferior."

A few library users just asked for more books: "...more current books." "Additional services are not so important as expansion of size book-wise." "The public library spends too much money on extra unnecessary items, such as the microfilm machine, instead of buying new books." "...get more books." And some complained about unneeded books already in the collection: "Many of the non-fiction books are so old and out of date..." "There are a lot of old, beat-up books that should be discarded ..." and "Occasional weeding indicated--like annually."

Of the two nonusers who referred to the library's

collection, one indicated dissatisfaction: "Extremely deficient in the Sciences, especially the periodicals--I am not aware of the other areas." The other nonuser's comment did not appear to reflect an unfavorable attitude: "More books. I do not use the Library but my three children do for school work. I go with them and have been happy with what I have seen."

These data indicate that the attitude of the respondents toward the library's collection was less favorable than their attitude toward the library staff. They also indicate that the attitude of the library users toward the library was less favorable than the attitude of the nonusers. The users' attitudes also appear to be much more intense, since the percentage of library users who felt strongly enough about the library collection to write out their criticism of it was much greater than the percentage of nonusers.

Attitudes Toward the Library Building

The attitudes of the subjects toward the library building--its size, its location, and its facilities--were indicated by their reactions to two statements, 1 and s, and--especially--by their written comments.

Disagreement with statement 1, "The Library does not

have enough seats for readers," was considered favorable to the library. (At the time the questionnaire was distributed, the library provided 82 adult-size chairs, 3 adult-size stools at a reference table, 12 child-size chairs, and a bench capable of seating 4 or 5 children.)

The majority of the responses to statement 1 was favorable. The difference in the response of users and nonusers was not statistically significant, but proportionally fewer of the nonuser responses were favorable. The actual percentages are given in Table 22.

TABLE 22

PERCENTAGE DISTRIBUTION OF RESPONSE TO STATEMENT 1

Respondent Group	Favorable	Undecided	Unfavorable	Total
Library users	59.1%	19.5%	21.4%	100.0%
Nonusers	43.7	28.1	28.2	100.0
Total respondents	55.5	21.6	22.9	100.0

Statement s, "The Library building is too small" was not used as a part of the attitude scale, and so its responses were not classed as either favorable or unfavorable to the library. Instead, Table 23 shows the percentage of library users and nonusers who agreed with statement s. This table shows that the respondents were

almost equally divided between agreement and disagreement. It also shows, however, that a larger proportion of the users agreed than disagreed, while the opposite was true of the nonusers, and the percentage of nonusers who were undecided is more than double that of the users. The chi square for statement s, in Table 19, shows that the difference between the responses of users and nonusers is significant.

TABLE 23

PERCENTAGE DISTRIBUTION OF RESPONSE TO STATEMENT s

Respondent Group	Agree	Undecided	Disagree	Total
Library users	42.0%	17.4%	40.6%	100.0%
Nonusers	27.8	39.2	33.0	100.0
Total respondents	39.0	22.2	38.8	100.0

In answer to question 2, five nonusers checked "It is too hard to get to the Public Library" as their main reason for not using the library, indicating that the library's location is not convenient for them. (All five of these respondents were over 65 years old, and all lived more than one mile from the library.)

One other person answered question 2 by saying that he did not use the library because it had no "smoking

parlor." He suggested, on the back of his questionnaire, "Set aside space or build a room for smoking people only."

Written suggestions or comments about the building came from thirty library users and three other nonusers. Three of these library users also suggested the provision of a room for smokers. Still others recommended the provision of additional space within the library for other purposes: "It would be nice to have a room for reading only." "There should be more seating and tables...Lack of seating is one reason it is such a poor place to study." "I would like to see a large room set aside & sound proofed (like a study hall) for our students..." "Study section--additional seating & table space." Several people referred to the need for more shelving space, and one wrote "Perhaps an additional room for benefit of employees--as office or storage space."

Three people commented on the need for additional parking space near the library. Three others (including one nonuser) suggested that the library be relocated further east--outside the main business district and closer to the residential areas of the city--and two others asked for bookmobile service. (Oceanside's recently-established bookmobile service was in the planning stage

when these data were gathered.)

One person recommended "Wall-to-wall carpeting to preclude the necessity of moving about on tip-toe & add warmth to an otherwise cold & sterile environ." A second said that he "Would certainly appreciate it if the present ballasts installed in the fluorescent overhead light fixtures were replaced with a higher quality ballast..." Another person said, "It is the dirtiest library I have ever come across. Have you forgotten what a dust rag is?" Another wrote "I like your library very much except for one little thing--you can't sit anyplace that the wind from the windows doesn't blow on you..." and still another said "I personally prefer more ventillation."

Twenty-two library users recommended or requested a larger library. Some of their suggestions were: "Our City is growing, our library needs to grow again." "All the library needs, as far as I can see, is more room." "The library is very small and inadequate for a community of over 35,000..." "It is too small a library for this size a city." "Would there be any reason against adding a second story to the library?" "I'm all for a new library & I'd vote for a bond issue." "The library is too small for its projected needs..." "I hope we shall soon have a larger facility." and "Make the library twice as

large..."

Two nonusers also recommended a larger library: "I really feel that we should have a much larger library as we are growing so in population" and "I believe that a city the size of Oceanside could use a larger library located somewhere east of Oceanside away from downtown where it would be nice and quiet. I was thinking on the order of a large university type library such as U.C., Berkeley where there is lots of 'reading room' and study space." But one library user wrote, "Library is adequate for the size of the city--plus the fact citizens have use of other libraries. Our taxes are high enough now."

These statement responses and written comments indicate that the attitude of the subjects toward the library building was neither definitely favorable nor definitely unfavorable. There was, however, a significant amount of dissatisfaction among the subjects that was related to the lack of space in the library building and to its inaccessibility. This dissatisfaction was more prevalent among library users than nonusers, but there is evidence in the responses of nonusers that unfavorable attitudes toward the library building are more likely to keep people from using the library than are unfavorable attitudes

toward its staff or collection.

Attitudes Toward the Library's Regulations and Procedures

There were two statements in the attitude scale which referred specifically to library rules: b, "The Library's rules are sensible," and k, "The fines that the Library charges are reasonable." (The library charged a 5 cents-a-day fine for over-due books.) The percentages of the responses that were favorable, undecided, or unfavorable are given in Table 24. (Chi squares show that the difference between the responses of library users and nonusers is statistically significant for b, but not for k.)

While most of the subjects appeared to have favorable attitudes toward the library's rules, some objected to specific rules or procedures--so much so, in some cases, that they did not use the library.

Oceanside used a Regiscope microfilm charging system to circulate its books for two week periods. It did not register its adult borrowers, and did not issue library cards to adults; any identification card they might have with them could be photographed by the charging machine.

TABLE 24

PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS ABOUT LIBRARY RULES

Statements	Favorable	Undecided	Unfavorable	Total
Statement b:				
Library users	90.3%	4.7%	5.0%	100.0%
Nonusers	80.9	14.3	4.8	100.0
Total respondents	88.3	6.8	4.9	100.0
Statement k:				
Library users	79.4%	9.2%	11.4%	100.0%
Nonusers	75.3	11.9	12.8	100.0
Total respondents	78.5	9.9	11.6	100.0

Book loans could be renewed, but the books had to be brought to the library for renewal.

Only one library user complained about the length of the lending period, suggesting that it be lengthened during the summer for the benefit of students; but several people complained about the check-out process, e.g., "Better check-out system. Quick notification re overdue books," and "The present system of checking out books is not good." It appeared however that these complainants were not dissatisfied with the charging method per se, but with two features of it. The first of these was the non-use of adult library cards, and the consequent need to produce other personal identification. For example,

one woman wrote "I do not enjoy having to prove who I am when I stop in to pick up books. I do get books every two weeks & every two weeks I become more unhappy." And two nonusers explained why they no longer use the library: "My objection is have been here 21 yrs. and used to use the library all the time, but don't take my wallet and if not I can't take a book out without identification, that is a lot of bunk," and "I don't like the identification system that was inaugurated over a year ago, and I can't renew by phone." Two other library users said, "I think the library should go back to library cards again instead of the identification system now used" and "We should be given library cards instead of using whatever identification we have with us."

The second feature of the charging system which caused dissatisfaction was the delay in notifying delinquent borrowers of their over-due books, and the fines to which this delay might contribute. Several library users complained about the inability to renew books by telephone, or about the fine system, e.g., "Please reduce fines or have telephone renewal." "5¢ a day fine is far too much. I know it keeps some people from using the library." "The fines are hurting the older retired members of the community..." "Lower fines to 2¢ a day." One

nonuser also complained about the inability to renew books by telephone: "I do not understand why a book cannot be renewed the first time by phone. It seems so useless to get transportation to go down to renew a book, particularly if you live quite a distance away."

Of course the charging system didn't offend everyone. One library user wrote, "...applause for the new system of checking out books--nothing less than miraculous."

There were many indications of dissatisfaction with the organization of materials--the catalogs and shelf arrangements--in the library (all came from library users), e.g., "More directions to certain subjects and where do they hide the new books?" "Continuous numbers seem to be separated on shelves." "Place these books [for teenagers] where they are easier to find..." "They aren't consistant [sic] in filing the 'M's' 'Mac's' 'Mc's'. They seem to be all mixed up." "The number code given on shelves for any one section usually encompasses too many books." "I like the card catalog for books but not the one for magazines." "I find that they don't file books on shelves by authors name, but that many times they are filed by publishers name (in fiction section)." "The 'red' signs [subject headings?] are an insult to the

intelligence of the average individual!" "Interfile 'Q' books to make them more accessible." "Improve index system and post explanation of numbering system used on cards." "The books need to be more organized and easy to find."

The regulations governing the use of the library's periodicals were also criticized by library users: "Be able to check out and use the magazines and newspapers throughout the day, not at specific times." "There should be a better system of procuring old magazines, other than pages who work only a few hours a day." "Some manner of preserving magazines...pages of pertinent material are often torn out..." "I believe that the library should have space for older magazines; keep them longer than just 5 years." "It takes too long to get a magazine."

The Oceanside Public Library was open more hours per week than most public libraries of its size in California (see Table 10, page 100), and more than any other public library in San Diego County. Even so, its hours were the subject of several complaints from library users who wanted it open later in the evening, and on Sundays: "I am opposed to <u>any</u> expenditure for a library that is closed on Sunday." "Operate this public facility on a 7

days per week basis." "I would like to see the Oceanside Library open on Sat. evenings and Sundays. At least once a month...we have had to go to San Diego or UCSD because the Oceanside library was closed. I have heard many people especially students mention that Sunday afternoon and evening they wish they could go to the library..." "Your hours are terrible when it comes to research of facts in periodicals." "I love books, libraries and what they do--their ambitions and goals. Oceanside is doing a fine job and I regret that my hours make it difficult to use their fine facility more."

Five nonusers checked "The Public Library is not open when I am able to use it," as their answer to question 2 (If you did not use the Public Library...what is the main reason...?) and one of these wrote, "I would like to see the hours extended to accommodate working and teaching staff--such as 10 or 10:30 p.m. and Sundays. Back east the libraries are open from 9 am to 11 pm and all day Sat. and Sunday till 6 pm. This allows the 6 day a week workers the Library facilities. Many older people would be able to use the Library on Sundays."

Nearly all of the complaints and suggestions relating to the Library's rules and procedures dealt with these four subjects, the charging procedures--including

library cards and over-due fines--the cataloging and arrangement of books, the use of periodicals, and the library hours. There were only two exceptions. One said "Door to men's washroom should be kept unlocked," and the other, "Please do not commence buttoning up the library half hour prior to closing. Person gains impression they are unwelcome. Do your duties after the doors are closed. It doesn't take that long. The open windows will keep."

The Utility of the Library

If the term "attitude" is used in its broadest sense e.g., as in Newcomb's definition--then one's mental image of a thing is an inherent part of his attitude toward it. This study of attitudes toward the library is, of course, concerned with a more limited concept of "attitude," but, even so, it is impossible to avoid giving some consideration to the images which its subjects had of the library. This consideration is necessary because it is actually these images, rather than the library per se, to which their attitudes were related.

It is possible for the library users' image or concept of the library to differ widely from that of non-users. (Presumably, the former would conform more closely to reality, if such a difference were to exist.)

Since these images--and not reality--are the true objects of the attitudes which concern this study, it follows that it is necessary to discover the degree to which these images differ, in order to determine the extent to which the attitudes of the users and nonusers are truly comparable.

For the purposes of this study, it was not considered necessary to establish a more precise impression of the subjects' images of the library's material components --its staff, building, and collection--than might be gained from the statement responses and written comments cited above. What was considered necessary was an investigation of their concept of the library's utility--i.e., a definition of their image of the library's role in the community. For this purpose, seven statements were included in the questionnaire, which were designed to show whether the subjects considered the library useful to people like themselves, and to determine the purposes for which they consider it useful.

The California Library Association has defined the function of the public library, for California libraries. (The Oceanside Public Library had not formally adopted a specific objective, or function for itself at the time that data were gathered for this study.) According to

the Association:

> This function is to assemble, preserve and to make easily and freely available to all the printed and other materials that will assist them to:
>
> Educate themselves continuously
> Keep pace with progress in all fields of knowledge
> Become better political and social citizens
> Be more capable in their daily occupations
> Develop their creative and spiritual capacities
> Appreciate and enjoy works of art and literature
> Make such use of leisure time as will promote their personal and social well-being
> Contribute to the growth of knowledge.[2]

Two of the seven statements (v, "The Library is of little use to retired people," and y, "The Library is more important to children than adults") were intended to show whether the subjects considered the library useful to people like themselves, as well as to other people. Statement t, "The Library is very useful to adults who are trying to educate themselves," was related to the subjects' image of the library as a source of education for themselves. Statement r, "The Library is a good place to find information on current events," was related

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[2] Public Library Service Standards for California. (Berkeley: California Library Association, 1955), p. 1.

to their image of it as a means of keeping abreast of progress. Statement u, "The Library can help people decide how to vote," was related to their image of it as a means of making themselves better political citizens. Statement q, "The information that I need in my work is not available from the Library," was related to their image of the library as an aid to their employment. Statement w, "The Library is a good source of entertainment," was, of course, not related to any of the objectives established by the California Library Association ("Appreciate and enjoy works of art and literature" and "Make such use of leisure time as will promote their personal and social well-being" may, but do not necessarily include "entertainment.") but it was considered by the author to represent an objective--the provision of reading materials to be used for pleasure--which many people might consider appropriate for the library.

The responses to these statements are summarized in Table 25.

The responses of the library user and nonuser groups to each of these seven statements were different, but, as the chi squares in Table 19 show, these differences were statistically significant only for statements r, v, w, and y. Evidently, nonusers are less likely than users to

TABLE 25

PERCENTAGE DISTRIBUTION OF RESPONSES TO STATEMENTS RELATED TO THE LIBRARY'S UTILITY

Statements	Agree	Undecided	Disagree	Total
Statement q:				
Library users	20.1%	25.5%	54.4%	100.0%
Nonusers	20.2	38.2	41.6	100.0
Total respondents	20.0	28.5	51.5	100.0
Statement r:				
Library users	78.3%	15.1%	6.6%	100.0%
Nonusers	72.1	18.6	9.3	100.0
Total respondents	77.0	15.9	7.1	100.0
Statement t:				
Library users	82.5%	13.9%	3.6%	100.0%
Nonusers	71.9	19.4	8.7	100.0
Total respondents	80.3	15.0	4.7	100.0
Statement u:				
Library users	39.7%	35.9%	24.4%	100.0%
Nonusers	40.2	30.9	28.9	100.0
Total respondents	39.7	35.0	25.3	100.0
Statement v:				
Library users	5.5%	7.2%	87.3%	100.0%
Nonusers	10.8	18.6	70.6	100.0
Total respondents	6.9	9.8	83.3	100.0
Statement w:				
Library users	77.7%	11.0%	11.3%	100.0%
Nonusers	58.4	21.8	19.8	100.0
Total respondents	73.5	13.5	13.0	100.0
Statement y:				
Library users	15.0%	17.9%	67.1%	100.0%
Nonusers	37.1	16.2	46.7	100.0
Total respondents	20.4	17.6	62.0	100.0

consider the library useful as a source of information on

current events or as a source of entertainment, but their image of the library as a source of occupational information, as a source of education, and as an aid to voting, appears to be substantially the same. Nonusers also appear more likely than users to think of the library as more useful to children than adults, and of little use to retired people. In fact, their responses to six of these seven statements indicate that nonusers are less likely to consider the library useful for any purpose, than are users. (The only exception is the response to statement u, which drew more agreement from nonusers than users.)

The users and nonusers did not differ significantly --as determined by chi squares--in their responses to statements q, t, and u. These responses show that both groups did consider the library useful as a source of education for adults. They were less certain of its utility as a source of occupational information however, and even less certain about its value as a source of assistance in voting.

The responses to these seven statements hint at reasons why the subjects as a group do or do not use the library, i.e., they appear to use the library primarily for information on current events and/or for entertainment. A more detailed analysis of these data shows that

this is an over-simplification, however. Among male subjects only, users and nonusers differed significantly in their responses to statements q (chi square = 13.028), r (chi square = 15.009), v (chi square = 12.490), and y (chi square = 14.745). Among female subjects, on the other hand, they differed significantly in response to t (chi square = 9.535), v (chi square = 19.582), w (chi square = 19.798), and y (chi square = 17.503). This indicates that use of the library by men is related to a concept of the library as useful for occupational information and information on current events, while use by women is related to a concept of its utility for educational information and entertainment.

Other differences appear between the subjects who use no other libraries, and the subjects who do use other libraries. Among the former, library users and nonusers differed significantly in their responses to statement r (chi square = 13.128), v (chi square = 14.566), w (chi square = 12.698), and y (chi square = 23.043). Among the latter group however, users and nonusers differed significantly only in response to statement t. This indicates that among the users of other libraries, use of the library is related to their concept of its utility as a source of education, while among those who do not use

other libraries, use is related to their concept of it as a source of information on current events and entertainment. (The response pattern of college graduates resembled those of the users of other libraries; they differed significantly only in response to t (chi square = 18.274), and y (chi square = 12.496).

The subjects in the lowest income group ($0 - $5,999) also differed from the majority. Library users and nonusers in this group differed significantly in their responses to statement r (chi square = 15.875), t (chi square = 11.048), v (chi square = 16.760), and y (chi square = 19.738). The responses of subjects in the 65 years old or older group closely resembled those of the subjects in the lowest income group, as might be expected. Users and nonusers in this age group differed significantly on statements r (chi square = 14.996), t (chi square = 10.723), and v (chi square = 25.529). These data indicate that among low income people and older people (in Oceanside, most low income people are older, retired people), use of the library is related to their concept of it as a source of information on current events, and as a source of education.

Knowledge of the Library

This study's subject is the relationship between attitudes and library use and, strictly speaking, the accuracy or inaccuracy of the images upon which these attitudes were based is moot, at least insofar as this study is concerned. Therefore, no effort was made, during the course of the study, to measure or test the accuracy of these images. Even so, the data assembled for the study support some conclusions about the degree to which these images conform to reality. These conclusions merit discussion in this report because, although they do not relate to the study's specific subject they do contribute to its basic objective--an explanation of the non-use of libraries.

The first conclusion is that many of the subjects--users and nonusers alike--are poorly informed about the library. They appear to know little about it, and much of what they believe about it is untrue; i.e., their image of it is vague, incomplete, and often fallacious.

Some of the complaints and suggestions from the respondents are based on accurate knowledge of the library --e.g., the building is small and crowded; adequate parking is not available; the library is not open on

Sunday. Others, however, are based on false concepts, e.g., some of the complaints quoted above implied that library cards were not available to adults, when in fact they could be supplied to those who wanted them; and others implied that periodical files were not available during all hours that the library was open when, in fact, they were.

Most of the complaints about the book collection did indicate areas in which the collection might be strengthened further, but they also created an impression that the critics were not aware of the full range and capability of the library's resources and supporting services. They implied a weak collection, with an inadequate capacity for reference service. In fact, Oceanside had a strong, up-to-date reference collection, with materials ranging from the Oxford English Dictionary to Moody's Manuals. (It included Facts on File, Keesing's Contemporary Archives and Congressional Quarterly; i.e., the Oceanside Library did have the ability both to furnish information on current events and to help its patrons decide how to vote.) The materials in its own collection were backed up by a teletype service which gave the library access to information in other collections. One incident, which occurred while the author was visiting

the library, illustrates the quality of its reference service: a patron telephoned a request for information about a charitable organization with an address in Indianapolis. After failing to obtain the needed information from its own collection or from the San Diego Public Library (which maintained a central reference service for members of the Serra Library System) the question was sent by teletype to the Indiana State Library in Indianapolis. The information sought was obtained and delivered to the patron within an hour after his initial request.

Teletype communication also adds to the effectiveness of the library's interlibrary borrowing service, which supplements its own collections. (During the 1967-68 fiscal year, the library borrowed 2,273 volumes.[3]) The addition of teletype equipment to the Oceanside Library had made a substantial improvement in the service available to Oceanside residents yet only one subject gave any indication in his response that he was aware of this equipment (he was one of two subjects who demonstrated an awareness of the Serra Library System) and even he made suggestions that appeared grounded in

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[3]News Notes of California Libraries, 63 (Winter, 1968), p. 58.

misconceptions:

> Make information from the main libraries more readily available to Oceanside residents.
>
> A. Widen the scope of the information that can be acquired through the teletype service.
>
> Example: Why is it not possible to receive specific information concerning a specific article from a journal or government publication which is "on reserve" at the main library?
>
> B. Make it possible to get a "Serra Card" at the main library as well as from the local branch.

This subject's implication that Oceanside is a branch library (presumably, a branch of the San Diego Public Library) was wrong, as was his implication that the scope of the information handled by teletype was restricted; specific information concerning--or from--reference (not "reserve") materials could be transmitted. His "B" suggestion, however, did reflect a legitimate criticism of the Serra System--if one substitutes "local library" for "local branch."

One complaint from a nonuser also revealed a dissatisfaction that was founded on misunderstanding:

> I have been a life long user of Public Libraries. Reading is my main diversion--it always has been. Over 3 yrs ago when we came to Oceanside, one of the first things I did was to apply for a card. I answered all questions honestly and when the librarian found

> out my husband is in the service she became obnoxious. Also she stamped this thing on the back of my application which asked not only his rank but time in service, where located on base, his extension #, his commanding officer's name and extension #. Now that is ridiculous...I tore up the application and have not returned... I'm all for libraries but not that kind... Please feel free to contact me...

This subject's response (which was also cited on page 154) demonstrated the disastrous effect that a single unsatisfactory incident may have upon a patron-library relationship, and it also showed how decisively a single incident may affect the patron's whole attitude toward the library. Her attitude score was 28 (third lowest, among nonusers) and correlated with her "I strongly disagree" response to statement z. Fortunately, she signed her name to her questionnaire, and so the City Librarian was able to accept her invitation to "contact me." Since the library was using no borrower registration system at all, when the librarian invited her to return, her attitude toward it probably improved a great deal as a result of the invitation. (It is possible that her complaint was not valid even "over 3 yrs ago." She might have confused the Oceanside Public Library with one of the other libraries in the area.)

No subject was found, either through the

distribution of the mail questionnaire or the interviews which preceeded it, who was literally unaware that public library service was available in Oceanside. However, the interviews, especially, showed the nonusers to be uninformed about it. Some interviewees did not know that the library's service was free. Others (in areas recently annexed to the city) were not aware that they were eligible to use it. Still others simply did not know where the library was. (Even a recipient of the mail questionnaire confessed "Don't know where it is located.") Other subjects were not actually uninformed about the library's existence, but seemed to be unaware--or functionally ignorant--of it. This unawareness was exemplified by the subject who explained his non-use by writing, "Never think of it--get data elsewhere first."

This study supported the findings of other investigators by finding evidence of indifference toward the library, and toward books, among the nonusers.

One indication of the indifference of nonusers toward the library was the larger percentage of library users among the study's subjects. Berelson's estimate that about twenty-five per cent of adults in the community are library users (see page 3) may have been low, for Oceanside (the actual percentage of Oceanside adults who

use the library wasn't known, because the library didn't register its users), but it is highly unlikely that as many as half of the people to whom the study's questionnaire was sent were library users. Therefore, if library users and nonusers were equally interested in the library, one would have expected the percentage of responses from nonusers to be much higher than it actually was.

A second indicator of the indifference of nonusers was found in their answers to question 2, explaining why they did not use the library at all. Seven multiple-choice answers were listed:

(1) I don't need to use books or other library materials.
(2) I buy, or already own, all of the books that I need.
(3) It is more convenient to get what I need from other libraries.
(4) It is too hard to get to the Public Library.
(5) The Public Library is not open when I am able to use it.
(6) The Public Library does not have what I need.
(7) Other:

The checking of the fourth, fifth, or sixth of these answers clearly indicated some inadequacy in the library. The checking of the first or second answers, on the other hand, did not indicate any dissatisfaction with the

library. Instead, it indicated an indifference toward books. The prevalence of indifference among the nonusers was shown by the fact that the fourth, fifth and sixth answers were each checked by only five people, while the first answer was checked by fifty-two, and the second by forty-nine.

The third answer to question 2 was checked by twenty nonusers. This answer might have indicated some dissatisfaction with the accessibility of the library, or it might have indicated indifference to it, depending on the reasons why these twenty respondents found other libraries to be more convenient. Seventeen of the twenty people who checked this answer named the library that they used instead of the Oceanside Public Library, in their answers to question 5. Four teachers and a school clerk listed school libraries. Two people listed the Camp Pendleton base library. Three listed the Palomar College library. (Palomar is a two-year college located to the east of Oceanside.) One resident of southern Oceanside listed the Carlsbad Public Library. (Carlsbad is a smaller city adjoining Oceanside on the south; its library was a member of the Serra System and so offered free service to residents of Oceanside.) Six residents of a retirement community (a mobile-home development,

housing approximately 1,400 people) listed the clubhouse collection mentioned on page 148. The use of these libraries, in preference to the Oceanside Public Library was obviously due to their g.eater accessibility, for these subjects. However, some of these libraries were so limited in their resources that they could be considered acceptable alternatives, to the Oceanside Public Library, only by people with little real interest in library service.

The reasons given by many of the "Other:" respondents for not using the library also indicated indifference to library service. Some of their reasons for not using the library were: "Am not interested in reading." "Not doing much reading now." "Don't have any use at this time." "Out of habit of using library." "Lack of interest and time to read." Four other people also cited their lack of time for reading, and five said that they were not library users because they were newcomers to the city--but four of these five had been in the city for more than one year.

Mary Bundy found that the indifference of her subjects toward libraries was closely related to their image of public libraries (see page 39). This relationship was evident in the responses of this study's subjects as well.

For example, one nonuser, a retired man, said, "I'm not interested in reading, I only like to hunt and fish." Obviously, he envisioned the library as a source of recreational reading only. Actually, the library would be a valuable asset for either hunters or fishermen; Oceanside is a sport fishing center, and its library is especially able to supply information needed by fishermen, e.g., tide tables, charter boat schedules, the names of tackle manufacturers, and instructions on how to catch any Pacific Ocean sport fish, from grunion to albicore. Clearly, this subject was indifferent to the library as he imagined it to be, but he should not be indifferent to the library as it actually is. In other words, it was his false image of the library, and not indifference per se, which kept him from using the library. Similarly, each of the subjects' explanations of non-use that is quoted above indicates an inadequate appreciation of the utility of books and libraries.

Summary

The subjects of this study had generally favorable attitudes toward the library's staff, collection, building and rules. These attitudes, however, were more definitely favorable toward the less tangible components

of the library--its rules and the behavior of its staff--than toward its collection or its building. The attitude of the nonuser group was less clearly defined--they were more often undecided--than that of the user group. (The nonusers were less uncertain, however, in their attitudes toward staff or rules than in their attitudes toward the collection or the building.)

Users were more likely than nonusers to have a favorable attitude toward the four components of the library--i.e., a larger percentage of users than of nonusers had favorable attitudes toward each of these components. On the other hand--with a higher "undecided" percentage among nonusers--the percentage of subjects with unfavorable attitudes toward these components was also larger among users than among nonusers. The attitudes of library users--whether favorable or not--also appeared to be more intense than those of nonusers.

The subjects generally imagined the library to be less useful than it really is. Most of them pictured it as useful for education, current information, and entertainment, but not for occupational information or for help in voting. The nonusers had an even more limited concept of the library's utility than had users; many considered the library to have little real value for

adults like themselves.

Unfavorable attitudes toward the library's staff, collection, building or rules appear to have inhibited use of the library by subjects who had such attitudes, but unfavorable attitudes toward the staff or collection do not appear to have been enough, in themselves, to keep significant numbers of the subjects from using the library at all. In contrast, unfavorable attitudes toward the building--especially with regard to its accessibility --or toward library regulations do appear to have stopped or prevented library use by some of the subjects.

Both users and nonusers were poorly informed--misinformed and/or uninformed--about the library. Many of the latter, especially, were indifferent toward the library, but this indifference appeared to be a consequence of their lack of accurate knowledge about it and about its ability to serve them.

CHAPTER VI

THE ATTITUDES OF LIBRARY USERS AND NONUSERS TOWARD THE LIBRARY

The questionnaire responses, when taken as a group, show that the general attitude of the subjects was favorable toward the library. This favorable attitude is consistent with Berelson's conclusions (see page 31) and with the findings of other investigators, e.g., Goldhor and Taves (see pages 41 and 60).

The prevailing attitude among the study's subjects was expected to be favorable, and statement z was included in the questionnaire because of this expectation, as a test of the validity of the attitude scale. This statement is obviously biased in favor of the library, and it was expected that only those with favorable attitudes toward the library would agree with it. In fact, over seventy-five per cent of the subjects who responded to this statement did agree with it, while less than ten per cent disagreed. (Four hundred and seventy subjects responded to statement z; only statements a, b, and n--which referred to the library's staff and rules--drew more responses.) The exact percentages of the respondents who agreed, were undecided, or disagreed, is shown

in Table 26.

The preponderance of the favorable response to statement z shows clearly the prevalence of a favorable attitude among the study's subjects--especially when interpreted in the light of the anonymity guaranteed the respondents by the use of an unsigned mail return. In fact, even some of the "undecided" responses to z represented favorable attitudes. Some respondents indicated that they did not agree with z only because they questioned the use of the adjective "excellent"; several suggested "good"--and one, "substantial"--as an alternative.

TABLE 26

PERCENTAGE DISTRIBUTION OF THE RESPONSE TO STATEMENT z

Respondent group	Agree	Undecided	Disagree	Total
Library users	79.1%	10.7%	10.2%	100.0%
Nonusers	63.7	28.4	7.9	100.0
Total respondents	75.8	14.7	9.5	100.0

The attitude scale scores--which were computed in the manner described on page 105 in Chapter III--also indicated a generally favorable attitude among the subjects. The range of scores possible with this scale is 0 to 64, with a midpoint at 32, but the scores actually

achieved by the subjects ranged from 19 to 64. Their median score was 44, and their mean score, 43.346. Only 39 of the subjects (9.3 per cent of the 418 for whom scores were computed) had scores as low as, or lower than, 32.

The correlation of responses to statement z with the attitude scores was tested by a t test of the difference between the statement responses of the 108 responses with the highest attitude scores and those of the 94 responses with the lowest attitude scores. (This test was included as a part of the reliability test described on page 125.) The t ratio for the difference between the mean responses of these two groups was 13.52674198, while the critical value for significance at the 0.05 level is only 1.6525.[1]

It is true that these apparently favorable attitude scores might be due to some other factor (a bias in the attitude scale itself, for example) rather than to a favorable attitude among the subjects. But they do lend support to the conclusion that the subjects' attitude was generally favorable.

The responses of both the library user group and the nonuser group to statement z (presented in Table 26) show

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[1]D.B. Owen, Handbook of Statistical Tables. (Reading, Mass.: Addison-Wesley, [1962]), p. 30.

that the attitudes of both groups were favorable. But, although the attitudes of both groups were generally favorable, the attitudes of the former group were more favorable than those of the latter. This difference is revealed clearly in Table 27, in the percentage distribution of users and nonusers according to their attitude scores.

TABLE 27

PERCENTAGE DISTRIBUTION OF ATTITUDE SCALE SCORES

Attitude scores	Library users	Nonusers	All respondents
0 - 29	4.6%	5.4%	4.8%
30 - 39	20.0	36.6	23.7
40 - 49	55.1	47.3	53.3
50 - 64	20.3	10.7	18.2
Total	100.0%	100.0%	100.0%

The difference between the attitude scores of the library users and nonusers may demonstrate the existence of a difference, between the attitudes of users and nonusers, that is prevalent in the middle class adult population from which the subjects were drawn, or it may serve only to reveal a difference in attitude resulting from the effects of chance upon the selection of subjects, which is not necessarily related to the attitudes

of the population as a whole.

In order to determine which of these two alternatives was correct, a null hypothesis, "the difference in the attitude scores of library users and nonusers was due to chance" was formulated and tested. A *t* test was employed, using the formula given on page 108. The computer employed in making the tabulations and computations discussed in Chapters III, IV and V was utilized again in this test of significance. Its product is summarized in Table 28.

With 416 degrees of freedom (325 + 93 - 2) the critical value of *t* at the 0.05 level is 1.6460. The *t* value actually obtained in this test of significance--3.1719--is nearly double this critical value, showing clearly that the difference between the mean attitude scores of the users and nonusers is significant, and does, in fact, reflect a difference between the attitudes of users and nonusers among the middle class urban adults whom these subjects represent. Actually, the probability that the null hypothesis stated above is true, of this entire group, is only 0.00082. In other words, there are only eight chances in ten thousand that the difference between these mean attitude scores did occur by chance.

TABLE 28

SIGNIFICANCE OF THE DIFFERENCE BETWEEN THE MEAN ATTITUDE SCORES OF LIBRARY USERS AND NONUSERS, GROUPED ACCORDING TO SELECTED CHARACTERISTICS

Characteristic	Library users			Nonusers			t ratio	Critical value of t at the 0.05 level
	n	$\bar{X}$	s	n	$\bar{X}$	s		
All respondents:	325	43.9754	7.6420	93	41.1505	7.3247	3.1719	1.6480
Years of school completed:								
Less than 4 years of high school	47	42.6383	8.2894	19	40.7368	5.7431	1.0632	1.6690
High school: 4	95	44.8105	6.9898	44	42.5227	7.6265	1.7435	1.6561
College: 1-3	109	43.8165	8.0682	17	40.4706	7.4760	1.6050	1.6572
College: 4 or more	71	43.7324	7.3075	11	38.5454	8.2748	2.1529	1.6641
Family income in 1965:								
0 to $5,999	79	46.6202	6.7829	23	40.4782	7.6209	3.7160	1.6602
$6,000 to $9,999	122	42.7704	8.5973	32	41.8750	6.8615	0.5449	1.6550
$10,000 to $14,999	69	43.3333	7.1900	25	39.3599	7.1465	2.3710	1.6612
$15,000 and over	29	42.7241	6.3577	3	46.6666	8.3865	-0.9981	1.6973
Age:								
Under 35	82	44.2439	30.7260	22	40.8636	30.8488	0.4578	1.6599
35 - 44	76	46.4342	25.8758	24	41.3333	29.3297	0.8151	1.6606
45 - 54	67	50.2090	28.9103	19	39.0000	28.7924	1.4929	1.6632
55 - 64	54	52.2037	25.0014	17	42.7647	25.6162	1.3497	1.6672
65 and over	45	53.0222	29.1169	11	52.8182	23.4470	0.0215	1.6736

TABLE 28 (cont.)

Characteristic	Library users			Nonusers			t ratio	Critical value of t at the 0.05 level
	n	$\bar{X}$	s	n	$\bar{X}$	s		
Sex:								
Male	132	43.2727	7.6768	45	41.1333	7.1083	1.6441	1.6538
Female	185	44.2540	7.5689	45	41.2222	7.6423	2.4053	1.6518
Marital status:								
Married	248	43.8870	7.3992	72	40.8611	6.9207	3.0985	1.6503
Unmarried	68	44.2059	8.6050	17	41.7647	9.2164	1.0316	1.6634
Race:								
White	303	43.8118	8.9844	85	40.7176	7.5675	3.1915	1.6489
Nonwhite	10	38.6000	7.0171	3	42.0000	4.8989	-0.9457	1.7959
Occupation:								
Civilian job holder	116	42.4741	7.4255	32	40.3438	7.7983	1.4213	1.6554
Housewife	93	44.7312	7.0173	24	41.9583	6.5904	1.7466	1.6582
Member of armed forces	12	44.8333	8.2774	7	43.2857	5.5292	0.4382	1.7396
Retired	44	45.8409	6.4193	17	39.1177	8.1231	3.4007	1.6711

TABLE 28 (cont.)

Characteristic	Library users			Nonusers			t ratio	Critical value of t at the 0.05 level
	n	$\bar{X}$	s	n	$\bar{X}$	s		
Distance from home to library:								
Less than 1/2 mile	20	45.5999	8.1975	9	39.2222	7.4796	1.9882	1.7033
At least 1/2, but less than 1 mile	40	47.4249	6.9904	9	43.1111	7.3899	1.6561	1.6779
At least 1, but less than 2 miles	74	43.7567	7.1592	22	41.4545	6.1468	1.3649	1.6612
At least 2, but less than 5 miles	150	42.9533	7.0865	37	41.9459	7.8702	0.7574	1.6533
5 miles or more	37	44.1891	10.0798	16	38.8750	7.5354	1.8887	1.6753
Duration of residence in Oceanside:								
Less than 2 years	18	50.7222	25.9474	6	27.0000	22.6980	1.9933	1.7171
At least 2, but less than 5 years	77	48.2857	27.3124	15	45.5333	27.9868	0.3556	1.6620
5 years or more	213	49.0657	29.0662	57	37.6842	27.2934	2.6588	1.6507
Use of other libraries:								
Some other use	150	42.4467	8.2832	13	42.3077	9.2950	0.0574	1.6545
No other use	161	45.5839	6.7663	74	40.6081	6.9968	5.1801	1.6516

Attitude Scores of Subjects with Specific Characteristics

Chapter IV shows that the library user and nonuser groups differ in certain characteristics. It is possible, therefore, that the difference in the attitude scores of the two groups is related to one or more of these differences, rather than to use or non-use of the library. Because of this possibility, the attitude scores of users and nonusers were grouped according to these characteristics. Within each group the mean scores of the users and nonusers were compared; this comparison included the computation of a *t* ratio to serve as a test of the significance of any difference found between these means. These data are summarized in Table 28. (These data do support inferences, but any judgements based upon them must be regarded as tentative only; the number of subjects in most classes--especially the nonusers--is too small for reliability.)

Table 28 shows that the relationship of attitude score to use--i.e., a higher mean score for users than nonusers--found among all subjects was consistent for all subgroups (with two exceptions) when the subject group was subdivided. The exceptions were the "$15,000 and

over" family income group and the "Nonwhite group." Both groups included few subjects: 29 and 10 users, respectively, and only 3 nonusers.

Table 28 also shows, however, that the significance of the difference between the mean scores of users and nonusers varies with the characteristics listed. With respect to years of school completed, this difference is significant for subjects who were classed with graduates --either high school or college graduates--but not with those who had completed less than a full high school course, or who had progressed beyond the high school level, but had not reached the level of college graduates.

In the "Family income classes," the difference in mean scores was found to be significant for subjects who reported incomes less than $6,000, and for those who reported incomes in the $10,000 to $14,999 range, but not for those in either of the two remaining income classes.

The difference between means was not found to be significant for any "Age" class. This non-significance was not due to any lack of magnitude in these differences --as a comparison with other classes, in which the difference is significant, can show--but rather to the magnitude of the standard deviations of the scores in these classes, which are larger than those in any other class.

The classification according to sex showed a difference between the scores of men and women. The difference in the mean scores of male users and nonusers was not significant at the 0.05 level exactly, (the probability that the null hypothesis stated on page 196 is true of males was actually 0.05096) while the difference was significant for female subjects at the 0.00848 level.

The difference between means was also significant for married subjects, but not the unmarried, and for whites but not for nonwhites. It was significant for housewives and retired people, but not for subjects in either civilian or military employment. It was significant for those who lived within a half-mile of the library and for those who lived more than five miles from it, but not for those who lived in between these extremes. The difference was also significant for those who had lived in the city for less than two years, and for those who had been residents for five years or more, but not for those in between. (In these "Duration of residence" classes, as in the "Age" classes, the standard deviations from the mean were much larger than in other classes.) Finally, the division of subjects according to their use or non-use of other libraries disclosed a difference between the attitudes of these two groups. The

difference between the mean attitude scores of users and nonusers was highly significant (at the 0.00001 level) for those who did not use any library other than the Oceanside Public Library. In contrast, this difference was less significant for the "Users of other libraries" class (at the 0.47712 level) than for any other group except one--the "65 and over" age group.

As Chapter IV shows, four of the differences in the characteristics of library users and nonusers were statistically significant. These four differences were in 1) education--more users than nonusers had finished at least one year of college; 2) sex--women made up a larger percentage of users than of nonusers; 3) duration of residence in the city--more nonusers than users had been residents for less than two years; and 4) use of other libraries--a larger percentage of users than of nonusers did use other libraries.

Each of these four differences was used as the basis for a second classification of attitude scores, to permit a comparison of the attitudes of those who possessed each of the "user characteristics", listed above, with those who did not. That is, the attitude scores of those subjects who had finished one or more years of college were compared with the scores of those with no more than four

years of high school; the scores of women were compared with those of men; the scores of those who had been residents for two years or more were compared with scores of subjects who had been residents for less than two years; and the scores of those who did use other libraries were compared with the scores of those who did not.

Table 29 shows the result of this classification and comparison. The subjects with two of the "user characteristics"--women, and residents for two years or more--were found to have generally more favorable attitudes than those not possessing these characteristics--i.e., men, and residents for less than two years. But t ratios for the mean scores of these groups were found to be less than the minimum values needed for significance at the 0.05 level (with $n - 2$ degrees of freedom). Hence neither the greater percentage of women, nor the smaller percentage of subjects with less than two years' residence in Oceanside, that was found among the library users could be considered the causal variable responsible for the difference between the attitudes of library users and nonusers.

The two remaining comparisons summarized in Table 29 did reveal significant differences between the attitude scores of the subject groups compared, but they also

TABLE 29

T RATIOS FOR THE DIFFERENCES BETWEEN THE MEANS OF SUBJECTS WHO DIFFERED IN TERMS OF FOUR SELECTED CHARACTERISTICS

	n	$\bar{X}$	s	t ratio	Critical value of t at the 0.05 level*
Years of school completed					
4 years or less of high school	126	43.4439	7.2745		
1 or more years of college	218	41.0229	7.5259		
t ratio of these means				3.3643	1.6494
Sex					
Men	177	42.7288	7.4952		
Women	230	43.6609	7.5503		
t ratio of these means				1.2384	1.6487
Duration of residence in Oceanside					
Less than 2 years	24	44.7916	24.1709		
2 years or more	362	46.9613	28.2297		
t ratio of these means				0.4231	1.6489
Use of other libraries					
Some use of other libraries	163	42.4355	8.3114		
No use of other libraries	235	44.0170	6.8102		
t ratio of these means				2.0079	1.6487

*Source: D.B. Owen, Handbook of Statistical Tables (Reading, Mass.: Addison-Wesley, [1962]), pp. 28-30.

showed that neither of these differences could be considered a cause of the difference between the attitudes of users and nonusers. The attitude of the less well-educated group (i.e., the subjects who had completed no more than four years of high school) was found to be more favorable to the library than the attitude of the better-educated group. Similarly, the attitudes of the subjects who used other libraries were found to be generally less favorable than those of subjects who did not use other libraries. Both of these more favorable groups, however, have greater proportional representation among the non-users than among the library users.

The less-favorable attitudes of the better-educated subjects, and of the subjects who were users of other libraries, is somewhat surprising in view of the more-favorable attitude of the library user group (i.e., more favorable when compared with nonuser attitudes); which includes a majority of the subjects who belong to each of these classes. Yet it is consistent with the indications in Houser and Galloway's study (see page 56) that people who possess traits favorable to library use are more likely to "reject" their library service than people who don't possess these traits, or who possess them to a lesser degree. It is also consistent with Haygood's

conclusion that "In respect to educational status satisfaction in the use of the library is inversely proportional to the amount of training readers have had."[2]

The less-favorable attitude that has been found among the better-educated, the users of other libraries, and the newer residents of Oceanside (among the subjects of this study at least, these are predominantly people with urban backgrounds) might be regarded as an indication that the library's service to members of these groups is less good than its service to others. Yet there is no reason to believe this variation in the quality of library service exists, and since these are the subjects who should be most familiar with libraries--and should have the most varied experience in library use--it seems more reasonable to interpret this difference in attitude as an indicator of higher expectations rather than of poorer service. People who know libraries--especially large urban or academic libraries--might be expected to set higher standards for their local library, and to be more critical in their appraisal of it, than people who

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[2]William Converse Haygood, Who Uses the Public Library (Chicago: University of Chicago Press, [c1938]), p. 38.

have less knowledge of libraries; these findings appear to support this expectation.

Summary

The attitudes of this study's subjects were found generally to be favorable to the library. The attitudes of the library users were found to be significantly more favorable than those of nonusers.

The comparison of user and nonuser attitudes within specific classes of subjects did not produce any indication that the difference between the attitudes of users and nonusers is related to any of the personal characteristics, rather than to library use. It did show, however, that the difference between the attitudes of users and nonusers was not significant for all classes of subjects. It was significant for high school and college graduates, for the lowest and the highest income groups; for women; for housewives and the retired; for whites; for the married; for those living between one-half and five miles from the library and for those who had lived in the city for from two to five years; and, finally, for those who did not use other libraries.

When the attitudes of subjects having more than a high school education were compared with those of

subjects having no more than four years of high school, and the attitudes of subjects who used other libraries with the attitudes of subjects who did not, it was found that the attitude of the former group--in each of these two comparisons--was less favorable than the attitude of the latter group--even though it was the latter which was more closely associated with library use.

CHAPTER VII

CONCLUSIONS AND IMPLICATIONS

This study compared the attitudes of library users and nonusers who were registered voters in Oceanside, California, in order to test this hypothesis:

> Among middle class urban adults, in a community with conventional library service, the attitudes toward the library of non-library users are as favorable to the library as the attitudes of library users.

It found this hypothesis to be untrue; the attitudes of the library users among its subjects were significantly more favorable to the public library than were the attitudes of the nonusers.

The same relationship of attitude to library use was found in each of the major subclasses into which the subjects were divided. (There were two minor exceptions, but each included too few subjects for significance.) The degree of significance of this attitude-to-use relationship varied from one subclass to another, however. This variation in significance indicates that the significance of the relationship between attitude and library use may be related to the attitude holder's concept of the library. (This indication is worthy of note, though

this study's data are insufficient to establish it as conclusive.) The relationship of attitude to use was most significant among groups in which the concept of the library as a good source of entertainment was associated with library use, and it was not statistically significant in subclasses in which the concept of the library as a good source of entertainment did not distinguish users from nonusers. Hence, it appears that attitudes toward the library may have their greatest influence on the use of libraries as sources of entertainment.

This study found the attitudes of its subjects--even the nonusers--to be generally favorable to the library. Thus, it supports the findings of Taves' study (see page 60) and Berelson's generalization that "the people of the community think well of their public library."[1] Its findings are not sufficient to prove Berelson's generalization to be true, however, because its subjects did not form a cross-section of the community or even of the adult middle-class members of the community.

In spite of the generally-favorable attitude of its subjects, the study found indications of indifference to the library among non-library users, thereby lending

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[1]Berelson, The Library's Public, p. 124.

support to the conclusions reached by Joeckel and Carnovsky (see page 50) and by Bundy in Illinois (see page 39). These indications of indifference were found in the lack of criticism of the library by nonusers; in the disproportionate response by nonusers to the mail questionnaire; and in the interviews used to test the questionnaire--all of the less cooperative interviewees were found to be nonusers without interest in the library--as well as in responses to the questionnaire itself. Most nonusers among the subjects were found to be uninformed and/or misinformed about the library, with distorted or too limited concept of its utility. Indeed, many appeared to be ordinarily unaware of its existence. This is consistent with the findings of several other studies, e.g., those of Bundy (see page 39), Goldhor (see page 41), Houser and Galloway (see page 54), and Taves (see page 60). But library users were found to differ from nonusers, in this respect, only in degree. They also revealed ignorance and misconceptions about the library.

Attitudes toward books and reading lay outside the scope of this study. Yet it did find indications in its subjects' responses that these attitudes are less favorable among nonusers of libraries than among library users. These indications, which are not strong enough in

themselves to be conclusive are nonetheless consistent with the conclusions of other investigators, among them Ridgway (see page 45), Turbeville and Schuler (see page 51), Piel (see pages 52 and 53), and Taves (see page 59).

There were three significant differences in personal characteristics between the user and nonuser groups that served as subject for this study. The members of the user groups had completed more years of school, and a larger percentage of them were women. This is consistent with Berelson's findings (summarized in Table 1). In addition, the percentage of newcomers to the city was significantly less in the user group.

The two groups did not differ significantly in family income, marital status, race, and occupation. This similarity was expected since all subjects were drawn from the same economic and social class, in a community with few non-caucasians and few single people. But the two groups were expected to differ in age and in the distance of their homes from the library. (The subjects ranged in age from under 25 to over 65 years, and their homes ranged from less than one quarter of a mile to more than five miles from the library.) Berelson's conclusions fostered the expectation that the users as a group would be younger and live closer to the library. This

difference was not found. Here, too, there was no significant difference between users and nonusers.

This study found many of the library users among its subjects to be actively engaged in some form of educational activity--in colleges, graduate schools, or adult education programs. (The subjects were not asked about their current educational activities specifically, but these activities were identified in their responses to questions about their use of other libraries, their years of school completed, and their occupations; and in their written comments and suggestions.) In contrast, few of the nonusers were found to be engaged in continuing education in any form.

This study also found use of the public library to be associated with the use of other libraries. Apparently the use of one library does not lead to nonuse of other libraries. Indeed the use of one library may even stimulate the use of others.

Use of the library by the study's male subjects was found to be related to its ability to serve occupation-oriented needs, or, more precisely, nonuse was found to be accompanied by the concept--accurate or not--that the library was unable to satisfy such needs. Apparently, many men have few interests apart from their work and

they do not expect the library to serve their work-related interests. This narrow range of interest is indicated in the rural area studies of both Turbeville and Schuler (see page 52) and Taves (see page 59), which found nonusers to be more interested than library users in reading about farming and related subjects.

Finally, this study's data support the conclusion that although nonusers generally have less favorable attitudes toward the library their nonuse is not evidence of serious dissatisfaction with it. In fact, the relatively few subjects who appeared to be dissatisfied with the library were nearly all library users.

All of the subjects whose responses indicated substantial dissatisfaction with the Oceanside Library were people who were accustomed to library use (including those classified by this study as nonusers). None of their negative reactions toward the Oceanside Library appeared to stem from an unfavorable attitude toward libraries in general. Instead, they appeared to result from levels of expectation, with respect to library services, that were higher than those of the majority of subjects. (This higher level of expectation was exemplified by a subject who compared the Oceanside Library with the university library at Berkeley.)

There were, of course, a few nonusers who did not use the library because they were dissatisfied with it. Surprisingly, almost all of their complaints concerned seemingly less-important aspects of library service--chiefly library regulations and the availability of parking space. It is true that complaints about the more important elements of the library--the staff, collections, catalogs and library building--were more frequent; but these criticisms came chiefly from library users rather than nonusers.

Implications

The primary implication of this study's findings is that attitudes toward the library may have an important influence on public library use. They indicate that it may be possible to increase library use by improving public attitudes toward the library. Conversely, it may be impossible to increase library use significantly by any means unless public attitudes become more favorable to the library. Closely related to this is the implication that it may be possible to increase library use by increasing public awareness of the library, by making people better informed about the library, and by creating in their minds a more accurate concept of the library's

utility.

There are also implications in these findings that library use may be increased by stimulating public interest in reading and in continuing education, whether this reading or educational activity draws directly upon library services or not. And, since those who use other libraries tend to use the public library as well, it may be possible to build public library use by encouraging use of school, academic, or special libraries. It may also be possible to increase library use by men, by improving the library's image as a supplier of business-related or vocation-related information. (In some libraries, of course, it would be necessary to modify the collections, staff, and services offered in order to effect such an improvement.)

This study's data also show that it is necessary for a greater awareness on the part of librarians of public reactions to the details of library routines, e.g., registration forms, borrowers' cards, overdue fines, catalog headings and shelf labels. They need to invite and react to public criticism. This criticism can help them to see the library as the public sees it and, since it can be expected to come from those who are most interested in library service, it can serve to identify community

members who would be among the library's strongest supporters in its efforts to improve its service to the public.

The Need for Further Research

This study has identified several ways in which public library use might be increased among middle class adults. But additional evidence must be gathered, either empirically or by formal research, before it can be determined which of these possibilities--if any--actually is an effective way in which to increase library use. And before this evidence can be gathered, it will be necessary to develop and test methodologies for improving public attitudes, increasing public awareness of the library, disseminating information about the library, and improving the library's public image.

Further research is also necessary in order to develop effective means of increasing public awareness and appreciation of the benefits to be obtained through the use of books--and non-book records as well--and through continuing education.

This study has demonstrated a need for fresh study of the relationship between library use and two personal characteristics that have been studied in the past: age,

and distance from home to library. This study's data indicate no relationship at all between age per se and library use, though there were a few indications that the infirmities or ill health which often are associated with old age do discourage library use. (This study did not seek information about the health of its subjects, but a few respondents cited ill health or physical handicaps as factors which kept them from the library.) This study also found that distance is not a serious handicap to library use, for people who are accustomed to move about freely by automobile, and have automobiles available. Hence, Berelson's conclusion that use varies inversely with distance appears no longer to be valid, at least for middle class people like the subjects of this study.

The discovery that two of the relationships reported by Berelson, between personal characteristics and library use, did not exist among this study's subjects indicates that new tests of the validity of all of his conclusions may be desirable. Even the relationship which he found between education and library use--which also was found among this study's subjects--should be questioned. The indications found by this study of a relationship between continuing education and library use, when coupled with the fact that people with many years of schooling are

often not library users, raise the possibility that among functionally literate people further schooling does not, in itself, encourage library use. It is often assumed by librarians that more education leads to more library use. (One example is Lowell Martin's prediction that use of the Enoch Pratt Library will increase, which was based solely on an anticipated increase in the average years of school completed by the population of Baltimore.[2]) This assumption, if even partially false, could lead to misconceptions about needs for library services and misallocations of library resources. Hence, further research to determine all of the effects of education on library use is especially desirable.

This study has led to conclusions about middle class adults and relationships between their attitudes and their public library use.

We cannot assume that these conclusions are valid for non-middle class people, or for groups with characteristics different from those of this study's subjects. Yet the rationale of this study--the need to encourage the use of public libraries by people who are not now library users--is even more relevant to non-middle class

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[2]Lowell A. Martin, Baltimore Reaches Out, p. 40.

than to middle class people. There is a need, then, for further research on attitudes and library use, to determine the degree to which this study's conclusions are valid for other types of people, and at the same time to retest the basic validity of these conclusions for all types of people.

APPENDIX I

CALIFORNIA PUBLIC LIBRARIES SERVING URBAN POPULATIONS GREATER THAN 25,000 AND LESS THAN 40,000 IN 1967

Azusa Public Library

Beverly Hills Public Library

Burlingame Public Library

Covina Public Library

Escondido Public Library

Eureka City Library

Glendora Public Library

Livermore Public Library

Lodi Public Library

Menlo Park Public Library

Monrovia Public Library

National City Public Library

Oceanside Public Library

Palos Verdes Library District

A.K. Smiley (...'s) Public Library

San Bruno ... Library

San Luis ... Library

San Rafa... Library

Upland Public Library

APPENDIX II

COVERING LETTER

Public Library Survey
Post Office Box 1593
Oceanside, California 92054

Dear Oceanside resident:

What do you think of the Oceanside Public Library?

The way you answer this question can help to improve library service, not only in Oceanside but all over the country. Please take a few minutes to fill out the enclosed form, then mail it in the accompanying postage-paid envelope. You need not put your name or address on the questionnaire or on the envelope.

This questionnaire has been carefully designed (and tested, by mail and by interviews) to measure public opinion about the library, so that librarians can find out how different groups of people feel about it. It is especially important to find out how people who do not use the library feel about it, and how their opinions differ from those of the people who do use it.

On the first page of the questionnaire there are 26 statements about the Library--some are favorable, and some are not. Please check one of the five boxes following each statement, to show how strongly you agree or disagree with it. These are all statements of opinion, so you can agree or disagree even though you may have had little experience with the library. The second page contains 14 questions about you and your use of the library. Your answers to these questions will make it possible

for us to compare your responses of the first page with those of other people in the community. Of course these answers will be kept confidential, since your name does not appear on the questionnaire. The number of your precinct appears at the bottom of the page; it shows which part of town you live in, but it does not identify you.

This survey is part of a research project conducted under the direction of the University of California. None of the costs of the project are being paid by the Oceanside Public Library or by the taxpayers of Oceanside, but the information that is gathered in Oceanside will be delivered to the City Librarian of Oceanside, for her use. So if you have any comments about the Public Library, or any suggestions for improving library service in Oceanside, please write them on the back of the questionnaire. They will be appreciated.

This letter is being sent to every registered voter in your precinct, so that other members of your family may receive copies. If so, please urge them to fill out the questionnaire and return it too.

Thank you for your help.

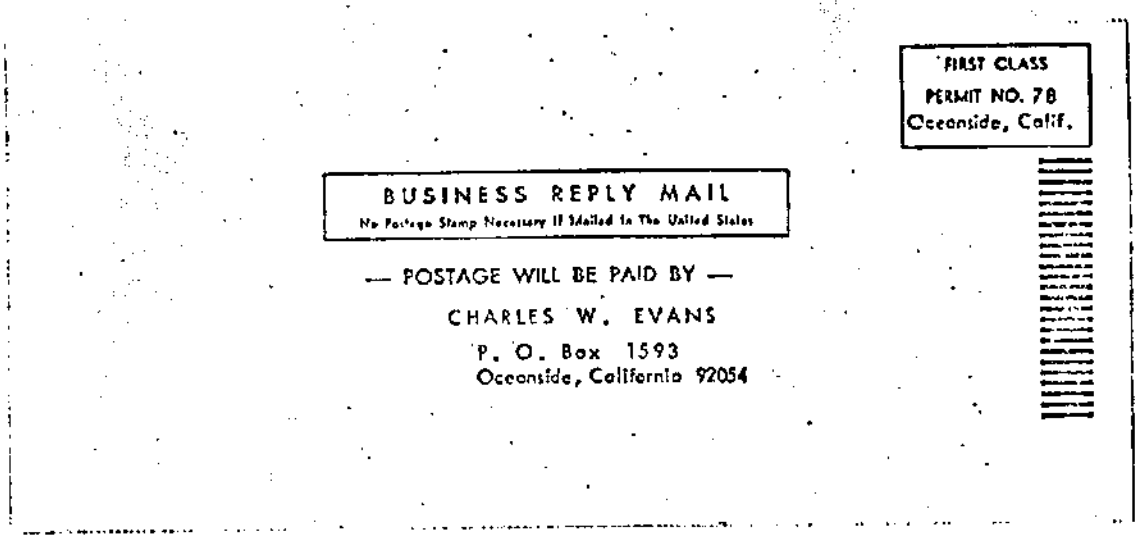
Sincerely yours,

Charles Evans

Survey director

APPENDIX III

QUESTIONNAIRE RETURN **ENVELOPE**



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