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# ***Study the Users' Motivation in using Information Services of Regional Information Center for Science and Technology***

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## ***Abstract***

***Objective:*** The objective of this research is studying users' motivation in using information service of regional information center for science and technology based on expectancy theory.

***Methodology:*** The methodology is Analytical survey with correlation approach, and statistical population of this research includes users of regional information center for science and technology. Data was collected by the researcher-made questionnaire and was analyzed by SPSS software.

***Findings:*** Findings of research showed that accessibility to useful information (mean=4), facilities to use information service (mean 3.95), usefulness of information service (mean 3.93), familiarity with center and satisfaction from its information service (mean=3.89), convenience of condition and manner of using information service (mean=3.88), varieties of information service (mean=3.7), and uniqueness of information service (mean 3.43) were the most important and effective factors on users' motivation in using information service. In addition, results of hypotheses test showed the significant relationship between users' motivation in using information service and their awareness in results value of information service ( $r=0.762$ ). Moreover, there is significant relationship between users' motivation in using information service and their perceptions about accessibility to information services ( $r=0.680$ ).

***Conclusion:*** Attention to motivator factors of behavior in using information service can leads to purposefulness of satisfaction service.

***Keywords:*** Users' motivation of information service, Regional information center for science and technology, Expectancy theory, Motivation of using information service, Information service.

## ***Introduction and Problem Statement***

Libraries and information centers are one of vital resources for today communities particularly for organizations such as universities, science, and research centers that try to support educational, research, and social performances by providing scientific references and proper information services. Number of information service providing centers, varieties of information references, great expectation of users, and of course increase in accessibility to facilities make information field competitive like many other business fields. What is obvious in competitive field is that each party tries to use advantageous mechanisms and help to attract customers. The information regional center of science and technology is a unique center providing an extensive field of information services such as delivery of documents, electronic data interchange system

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for direct and indirect, selection and organization of local and regional knowledge in the field of science and technology in written form and citation database, and the great spectrum of academic addressees and researchers use these services. Therefore, the management of this center confronts with the issues of reduction in number of users involved in academic and research libraries.

Since libraries and information centers are included in service provider centers, their survival significantly depends on the existence of users (customers). According to Toner (2008) idea, results of the previous studies show a reluctance in using libraries in global level leading to increasing non-users. Since the effectiveness range of libraries information centers, particularly in person and in place information services is limited to the specific geographical field audiences, lack of interest and usage of librarian services is a serious threat for life of these organizations. Therefore, Kiilu and Otike (2016) introduced lack of users interest in information services of libraries as the reason of pressures on libraries to justify their high costs. According to Mcknight (2008) idea, (information) service improvement curve has continuous trajectory that quickly changes to norms and consequently the minimum expectations. Therefore, permanent revision of library general performance and services is necessary to be able to keep in the center of users' attention. In other words, satisfaction users' needs for information services and librarian references contain a positive message from library to persuade users to prefer the information services of this center for further turns. According to Hernon and Altman (2009), library users expect to be behaved as customer as their specific wills to library system and their fulfillment by librarian services is a guarantee to users' return in future. Hence, it can be barely claimed that libraries need needs' perception and users' intentions for survival.

Since an organization is not an individual imagination about its environment particularly customers, audiences, and products, interaction with them and perceiving their selection is essential to set goal revisions by providing services/ products from one hand and using results on the other hand. In field of management studies, various marketing mechanisms are a tool to understand users' selections and wills, and setting services and products regarding to them. One of important approach in marketing is customer-oriented marketing approach that organizations emphasize on its perception, setting, and providing their products and services based on it (Anderson and Kotler, 2002). In other words, using service/ products is the purposeful and motivation- supported behavior. Perception audiences' and customers' behaviors intention about services and products can make organization reaction efficient, purposeful, and effective.

Motivation is a psychological concept relating to forcing and orienting human behavior what makes behavior resistant, powerful, and full of effort and focus on a specific goal or outcome (Moorhead, 2009). Therefore, issues such as the reason why a specific behavior is made, what it is purposeful, why it lasts for a long time, why it is continuous/ frequent, or why they are different based on behavior intension are considered as the principal issues of motivation psychology (Khodapanahi, 2007). Motivation idiomatically means dynamism and movement. According to organizational idea, it includes internal factor that changes behavior and movement in development path and organizational goals (Ghorbani, 2010). Each organization has an output called product or service that people use them to remove a part of their needs, and this issue can be called as one of guaranteeing factor for organization survival. More simply; although, a human force motivation of an organization can help to its success more, the related people with it as customer/ client are influenced by various factors and prefer to use a specific product or service of an organization. Hence, it can be stated that a purposeful look to the motivation issue

must be based on both human force and working force (inter organization) and a look based on motivations of services and products customers (outside organization). Motivators must be known inside human and try to satisfy their needs to reach these goals. What is obvious and must be accepted is that people motivations are different for individual difference. Therefore, before any reaction to make motivation, it is necessary to know individual characteristics to discern motivation factors (Amin ShayanJahromi, 2003).

According to expectancy theory, people will have efficient motivation to do a task, when first they are aware of the value of their goal, second reaching goal is possible. In other words, people motivation in doing tasks depend the considered value as a consequence of their working and attempt. It means motivation equals to the predicted value of a person about a goal and possibility to reach it (Borumand, 2006). Therefore, according to the importance of protecting existing clients and attract new clients, it is necessary for the managers of information centers to mention users' motivation in using information services until information services are offered based on users' selection according to varieties and qualities and by this way increases the life time of customers interactions with information centers. Thus, this research tries to study the effective factors on users' motivation in using information services of regional information center for science and technology to help managers and authorities significantly to identify users' and clients' needs who go to information centers and libraries and purposeful planning.

### ***Research Background***

Research backgrounds of this issue shows that attention to motivation according to employees as service providers was more in comparison to customers and its relationship with job satisfaction, job motivation, and working motivation are mostly studied. Results of previous studies show that the moderation of expectancy theory with communication satisfaction can improve prediction of employees' motivation process, and job satisfaction variable is effective on expectancy, attempt, and value of employees as a moderating variable. In addition, expectancy theory is more effective on the intensity of employees' motivation in comparison to other factors (Ahmadi, 2011). In this regard, managers can increase employees' motivation by focus on communication satisfaction improvement. Motivation has close relationship with employees' performance. According to Bahadori, Babaei, and Mehrabia, (2012), organizations can provide secured condition to accomplish organization goals and better performance of employees by providing job security, attention to economic problems of employees, and also payment based on performance. Findings of Ansari, DehghaniAnari and Shahbazi (2012) showed that motivation factors have a positive and significant relationship with job satisfaction. According to Mohammadi, Vanaki, Me'marian, and Mohammadi (2013), the designed plan based on expectancy motivation theory has very transparent executive steps to use this theory that can be a practical guidance for nursery managers. Identification users' goals and their motivations to use services can help managers about libraries and information centers to make their services purposeful and based on society needs, too. For example, results of Moohammadzadeh and Bozorgi (2012) study showed that the maximum motivation and goal of users from going to Iran national Library is doing their school homework, academic tasks, and using studies saloons. In addition, the most important limitation in this field is no-accessibility and impossibility to use the world scientific creditable sites. Findings of Fahimnia and Mantegh (2013) also showed that factors such as services quality, satisfaction, evaluating service effectiveness, and expectations from services have significant relationship with users' institutional trust on library and universities document centers.

In foreign studies, there is lack of research literature about users' motivation in using information services and the relationship and effects of motivations on issues such as job satisfaction, business, public services, are studied mainly from employees view. The results of Miller, Mire, and Kime (2009) study about predictors of job satisfaction among police officers and the reasons for their crimes showed that service years, personality characteristics, and job feedback are the most important factors which predict job satisfaction. Findings of Jana and Panigrahi (2010) showed that some common factors such as job status, salary, service providing conditions, employment policy, promotion, and managerial relationships are effective on reduction librarians' motivation to provide better services. Lunenberg (2011) research showed that Victor Vroom's expectancy theory can examine motivation of an organization members better than Maslow, Heisenberg, and McClelland theories. In addition, this theory can show individual differences in working motivation well using cognition variables besides reward can make motivation in employees, and performance with hope to reward is effective in an individual attempt and working. Parijat and Bagga (2014) found that Victor Vroom's theory can be useful in cognition variables of working people and employees in spite of its disadvantages and provide important strategies for managers and business motivation by emphasis on this point that motivation is driving force of all humans attempt. Homberg, McCarthy, and Tabvuma (2015) as a new finding found by meta-analysis of findings of 28 independent studies that public services motivation has significant moderating effect on job satisfaction.

Studying users' intention to go libraries and using their information services needs deeper look to the issues of using information. According to Simon idea (1969, quoted in name, 2014), rationalists argued that using information is a rational selection based on rationality in human behavior. The rationality of using information behavior originates from various reactions and selections in which the conception of manufacturing is used for information by human. In other words, a human is selective in using information that can both select to use or not use information and apply to various litter selection, channel, and framework or services. Moreover, using human information is not an information receiver and its usage is not an inactive element, but human information using behavior happens. For example, about libraries and information centers users' motivation, Lee findings (2012) about the effective factors on users' motivation of electronic services of Korea academic libraries showed that the previous users' experiences about e-services, quality of e-services, execution of e-services by user, the resultant of using services, and user satisfaction from e-services are effective on users' motivation. Ndubuisi and Udo (2013) in their research found that great usage of e-information resources by students are influenced by their perceptions about informative, easy access, time saving, usefulness, and low cost, In addition, insufficient number of computers with access to internet, long time electricity turning off, lack of information technology skill and communication, difficulty in finding related information, and improper information technology infrastructures are the serious challenges of using e-information resources. Results of Nam (2014) research also showed the significant relationship between motivations of social escapism, informative, reciprocal control, and social adaptation in using private services, information services, and portal web searching services. People motivations in their behaviors about using information, information services, or asking can originate from their individual characteristics such as emotions and feelings. For example, Savolainen (2014) showed that emotions and feelings can influence on informative motivation by 5 ways of starting, development, limitation, and ending asking process, or preventing it on informative motivation.

Therefore, reflectance to motivation in using information services, identification the effective factors on users' motivation in using e-services, determination the relationship between users' motivation in using e-services and their awareness in e-services value, and determination the relationship between motivation in using e-services and their perceptions are the abilities of e-services that are defined and examined as the objectives of this study, and the following hypotheses are proposed:

- 1- How are the elements of users' motivation in e-services usage of regional information centers services for science and technology?
- 2- Does users' awareness influence on their motivations in using regional information center services for science and technology?
- 3- Does users' perception about information services accessibility influence on their motivations in using regional information center services for science and technology?

## ***Methodology***

This research is applied- surveying with analytical approach. Statistical population of this research is all users of regional information services for science and technology. According to the statistics of center information services administration, it was indicated that about 4700 people use the services of this center annually. It was also used as the basic data of population, then 357 people were selected as sample by random sampling method. The data collection tool was the researcher-made questionnaire based on Lee questionnaire (2012) whose validity changes was confirmed by ideas of 10 professors in psychology, knowledge science, and information science, and its face reliability was confirmed by Cronbach's alpha coefficient in  $\alpha=0.88$ , then questionnaires were distributed among 357 users and then collected. SPSS (19) software was used to analyze data.

## ***Findings***

In this study, satisfaction from services, easy usage, easy access to information, familiarity with center, services varieties, and usefulness, simplicity of conditions and uniqueness of services were identified as elements of users' motivation in using information services whose results are shown in table (1).

***Table (1): frequency distribution of effective factors on users' motivation in using information services***

<b><i>Factor</i></b>	<b><i>No.</i></b>	<b><i>Mean</i></b>	<b><i>St.dev</i></b>	<b><i>Mean standard error</i></b>
satisfaction from services	357	3.89	0.037	0.699
easy usage	357	3.96	0.044	0.813
easy access to information	357	4	0.039	0.831
familiarity with center	357	3.89	0.045	0.854
services varieties	357	3.70	0.044	0.824
usefulness	357	3.93	0.042	0.789
simplicity and usage conditions	357	3.88	0.045	0.849
uniqueness of services	357	3.43	0.055	1.021
Users motivation in using information services	357	3.84	0.032	0.580

Table results show that the obtained means for various elements are all bigger than theoretical mean (3). Therefore, it can be concluded that all elements are in desirable level of making motivation in using information services. Moreover, easy access to information by center information services (mean=4), easy usage of services (mean=3.95), and usefulness of its information (mean=3.93) were in higher rank based on users' ideas and were more effective, and the uniqueness of center services with mean=3.43 was in the lowest rank. Pearson correlation test was used in order to study the effect of users' awareness in the value of information services results on their motivations in using information services whose results are shown in table (2).

**Table (2): results of Pearson correlation test to study the effect of users' awareness about information services results on their motivations in using information services**

		<i>Users motivation in using information services</i>
Awareness about the information services results	Pearson correlation coefficient	0.762
	P-value	0.000
	No.	357

$$R=0.762 \text{ and } R^2=58\%$$

Results of table (2) show that users awareness about the value of information services results is effective on their motivation in using information services in p-value=0.000. According to the obtained r ( $r=0.762$ ), the relationship is strong.

In addition, Pearson correlation test was used in order to study the effect of users' perceptions of accessibility to information services on their motivations in using information services. (Table 3)

**Table (3): results of Pearson correlation test to study the effect of users' perceptions about accessibility to information services on their motivations in using regional information center services for science and technology**

		<i>Users motivation in using information services</i>
Users' perception about the accessibility to information services	Pearson correlation coefficient	0.762
	P-value	0.000
	No.	357

$$R=0.680 \text{ and } R^2= 46.3\%$$

According to the results of table (3), Pearson coefficient was obtained 0.68 with p-value =0.000. It indicates that users' perceptions about accessibility to information services influences on their motivations in using information services.

## **Discussion and Conclusion**

This research tries to study the users' motivation in using regional information center services for science and technology and effective factors on it based on Victor Vroom's expectations theory. Findings of this research showed that elements such as satisfaction from information services, easy usage, easy access, familiarity with center, services varieties, services usefulness, simplicity and usage conditions, and uniqueness of services highly influence in making motivations in users to use information services. Therefore, center managers can focus of the mentioned cases to cope with users' concerns. On one hand, this issue needs revision in the existing processes to reach higher levels of the mentioned elements quality in comparison to the existing condition and on

the other hand, it needs close relationship with users to perceive their expectations, ideas, and suggestions.

The second point in these findings shows that users' awareness about information services results can influence on their motivations in using services. It means if users are aware of the resulted values by using regional information services, their motivation to refer and use the resulted values using regional center information services is reinforced. Therefore, it is necessary either these values are reminded to users saliently from one hand and revision in characteristic, abilities, and service provisions, and discern of new services will defined more valuable for users to be persuaded toward going and using this center services more and more.

The third issue was that findings showed users perceptions about accessibility to information services are effective on their motivations in using center information services. It can be stated by focus on findings that users' perceptions about accessibility to services is somehow their expectation and imaginations. Consequently, less gap between users' expectations/imaginations about information services center and its results lead to their more persuasion in using services. Therefore, managers of information center must analyze their users' expectations permanently and use its results for verification services and removal disadvantages in offering services. Moreover, definition of a service is not making necessary infrastructures and its provision as success, but it is essential to permanently scrutinize service provision and users behavioral feedback both to provide its dynamics and reduce dissatisfaction making factors. Since this research confirms organizational context and services form of Lee (2012) study, it is generally in agreement with emphasized guidelines of Borumand (2006) and a part of Ahmadi (2011), Ndubuisi and Udo (2013) and Nam (2014).

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