

UNESCO PROJECTION
READING INTREST OF THE NEW
READING PUBLIC REPORT

M.L. TANDON



028.954
TAN-U
1958

C_O_N_T_E_N_T_S

CHAPTER I.

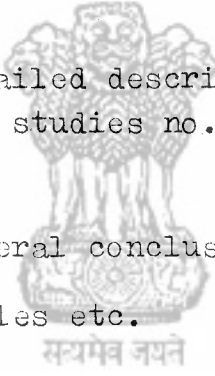
Introduction	1
Objectives	2
Methods and techniques used	2
Outlines of the studies	3

CHAPTER II.

Detailed description of the studies no. 1 - 10	7
---	---

CHAPTER III.

General conclusions	73
Tables etc.	App.1 - 41



CHAPTER I

INTRODUCTION

The Delhi Public Library, a pilot public library project was jointly sponsored by Unesco and the Government of India in the year 1951, to serve as model for future development in the region. After the library had worked for four years, Unesco conducted an evaluation survey of the working of the Delhi Public Library so that the techniques and procedures adopted and other experiences gained in the library could be made available to librarians and library authorities who were charged with the duty of organising and operating public library services in Asia and elsewhere. The 1955 evaluation study was directed by Mr. F.M. Gardner, F.L.A. Borough Librarian, Luton, U.K. and the final report was later published as a Unesco manual entitled "The Delhi Public Library - an evaluation report by Frank M. Gardner". Incidentally this was the first large scale appraisal of a Unesco field project and at the same time the first sizeable survey of a public library in Asia.

Among other things, the 1955 evaluation study had attempted to find out the reading interests of the members of the library in a broad way. The following extract from Mr. Gardner's preliminary study for the 1955 assessment may be of interest.

"Section C. What do they read? This part of the assessment will be particularly difficult, not only in attempting to gain some ideas on what is read, but in tabulating and presenting the results. There is very little material in any library survey on the actual content of reading except in very broad classification. But a study of reading interests in the Delhi Public Library is of very great and obvious importance for the future of public libraries in South East Asia and even if only preliminary work can be done for this assessment, for following up later, it will be of great value. Further research may have important implications for book selection and assistance

to readers, and even wider implication for publishing and general book circulation." The present survey is actually an expansion, in a more elaborate form, of the findings of the 1955 study.

OBJECTIVES OF THE SURVEY

The purpose of this research is to provide information on what people read, on the factors influencing the choice of books, the needs of the new reading public and the relationship between book availability and the expressed needs of the readers. It is intended that information thus gathered and the conclusions arrived at would be of practical use to publishers, writers and other librarians.

The term "new reading public" is defined as being composed of persons whose reading skill is established and whose reading interest is already aroused. We had wished to include only less educated readers up to matriculation standard but on second thought and taking into consideration the fact that public library service free to all and with open access to books, had been introduced for the first time in Delhi with the establishment of the Delhi Public Library, it was justified to treat all the members of the Delhi Public Library as the "new reading public".

METHODS AND TECHNIQUES USED

Mr. F.M. Gardner who had directed the 1955 assessment once again prepared the outlines of the research setting out the general scheme and scope of the survey.

The main techniques used are :-

1. A thorough study and analysis of the library records concerning issue of books and book stock to determine reader preferences by subject and language at the three service points namely :-
 1. The Central Adult Lending Library,
 2. Deposit Stations, and
 3. Mobile Library Stations.
2. questionnaires to readers and booksellers/publishers.

In some instances the two methods are used in conjunction since conclusions arrived at by the analysis of the library records are not, in some cases, capable of satisfactory interpretation unless supplemented by interviews. A third technique used was of observing the readers while selecting books to determine whether they do purposive reading, select books at random and the nature of their final selection.

OUTLINES OF THE STUDIES CONDUCTED

Keeping in view the objectives of the survey, ten studies were planned, the outlines for which are given below. A detailed description and the conclusions arrived at are given at a later stage in the report.

I. Use of the Library Records.

Study No. 1. Library records over the last five years.

Comparative tables showing the use of books by class, language and place of issue over the last five years (1953-54 to 1957-58) with percentage relations to total issues and comparison to the total stock in each class, have been compiled.

An attempt has been made to answer the following questions :-

1. What subjects have increased in use over the last five years?
2. What subjects have increased their percentage of total non-fiction issue?
3. What subjects have decreased in percentage use?
4. What subjects show the highest issue per volume of stock?
5. What subjects show the lowest issue per volume of stock?
6. General conclusions about the development of reading interests, by subject and by language and also the relationship between the availability of books and demand in a particular subject.

The results obtained from the data are given at pages 7-24.

Study No.2. Analysis of issues on two days.

In order to supplement Study No.1, which gives information on subject and language preferences broadly and to find out by actual examination readers' preferences in books by subject, theme, difficulty and format, all books returned at the Central Lending Library, on two average days were examined.

The results obtained from the data are given at pages 25-31.

Study No.3. Selective study of normal reading by library users over a period of three months.

In order to ascertain the normal reading of readers who use the library comparatively more regularly and to discover whether reading tends to be purposive or at random, whether it is over a wide field of interests or a narrow one, and whether any common interests can be discerned over the whole group, a representative group of 200 readers was selected. The particulars of every book loaned to them were recorded without the readers knowing or getting conscious about the fact.

The results of this study formed the basis for a special questionnaire to this selected group. The purpose of the interview was to get the reader to talk about the books he had read. It was, however, possible to interview ^{/90} out of 200 originally selected for the purpose.

The results obtained from the data are given at pages 32-36.

Study No.4. Examination of Reservations and Recommendations.

Reservations.

Books reserved by readers over a period of 4 months were listed and tabulated to give an indication of what subjects and what individual books are most popular.

Recommendations.

During the same period all the persons who suggested books for purchase were interviewed to find out their individual

tastes and reasons why they had suggested particular books. Obviously, it was intended to discover whether recommended books were needed by students to pass their examinations or whether there could be some indication that the library did not have sufficient representation of books on that subject.

The results obtained from data are given at pages 36-38.

II. Approach to Readers and Others.

Study No.5. Effect of physical characteristics of a book on selection.

In order to ascertain what influences there are on choice of books apart from their content, 150 new books representing the three languages were put on display in a separate room. These books had the following features (of course a single book having more than one feature) :-

Picture jacket, hard cover, soft cover, heavily illustrated, not illustrated, technical book with many diagrams, large book, small book, good paper, poor paper, large type, small type, well designed page and typography, badly designed page and typography.

Two hundred readers were requested individually to examine the shelf of books for not more than ten minutes and then choose the five books that appealed to them most, not on grounds of the subject appeal but on general attractiveness.

The results obtained from the data are given at pages 39-41.

Study No.6. questionnaire to readers.

Five hundred readers including 250 at the Central ^{Lending} Library and 125 each at Mobile Library service points and Deposit Stations were interviewed to discover from themselves what their reading interests are, how they have developed and how far they are satisfied by the books available to them.

The results obtained from the data are given at pages 42-65.

Study No.7. Observation of the habits of the readers.

One hundred members of the library were carefully watched individually during the period they were selecting books, to discover by observation something of their habits in choosing books and how their choice appeared to be influenced by the books in front of them, whether there was any relationship between the books discarded and the one finally chosen ^{/i.e. were they all fiction, all on one subject, all} in same language and whether the one chosen was newer, cleaner etc.

The results obtained from the data are given at pages 66-67.

Study No.8. Examination of requests to staff.

The counter assistants at all the three service points were given note books to record for a period of one month every query relating to books from members of the public, however trifling, to discover what range of subjects readers are interested in and whether any particular trends are noticed.

The results obtained from the data are given at page 68.

Study No.9. Staff questionnaire on reading interest.

Members of the staff who have had some experience in the lending and reference sections of the library were given a short questionnaire so that an idea could be formed of the reading preferences of the public over a longer period.

The results obtained from the data are given at pages 69-70.

Study No.10. questionnaire to Booksellers/Publishers.

In Delhi there are practically ^{/no} booksellers who sell books in more than one language. It was, therefore, easy to find out the reactions of booksellers, through a questionnaire, as to what subjects are most popular, on what subjects they get most enquiries, what types of novels sell best, what changes over the last few years have there been in non-fiction reading interests, what subjects are not fully represented in Hindi and Urdu and so on.

The results obtained from the data are given at pages 70-72.

CHAPTER II

What People Read ?Study No. 1. Use of library records over the last five years (1953-54 to 1957-58).

The library has books in four languages, Hindi, Urdu English and Panjabi. Service in the first three languages was provided right from the beginning of the library in 1951 but books in Panjabi were added only since 1956. For the purpose of this survey, therefore, we have confined ourselves to the first three languages namely, Hindi, Urdu and English.

Similarly there are three service points for adult readers viz The Central Lending Library, 2. Mobile Library Service, and 3. Deposit Stations. The Deposit Stations and the Mobile Library are supplied from the same circulating stock of the Extension Service Department and hence the data collected has been combined under a single head as "Mobile and Deposit Stations".

Over the years the library has been keeping book issue statistics for broad Dewey classes namely - General Knowledge, Philosophy, Religion, Sociology, Language, Science, Technics, Arts, Recreation, Literature, History and Biography. It would have been helpful if the issue statistics had been maintained for quite a few more subjects but we have to accept the existing position.

A study of the issue statistics of the library as a whole or individually of the Central Lending Library and other service points will be unrepresentative of the true picture if we do not take into account the increase or decrease of issues of each language separately at each service point. It is, therefore, imperative to describe the statistical results in detail for the library as a whole, /the service points individually and under each language.

Fiction and Non-fiction Relationship.Library as a whole - All languages and all service points.

Before we pass on to reading preference in non-fiction

it is better to have a study of fiction reading over the period. In the base year 1953-54, 2,03,322 fiction books were read, out of a total issue of 2,93,395 books giving us a percentage of 69.3 as against 30.7 percent of non-fiction. Comparing it with the total issue of 1954-58 we find that fiction increased its percentage to 70.6 percent. The multiple of books read per volume of stock was 21.7 in the case of fiction and 8.4 in the case of non-fiction.

In Hindi the percentage of fiction reading in 1953-54 was 74.3 as against its non-fiction issue of 25.7 percent. Urdu recorded 85.1 percent for fiction and 14.9 percent for non-fiction whereas in English fiction reading had 37.0 percent as against 63.0 percent of non-fiction.

Comparing this with the ^{/total} issue of fiction during 1954-58 we find that in Hindi the percentage decreased to 73.5, in Urdu to 84.9 percent but in English it increased to 41.0 percent. The multiple of books read in fiction per volume of stock available being 20.6 in the case of Hindi, 22.9 in Urdu and 27.1 in English. The multiple for non-fiction issue is almost the same in all the three languages viz 8.7 in Hindi, 8.5 in Urdu and 8.0 in English.

Central Lending Library.

In the Central Lending Library fiction recorded an issue of 69.2 percent in the year 1953-54 which increased to 70.1 percent over the next four years, the multiple per volume of stock available being 29.3. Non-fiction decreased its percentage of 30.8 percent to 29.9 percent. In Hindi the percentage for fiction in 1953-54 was 76.0 which decreased to 74.6 percent in the ^{/d} combine/issue of 1954-58. The multiple of issue per volume of stock was 26.8. In non-fiction, however, the percentage increased from 24.0 to 25.4 percent, the multiple being 12.9. In Urdu percentage of fiction issue increased from 84.4 to 85.1 percent, its multiple per volume of stock was 31.8. In English, the percentage of fiction issue was only 36.9 in 1953-54 but it

increased to 39.8 percent over the next four years.

The multiples per volume of stock available in the case of non-fiction were 12.9, 10.8, and 8.1 for Hindi, Urdu and English respectively.

Mobile Library and Deposit Stations.

A study of the statistical data of the issues of the Mobile Library and Deposit Stations shows that in 1953-54 the percentage for fiction was 69.9 which rose to 72.3 during the next four years. The use of non-fiction recorded a decrease from 31.0 percent to 27.7 percent. The multiple per volume of stock available was 11.5 and 5.1 for fiction and non-fiction respectively. In Hindi again the use of fiction increased from 60.1 percent to 68.2 percent whereas in non-fiction it decreased from 39.9 percent to 31.8 percent. In Urdu, however, there was a decrease of 5.5 percent in the use of fiction but in English again there was an increase of 3.5 percent.

For statistical tables please see Appendix 1 - 3.

B. Library as a whole - All languages and all service points.

(a) Subject preferences.

In the base year 1953-54 the use made of the library books shows that in non-fiction the preferences were Literature, Social Sciences, Biography, Technics, History, Philosophy, Religion, Science, Arts, Language, General Knowledge and Recreation in the declining order.

When we study the issue statistics of the Central Lending Library we find that there is no change in the order of preferences of the subjects. But the position of preferences changes when we move on to the combined issues of Mobile Library and Deposit Stations viz. Literature, Biography, Technics, Social Sciences, Religion, History, Philosophy, Science, General Knowledge, Arts and Recreation and Language. It means that Biography improved its popularity over Social Sciences and Religion over History.

(b) Rate of increase by number.

In order to find out what subjects have increased in popularity, we have to make a comparison between the issue statistics of 1953-54 with those of 1954-58. We find that during 1954-58 taking library as a whole, the subject preferences were Literature, Technics, Biography, Social Sciences, History, Philosophy, Religion, Science, Arts, Language, General Knowledge, and Recreation which indicates that Technics improved its position from fourth to second pushing down Social Sciences from second to fourth. All other subjects remained more or less in the same order of preference. In the statistics of Central Lending Library we find no change except that Social Sciences and History exchanged their fourth and fifth positions with one another. For the Mobile and Deposit Stations the preferences are in the following order, Literature, Religion, Social Sciences, Biography, Technics, History, Philosophy, Science, Language, Arts and Recreation and General Knowledge.

(c) Subjects that have increased/decreased their preferences of total non-fiction issue.

Taking library as a whole when we compare the percentage issue of each subject to total non-fiction issue in 1953-54 with the totals of the combined four years (1954-58) we find that Religion gets the first position by improving its percentage from 5.0 in 1953-54 to 7.1 in 1954-58. Technics comes next with an increase of 1.1 percent followed by History, Literature, Arts and Language. Social Sciences, Philosophy, Biography, Science and General Knowledge decreased their percentage in use. Recreation did not show any change.

Central Lending Library shows a different picture. Here Technics comes first followed by History, Religion, Literature, Arts and Recreation, whereas Social Sciences, Philosophy, Science, General Knowledge and Biography show a decrease in issue percentage, with no change in Language. Mobile Library and Deposit Stations give still another picture.

Religion here comes first followed by Language, Philosophy, History, Social Sciences, Arts, Recreation and Science. There is a short decline in the percentage issue of Literature followed by Biography and Technics. General Knowledge does not show any change.

(d) Subjects that show highest/lowest issue per volume of stock.

A thorough study of book stock added every year showed that there was no appreciable increase or decrease in the overall percentage of each subject to the total non-fiction stock as the depletion of stock due to withdrawal and loss etc. was in more or less of the same percentage as the new additions. Therefore, the stock as on 31st March 1958 was taken into consideration for calculations.

For the library as a whole we find that the issue per volume of stock was the highest in the case of Philosophy followed by Science, Biography, Recreation, Language and History. General Knowledge, Social Sciences, Technics, Religion, Literature, and Arts show comparatively a lower issue per volume.

In the Central Lending Library, Biography has the highest multiple of issue per volume of stock followed by Science, Philosophy, Recreation, Language, Technics, Literature, History, Religion, Arts, Social Sciences and General Knowledge.

In the Mobile Library, however, General Knowledge has the highest multiple followed by Philosophy, Religion, Literature, Science, Biography, Arts and Recreation, History, Language and Social Sciences. Statistical Table....Appendix 4.

C. H I N D I

(a) Subject preferences.

A study of the book issue in Hindi in 1953-54 of the whole of the library shows that Literature was the highest

read followed by Social Sciences, Biography, Technics, History, Religion, Philosophy, Science, Language, General Knowledge, Arts and Recreation.

In the Central Lending Library again, Literature, Social Sciences, Biography, Technics and History keep their positions as comparatively more popular subjects in the declining order. Philosophy gets the sixth position pushing down Religion to seventh. Here again Language and Science exchange their positions with one another and likewise Arts and General Knowledge too do the same thing. The position changes in the Mobile and Deposit Stations, ^{/the} ~~there~~ order being Literature, Biography, Technics, Social Sciences, Religion, Philosophy, History, Science, General Knowledge, Arts, Recreation and Language.

(b) Rate of increase by number.

On comparing the statistics for 1953-54 with those of 1954-58 we find that in 1954-58 Literature remains as the most popular subject but Technics improves ^{/its} position from fourth to second changing it with Social Sciences, Biography remains as the third in popularity. Philosophy does not change its position remaining seventh. Language comes up as eighth pushing down Science to ninth position. Arts and General Knowledge also interchange their positions, Recreation remaining as the least read. In the Central Lending Library the order of preferences as shown by the combined four years' issue, is, Literature, Technics, Biography, History, Social Sciences, Religion, Philosophy, Language, Arts, Science, Recreation and General Knowledge.

In Mobile and Deposit Stations, however, the order is, Literature, Religion, Social Sciences, Technics, Biography, History, Philosophy, Language, Science, General Knowledge, Arts and Recreation which means that Religion improve its position from fifth to second, Language from eleventh to eighth whereas Biography went down from second to fifth.

(c) Subjects that have increased/decreased their percentages of total non-fiction issue.

Taking percentages into consideration, Religion has improved the most followed by Technics, History, Arts, Language, Recreation, and Science. Literature, Social Sciences, Philosophy, Biography, decrease their issue percentages. General Knowledge did not change.

In the Central Lending Library, Technics shows the highest favourable difference followed by History, Arts, Recreation, Religion, Biography, Language and Science. Social Sciences, Philosophy, Literature and General Knowledge loose in percentage issues.

At the other service point, the plus order of difference in percentage issues is Religion, Language, History, Philosophy, Arts, Recreation, and Social Sciences. Literature, Biography, Technics, General Knowledge and Science loose in percentage issues.

(d) Subjects that show highest/lowest issue per volume of stock.

In the library as a whole the books read in Hindi language show that books in Recreation were read most as against the stock position followed by Philosophy, History, Religion, Biography, Arts, Science, Literature, General Knowledge, Language, Technics and Social Sciences. In the Central Lending Library, again Recreation gets the first position, followed by Philosophy, Science, Biography, History, Language, Technics, Arts, Social Sciences, Religion, Literature and General Knowledge. In the Mobile and Deposit Stations, General Knowledge gets the top position followed by Philosophy, Religion, Literature, Language, Social Sciences, Biography, History, Arts, Recreation, Science and Technics. Statistical tables.....Appendix 5, 9 & 13.

D. U R D U.

(a) Subject preferences.

For the library as a whole in 1953-54 under this language, the subject preference were, Literature, Biography,

History, Technics, Social Sciences, Philosophy, Language, Arts, Religion, Science, General Knowledge and Recreation whereas in the Central Lending Library they were Literature, Biography, History, Technics, Social Sciences, Language, Philosophy, Arts, Religion, Science, General Knowledge and Recreation. In Mobile and Deposit Stations they were Literature, Biography, Technics, History, Religion, Philosophy, Social Sciences, Arts, Recreation, General Knowledge, Language and Science.

(b) Rate of increase by number.

The combined issue statistics of 1954-58 in comparison with statistics of 1953-54 show that Literature, Biography, History and Technics kept up their popularity in the given order but Religion improved from its ninth position to fifth and Language moved down from seventh to ninth. There is otherwise no conspicuous change in the rest of the subjects.

In Central Lending Library the picture is almost the same as given above, but in Mobile and Deposit Stations the sequence of subject preferences is a bit different. Literature, Biography and Technics no doubt come to the leading positions but are followed by Philosophy, History, **Social Sciences**, Religion, Language, Arts and Recreation, Science and General Knowledge. This means that Philosophy improves its position from sixth to fourth and Language from tenth to eighth.

(c) Subjects that have increased/decreased their percentages of total non-fiction issues.

Comparing the issue percentage of each subject in 1953-54 with that of 1954-58 we find that Religion improves the best followed by Literature, Philosophy, Technics and History. Biography, Social Sciences, Language, General Knowledge, Science and Recreation all loose in their percentage.

In the Central Lending Library, Literature comes first followed by Religion, History, Technics, and Philosophy. Social Sciences, Biography, Language, Science, General Knowledge,

Arts and Recreation decreased their percentage issue.

In Mobile and Deposit Stations Philosophy, scores first in improving its position in percentage (from 2.2% to 9.6%) and is followed by Social Sciences, Religion, Science, Language, Arts, Recreation, and General Knowledge. Biography loses very sharply from 22.2% to 11.4% followed by Literature, Technics, and History.

(d) Subjects that show highest/lowest issue per volume of stock.

The statistics of books read in this language reveal that Arts had the maximum multiple use per volume of the stock available taking library as a whole followed by Biography, History, Recreation, General Knowledge, Science, Philosophy, Language, Technics, Literature, Religion and Social Sciences.

In the Central Lending Library, Recreation gets the first place with a multiple of 34.2 followed by Arts, Biography, History, Science, General Knowledge, Religion, Philosophy, Technics, Language, Literature and Social Sciences.

In the Mobile and Deposit Stations, Arts and Recreation gets the first position followed by General Knowledge, Science, Philosophy, History, Biography, Language, Literature, Technics, Social Sciences and Religion. Statistical table.....
Appendix 6, 10 & 14.

E. E N G L I S H.

(a) Subject Preferences.

In the year 1953-54, taking library as a whole, the subject preferences were Social Sciences, Technics, Philosophy, Literature, Biography, History, Science, Arts, Language, Religion, General Knowledge and Recreation.

In the Central Lending Library, subjects preferred were in the same sequence as in the Library as a whole.

In Mobile and Deposit Stations the subject preferences were Science, Technics, Arts, Recreation, General Knowledge, Social Sciences, Biography, Philosophy, Literature, Religion, History and Language.

(b) Rate of increase by number.

Comparing the combined issues of 1954-58 with 1953-54 we find that taking both the library as a whole and Central Lending Library. Social Sciences and Technics maintain their first and second positions. Literature improves from fourth to third and History from sixth to fourth. Philosophy goes down from its third position to sixth. Rest of the subjects move very little from their positions.

In Mobile Library, Literature **conspicuously** jumps up to the first position followed by History, Science, Biography, Technics, General Knowledge, Social Sciences, Philosophy, Arts, Recreation, Religion and Language.

(c) Subjects that have increased/decreased their percentage of total non-fiction issues.

For the library as a whole, the increase in percentage for Literature was the highest followed by Technics, Arts, History, Religion, General Knowledge and Language. Social Sciences, Philosophy, Recreation, Science, and Biography are the losers.

For the Central Lending Library the difference in percentages is almost the same as above.

In the Mobile and Deposit Stations, History comes up first followed by Literature, Biography, and Religion. All the rest of the subjects loose in percentage relation.

(d) Subjects that show highest/lowest issue per volume of stock.

The stock position and issue of books show that Literature had the highest multiple followed by Philosophy, Science, Language, Technics, Recreation, Arts, Religion, History, Biography, Social Sciences and General Knowledge.

In Central Lending Library the highest multiple of the books issued gives us Literature at the first position followed by Science, Philosophy, Biography, Language, Technics, Recreation, Religion, Arts, History, Social Sciences and General Knowledge.

In Mobile and Deposit Stations, first position goes to Literature followed by Philosophy, Science, Technics, Religion,

General Knowledge, Biography, Language, Arts and Recreation,
Social Sciences and History. Statistical Table....Appendix 7, 11 &
15.

Interpretations and Conclusions.

Upto now we have given a descriptive picture of the issue statistics over a period of five years - 1953-58. As stated above, the picture shown by the statistics of the library as a whole are not representatives because various subjects in different languages and service points act and counter act, thus distorting the overall picture.

In order to find out a clear and true picture we have to take each subject under each language and study the trend in its increase / decrease in popularity at different service points.

H I N D I.

1. General Knowledge. In the Central Lending Library there are only 230 books on this subject out of a total of 11991 non-fiction books available in this language and most of these books were placed in the Reference Library for consultation leaving very few in the Lending for issue. Naturally General Knowledge gets a very low position in the order of issue statistics when we consider the book issues as a whole but the loss of percentage between 1953-54 and 1954-58 highlights scarcity of sufficient number of titles in this subject. Over the years we have experienced that there had been a considerable demand of these books but very few new titles are published with the result that the readers after having read these titles did not care for them again.

The 150 volumes available at the Mobile and Deposit Stations had a very high multiple of issue per volume of stock since the reference service is not provided ^{/there.} This goes to show that both in the Central and other service points there is a need of adding more titles and also a pointer to publishers to bring out more general knowledge books specially reference tools, encyclopedia, directories, year books etc.

2. Philosophy. This subject shows almost the same picture as General Knowledge. There are very few books available but the multiple of books read per volume of the stock is very high both at the Central Lending Library as well as at the Mobile and Deposit Stations. This indicates that an effort should be made to add more books in this subject. Though statistics were compiled for Philosophy as a whole experience shows that books on Psychology and Character are more popular inspite of the fact that there are fewer titles published.

3. Religion. The library has comparatively better stock on this subject both in the Central Lending Library and at Mobile and Deposit Stations. The results of the issue statistics show that there has been a steady increase in the books read but on comparison with the book stock we find that the Central Lending Library is over stocked, whereas the Mobile and Deposit Stations need more books on this subject.

4. Social Sciences. There has been a decrease in the reading of Social Sciences which includes Economics, Political Science, Law, and Education etc. The books available in the market are usually text books which as a policy the library does not purchase in great number. At the Mobile and Deposit Stations, however, there is a greater demand of these books. But we should not forget that there are 15 Mobile Service Points and 18 Deposit Stations where even ten duplicate copies of the same good titles would not be sufficient.

5. Language. Here again the library has very few books and those also comprising of dictionaries etc. which are placed in the Reference Department. Issues in the Central Lending Library have shown a very insignificant increase. In the Mobile and Deposit Stations where there is a greater number of less educated members, we find an increase in preference for this subject.

6. Science. Very few books are available on this subject, the Central Lending Library having only 191 books. The other service points have 463 volumes which comprise of duplicate titles. At the Central Lending Library there has been greater use of the titles available which means that more titles are needed in this subject. Experience has shown that only text books are published and those too very few in number. Books on popular science in various subjects under this head need to be published.

7. Technics. There has been a definite increase in preference for this subject at the Central Lending Library where the stock available is only 1244. Hence more stock is needed. At the Mobile and Deposit Stations there is not much demand for the books available as they are beyond the comprehension of the less educated. A study of the stock available indicates that books on Business Management, Chemical Technology and Building Construction are not available and need to be published.

8. Arts. Very few books are available in this subject though there has been some increase in the reading statistics both at the Central Lending Library and other service points. In the Mobile and Deposit Stations, since there were very few books in this subject statistics were kept with Arts and Recreation combined.

Well illustrated books on Music, Painting Sculpture and Decorative Art need to be published.

9. Recreation. The Central Lending Library had only 41 books on the subject which were greatly used giving the highest issue multiple per volume of the stock available. The demand also increased there. At the Mobile and Deposit Stations even though the number of the books is comparatively large there are duplicate copies of the titles. The position otherwise remains the same.

10. Literature. Under this heading are included Poetical works, Dramas, Essays, Humour etc. In Hindi most of the books published and consequently read are in these subjects. Naturally the library has in stock the highest number of books in Literature. The percentage relation with the total non-fiction issue shows a slight ^{/ease} decr/ in use over the years even though Literature remains the most read subject in non-fiction. The number of issues per volume available shows that the library is overstocked at all the service points.

11. History. There is a steady increase in the books issued both at the Central Lending Library and the other service points. The issue multiple per volume of the books available is also quite good indicating that more books **need** to be published and more titles added to the stock.

12. Biography. This subject does not show much change in its popularity at the Central Lending Library but at the Mobile and Deposit Stations there has been a steady decrease in its use. It can be explained that in the earlier years the library added quite a number of simple written short Biographies for the neo-literates. These after having been read once remained unused. Statistical Tables.....Appendix 9 & 13.

U R D U.

1. General Knowledge. There were only 20 books out of a total of 3678 books in Urdu at the Central Lending Library and 10 out of 2492 books at the Mobile and Deposit Stations. The satisfactory position of the issue multiple is indicative of more demand. If more titles are available greater use can be hoped.

2. Philosophy. Even though not very many titles are available both in the Central Lending Library as well as at the other service points there has been a steady increase in the books read indicating the sustained interest of the public in this subject.

3. Religion. There was greater use made of books in Religion at the Central Lending Library and the other service points, but from the issue multiple it is clear that the library is proportionately over-stocked at all the service points.

4. Social Sciences. As is ^{/the} case in Hindi there was a decrease in use at the Central Lending Library and the titles present in the library were also not much used. At the Mobile and Deposit Stations there is some increase in use but there is overstocking in the subject.

5. Language. There is definite decrease in the use of these books at the Central Lending Library but an insignificant increase is noticed at the Mobile and Deposit Stations. The factors responsible for this picture are the same as in the case of Hindi namely lesser titles are available for home lending.

6. Science. The paucity of titles available in the market were responsible for the very low issues though there has been an increase of reading in the Mobile and Deposit Stations as shown by the issue multiple per volume of the stock present in the library.

7. Technics. Technics improved its reading statistics in the Central Lending Library but decreased at the Mobile and Deposit Stations which indicates that the less educated people at the Mobile and Deposit Stations cannot make use of the books at present and might like to have these titles in more lucid and simpler form. It will be helpful to record here that most of the books in Technics are usually literal translations from foreign books and hence incomprehensible to the less educated.

8 & 9. Arts & Recreation. The position of Arts and Recreation is almost the same as stated in the case of Science above. There is definite need for more publishing in this field.

10. Literature. In Urdu also literature remains the most read subject in non-fiction. There has been an increase in percentage in issue at the Central Lending Library but a decrease at the other service points. There is definite over-stocking of books at all the centres.

11. History. There is a steady increase in demand at all the service points.

12. Biography. After Literature, Biography remains the second highest read subject but there has been a decrease in the percentage relationship to the total non-fiction issues, even though the issue multiple per volume is quite high. This indicates the need for more books on this subject. Statistical

Tables.. Appendix
10 & 14.

E N G L I S H .

1. General Knowledge. As in the case of Hindi and Urdu most of the books are kept in Reference Department leaving very few titles for home lending even so there has been some increase in the demand at the Central Lending Library though a decrease at the Mobile and Deposit Stations. Students working for various professional and government service examinations read these books the most and the advisability of increasing the number for home reading should be considered by the library authorities.

2. Philosophy. There has been a slight decrease in the popularity of these books over the years.

3. Religion. There has been an insignificant increase in the issue of religious books but the issue multiple per volume shows that the library is adequately stocked.

4. Social Sciences. In non-fiction, Social Sciences were the most read in English though over the years they lost in percentage relationship at the Central Lending Library. In the Mobile and Deposit Stations again they loose in percentage. It is due to the fact that at the Central Lending Library there

are quite a few student members and the number of books available is also quite good. There is over stocking at all the service points.

4. Language. As in General Knowledge most of the stock comprising of Dictionaries, etc. is not provided for home lending. The issue statistics show a relatively very low position, even so the readings under this subject had been almost constant.

6. Science. There is not much interest in the reading of pure science. Over the years there has been a decrease in the issues both at the Central Lending Library and other service points. May be it is due to the fact that the library has not provided very many fresh titles since the issue multiple per volume of stock available is quite high.

7. Technics. Books in Applied Science were read satisfactorily well. In the Central Lending Library its issue increased over the years both in percentage relationship and in issue multiple. There has been, however, a decrease in issue at the Mobile and Deposit Stations which can be explained by the large number of less educated people as members there.

8 & 9. Arts & Recreation. There has been no appreciable change in the readings of these subjects, the library being adequately stocked.

10. Literature. There has been an increase in the readings in this subject at all the service points. The issue multiple show that the library is under stocked.

11. History. Here again the readings improved. The library is over stocked in this subject as shown by the lower issue multiple.

12. Biography. There has been no noticeable change in the readings here though there is comparative under stocking at the Central Lending Library.

SUMMARY OF THE CONCLUSIONS.

1. In Hindi and Urdu literature is the most read subject but its demand has decreased over the years. There is overstocking at all the service points.
2. There is appreciable decrease in Social Sciences and Language.
3. More titles are needed in General Knowledge, Philosophy, (Psychology and Character), Science, Technics, Arts and History. More books in Biography are needed in Urdu. Unfortunately an adequate number of these titles has not been published in Hindi and Urdu.
4. In English Social Sciences are read most though there is increase in reading popularity in Literature. There is also increase in Technics and Religion.
5. The library is overstocked in Social Sciences and History and is under stocked in General Knowledge, Literature and Biography in English.

सत्यमेव जयते

Study No. 2.Analysis of issues on two average days.

Analysis of the library records over a period of five years as detailed in the first study shows, no doubt, authentic trends of reader preferences over a longer period but the availability of statistics on only broad classes of subjects was a handicap in as much as some of the individual subjects like Psychology, Economics, Education, Public Administration, Electrical Engineering etc. keep hidden in the broader Dewey classes of Philosophy, Sociology and Technics. In order to have an idea about the representation of subjects in greater details, the books returned on two average days were thoroughly examined. It would have been better if the books issued on these two days were examined but it was not possible because the intending borrowers could not wait for the investigating team to thoroughly examine the books before they /^{were} issued. It was, therefore, presumed that the books returned would be equal in all respects to those issued. A study like this required nothing less than a period of few months for finding out definite trends in reading preferences.

This study helped also to find out if the physical characteristics of a book like its newness, illustrations, and physical readability have any effect on the choice.

A carefully planned 5 x 3 card for the recording of the information was prepared. As books were returned and discharged at the lending counter they were taken in batches of 25 to the investigating team who recorded the detailed information of each book on a separate card.

Conditions were not favourable for this kind of study at the other service points because of the inadequate space available and the immediate demand by readers for the issue of returned books. The library obviously could not refuse such a request and keep the books out of circulation for a long period.

2148 books were returned out of which 533 belonged to non-fiction (309 in Hindi, 62 in Urdu and 163 in English) and 1615 to fiction (1169 in Hindi, 339 in Urdu and 107 in English) i.e. 24.8% in non fiction and 75.2% in fiction.

A. Subject preferences in non fiction.

1. Ten most popular subjects.

An examination of the non fiction books returned shows that out of 533 books, Biography scored the highest with 43 books - 8% of the total non fiction issue. Hindi Poetry and Hindi Drama came next with 38 books each - 7.1%. Hindi literature gets 34 books - 6.4%. Taking Hindi Poetry, Drama and rest of the Literature together we find that among themselves they constitute a block of 118 books with a percentage of 20.6 to the total return.

Urdu Poetry, Indian History, Literary criticism, Urdu literature, Economics and Hindu Religion (Post Vedic) are the other subjects which are included in the list of ten most popular subjects.

Comparing this order of popularity of subjects with the percentage of total stock available in these subjects we find that Hindi Drama and Literature, Literary Criticism, Indian History and Urdu Literature show greater use per volume of the stock available in the first ten most popular subjects. Library seems to be over stocked in Economics comparing to its use.

Statistical tableAppendix 16.

2. Ten least popular subjects.

Thirty different subjects recorded an issue of one book each and the only way to find out the least popular subject was through comparison with the stock available in each subject. From this comparison we find that Law, Chemical Technology, Social Welfare, Indian Philosophy, Fine Arts, Zoology, Buddhism, Journalism, Architecture and Modern Philosophy are the least popular subjects.

3. Five most popular technical subjects.

Medicine, Electrical Engineering, Hygiene, Radio, and General Engineering are the five most popular technical subjects with an issue of 10, 9, 7, 6, 5 respectively out of a total issue of 533 books.

Even though the overall percentage of these issues to the total non-fiction issue is not much, the fact remains that these five subjects out of the rest of the Applied Science subjects are comparably more popular.

4. Interest in Biographies.

As stated earlier, Biography scored the highest as an individual subject in non-fiction. On an examination of the books read we find that in English, Biographies of Indian national leaders were the most popular. Next in popularity came the Biographies of foreign statesmen, scientists and Indian religious leaders.

In Hindi, Biographies of Indian personages - political, religious and revolutionary were the most popular. In Urdu, the lives of literary personages and historical figures were preferred.

B. Subject preferences by Language.

1. Most popular subjects.

In Hindi the most popular subjects are Poetry, Drama, Literature, Literary Criticism, Biography, Indian History, Hinduism, (Post Vedic), Economics and Political Science in the declining order while in Urdu they are Poetry, Literature, Drama, Biography, Hinduism, Mohamada/nism, Family, Education and Indian History. In English, however, Biography tops followed by Economics, Drama, Indian History, English Literature, Hindu Philosophy, General Knowledge, Education, Automobile Engineering and Literary Criticism.

Comparing the issues in each of these subjects with the stock available we find that in Hindi, Indian History, Literary Criticism, Economics and Political Science showed greater issue per volume of stock. In Urdu, Family, Hinduism (Post Vedic), Education and Biography showed greater use. In English, Automobile Engineering, Hindu Philosophy and Drama have comparatively greater issue.

Statistical table..... Appendix 17.

2. Least popular subjects.

In Hindi as is the case with the combined statistics of all languages, there are 24 subjects where only one book was issued. Comparing this with the total stock available we find that Education was the least popular subject in Hindi followed by Indian Philosophy, Buddhism, Zoology and Family. In Urdu, however, Chemical Technology, Medicine, Literary Criticism, Political Science and Animal Husbandry show lesser issue per volume of stock available. In English, 32 subjects recorded issue of one book each. Most of the books in Law, Social Welfare, English language and Journalism which show a lesser use per volume of the stock available are really in the Reference Section. It will not be safe to draw any conclusion where there is an issue of only one book except to say that all these thirtytwo subjects comparatively had lesser issue on these two days.

3. Most popular technical subjects in Hindi and Urdu.

In Hindi, Medicine, Electrical Engineering, Radio, Hygiene etc. are comparatively more popular subjects and In Urdu books on Electrical Engineering recorded some issue.

4. Subjects which had no issue.

In Hindi there are about 150 subjects on which no book was issued on these two days even though varying number of

books available. It will be unfair to say that all of these 150 subjects are unpopular because it is possible that these books may have already been issued to other members on other days.

C. Fiction.

1. Author preference.

Out of 2148 books returned, 1615 - 75.2% were of fiction which included 1169 - 54.5% Hindi novels, 339 - 15.8% Urdu novels and 107 - 4.9% English fiction.

In Hindi, Prem Chand, Guru Dutt, Sarat Chander Chattopadhyaya, Jainendar Kumar, Bhagwati Prasad Bajpai, Ranghe Raghav, Kamal Shukla, Chatur Sen, Krishan Chander, Devender Sattiyarthi and Uppender Nath Ashk are the most popular authors.

In Urdu, Prem Chand, Mahmood Tarzi, Rais Ahmed Jafri, Abdul Rashid, Ilzhar Asar, Krishan Chander, Kaisi Rampuri, Sudershan, Intsar Husain and Tirath Ram Ferozepuri were popular in the declining order.

In English, Woodhouse, Zola, Burroughs (E. R.), Dickens, Maugham, Nevil Shute are the popular fiction authors.

In Hindi and Urdu over fifty authors had two copies of the same title read whereas in English two copies of only Long Memory by Clewes Howard and Proud Servant by Irwin Margaret were read.

3. Theme preference.

Out of 1615, 613 novels in Hindi, 92 in Urdu and 30 in English dealt with social problems. Next in popularity are short stories comprising of 269 in Hindi, 64 in Urdu and 15 in English. Historical novels including 117 in Hindi, 20 in Urdu and 11 in English came next.

In Hindi, novels about India, Detectives, Romantic and Humorous novels are the other popular themes. In Urdu, Detectives, Indian classics, Humorous, Adventure, and Science

fiction show popularity in the declining order. And in English, Adventure, Detectives and Romantic novels show priority over Historical, Western Classics and Science fiction.

D. Effect of difficult/simple books on choice.

In order to find out whether simplicity in language and presentation of thought had any effect on the selection of books, all the returned books were examined for the purpose. 1714 - 79.8% belonged to the advanced type and only 20% to the simpler category indicating that members at the Central Lending Library did not take this factor into consideration.

E. Effect of illustrations on choice.

Since fiction books usually do not have any illustrations the study was confined only to 533 non fiction books. 394 books - 73.9% did not have any illustrations and the rest of 139 books - 26.1% had some kind of illustrations. With these results in hand, we should not rush to the conclusion that readers preferred to have non illustrated books because a very great majority of books in Hindi and Urdu belonging to Literature, Poetry and Drama, and even books in other subjects in these languages do not have any illustrations at all. The fact that 21.6% illustrated books were read shows that illustrated books are really preferred.

F. Effect of condition of the book.

Books in Hindi and Urdu usually have a very poor original publishers/casing with the result that they have to be rebound after six or seven issues. In order to find whether a new book is preferred over the used one, the returned books were divided into three categories of Good - Fair - Bad. There were 304 books - 14.1% in the first category, 1143 books - 53.3% in the second category, and 701 books - 32.6% in the last category which goes to prove that readers definitely preferred to have books in comparatively better physical condition.

G. Effect of physical readability.

To measure the effect of good paper, typography, layout and general physical set up of a book on reader's choice, the returned books were separated in three categories. 259 - 12% as good, 1419 - 66.1% as fair and 470 - 21.9% as bad books. Here again books with better physical readability were preferred.

Conclusions.

Fiction remains the most read subject with a percentage of 75.2. More of non-fiction is read in English than fiction, 163 against 107 respectively. In Hindi and Urdu leaving aside Poetry, Drama, etc. Biography and Religion are two other popular subjects. In English, Biography, Economics and Auto Mobile Engineering are used more.

Not very many books on technical subjects are read in Hindi and Urdu because experience shows that they are not written well and are beyond the comprehension of the general public.

Biographies of politicians are popular in all the three languages. Readers prefer short stories and novels with social themes. Readers in the Central Lending Library did not go in for simpler books, but in Applied Sciences they wanted books written more lucidly. Very few illustrated books were available especially in Hindi and Urdu but readers preferred to have well illustrated books.

Books in physically better condition (Good paper, Typography etc.) were preferred.

Study No.3.Selective study of normal reading by library users over a period of three months.

A representative group of 200 regular library users was chosen including 154 from the Central Lending Library and 46 from the Mobile and Deposit Stations. Care was taken that the group included only general readers (excluding students reading one subject for the examination) of diverse age range, both sexes, covering all the three languages and of various standards of education and occupations. Their borrowing tickets were marked without their knowing about it and all the books read by them over a period of three months were listed. Later 90 out of these readers were interviewed. It was intended to discover whether reading was purposive or at random, whether it was over a wide field of interest or a narrow one and whether there was any common interest over the whole group.

A study of the reading sheets discloses that readers preferred to read in one language. Out of the 154 readers of the Central Lending Library, seventy-six read books in Hindi, forty-seven in Urdu and Twenty-two in English. There were only 9 readers who read books in more than one language.

In Mobile and Deposit Stations again, out of 46 readers, 25 read Hindi books, 13 Urdu and 3 English books exclusively. There were five readers who crossed over from one language to the other.

One hundred readers choose exclusively fiction books in the Central Lending Library, twenty-four confined themselves to single subjects and thirty preferred to have books on different topics.

In Mobile and Deposit Stations thirty-seven read fiction, three individual subjects and only six made random choice.

The subjects which showed purposive reading included Philosophy, Religion, Economics, Medicine, Engineering, Hunting, Hindi and Urdu Literature, Biography and Indian History.

Readers who did purposive reading generally belonged to the higher educated class. Women had read mostly fiction with a few selecting books on Home Science and Embroidry.

Follow up questionnaire..... Appendix 18.

Analysis of the replies received from the readers.

A. Central Library.

The eighty persons interviewed at the Central Lending Library included thirteen readers below the age of 20 years - 16.2%, nineteen in the age group 21 - 25 years - 23.8%, fifteen between ages of 26 and 30 years - 18.8%, sixteen of age group 31 - 40 years - 20.0% and seventeen above 41 years of age - 21.2%.

Analysing the sex proportion we get 76 males and 4 females. Much that we wanted to include more women in the sample it was not possible to get them to talk about what they had read.

Taking the educational standard into consideration four readers were graduates - 5%, three with university education below graduation - 3.8% and seventythree matriculates and below this standard - 91.2%.

The occupations represented in the sample were 22 clerks, 9 businessmen, 30 skilled labourers and craftsmen, 6 unskilled labourers, 5 students, 3 unemployed and one each Journalist, Engineer, Teacher, House wife and Pensioner.

Books enjoyed most.

Out of the 80 readers interviewed from the Central Lending Library, thirtyeight preferred Hindi fiction, twentythree Urdu novels and only two English novels. In non-fiction, nine preferred books in Hindi, three in Urdu and five in English. Very few readers could tell the reasons for their enjoying the books they had read. However, the reasons given for enjoying Hindi fiction books included their social themes, realistic representation of life, historical and political themes etc. In Urdu nature of the story, realism to life, social theme and religious back ground were the

reasons for the choice. Style and theme were the two characteristics which helped readers to enjoy books.

In non-fiction Hindi, books on Philosophy, Civics, Medicine, Poetry, Geography and Biography were liked. In Urdu, three readers preferred books on Religion, Language and Engineering. Similarly in English, four readers said that they were interested in Psychology, Hindu Philosophy, Sociology, and Indian Geography.

Books enjoyed least.

In Hindi thirtythree books in fiction and five in non-fiction were enjoyed least and the reasons given were that books were **sexy** and also the style was not good. In Urdu twentyone novels and two non-fiction books were not enjoyed. The reasons given were almost the same. In English, only two persons responded who found that the books were uninteresting.

Books not read.

Out of nearly 800 books read by the 80 readers interviewed only 40 books were not read and the reasons given were lack of time, illness and that the books had been borrowed for the use of friends.

Difficult books.

Only fifteen readers responded that the books they had borrowed were difficult. Sixtytwo readers did not find any difficulty while three were silent on the question.

Physical characteristics of the book.

Medium size of type, hard cover, newness and size of the book were some of the characteristics which influenced the readers.

Source of information.

Twentynine readers said that friends, relations and teachers had recommended books to them whereas four got the information from book reviews and two from book lists displayed in the library. Fortyfive readers depended upon their own selection through browsing in the library.

Availability of books.

Replying to the question whether there were any subjects in which readers were interested but could not find books, forty-seven readers felt that books of their interest were not available in sufficient number in the library. The subjects quoted in Hindi were Psychology, Palmistry, Economics, Cottage Industries, Sex and History whereas in Urdu, they were Religion, Law, Technics, History, Geography and Biography. In English, they wanted to have more books on Psychology, Mathematics, Economics and Technics.

Purpose of reading.

Nine readers read for educational purposes, one for professional advancement, twenty for general information, thirty for recreation and twenty for more knowledge.

Questions about the availability of books in the library needed for professional advancement etc. did not illicit enough replies to give any representative conclusions. The same was the case with questions where readers of non-fiction were asked to specify reasons why they did not read fiction.

Most of the fiction readers when questioned if they had read non-fiction replied in the affirmative.

Lack of interest, time and non-availability of books of their choice were the reasons for not reading non-fiction.

Replying to the question if they had tried reading serious fiction, four stated that they had tried serious fiction also but had found it less interesting.

Readers in English were not interested in Hindi books, however, readers in Urdu stated that they were interested in Hindi books.

B. Mobile Library and Deposit Stations.

Only ten members could be interviewed here, three below 20 years of age, three in age group 20 - 25 years, and 4 above the age of 26 years. They were all men including four graduates,

two with university education, and four of the less educated category. The representation occupation-^{was} ~~wise~~ three students, two clerks, and one each, Teacher, Sorter, Policeman, steno-typist, and Accountant.

A study of the replies to the questionnaire shows that there is not much variation in the results as compared to those detailed under Central Lending Library. The fact that only ten readers from the Mobile and Deposit Stations came forward for the interview signifies that the results are not representative.

Study No.4.

Examination of Reservations and Recommendations.

The library provides readers with the facility of reserving non fiction books which are not readily available on the shelves and also of recommending books which are not present in the library stock. Between themselves reservations and recommendations can show what books are in great demand and what books people want to read which are not available in the library.

Over a period of four months books reserved and recommended were listed. In order to find out the reasons behind their special demand a questionnaire was circulated to persons reserving and recommending books. 184 readers obliged by filling in the questionnaire. Appendix 19.

A. Reservations.

681 books reserved comprised of 352 Hindi, 55 Urdu and 274 English.

In Hindi 56 books on Poetry, 31 on Indian History, 23 on Drama, 19 on Literature, and 16 on Economics were the main reservations and were mostly needed by students working for their examinations.

Thirteen reservations on Electrical Engineering and nine each on Medicine, Radio and Biography show that there is demand for books on these subjects whereas very few standard titles, lucidly presented, are available on technical subjects.

In Urdu the picture is almost the same. The majority of the reservations are by students for help books. Hygiene, Radio and Biography are some of the other subjects on which books were reserved.

In English out of 274 reservations, 22 each were for Engineering books and Biographies, 18 on Indian History, 16 on Medicine, 15 on Radio/which indicate the demand for/books in these subjects.

B. Recommendations.

Over a period of four months, 657 books were recommended for purchase comprising of 15% Hindi, 9% Urdu and 76% English books. A majority of books recommended were prescribed text books needed by students. The other categories of subjects represented by these recommendations were books on Technical subjects, Literature, and Social Sciences immediately followed by Indian History.

C. Replies to questionnaire.

1. Why do you ask for this book ?

Out of 184 respondents, 119 stated that they needed books for their examinations, 28 for general reading, 15 for information and 7 for professional advancement. An examination of the books they required showed that 89 were because of the reader's interest in the subject, 15 because of their liking for author, 40 for their interest in both the author and the subject and 20 for their interest in author, subject and illustrations.

2. How did you find that the book existed ?

From the replies received it was found that 77 readers got the information from the library catalogue,

28 from a teacher, 17 from the book reviews and 15 from a friend.

3. Have you read other books on the same Subject -
by the same Author?

137 readers had already read on the subjects for which they needed the specific book, 38 did not answer the question and only 9 were new to the subject. Answering whether they had read books by the same author, 48 replied in the affirmative, 59 in the negative, and 77 did not reply.

4. Is the Subject/Author well represented in the library?

Out of 184 respondents, 67 felt that the stock in the library was well represented. The subjects covered by these in this category are Philosophy, Psychology, Political Science, and Economics. 45 persons said that books on Public Administration, Commerce, Medicine, Radio, Shorthand, Book Keeping, Metallurgy etc. were on short supply and 72 persons did not reply.

Replying to the questions whether the author whose book they were recommending or reserving was well represented in the library, 44 made an affirmative statement, 37 in the negative and 103 did not reply.

No satisfactory replies were received to the question if the readers made use of books in the same subject in other languages and if not, why? It seems they felt shy in committing themselves to a statement that they did not know the other languages.

Conclusions.

1. Majority of the books reserved and recommended were by students working for their examinations.
2. In English, books on Engineering, Medicine, Radio, Biography and Indian History were mostly in demand.
3. In Hindi and Urdu, books on technical subjects, Indian History and literature were demanded.
4. Books were required for education, information and professional advancement.

Study No.5.Approach to Readers and Others.Effect of physical characteristics of books on selection.

It is generally believed that readers want to have books with good format, paper, typography and attractive jackets. In order to discover to what extent these characteristics are important in the selection of books by readers, 150 books having varied physical features (of course, a single book having more than one feature) were displayed in a separate room. 200 members of the library including 90 whose reading habits had earlier been studied over a period of three months were requested individually to select five books in ten minutes. They were clearly informed that they should not pay much attention to the subjects of the books but take into consideration only the physical features of the books presented to them. In spite of this information, experience showed that they could not avoid the effect of the subject as title and list of contents gave them an idea of what was contained in the book.

While displaying 150 books for this study care was taken that they had a fair proportion of the physical features whose effect we wanted to ascertain. Books with picture jackets, no jacket, hard cover, soft cover, heavily illustrated, not illustrated, ^{/with many diagrams,} large books, small books, technical books/ book with good paper, poor paper, large type, small type, and with well designed and badly designed page and typography were included in the experiment.

Out of 150 books display^{/ed,} 71 were in Hindi, 36 in Urdu, and 43 in English, whereas out of the 1000 books chosen, 494 were in Hindi, 246 in Urdu and 260 in English.

1. 200 readers selected 674 books with picture jackets including 350 in Hindi, 137 in Urdu and 187 in English.

2. Hard cover / soft cover.

946 books with hard cover including 460 in Hindi, 240 in

Urdu and 246 in English were selected as against only 54 of soft covers including 34 in Hindi, 6 in Urdu and 14 in English.

3. Good paper / Bad paper.

704 books with good paper comprising of 346 in Hindi, 107 in Urdu and 251 in English as against 296 books with poor paper including 148 in Hindi, 139 in Urdu and only 9 in English were selected by the readers. It may be mentioned here that inspite of the fact that comparatively fewer books of good paper were available in Hindi and Urdu, they were preferred.

4. Well / Bad designed page and typography.

560 books with well designed page and typography including 216 in Hindi, 87 in Urdu and 257 in English were selected against 440 books with badly designed page and typography including 278 in Hindi, 159 in Urdu and 3 in English.

It is clear from the above statistical data that books with picture jackets, hard covers, good paper and well designed page and typography are preferred.

5. Heavily illustrated / Not illustrated.

257 books with good illustrations were selected against 694 which had no illustrations at all.

These figures might give an idea that good illustrations were not a factor affecting choice but the short supply of well illustrated books in Hindi and Urdu were the real cause behind these results. Whatever illustrated books in Hindi and Urdu were available, were chosen on quite a number of times.

6. Technical books with diagrams.

107 Technical books with many diagrams were selected which is quite satisfactory when compared with the short number of books with diagrams presented.

7. Large book / Small book.

Exceptionally large books were chosen on 86 times and

small books on 50 times. This shows that very great proportion of the readers preferred medium size books.

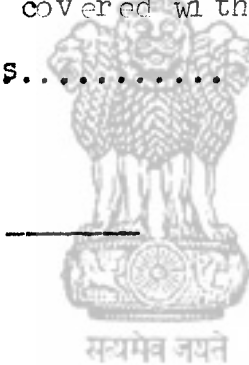
8. Large type / Small type.

Similar results were available here too. Books with very large type were chosen on 180 times and of very small type on 194 times showing that readers preferred medium type.

9. Rebound books.

Only one rebound book was selected which is really astounding when we take into consideration that the majority of books in Hindi and Urdu which are available in the general stock of the library are having library binding. It also points to the need of having picture jackets in fairly large supply so that even rebound books may be covered with these.

Statistical tables..... Appendix 20.



Questionnaire to Readers.

We have already studied what people read by analysing the issue statistics of five years and also of two average days. Results of the examination of reservations and recommendations have also been stated in an earlier study.

In order to discover from readers themselves what their reading interests are, how they have developed and how far they are satisfied by the books made available to them, 500 readers were interviewed. (Questionnaire Appx.....21..

The Sample

The five hundred readers interviewed included 250 from the Central Library and 125 each from the Mobile and Deposit Stations. 80% of those interviewed were men and 20% women at each service point. 61.6% of the respondents were in the age group 18-25, 21.6% in the 26-35 age group and 9.6% belonging to 36-45 age group. The remainder 7.2% were above 45 years.

According to occupation the "White Collared Class" i.e. clerks, officials and executives comprised 29.8 per cent of the total interviewed. Students constituted another 26.6 per cent of the sample. 11.6 per cent of the total happened to be artisans and included other skilled workers as well. 8.8 per cent were the class IV employees or their equivalents such as Policemen, Daftries, Peons etc. 7.8 of the total interviewed were professionals such as Lawyers and Doctors. Ratio of percentage of the White Collared respondents to the total of the Central Library, the deposit stations and the mobile library members was 34.4, 26.4, and 24.0 for each service station respectively; being 28.0, 33.6 and 16.8 percent for each service station in case of the students; 11.2, 13.6 and 10.4 percent for the respective service points in case of the artisans; as also 10.0, 6.4 and 4.8 percent for the professionals. If executives, clerks and officials had not been combined into a single category then students would have formed the single largest occupation category.

In the sample 13.8 percent were graduates and 20.6 percent under-graduates. Remaining, almost two thirds 65.6 percent, were "the comparatively less educated", either matriculates, or under-matrices being 37.0 and 28.6 percent respectively. The under-matriculates " had a percentage of 44.8% of the persons interviewed at the Mobile Library as compared to only 20% and 29.6% of equal education in the case of the Central Library and the deposit stations respectively. Statistical Tables... App. 22 & 23.

Visiting Frequency.

48.6 percent of the members visit one or the other service point owing to nearness to home and about one third because of either nearness to office or because of better selection of books being available.

More than 50 percent of the respondents visit one of the three service points at least once a week and another 23.4 percent once every fortnight. The "once a week visitors" contained 93.6 percent of the Mobile Library patrons, 29.6 of those frequenting the Deposit Stations and 39.2 percent of those visiting the Central Library. /About 47 percent visit the Deposit Stations either weekly or once every fortnight and 31.2 percent 3/4 times a week.

Duration of Membership.

77.6 percent of the interviewed have been visiting the Library for periods more than 6 months and this percentage comprises 14.4 percent of the total who have been visiting the library for more than 6 months, 22.0 percent who have been going there for more than one year, 14.4 percent who have been going there for over 2 years; 9.0 percent who have been going there for more than 3 years and 17.8 percent who have been visiting the Library for 4 years and more. A little more than one fifth of the total only have been visiting the library for less than the last 6 months. Those who have been visiting the library for less than the past 6 months comprised 16.4 percent of the Central Library, 34.4 percent of the Deposit stations and 22.4 percent of the Mobile Library members. These figures

in some measure indicate the existence of a demand for an extensive library service throughout Delhi: more particularly for the areas served by the Deposit Stations and the Mobile Library.

Books and Borrowing Frequency.

Almost one out of every five respondents borrows books twice a week or more from one section or the other and the percentage of borrowers for the Deposit Stations is 40.0 and 18.4 percent for the Central Library. 76.0 percent of the total respondents borrow books at least once a fortnight and this includes 58.4 percent of the total who borrow books at least once a week.

The Mobile Van visits each mobile service point only once every week and 96.0 percent of the Mobile Library members by borrowing books every week highlight the demand for and the need of a more frequent and extensive Mobile Service. The "once a week borrowers" are 35.2 percent in case of the Deposit Stations and 38.0 percent in case of the Central Library.

The results of the 1955 survey had already suggested potential demand for library facilities more particularly in case of the Deposit Stations and Mobile Library service. The rate of borrowing books from the deposit stations obtaining in the case of two-fifths of the respondents indicates the existence there of a wide and "intensive readership". Perhaps more books in the deposit stations (which are presently served with 300 to 500 books a piece) could be immediately provided.

Readership: (i) Fiction Versus Non-fiction (ii) Language and Reasons (iii) Subjects Read.

Questions 6(a), (b) and (c) were asked in all the centres with the purpose of finding comparative readership for English, Hindi and Urdu, for fiction as against non-fiction, and in turn to find out the specific non-fiction reading habits of the readers, subjectwise. Answers obtained in reply to 6 have been tabulated as App. 24, 25 & 26.

It was found that 68.6 percent of the total preferring fiction to non-fiction comprise 76.5 percent of females and 66.6 percent of males; thus, more of women prefer fiction than men.

Fiction finds the greatest favour with the Deposit Station members, the percentage of fiction readers there being 89.6 as against 68.0 in the Mobile Library and 58.4 in the Central Library. More women than men maintain their interest in fiction not only for the three sections together, but for each section singly as well.

Comparative figures of men and women fiction readers for the Central Library are 57.0 and 64.0; for the Deposit Stations 88.8 and 92.6 percent and for the Mobile Library 64.0 and 84.0 respectively.

Age is not a very sustained factor in the preference for fiction but in case of Deposit Stations, interest in fiction continues at all age levels ranging between 82.5 to 100 percent. Education is a definite factor in the extent of preference for fiction and in consequence, non-fiction: figures for the library as a whole for Under-matrices, matrices, Under-graduates and Graduates being 74.8, 74.6, 66.0 and 43.5 percent respectively. But, this pattern varies from one service point to another and that too sporadically. 78.6 percent of the readers at the Deposit Stations revealed a pro-fiction trend - in other sections more of Graduates increasingly opted for non-fiction. Housewives prefer fiction more than any other occupation category: overall pro-fiction figure being 83.3 percent for the total women respondents; the contribution from the Central Library^{/also} being 83.3 cent percent from the Deposit Stations and only 57.1 percent from the Mobile Section. The pro-fiction pattern for the library as a whole and the three sections separately indicate s /that /occupation is not a substantial factor influencing reading interests.

Language, Readership and Reasons.

It has been seen from replies to question 6(b) that books in Hindi are read by most members of all the three sections. Urdu comes next, and English the last; in terms of total readership the figures being 58.4 percent, 26.8 percent, and 14.8 percent respectively. Books in Hindi are preferred at the Deposit Stations by 67.2 percent, by 63.2 percent of the Mobile Library, as also by 51.6 percent of the Central Library members. The structure of preference for books in Urdu, however, is more or less similar for all the three sections, ranging between 25.6 percent for the Central

Library, 22.8 percent for the Deposit Stations and 27.2 percent for the Mobile Library as against 26.8 percent for all the three sections taken together. With readers of English books Central Library is the most popular. The total English readership figure of 14.8 percent includes 22.8 percent of the Central Library members, 4.0 percent of the Deposit Stations and 9.6 percent of the Mobile Library. This low preference for English in case of Deposit Stations and Mobile Library reflects, certainly to some extent, the income and education structure of the areas which are catered by the Deposit Stations and the Mobile Library, and house more of low salaried and less educated strata of the populace of Delhi, as compared to those patronising the Central Library, and in consequence, relatively speaking, have a greater preference for books in Hindi, Urdu being the next popular language.

Reasons for Choice.

Asked to give their reasons for choosing specific books, 69.6 percent of the total respondents indicated "interest in the subject" as the basic factor influencing their choice. This total includes 71.2 percent each of the members both of the Central and the Mobile Libraries and 56.8 percent of the Deposit Stations. This great variation in the percentage for the Deposit Stations as against the Central Library reflects (1) the fact that members of the Deposit Stations are predominantly fiction readers; 25.6 percent of those going to the Deposit Stations "simply pick up any book" for "passing time" and fiction is easily taken up and dropped while serious literature cannot. Of the total readers, 12.4 percent select one book or the other "only because of the author" and this holds good in terms of percentage^{/s} for members of all the three sections having preference for a particular author, the difference being only 3.2 percent between the lowest and the highest, that is, Mobile Library and the Deposit Stations respectively. But of the total, 19.8 percent, that is, nearly one-fifth, gave various reasons which have no connection with the selection of a book such as "simply picked it up". The "simply picked it up" respondents being 25.6 percent in case of Deposit

Stations which cater the middle ring of the city where more of peons, policemen etc., reside, who, after a day's hard duty prefer light reading. Statistical Table....Appendix 24.

Borrowing by Design.

Three questions 8,9 and 10, were asked with a view to assess the extent of conscious readership and the extent of claim and the capability of the respondents to recall books seen in the course of browsing along the shelves.

29.2 percent claimed to have had "a particular book" or "that kind of book" in view while going to the library and this includes 22.8 percent of the total respondents who had borrowed "the very book they had in mind". Figures for the Central Library, Deposit Stations and Mobile Library are 20.0, 28.0 and 23.2 percent respectively. / Another 6.4 percent claimed to have borrowed a book similar to the kind in mind at the time of going to the library. 12.4 percent of the total could also claim the capacity to recall titles of the other books seen before making a selection for borrowing. Of those claiming capacity to recall names of the browsed books, figures for the Central Library, Deposit Stations and the Mobile Section are 14.4, 8.8 and 12.0 percent respectively. Thus, there exists, more or less, the ratio of 2:1, almost, for each section of the library between those who selected the "very book they had in mind" or "that kind of book" before making the selection for actual borrowing. These percentages maintain themselves cent per cent when it comes to recall the name of at least one book. Thus, it can be said that 12.4 percent of the total respondents, that is, 14.4 percent of the Central Library, 8.8 percent of the Deposit Stations, and 12.0 percent of the Mobile Library possess not only a strong sense of "selectivity," but are also able to satisfy it with the aid of reading material available in the Delhi Public Library. Statistical Table..App. 27.

Duration of Stay in the Library or Other Service Points.

Seventy seven percent of the total respondents, containing 91.2 percent of the Mobile Library, 87.2 percent of those belonging to the Deposit Stations and 64.8 percent of the Central Library,

all claimed to spend up to 15 minutes in the library, and this period cannot be regarded as quite sufficient for browsing along the shelves to look at and scan the books to ultimately select one for borrowing. The remaining 23 percent of the total spend between 15 minutes to two hours or more at the service point frequented by them.

The Mobile Library only lends books to its members and this explains the reason for none except one "lingering there" for up to 45 minutes: eight percent stay there for 15 to 30 minutes only. Thus, 9 out of every 10 members of the mobile library do not have to wait beyond 15 minutes at a Mobile Library service point for the purpose of returning the first book and selecting and borrowing another. The Central Library contributes 34 percent of borrowers to 22.4 percent of the total who stay on in any of the library service stations for a period of 15 minutes to 2 hours and over.

The next question was designed to assess the extent of "looking at" the books by members at various service points. 50.4 percent of the total, containing 51.2 percent of the Central Library, 54.4 percent belonging to the Deposit Stations, and 44.8 percent of the Mobile Library, claimed before borrowing one to have looked at more than 8 books on the day of the interview. Another 12.8 percent of the total, which included 14.4 percent of the Central Library, 8.8 percent of the Deposit Station^s and 13.6 percent of the Mobile Library members, had looked at only one book each. 15.6 percent of the total, comprising 13.6 percent of the Central Library members, the same percentage from the Deposit stations and 21.6 percent of the Mobile Library, all claimed to have looked at two to five books. 20.4 percent of the total, comprising 19.6 percent of the Central Library, 23.2 percent of the Deposit Stations and 19.2 percent of the Mobile Library, claimed to have looked at 6 to 8 books. Thus, barring 14.6 percent of the total, containing 14.8 percent of the Central Library members, 11.2 percent of the Deposit Stations and 17.6 percent of the Mobile Library all others selected a

book for borrowing after looking at, or scanning through, at least 3 books and up to even more than 8. It can, therefore, be safely inferred that quite a substantial number of the members have taken to the habit of "browsing" prior to selecting a book for borrowing.

Statistical Table.....Appendix 28.



FICTION READERSHIPS.USUAL SELECTION OF FICTION BOOKS

Respondents were next requested, "Do you usually choose fiction": the intention being not only to elicit information about their "usual choice" but also to check up the gap obtaining between the subject of the books actually borrowed as against the subject stated to be preferred.

In reply to question 6(c) the respondents gave details of the books borrowed by them on the day of the interview and 68.6 percent of the total were found to have borrowed fiction books as against the 62.4 percent only who say that they usually choose a fiction book. This can be interpreted to mean that about 6 percent of the total respondents in the process of borrowing books tend to depart from their usual choice or preference. It is significant that six to eight percent of the fiction readers belonging to any of the service points are shy of mentioning fiction as their usual choice.

AUTHOR AND THE SELECTION OF FICTION

Those usually choosing fiction were next asked whether they usually looked for a book by any particular author. 31.7 percent of the total respondents, accounting for 30.0 percent of the Central Library, 30.8 percent of the Deposit Stations and 25.9 percent of the Mobile Library, said that they usually go for a particular author, 67.9 percent of the total affirmed that they did not. Thus almost one third of the total fiction reading respondents, as also of each service point, have a preferred author as the basis for their selection of fiction.

Those basing their selection of fiction books on a particular author were next asked reasons for their particular choice. 57.6 percent of the total, including 56.4 percent of the Central Library, 59.4 percent of the Deposit Stations and 57.1 percent of the Mobile Library, all claimed to like the author of their choice because of "his way of writing". Another 19.2 percent, including 25.6 percent of the Central Library, 15.6

percent of the Deposit Stations and 14.3 percent of the Mobile Library, believed that their favourite author "produced novels true to life". ^{More than} /fourteen percent of the total like a particular author because of "his treatment of social problems", this figure includes 20.6 percent of the Central Library, 15.6 percent of the Deposit Stations and 3.6 percent of the Mobile Library members. Nine percent of the total including 15.4 percent of the Central Library, 6.2 percent of the Deposit Stations and only 3.6 percent of the Mobil Library like the author of their choice "for his characterisation". Thus 57.6 percent of the total prefer a particular fiction writer owing to his "way of writing", 12.1 percent for an almost similar reason "his expression", 19.2 percent because of the author is "true to life" and 14.1 percent favour a particular author owing to "his treatment of social problems".

Statistical Table.....Appendix 29.

INFLUENCES IN THE CHOICE OF FICTION

/choosing fiction

Respondents/were next asked to indicate what influenced them most, the author or the subject. 10.9 percent of them

including none of the Central Library, 26.9 percent of the Deposit Stations and 6.7 percent of the Mobile Library had no opinion to express. 3.2 percent of this total, containing 2.3 percent of the Central Library, 1.9 percent of the Deposit Stations and 6.7 percent of the Mobile Library regarded the author and the subject both as equal influences. A little more than 3 out of every 10 i.e. 32.7 percent of this total comprising 34.6 percent of the Central Library members, 27.9 percent of the Deposit Stations and 35.9 percent of the Mobile Library consider an author as a greater influence than the subject in their case. The remaining 53.2 percent of the total, who included 63.1 percent of the Central Library members, 42.3 percent of the Deposit Stations and 50.0 percent of the Mobile Library, regarded the subject as a greater influence. These figures, being considerably similar to the ones pertaining to respondents usually choosing a book by a particular author, prove that a little less than one third of the total respondents are influenced most by an author

and a little more than 50 percent by the nature of the subject matter of a book on fiction. Statistical Table....Appendix 21.

"ENDING" OF A FICTION BOOK

These respondents were next asked their opinion regarding "a happy ending" to a book of fiction. A little more than one third, 35.6 percent of the total, claimed to prefer "a happy ending" and included 30.0 percent of the Central Library, 34.6 percent of the Deposit Stations and 46.1 percent of the Mobile Library members. 15.4 percent of the total, comprising 15.4 percent of the Central Library, 9.6 percent of the Deposit Stations and 23.1 percent of the Mobile Library members expressed no opinion and 49.0 percent of the total comprising 54.6 percent of the Central Library, 55.8 percent of the deposit stations and 30.8 percent of the Mobile Library members, said "they did not prefer a happy ending".

The members were next requested to indicate if they avoided serious or gloomy fiction. Almost one third of the respondents who prefer "a happy ending" also avoid ^{/se} serious or gloomy fiction as against about 50 percent who neither prefer a happy end nor avoid serious or gloomy fiction. Statistical Table....Appendix 30.

PREFERENCES IN FICTION READING

Fiction readers were asked to name three subjects, out of a given list, in the order of their preference. 45.5 percent of the Central Library respondents, 70.2 percent of the Deposit Stations and 21.8 percent of the Mobile Library had a first preference for "novels dealing with social problems". Twenty percent of fiction readers belonging to the Central Library, only 5.8 percent of the Deposit Stations and 30.8 percent of the mobile library indicated their first preference for "historical novels". A little less than seven percent of the Central Library members, 9.6 percent of the deposit stations and 24.4 percent of the Mobile Library opted with first preference for "detectives". Ten percent of the Central Library, 4.8 percent of the Deposit Stations and 7.7 percent of the Mobile Library have the first

preference for "romantic novels". 3.8 percent of the Central Library fiction readers, 4.8 percent of the Deposit Stations, and 5.2 percent of the Mobile Library professed preference for short stories. In addition, 5.4 percent of the Central Library fiction readers prefer "novels of adventure", nil of the Deposit Stations and 1.3 percent of the Mobile Library. Thus novels dealing with social problems find favour with most of the fiction readers.

Western classics are preferred only by 1.5 percent of the Central Library fiction readers as against nil of the Deposit Stations and the Mobile Library. "Science fiction", "religious novels", "novels with western themes" etc. find favour with an almost insignificant percentage of, say, not more than 2 percent in the case of any of the service stations. It may be concluded that historical novels, novels dealing with social problems preferably about India, Romantic love stories, detective stories, and novels of adventure as also short-stories are liked at each of the service stations.

Taking the aggregate of the first, second and third preference of each reader, 70.1 percent of the fiction readers of the Central Library have the first, second or a third preference for novels "dealing with social problems" as against 76.9 percent of the Deposit Stations and 43.6 percent of the Mobile Library. In the case of Mobile Library members "novels about India" find first, second or the third preference with 21.7 percent of its readers. Statistical Table.... Appendix 31.

THE CHARACTER OF FICTION READERSHIP

In percentage terms the Central Library fiction readers having a first preference for "novels dealing with social problems" contain more women than men and more from the age group 18 - 25 than other age categories. They are also ^{/more} from the lower educational categories. Occupationwise, more than 60 percent of the housewives, unskilled and skilled workers and those in business are included in this category.

In case of the Deposit Stations and the Central Library, the structure of preference by sex for "novels dealing with social problems" is ^{/also somewhat} similar, though a little less uniformly according to occupations as, 73.1 percent of "the white collared class" and 57.1 percent of "the professionals" also have the first preference for this category of novels. In the case of Mobile Library readers also, the structure of preference is similar according to sex but 37.5 percent of the above 45 age group prefer this type of novel as against 25.0 percent each of the age categories 18 - 25 and 26 - 35.



NON FICTION READERSHIP

Forty eight percent of the Central Library respondents, 16.8 percent of the Deposit Stations and 36.8 percent of the Mobile Library, comprising 37.4 percent of the total, usually choose "non-fiction".

THE STRUCTURE OF NON-FICTION READERSHIP

Forty eight percent of the Central Library non-fiction readers claiming to be "usually selecting" non-fiction books contain 49.5 percent of the males as against 42 percent of the females. They are 49.0 percent from the age group 18 - 25, 42.1 percent from 26 - 35, 50 percent from 36 - 45 and 58.8 percent from the above 45 age group. In percentage terms, the higher education categories contribute relatively a greater percentage to the non-fiction readership. Occupationwise "the professionals", "students", the skilled workers" and those "in business" contributed 76.0 percent, 77.1 percent, 46.4 percent and 43.7 percent respectively to the percentage of "usual choosers of non-fiction".

The structure of preference of the choosers of non-fiction according to sex both for the Deposit Stations and the Mobile Library is almost similar to that of the Central Library. This is also true of age and education with the exception in case of the Mobile Library which has only 22.2 percent of the graduates preferring non-fiction as against the overall preference for non-fiction of 37.6 percent of the mobile library members.

REASONS FOR PREFERENCE FOR NON-FICTION

Almost thirty ^{/eight} percent of the total respondents comprising forty eight percent of the Central Library respondents, 16.8 percent of the Deposit Stations and 37.6 percent of the Mobile Library, who claimed to usually choose non-fiction, were next asked to give reasons for the same.

RELIGIOUS BENT OF MIND

9.6 percent of this total comprising 10.8 percent of the Central Library respondents, 9.5 percent of the deposit stations and 6.4 percent of the Mobile Library attributed their selection of "non-fiction" to a religious bent of mind.

AID TO "CAREER" AND "INCREASING KNOWLEDGE"

22.3 percent of the total "non-fiction" readers, who included 20.8 percent of the Central Library members, 23.3 percent of the Deposit Stations and 21.3 percent of the Mobile Library, felt that non-fiction was more useful to them in their careers and studies whereas fiction books were of 'no such use'.

Another 11.7 percent of the total, including 9.2 percent of those belonging to the Central Library, (nil at deposit stations and 23.4 of the Mobile Library) choose non-fiction "because of their desire to increase knowledge". Thus almost one third 34 percent of these total respondents, including 30.0 percent of the Central Library, 33.3 percent of the Deposit Stations and 44.7 percent of the Mobile Library, read non-fiction books either as side to "career building" or to "increase knowledge"; those reading non-fiction for 'career' being ^{almost} one fifth of the total non-fiction readers. Statistical Table... Appendix 32.

SWITCHOVER TO NON-FICTION

A little over two percent of the total, containing 2.5 percent of the Central Library, 4.8 percent of the deposit stations and **nil** of the Mobile Library said that they had read 'a lot of fiction' and in consequence switched over to non-fiction.

14.4 percent of the total, including 19.2 percent of the Central Library, only 4.8 percent of the Deposit Stations and 6.4 percent of the Mobile Library read non-fiction "as they neither had the time for nor interest in fiction".

AUTHORSHIP A FACTOR IN NON-FICTION SELECTION

All non-fiction readers, 37.6 percent of the total comprising 48.0 percent of the Central Library, 16.8 of the Deposit Stations and 37.6 percent of the Mobile Library, were asked if they always looked to the name of a particular author while selecting a non-fiction book. A little more than one sixth, 17.6 percent of the total/^{/non fiction readers} comprising 19.2 percent of the Central Library, 28.6 percent of Deposit Stations and 8.5 percent of the Mobile Library non-fiction readers all confirmed it. Comparative percentages in respect of fiction readers of the library as a whole, the Central Library, the Deposit Stations and the Mobile Library similarly selecting fiction on the basis of an author were 31.7, 30.0, 30.8 and 35.9 percent respectively. It is evident, therefore, that authorship plays a definite part in the selection of books.

In case of the Central Library "non-fiction" readers, a greater percentage of women than men base their selection of a non-fiction work on its author. The same is the case with those of the age group 18 - 25 as also under-matrices and graduates. What holds good in the case of women members of the Central Library is also true in case of the Deposit Stations and the Mobile Library members. Another significant/^{/fact} in respect of all the three service stations is the phenomenon that 96.9 percent of the Central Library, cent per cent of the Deposit Stations and 94.1 percent of the Mobile Library non-fiction reading matriculates say that they do not base their selection on any particular author, whereas at least 20 percent of the under-matrices, under-graduates and graduates non-fiction readers of every service station base their selection of a non-fiction work on "author". Possibly this is so because more of matriculates than under-matriculates, graduates or under-graduates select a non-fiction book because of the "career angle". Occupationwise, authors find a greater fancy with housewives than any other category.

AUTHORS AND LANGUAGE.

6.6 percent of the total interviewed comprising 17.6

percent of the non-fiction readers claimed that they always looked to the name of a particular author and were next asked "Could you name three authors you like". 17 out of 23 Central Library respondents, 3 out of the 6 of the Deposit Stations and 2 out of the 4 of the Mobile Library could substantiate their claim by recalling names of the authors they liked.

Details of preferences by language are given in the relevant table which show that those depending upon authors in case of the Central Library happen to be almost in the ratio of 2 for English as against one for Hindi; in case of the Deposit Stations out of three two named "Urdu" and one "English" and in case of the Mobile Library two opted one each for English and Hindi.

"SUBJECT" MAIN FACTOR IN NON-FICTION SELECTION

Non-fiction readers were next asked the question "Do you choose a book by an author you don't know just because of a particular subject". 83.5 percent of the total non-fiction readers comprising 84.2 of the Central Library, 71.4 percent of the Deposit Stations and 87.2 percent of the Mobile Library all affirmed that they selected books by authors not known to them because of a particular subject. In the case of fiction readers a question with a similar import viz. "In choosing fiction what influences you the most the author or the subject?" was asked and it was found that 53.2 percent of the total fiction readers comprising 63.1 percent of the Central Library, 43.3 percent of the deposit Stations and 50.0 percent of the Mobile Library claimed to be influenced by the "subject" rather than the author. Thus a little more than 5 out of every 10 fiction readers are influenced by the subject matter of a fiction book as against a little more than 8 out of every 10 of the non-fiction readers. Conversely, in the matter of selection of non-fiction as compared to fiction, subject of a book is depended upon by more as against the case of those selecting fiction.

Statistical Table.....Appendix 33.

NON-FICTION READERS AND THE EXTENT OF STUDY

The non-fiction readers who claimed a particular subject as the basis of their selection of non-fiction reading material were next asked "if they had read much on the subject of their choice". 92.6 percent of them comprising 96 percent of the Central Library, 80 percent of the Deposit Stations and 92.7 percent of the Mobile Library all claimed to have read enough on the subject. Thus none of claimants to considerable reading of non-fiction subjects also prefer to base their selection of non-fiction on the subject matter as against those with fancy for any particular author. In the case of the Central Library, those prolific readers of non-fiction are from both sexes, from all age groups, and slightly more from the age group 26 - 35 being 96.5 percent; from amongst matriculates 90.7 percent, of the Under-Graduates 93.9 percent, of the students 90.9 percent and all the skilled workers.

NON-FICTION: BORROWINGS VIS-À-VIS PREFERENCES

Non-fiction readers were asked the question "What sort of non-fiction do you prefer" and were provided with a list of subjects and allowed to specify any other preference if not covered in the given list. This makes interesting reading when compared with the data collected in reply to question 6 which was classified, subjectwise. Eliminating fiction and taking figures in respect of the non-fiction borrowings from the library on the day of the interview it has been found that no one has indicated any preference in respect of books on Science, Geography, Biographies, Sociology, Law, Domestic Science, Architecture and Medicine though actually books dealing with these subjects have been borrowed.

Philosophy, Fine Arts and Business Methods are the three subject/^sfor which the figures for actual borrowings almost balance up with the preference percentages being, 5.1: 4.2; 2.5: 2.1 and 3.2: 3.2 of borrowings as against preferences for the subjects respectively for the library as a whole.

The wide gap of 5.5 percent between actual borrowings and preferences in the case of Literature, 10.5 for books on Religion, 8.6 for History, 5.1 for Psychology, ^{/and} 7.1 for Technical books are suggestive.

7.6 percent of the total borrowed biographies but while indicating their preferences 6.4 percent of the non-fiction readers sought books dealing with the lives of famous men and women of the past and another 6.9 percent opted for books on the lives of the famous men and women of today. Thus the 13.3 percent of the non-fiction readers prefer biographies or similar material as against 7.6 percent actually borrowing.

Only four persons, one of the Central Library and three of the Mobile Library mentioned "sports and recreation" books: 17 preferred technical books 14 of the Central Library, one of the Deposit Stations and two of the Mobile Library, and four preferred books on art and/or painting, being 3 of the Central Library and one of the Mobile. Thus only 25 persons, 13.3 percent of "non-fiction" choosers^{/s} and 5 percent of the total, prefer books on either of these subjects.

LIBRARY'S UTILITY IN TRADE/PROFESSION/BUSINESS.

All respondents were next asked the question "Have you found the library useful in your trade/profession/business"? More than two-fifths, 44.8 percent of the total comprising 51.6 percent of the Central Library, 48.6 percent of the Deposit Stations and 35.2 of the Mobile Library, said they had found the library useful. Statistical Table....Appendix 34.

WANTED BOOKS AND THE EXTENT OF NON-AVAILABILITY

In reply to the question, "Do you get the kind of books you want", more than half 52.6 percent of the total interviewed, comprising 56.0 percent of the Central Library, 40 percent of the Deposit Stations and 58.4 percent of the Mobile Library members said they were getting the desired books. 45.2 percent of the total, comprising 42.4 percent of the Central Library, 56.8 percent

of the Deposit Stations and 39.2 of the Mobile Library, complained they did not get the desired books. These include 11.6 percent of the total respondents, 12.8 of the Central Library, 6.4 of the Deposit Stations and 14.4 of the Mobile Library, who only complained that "they didn't always get the books they wanted." Statistical Table... Appendix 34.

NON-AVAILABLE "KINDS" AND COMPLAINTS

Those who complained of not getting the desired books, "either at all" or "not always", were next asked the question: "what sort of books are not available". 45.2 percent who complained, comprised 42.4 percent of the Central Library members, 56.8 of the Deposit Stations and 39.2 of the Mobile Library.

Of these 84.51 who complained, cent per cent belonging to the Mobile Library, 76.4 percent to the Central Library and 85.9 percent to the Deposit Stations, all gave details of the type of books either "not at all" available to them or "not always".

18.6 percent of those who complained, 12.3 of the Central Library, 19.7 of the Deposit Stations and 30.6 of the Mobile Library, complained about the non-availability of books in Hindi Literature; 8.0 percent of those who complained, comprising 6.6 percent of the Central Library, 9.9 percent of the Deposit Stations and 10.2 percent of the Mobile Library, want more books in Urdu Literature; 19.2 percent of those who complained, comprising 14.1 percent of the Central Library, 28.1 percent of the Deposit Stations and 16.3 of the Mobile Library complain that books in general are not available; 7.6 percent of those who complained, comprising 5.7 of the Central Library, 9.9 of the Deposit Stations and 10.2 of the Mobile Library, desire biographies and history books, 7.5 percent of those who complained, comprising 11.4 of the Central Library, 4.2 of the Deposit Stations and 4.1 of the Mobile Library, seek books dealing with Politics and Social Sciences. Another 16.8 percent of those who complained, comprising 19.8 percent of the Central Library, 11.3 of the Deposit Stations and 18.4 of the Mobile Library seek scientific and technical books. Statistical Table.... Appendix 34.

CRITICISM OF AVAILABLE BOOKS

All the respondents were next asked the question, "Have you any general criticism to make". A little ^{/more} than one sixth of the total, i.e. 17 percent, comprising 18.0 of the Central Library, 18.4 of the Deposit Stations and 13.6 of the Mobile Library said "they had general criticism to make on the books available." Four fifths had no criticism.

17 percent of the total who claimed that they had general criticism to make on the books were asked if the books were "too easy", "difficult" or "theoretical". 68.2 percent of this total, comprising 46.7 of the Central Library, cent per cent of the Deposit Stations and 82.4 of the Mobile Library did not know. A little less than 3 out of every 10 regarded the books as "theoretical", being five out of every ten of the Central Library and a little more than one out of every ten of the Mobile Library. Only 2.4 percent of the total, comprising 2.2 percent of the Central Library and 5.9 of the Mobile Library regarded the available books as "too difficult".

Of those critical of the books available 51.8 percent did not give any answer when asked to state whether "not enough new books were available" or it was because the available books were "badly printed." A little more than one third 36.5 percent of those who complained comprising more than two-fifths of the Central Library, one-fifth of the Deposit Stations and more than one third of the Mobile Library critics of the available books, complained that "enough books were not available", 11.7 percent of the total and nil of the Mobile Library attributed their complaint to "badly printed books" being available in the Library.

A little more than one out of every 8 of the 45 critical respondents complained because of "too much fiction" as against an equal number who thought "not enough fiction" was available.

One in 10 thought that there was "too much of non-fiction" as against one out of every 14 who believed that there was

"not enough of non-fiction". A little more than 8 out of every 10 expressed no opinion either way.

In reply to yet another part (e) of question 31, only 15 out of the 85 critical respondents complained of enough books not being available in their language and mentioned English as the language and these happened to be 13.3 percent of the Central Library critical members, 26.1 percent of the Deposit Stations and 17.6 percent of the Mobile Library. 82.4 percent of the total critics of available books comprising more than 8 each of every 10 of the Central and the Mobile Library and a little more than 7 out of every ten of the Deposit Stations, respectively, had no opinion to express. Statistical Table.... Appendices 35 & 36.

OTHER FACTORS IN BOOK SELECTION

All the 500 interviewed were asked "Do you ever look at the name of a publisher".

24.6 percent of the total claimed to do so and comprised 32.8 percent of the Central Library, 11.2 percent of the Deposit Stations and 21.6 percent of the Mobile Library members. Barring 0.6 percent of the total, who expressed no opinion, the remainder denied looking at the name of a publisher.

23.6 percent also claimed to look at the date of publication; being 29.6 percent of the Central Library and 17.6 percent each of the Deposit Stations and the Mobile Library.

23.6 percent of the total who complained to look at the date of the publication were next asked, "If yes, does it influence your choice". 85.6 percent of these "date considerants" comprising 86.5 percent of the Central Library, 86.4 percent of the Deposit Stations and 81.8 percent of the Mobile Library all claimed that the date of publication indeed influenced their choice.

44.6 percent of the total respondents comprising 44.8 of the Central Library, 48.8 of the Deposit Stations and 40.0 of the Mobile Library admitted to a preference for books with picture jackets and 50.8 percent of the total said they did not have any such preference.

44.2 percent of the total also claimed a preference for illustrated books as against 50.6 percent of the total who denied having any such preference.

Surprisingly enough 46.2 percent of the total respondents, comprising 50.8 percent of the Central Library, 44.0 of the Deposit Stations and 39.2 percent of the Mobile Library, claimed to read reviews of books besides another 1.2 percent who said they read reviews but only "sometimes". The balance 50.6 percent of the total denied reading reviews of books.

More than one third of the total also claimed reading advertisements of books: being 4 out of every 10 of the Central Library members, 34 out of every 100 of the Deposit Stations and one out of every 5 of the Mobile Library.

46.2 percent of the total respondents who claimed to read reviews of books were also asked if they found them helpful; 92.6 percent of the total "review-readers", comprising 96.1 of those of the Central Library, 85.5 of the Deposit Stations and 91.8 percent of the Mobile Library, claimed that they found the reading of reviews quite helpful.

34 percent of the total respondents, who claimed reading advertisements were also asked if they found them helpful. 80.6 percent of the advertisement readers, comprising 78.2 of those of the Central Library, 81.4 percent of the Deposit Stations and 88.5 of the Mobile Library said that they found the advertisements of books helpful.

All the respondents were next asked "Would you like more help in choosing books". 94 percent of the total comprising 92.0 percent each of the Central and the Mobile Library members and cent per cent of the Deposit Stations said they would appreciate more help in choosing books.

94 percent of the total who would welcome more help in choosing books were next asked, "Would you like this help in the shape of (i) list of recommended books, (ii) more reviews, (iii) more help from the library staff or (iv) more books."

Of these 1.9 percent did not give any answer. Only 0.8 percent of the total, comprising 0.4 percent of the Central Library, 1.6 of the Deposit Stations and 0.8 percent of the Mobile Library wanted this help to be in the shape of "more books". 5.4 percent of the total i.e., a little more than 1 out of every 20 wanted the help to be in the shape of "more reviews" and these comprised 4.8 percent of the Central Library, 0.8 of the Deposit Stations and 11.2 of the Mobile Library members.

17.4 percent of this total, comprising 16.1 percent of the Central Library, 9.6 percent of the Deposit Stations and 26.4 of the Mobile Library desired "more help from the library staff." More than three-fourths of those seeking more help in choosing books, desired this help to be in the shape of "list of recommended books" and comprised 76.1 percent of the Central Library, 88.8 percent of the Deposit Stations and 64.8 percent of the Mobile Library members.

Opinion of the respondents in regard to "the name of a publisher", "the publication date", "Illustrations in books", "reviews and advertisements of books" as factors influencing their choice or selection of books taken together with the desire of 94 percent of them for more help in such selection, for 76.5 percent in the form of "a list of recommended books" and 17.4 percent in the form of "more help from the library staff" proves that the bulk of the membership of the Delhi Public Library has certain passive preferences in regard to reading material, but, instead of exercising them, the bulk of them would prefer to be aided in the selection of books in the main by competent advice by the Delhi Public Library.

Statistical Tables....Appendices 37 & 38.

Study No.7.Observation of the habits of readers.

A few experienced members of the library staff were put on the job. They were explained thoroughly the observation work they were to do. An information sheet was planned (App. 39) which was to be filled in for every reader thus observed. Every twentieth **adult reader** entering the Central Lending Library was selected for this observation. The total number of the sample was 100 readers.

1. Time spent in choosing a book.

Eleven readers thus observed spent five minutes or less, 17 between six to ten minutes, 37 eleven to twenty minutes, 28 from twentyone to forty minutes and 7 over forty minutes.

2. Do they go straight to particular section of non-fiction / fiction ?

Eighty eight readers went straight to the particular shelves containing books of their subject interest from where they chose the books. These included thirty six who selected Hindi, thirteen Urdu and ten English fiction. In non-fiction, twenty one went in for General Knowledge, Religion, Sociology, Pure Science, Literature and Biography. Five readers chose books from the shelves where the returned books are placed.

We may conclude that the majority of the readers coming to the library are familiar with the classified arrangement of shelves and also know what they are after.

3. Does he go from shelf to shelf ?

The readers, however, spent considerable time in selecting books from the particular section they were interested in.

4. How many books / ^{ks} are discarded before the final choice?

Sixty one out of the 100 readers observed, discarded
1 - 10 books before the final choice, twenty three discarded
11 - 20 books, / ^{el even} 21 - 30 books and three nearly forty books only,
two readers reached the very book they wanted.

5. Is much time spent in sampling the contents before choosing or discarding ?

Fortyseven readers spent considerable time in seeing the contents of the book before selecting one. The rest of fiftythree hurriedly saw the title and author from the spine of the book and made up their mind about the selection or rejection.

6. Relationship between the books discarded and the one finally chosen.

Sixtyone persons discarded exclusively fiction before they chose a fiction book. Similarly ten discarded books of the same subject in non-fiction. In 29 cases we found that readers hop from one subject to the other or from fiction to non-fiction and vice versa. Studying the results language wise, we find that fortyfive readers in Hindi, thirteen in Urdu and nineteen in English discarded books in the same language. Thus twentythree readers only changed from one language to the other.

7. Effects of physical characteristics on the choice.

The library keeps books in hard covers. Picture jackets are removed for display outside the Lending Library. Due to excessive use and the climatic conditions books get soiled quickly. No satisfactory data therefore could be collected.

Study No.8.Examination of requests to staff.

An analysis of what the new reading public had been reading and also information gathered from the interviews is, no doubt, helpful but readers sometimes make casual remarks which are also important. The Readers Advisor and assistants working in Service Departments were given note books to record these casual remarks over a period of one month.

Out of 1024 queries 661 readers wanted to know the location of particular books, 216 asked for class numbers, 59 wanted to know if the particular book that the reader had in mind was available in the library or not, 9 asked if the book had already been issued. There were 7 queries about authors. Thirtyfour readers said that there was shortage of books on certain subjects. Nineteen inquired if the books could be reserved. There was one demand for renewal and three suggestions for new books.

A comparative study shows that the largest number of enquiries were about Hindi Fiction, History of India, General Knowledge, Hindi Poetry, Urdu Fiction, Biography, Economics, Hindi Literature, English Fiction and Education in the declining order. There were also enquiries for books on Electrical Engineering, Geography and Radio.

Replying to the question if books of their choice were available or they had some complaints to make, the readers wanted to have better stock on General Knowledge, Child and Applied Psychology, Statistics, Education, Mathematics, Physics. Medicine, Electrical Engineering, Agriculture, Shorthand, Chemical Technology, music, Urdu, Hindi and English Fiction.

Study No. 9.Staff questionnaire on reading interests.

In the preceeding studies we have analysed what people read and what they would like to read. Members of the library staff who have worked in the Lending and Reference Departments and who have daily contact with readers usually get an idea about their likes and dislikes, subject preferences and the expressed needs. In order to find out the reactions of the staff members, a questionnaire was issued to them (App. 40).

The replies received reveal that books in Electrical Engineering, Radio, Mechanical Engineering, Psychology, Sex, Political Science, Recreation and Biography are in great demand and those too preferably in Hindi and Urdu. They also felt that simple and well illustrated books on Engineering subjects, Gardening, Poultry, Printing, Salesmanship, Manufacture and Recreation were not available in sufficient number.

In fiction, books dealing with romance and detection were comparatively more popular. Next in popularity were humorous novels, Indian classics, short stories. Western classics and novels with western theme are less popular. In Hindi and Urdu, science fiction and adventure novels are not published in an adequate number but are in demand.

Replying to the question whether illustrations/typography/hard cover/quality of paper had any influence on readers' choice, they felt that quality of paper, picture jackets, and illustrations did influence their choice. Typography and hard cover came next in priority.

Answering to the question if books available in the library were too easy or too difficult for the general readers, the need of easy written technical books was stressed.

The majority of readers preferred to read in Hindi and Urdu because it was more intelligible to them and greater number

of books specially in Literature and fiction were available in these languages.

The staff members who responded to the questionnaire also felt that if more non-fiction books in Hindi were available, readers would definitely appreciate it.

Study No. 10.

Questionnaire to Booksellers and Publishers.

A questionnaire (App. 41) was sent to 25 booksellers and publishers including 10 selling Hindi books, 5 Urdu and 10 English. It was intended to find out if booksellers and publishers were vigilant to the changing trends in readers' preferences. Persons who buy books, no doubt, are a class by themselves. Their choice represents only the books they want to possess but surely we can have an idea of the popularity of subjects.

13 booksellers including 5 selling Hindi, 4 Urdu and 4 English books responded to the questionnaire.

1. Subjects in which most enquiries are received.

In Hindi the booksellers receive enquiries on Culture, Sex Psychology, Child Psychology, Poetry, Drama, Literary Criticism, Fiction, Hinduism, Philosophy, Character, Social Welfare, Folk Lore, Commerce, Hygiene and Food. In Urdu, books on Religion, Economics, Literary Criticism, Poetry, Drama, Fiction and Embroidry were demanded whereas in English, books on Economics, Civil, Electrical and Mechanical Engineering, Child Psychology, Culture, Social Welfare, Public Administration, Physics, Chemistry, Agriculture, Indian Art and Modern World History were inquired about.

2. What type of novels do you find sell best?

In Hindi novels dealing with social problems, history and romance had comparatively more demand. In Urdu, detectives,

love stories, and novels with social themes sell best whereas in English, romantics, detectives, historicals, humorous and science fiction are much in demand.

3. What changes over the last few years have their been in non-fiction reading interests?

In Hindi due to increase of literacy people are getting more interested in subjects like Modern Problems, Technical Knowledge, Adventure type books, Science and books on General information. Books on National Leaders, Travels in India, Agriculture, and Folk tales also have increased in demand. The majority of the buyers are students asking text and help books for their examinations.

In Urdu more sales were recorded for books on Economics, Political Science, History, Literary Criticism, Sex and Religion. In English very few persons are interested in the purchase of non-fiction titles except college professors and technical experts. Due to high cost of these books, the sales were usually through libraries. Of course books on Sociology, Psychology, Nuclear Energy, Agriculture, Chemical Technology, and Civil, Radio, and Electrical Engineering had recorded some increase. Books on Biography and History have shown a decrease in sale.

4. What subjects are not fully represented in Hindi / Urdu?

Booksellers and publishers in Hindi and Urdu recorded that except for the books in Literature, all the rest of the subjects were not represented and there was a need of more enterprise on their part.

5. What improvement do you consider necessary in the quality of books from their physical point of view?

Out of the 13 replies received majority stressed the need for improvement in the quality of paper, binding, picture jackets, and typography. Three stressed the need for improvement in illustrations and two the necessity of having all the books in hard covers.

6. Do you consider books too expensive for ordinary readers ?

Ten booksellers, 2 in Hindi, 4 in Urdu and 4 in English felt that books were too expensive for ordinary readers.

Three Hindi booksellers felt that Hindi books were not costly and a person with ordinary means could afford to buy them.

7. Are you selling more books now than five years ago?

It is significant to record that twelve booksellers stated that their sales had increased over the last five years.

8. Effect of the establishment of Delhi Public Library on sale of books.

Nine booksellers felt that the establishment of Delhi Public Library had stimulated interest for book reading and consequently their sales have been increased. Two felt that the library had taken away the intending buyer from them, another two booksellers stated that their sales were not effected either way.



CHAPTER - III
GENERAL CONCLUSIONS

What they read:

Fiction Reading:

An over all examination of the studies shows that fiction books are read the most in Hindi and Urdu but in English more of non-fiction books are borrowed. Over the years there has been a slight decrease in the reading of fiction in Hindi and Urdu which is a healthy trend. It might be due to the fact that comparatively more titles in non-fiction in these two languages are being published now, but books on Fiction, Poetry and Drama even now form a very great majority of the books available in the market and readers have no option but to satisfy their reading interests with whatever is available.

The English knowing members continue to read non-fiction more than fiction not only because a great number of books on varied topics are available in this language but also because a majority of these numbers use the library for educational and professional advancement.

Taking the theme and content of the novels into consideration we discover that a very great majority of readers would like to read books dealing with social problems like eradication of caste system, widow remarriage, dowery, intercaste marriage and rural uplift etc.

Novels with historical background preferably about India and also detectives and romantics are popular.

More women than men maintain their interest in fiction at all the three service points namely, The Central Lending Library, Mobile Library and Deposit Stations. Age, however, is not a very sustained factor in the choice of fiction.

Non-Fiction Reading:

In Hindi and Urdu, books on Poetry, Drama, Literary Essays and Criticism were greatly used. Social Sciences, Biography, Technics and History were the other popular subjects. On the contrary it was Religion which recorded a considerable increase in the percentage issue over the period.

In English, however, the use of books dealing with Social Sciences and Technics surpasses that of Literature. Under Social Sciences subjects like Elections,

Constitution, International Relations, Legislature, Money, Industrial Relations, Public Finance, Social Welfare, Juvenile Delinquency, Communication and Transport and Education were mostly popular. Technical subjects highly demanded were Personal Hygiene, Electrical Engineering, Tools and Machines, Space Travel, Dairy, Gardening, Poultry, Needle Work and Chemical Technology.

What they want to read:

Under the Constitution Hindi has been accepted as the national language. There is a demand that medium of instructions at the school and university level should be the national language. Consequently the demand for books on varied subjects in this language has increased. New reading public has expressed the need for more books on Information (like Odham's Enquire Within) Applied Psychology, Psycho-analysis and Ocult Science. In Social Sciences and Language, books on Tribes of India, Political and Economic Ideologies, International Organisations, subject Teaching and Learning of language are generally asked for where as in Technics, Arts and History readers would like to read more books on, Nuclear Physics, Modern Scientific investions, How to do books, Art Appreciation, How to draw pictures, Modern and current topics, Peoples of the world and Travel.

Urdu, which was a very popular language before the Independence and there was a great up surge in book production on various subjects is now loosing ground, but the majority of persons knowing this language expressed their need for books as is the case for Hindi.

In English students, research scholars and teachers demanded highly technical and costly books which could help them in their examinations and research. It is, however, not possible to satisfy the demand since this particular service can only be adequately provided by university and research libraries. As stated earlier books on topical subjects are not available in Hindi and Urdu. Therefore the demand continues to exist in English for Technical subjects, Biographies and Social Sciences.

Factors influencing their choice:

Language:

English knowing readers definitely prefer to read books in this language specially other than fiction. They, however,

satisfy their taste for fiction reading in either Hindi or Urdu. Readers knowing Hindi and/or Urdu but with limited knowledge of English similarly prefer books written in the languages they know.

Subject and Author:

A great majority of readers even in fiction go by theme and the content. In non-fiction subject plays the most important part. In English, readers specially/certain authors who are specialists in the field and prefer to have books written by them. In Hindi and Urdu some authors in Fiction, Poetry and Drama like Prem Chand and Krishan Chandra are popular because they constantly write on particular themes and because of their style of writing.

Preference for certain publishers depends upon their particular fields of specialisation. In Religion for example Hindi knowing public is familiar with the standard publishing concerns and they can depend upon the merits of books published by them. Same is the case with technical books in English where some publishers of U.K. and U.S.A. are known for their specialisation and standard publications.

Title:

In Fiction, Poetry, Drama Biography and adventure, catchy titles attract more readers.

Picture Jacket:

As stated in the body of the report the library removes the picture jackets before the books are added. For a short period we experimented with cellofine coverings over the picture jackets and found that the readers were definitely attracted by such books. They also gave a better look on the shelves. With import restrictions the experiment had to be discontinued as cellofine covers were not available. The present study has proved beyond doubt that picture jackets play a great part in attracting readers at the first look. It can be safely recommended that the libraries should keep books with picture jackets covered with cellofine covers. The publishers blurb on the picture jacket is an other factor influencing their choice. Persons doing purposive reading always have a look on the date of publication before they actually borrow a book.

/ White Collared class know

Other physical features:

Books with hard covers, good paper and typography and illustrations wherever they are necessary have a great influence on readers in choice of books. It might be mentioned here that books in English as a rule have these characteristics but they are sadly lacking in Hindi and Urdu books. Publishers in these languages have stated in clear terms that there is a need towards that end. Nothing tangible has been done upto now by the publishers since they have an eye on individual buyers of books whose purchasing power unfortunately is very low. It can be suggested that publishers should bring out library editions with good paper and binding, in a well designed format. It will not mean much extra expense on their part. Paper backs unless they are given a library binding cannot serve the purpose of a lending library.

Availability of books as against the expressed need:

Availability of books can denote two things, available in the market and available in the library. In the English Language there is no scarcity of books in the market which the readers of the library want to read. Since the library caters in four languages the money allotted for the purchase of books in English naturally is limited with the result that highly specialised books wanted by students and research scholars are not available in the library.

As stated earlier there are scores of subjects specially technical and topical in Hindi and Urdu on which books are not available in the market and consequently in the library though the readers interviewed emphatically expressed their need for these. Publishers in Indian languages have therefore to develop a spirit of enterprise.

FICTION AND NON-FICTION RELATIONSHIP FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP

SERVICE POINT: Whole of the Library

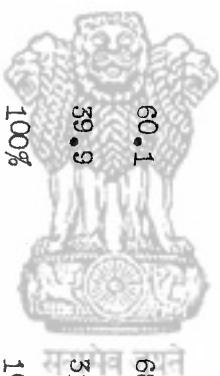
S.No.	Subject	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
1.	<u>All Languages - Hindi, Urdu & English</u>							
	Fiction	203322	1008068	69.3	70.6	1.3	46355	21.7
	Non-Fiction	90073	420430	30.7	29.4	-1.3	50197	8.4
	Total	293395	1428498	100%	100%		96552	
2.	<u>Hindi</u>							
	Fiction	126123	610652	74.3	73.5	-0.8	29709	20.6
	Non-Fiction	43538	220522	25.7	26.5	0.8	25553	8.7
	Total	169661	831174	100%	100%		55262	
3.	<u>Urdu</u>							
	Fiction	55555	295023	85.1	84.9	-0.2	12869	22.9
	Non-Fiction	9745	52500	14.9	15.1	0.2	6180	8.5
	Total	65300	347523	100%	100%		19049	
4.	<u>English</u>							
	Fiction	21644	102393	37.0	41.0	4.0	3777	27.1
	Non-Fiction	36790	147408	63.0	59.0	-4.0	18464	8.0
	Total	58434	249801	100%	100%		22241	

FICTION AND NON-FICTION RELATIONSHIP FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP
SERVICE PRINT: Central Directorate

S.No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Ratio-Stock on 31st March 1958	No. of Issues per volume of Stock
1. <u>All Languages - Hindi, Urdu & English</u>								
	Fiction	184545	782542	69.2	70.1	0.9	66685	29.3
	Non-Fiction	81995	334018	30.8	29.9	-0.9	33466	10.0
	Total	266540	1116560	100%	100%		60151	
2. <u>Hindi</u>								
	Fiction	115499	439833	76.0	74.6	-1.4	16435	26.8
	Non-Fiction	36471	150063	24.0	25.4	1.4	11991	12.9
	Total	151970	589896	100%	100%		28426	
3. <u>Urdu</u>								
	Fiction	47566	227494	84.4	85.1	0.7	7143	31.8
	Non-Fiction	8823	39874	15.6	14.9	-0.7	3678	10.8
	Total	56389	267368	100%	100%		10821	
4. <u>English</u>								
	Fiction	21480	95215	36.9	39.8	2.9	3107	30.6
	Non-Fiction	36701	144081	63.1	60.2	-2.9	17797	8.1
	Total	58181	239296	100%	100%		20904	

FICTION AND NON-FICTION RELATIONSHIP FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIPSERVICE POINT: Mobile & Deposit Stations

S.No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
<u>1. All Languages - Hindi, Urdu & English</u>								
	Fiction	18777	225526	69.9	72.3	2.4	19670	11.5
	Non-Fiction	8078	86412	30.1	27.7	-2.4	16731	5.1
	Total	26855	311938	100%	100%		36401	
<u>2. Hindi</u>								
	Fiction	10624	150819	60.1	68.2	8.1	13274	11.4
	Non-Fiction	7067	70459	39.9	31.8	-8.1	13562	5.1
	Total	17691	221278	100%	100%		26836	
<u>3. Urdu</u>								
	Fiction	7989	67529	89.7	84.2	-5.5	5726	11.8
	Non-Fiction	922	12626	10.3	15.8	5.5	2502	5.0
	Total	8911	80155	100%	100%		8228	
<u>4. English</u>								
	Fiction	164	7178	64.8	68.3	3.5	670	10.7
	Non-Fiction	89	3327	35.2	31.7	-3.5	667	5.0
	Total	253	10505	100%	100%		1337	



ANALYSIS OF ISSUES FROM (1953-54) * TO (1957-58) WITH STOCK RELATIONSHIP.

SERVICE POINT: Whole of the LibraryLANGUAGE: All languages - Hindi, Urdu & English.

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage** of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	3001-Stock on 31st March 1958	No. of Issues per Volume of Stock
000	General Knowledge	1952 XI***	8592 XI	2.2 XI	2.0 XI	-.2 VII	1944 VII	4.4 XI
100	Philosophy	8136 VI	32114 VI	9.0 VI	7.6 VI	-1.4 XI	2426 VII	13.2 I
200	Religion	4619 VII	29961 VII	5.0 VII	7.1 VII	2.1 I	3592 VI	8.4 IX
300	Social Sciences	12683 II	47498 IV	14.1 II	11.3 IV	-2.8 XII	8851 II	5.3 XI
400	Language	2431 X	11990 X	2.7 X	2.9 X	.2 VI	1297 XI	9.2 V
500	Pure Sciences	3583 VIII	15367 VIII	4.0 VIII	3.7 VIII	-.3 IX	1374 X	11.2 II
600	Technics	9822 IV	50238 II	10.9 IV	12.0 II	1.1 II	6063 III	8.3 X
700	Arts	2490 IX	13934 IX	2.8 IX	3.3 IX	.5 V	1629 IX	8.6 VIII
790	Recreation	1258 XII	5723 XII	1.4 XII	1.4 XII	- VII	554 XII	10.3 IV
800	Literature	23212 I	111116 I	25.8 I	26.4 I	.6 IV	13956 I	8.6 VII
900	History	8861 V	44531 V	9.8 V	10.6 V	.8 III	5108 IV	8.7 VI
920	Biography	11026 III	49346 III	12.3 III	11.7 III	-.6 X	4451 V	11.0 III
TOTAL NON-FICTION. 90073			420430					50197

* The year begins on 1st April and ends on 31st March.

** Percentage is in relation to the total issue of Non-Fiction only.

*** Roman figures indicate decreasing order.

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP

SERVICE POINT: Whole of the LibraryLANGUAGE: Hindi

Class No.	Subject	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1953	No. of Issues per volume of Stock
000	General Knowledge	661 X	3186 XI	1.5 X	1.5 XI	- VIII	383 XI	8.2 IX
100	Philosophy	3164 VII	13204 VII	7.3 VII	6.0 VII	-1.3 X	983 VII	13.3 II
200	Religion	3222 VI	21024 V	7.4 VI	9.5 V	2.1 I	2454 V	9.3 IV
300	Social Sciences	5644 II	23704 IV	13.0 II	10.8 IV	-2.2 XI	3255 III	7.3 XI
400	Language	897 IX	5944 VIII	2.1 IX	2.7 VIII	.6 V	737 VIII	8.0 X
500	Pure Sciences	974 VIII	5510 IX	2.2 VIII	2.5 IX	.3 VII	654 IX	9.4 VII
600	Technics	4260 IV	24766 II	9.8 IV	11.2 II	1.4 II	3340 II	7.4 XI
700	Arts	603 XI	5023 X	1.4 XI	2.3 X	.9 IV	570 X	8.9 VI
790	Recreation	182 XII	1775 XII	.4 XII	.8 XII	.4 VI	101 XII	17.5 I
800	Literature	15425 I	71470 I	35.4 I	32.4 I	-3.0 XI	8635 I	8.3 VIII
900	History	3614 V	20566 VI	8.3 V	9.3 VI	1.0 III	1912 VI	10.7 III
920	Biography	4892 III	24350 III	11.2 III	11.0 III	-.2 IX	2729 IV	8.9 V
TOTAL NON-FICTION.		43538	220522				25553	



ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.

SERVICE POINT: Whole of the Library

LANGUAGE: Urdu

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	191 XI	474 XI	2.0 XI	.9 XI	-1.1 IX	30 XI	15.8 V
100	Philosophy	341 VI	2718 VI	3.5 VI	5.2 VI	1.7 III	272 VI	9.9 VII
200	Religion	268 IX	3527 V	2.8 IX	6.7 V	3.9 I	601 III	5.8 XI
300	Social Sciences	669 V	2479 VII	6.9 V	4.7 VII	-2.2 XI	505 IV	4.9 XII
400	Language	330 VII	874 IX	3.4 VII	1.7 IX	-1.7 X	119 VIII	7.3 VIII
500	Pure Sciences	234 X	782 X	2.4 X	1.5 X	-.9 VIII	52 IX	15.0 VI
600	Technics	803 IV	4877 IV	8.2 IV	9.3 IV	1.1 IV	678 II	7.2 IX
700	Arts	275 VIII	1271 VIII	2.8 VIII	2.4 VIII	-.4 VI	40 I	31.7 I
790	Recreation	127 XII	445 XII	1.3 XII	.8 XII	-.5 VII	28 XI	15.8 IV
800	Literature	3441 I	20246 I	35.3 I	38.6 I	3.3 II	3016 I	6.7 X
900	History	1094 III	6408 III	11.2 III	12.2 III	1.0 V	366 VI	17.5 III
920	Biography	1972 II	8399 II	20.2 II	18.0 II	-4.2 XII	473 V	17.7 II

TOTAL NON-FICTION.

9745

52500

6180

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Whole of the Library.LANGUAGE: English

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	1100 XI	4932 XI	3.0 XI	3.3 XI	.3 VI	1526 IV	3.1 XI
100	Philosophy	4631 III	16192 VI	12.6 III	11.0 VI	-1.6 XI	1166 VII	13.9 II
200	Religion	1129 X	5410 IX	3.1 X	3.7 IX	.6 V	727 IX	7.4 IX
300	Social Sciences	6370 I	21315 I	17.3 I	14.4 I	-2.9 XII	5091 I	4.1 XI
400	Language	1204 IX	5172 X	3.3 IX	3.5 X	.2 VII	441 XI	11.7 V
500	Pure Sciences	2375 VII	9095 VII	6.4 VII	6.2 VII	-.2 IX	668 X	13.8 III
600	Technics	4759 II	20595 II	12.9 II	14.0 II	1.1 II	2007 III	10.2 VI
700	Arts	1612 VIII	7640 VIII	4.4 VIII	5.2 VIII	.8 III	1029 VIII	7.4 VIII
790	Recreation	949 XII	3503 XII	2.6 XII	2.4 XII	-.2 X	425 XII	8.2 VII
800	Literature	4346 IV	19400 III	11.8 IV	13.2 III	1.4 I	1305 V	14.8 I
900	History	4153 VI	17557 IV	11.3 VI	11.9 IV	.6 IV	2830 II	6.2 X
920	Bibliography	4162 V	16597 V	11.3 V	11.2 V	-.1 VIII	1249 VI	13.3 IV

TOTAL NON-FUNCTION.

36790

147408

18464

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Central Lending LibraryLANGUAGE: All Languages - Hindi, Urdu & English

Class No	Subject	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General knowledge	1779 XI	6672 XI	2.2 XI	2.0 XI	-.2 IX	1727 VII	3.8 XI
100	Philology	7771 VI	26575 VI	9.5 VI	8.0 VI	-1.5 XI	1768 VII	15.0 III
200	Religion	3921 VII	19123 VII	4.8 VII	5.7 VII	.9 III	1934 VI	9.8 IX
300	Social Sciences	11858 II	37607 V	14.5 II	11.3 V	-3.2 XII	6534 II	5.8 XI
400	Language	2360 X	9526 X	2.9 X	2.9 X	- VII	774 XI	12.3 V
500	Pure Sciences	3356 VIII	12743 VIII	4.1 VIII	3.8 VIII	-.3 X	831 X	15.3 II
600	Technics	8811 IV	40588 II	10.7 IV	12.1 II	1.4 I	3599 IV	11.3 VI
700	Arts	2393 IX	11969 IX	2.9 IX	3.6 IX	.7 V	1322 IX	9.0 X
790	Recreation	1258 XII	5723 XII	1.5 XII	1.7 XII	.2 VI	456 XII	12.5 IV
800	Literature	20217 I	85212 I	24.7 I	25.5 I	.8 IV	8379 I	10.2 VII
900	History	8466 V	38721 IV	10.3 V	11.6 IV	1.3 II	3811 III	10.1 VIII
920	Biography	9803 III	39559 III	11.9 III	11.8 III	-.1 VIII	2331 V	17.0 I
TOTAL NON-FICTION		81995	334018				33466	

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Central Lending LibraryLANGUAGE: Hindi

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-48	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	507 XI	1741 XII	1.4 XI	1.2 XI	-.2 IX	230 X	7.5 XII
100	Philosophy	2827 VI	9132 VII	7.7 VI	6.0 VII	-1.7 XI	485 VII	18.8 II
200	Religion	2549 VII	11193 VI	7.0 VII	7.5 VI	.5 V	983 IV	11.3 X
300	Social Sciences	4845 II	15128 V	13.3 II	10.0 V	-3.3 XII	1318 II	11.4 IX
400	Language	857 VIII	3905 VIII	2.3 VIII	2.6 VIII	.3 VII	286 IX	13.6 VI
500	Pure Sciences	768 IX	3546 X	2.1 IX	2.4 X	.3 VIII	191 XI	18.5 III
600	Technics	3586 IV	16721 II	9.3 IV	11.1 II	1.8 I	1244 III	13.4 VII
700	Arts	532 X	3629 IX	1.5 X	2.4 IX	.9 III	297 VIII	12.2 VIII
790	Recreation	182 XII	1775 XI	.5 XII	1.2 XI	.7 IV	41 XII	43.2 I
800	Literature	12850 I	50659 I	35.2 I	33.8 I	-1.4 X	5094 I	9.9 XI
900	History	3506 V	16295 IV	9.1 V	10.9 IV	1.8 II	925 V	17.6 V
920	Biography	3882 III	16339 III	10.6 III	10.9 III	.3 VI	897 VI	18.2 IV
TOTAL NON-FICTION		36471	150063					
							11991	

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Central Reading LibraryLANGUAGE: Urdu

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	181 XI	307 XII	2.1 XI	.8 XII	-1.3 VIII	20 XI	15.4 VI
100	Philosophy	321 VII	1500 VI	3.6 VII	3.8 VI	.2 V	152 VII	9.9 VIII
200	Religion	247 IX	2700 V	2.8 IX	6.8 V	4.0 II	252 III	10.7 VII
300	Social Sciences	652 V	1457 VII	7.4 V	3.7 VII	-3.7 XII	202 VI	7.2 XII
400	Language	322 VI	526 IX	3.6 VI	1.3 IX	-2.3 X	64 VIII	8.2 X
500	Pure Sciences	230 X	457 X	2.6 X	1.1 X	-1.5 IX	26 X	17.6 V
600	Technics	681 IV	3595 IV	7.7 IV	9.0 IV	1.3 IV	397 II	9.1 IX
700	Arts	259 VIII	937 VIII	2.9 VIII	2.3 VIII	-.6 VII	33 IX	28.4 II
790	Recreation	127 XII	445 XI	1.5 XII	1.1 XI	-.4 VI	13 XII	34.2 I
800	Literature	3026 I	15663 I	34.3 I	39.3 I	5.0 I	2041 I	7.7 XI
900	History	1010 III	5323 III	11.5 III	13.3 III	1.8 III	233 V	22.8 IV
920	Biography	1767 II	6964 II	20.0 II	17.5 II	-2.5 XI	245 IV	28.4 III

TOTAL NON-FICTION

8823

39374

3678

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIPSERVICE POINT: Central Lending LibraryLANGUAGE: English

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	1091 XI	4624 XI	3.0 XI	3.2 XI	.2 VII	1477 IV	3.1 XII
100	Philosophy	4623 III	15943 VI	12.6 III	11.1 VI	-1.5 XI	1131 VII	14.0 III
200	Religion	1125 X	5230 IX	3.1 X	3.6 IX	.5 V	699 IX	7.5 VIII
300	Social Sciences	6361 I	21022 I	17.3 I	14.6 I	-2.7 XII	5014 I	4.1 XI
400	Language	1201 IX	5095 X	8.3 IX	3.5 X	.2 VI	424 XI	12.0 V
500	Pure Sciences	2360 VII	8740 VII	6.4 VII	6.1 VII	-.3 X	61 X	14.2 II
600	Technics	4744 II	20272 II	12.9 II	14.1 II	1.2 II	1958 III	10.3 VI
700	Arts	1602 VIII	7403 VIII	4.4 VIII	5.1 VIII	.7 III	992 VIII	7.5 IX
790	Recreation	949 XII	3503 XII	2.6 XII	2.4 XII	-.2 IX	402 XII	8.7 VII
800	Literature	4341 IV	10690 III	11.8 IV	13.1 III	1.3 I	1244 V	15.2 I
900	History	4150 VI	17103 IV	14.3 VI	11.9 IV	.6 IV	2653 II	6.4 X
920	Biography	4154 V	16256 V	11.3 V	11.3 V	- VIII	1189 VI	13.7 IV

TOTAL NON-FICTION

36701

144081

17797

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Mobile & Deposit Stations.LANGUAGE: All languages - Hindi, Urdu & English

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958.	No. of Issues per volume of Stock
000	General Knowledge	173 IX	1920 XI	2.2 IX	2.2 XI	- VIII	217 XI	8.8 I
100	Philosophy	365 VII	5539 VII	4.5 VII	6.4 VII	1.9 III	658 VII	8.4 II
200	Religion	698 V	10838 II	8.6 V	12.5 II	3.9 I	1648 V	6.6 III
300	Social Sciences	825 IV	9891 III	10.2 IV	11.4 III	1.2 V	2347 III	4.3 X
400	Language	71 XI	2464 IX	.9 XI	2.9 IX	2.0 II	523 IX	4.7 VII
500	Pure Sciences	225 VIII	2644 VIII	2.8 VIII	3.1 VIII	.3 VII	543 VIII	4.9 V
600	Technics	1011 III	9650 V	12.5 III	11.2 V	-1.3 IX	2426 II	4.0 XI
700	Arts & Recreation	97 X	1965 X	1.2 X	2.3 X	1.1 VI	405 X	4.9 VI
800	Literature	2995 I	25904 I	37.1 I	30.0 I	-7.1 XI	4577 I	5.7 IV
900	History	395 VI	5810 VI	4.9 VI	6.7 VI	1.8 IV	1297 VI	4.5 IX
920	Biography	1223 II	9787 IV	15.1 II	11.3 IV	-3.8 X	2120 IV	4.6 VIII
TOTAL NON-FICTION		8078	86412					
							16731	

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.

SERVICE POINT: Mobile & Deposit Stations

LANGUAGE: Hindi

Class No.	Subject	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	154 IX	1445 X	2.2 IX	2.0 X	- .2 VIII	158 XI	9.1 I
100	Philosophy	337 VI	4072 VII	4.8 VI	5.8 VII	1.0 IV	503 VII	8.1 II
200	Religion	673 V	9831 II	9.5 V	13.9 II	4.4 I	1271 V	7.7 III
300	Social Sciences	799 IV	8576 III	11.3 IV	12.2 III	.9 VI	1937 III	1.4 VI
400	Language	60 XI	2039 VII	.8 XI	2.9 VIII	2.1 II	451 IX	4.5 V
500	Pure Sciences	206 VIII	1964 IX	2.9 VIII	2.8 IX	-.1 VII	463 VIII	4.2 X
600	Technics	874 III	8045 IV	12.4 III	11.4 IV	-1.0 IX	2096 II	3.8 XI
700	Arts & Recreation	71 X	1394 XI	1.0 X	2.0 XI	1.0 V	323 X	4.3 IX
800	Literature	2575 I	20811 I	36.4 I	29.5 I	-6.9 XI	3541 I	5.9 IV
900	History	308 VII	4271 VI	4.4 VII	6.1 VI	1.7 III	987 VI	4.3 VIII
920	Bio-Graphy	1010 II	8011 V	14.3 II	11.4 V	-2.9 X	1832 IV	4.4 VII
TOTAL NON-FICTION.		7067	70459					
							13562	

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Mobile & Deposit Stations.LANGUAGE: Urdu

Class No.	Subject	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General Knowledge	10 IX	167 XI	1.1 IX	1.3 XI	.2 VII	10 XI	16.7 I
100	Philosophy	20 VI	1218 IX	2.2 VI	9.6 IV	7.4 I	120 VII	10.1 IV
200	Religion	21 V	827 VII	2.3 V	6.6 VII	4.3 III	349 II	2.4 XI
300	Social Sciences	17 VII	1022 VI	1.9 VII	8.1 VI	6.2 II	303 III	3.4 X
400	Language	8 X	348 VIII	.9 X	2.7 VII	1.8 V	55 VIII	6.3 VII
500	Pure Sciences	4 XI	325 X	.4 XI	2.6 X	2.2 IV	26 IX	12.5 III
600	Technics	122 III	1282 III	13.2 III	10.2 III	-3.0 IX	281 IV	4.6 IX
700	Arts & Recreation	16 VIII	334 IX	1.7 VIII	2.6 IX	.9 VI	22 X	15.0 II
800	Literature	415 I	4583 I	45.0 I	36.3 I	-8.7 X	975 I	4.7 VIII
900	History	84 IV	4085 V	9.1 IV	18.6 V	-.5 VIII	133 VI	8.2 V
920	Bibliography	205 II	1435 II	22.2 II	11.4 II	-10.8 XI	228 V	6.3 VI
TOTAL NON-FICTION		922	12626				2502	

ANALYSIS OF ISSUES FROM (1953-54) TO (1957-58) WITH STOCK RELATIONSHIP.SERVICE POINT: Mobile & Deposit StationsLANGUAGE: English

Class No.	Subject.	Issue in 1953-54	Total Issue in 1954-58	Percentage of Issue in 1953-54	Percentage of Issue in 1954-58	Increase or decrease in percentage	Book-Stock on 31st March 1958	No. of Issues per volume of Stock
000	General knowledge	9 IV	308 VI	10.1 IV	9.3 VI	- .8 V	49 VII	6.3 VI
100	Philosophy	8 VII	249 VIII	9.0 VII	7.5 VIII	- 1.5 VII	35 IX	7.1 II
200	Religion	4 IX	180 X	4.4 IX	5.4 X	1.0 IV	28 X	6.4 V
300	Social Sciences	9 V	293 VII	10.1 V	8.8 VII	- 1.3 VII	77 II	3.8 X
400	Language	3 XI	77 XI	3.4 XI	2.3 XI	- 1.1 VI	17 XI	4.5 VIII
500	Pure Sciences	15 I	355 III	16.9 I	10.7 III	- 6.2 X	54 VI	6.9 III
600	Technics	15 II	323 V	16.9 II	9.7 V	- 7.2 XI	49 VIII	6.6 IV
700	Arts & Recreation	10 III	237 IX	11.2 III	7.1 IX	- 4.1 IX	60 V	3.9 IX
800	Literature	5 VIII	510 I	5.6 VIII	15.3 I	9.7 II	61 III	8.4 I
900	History	3 X	454 II	3.4 X	13.6 II	10.2 I	177 I	2.6 XI
920	Biography	8 VI	341 IV	9.0 VI	10.3 IV	1.3 III	60 IV	5.7 VII
TOTAL NON-FICTION		89	3327					667

TEN MOST POPULAR SUBJECTS - ALL LANGUAGES

S.No.	Name of the subject.	Total books issued	Percentage to total Non-Fiction issue	Percentage to total stock	Stock
1.	Biography	45	8.0	7.0	2331
2.	Hindi Poetry.	38	7.1	6.1	2041
3.	Hindi Drama.	38	7.1	3.2	1067
4.	Hindi Literature	34	6.4	3.9	1309
5.	Urdu Poetry	28	5.3	3.7	1231
6.	Indian History	25	4.7	3.4	1154
7.	Literary criticism	23	4.3	2.2	735
8.	Urdu Literature	19	3.6	1.5	500
9.	Economics	19	3.6	4.4	1457
10.	Hinduism Post-Vedic.	15	2.8	2.9	957

TOTAL NON-FICTION ISSUED - ALL SUBJECTS: 533

TOTAL NON-FICTION STOCK: 33466

MOST POPULAR SUBJECTS IN EACH LANGUAGEHOW DO THEY COMPARE WITH STOCK

S.NO.	HINDI.	ISSUE.	STOCK.	URDU.	ISSUE.	STOCK.	ENGLISH.	ISSUE.	STOCK.
I	Poetry	38	2033	Poetry	27	1209	Biography	19	1189
II	Drama	38	1067	Literature	19	467	Economics	10	1197
III	Literature	34	1295	Drama	7	272	Drama	7	345
IV	Literary Criticism	18	458	Biography	6	245	History of India	7	577
V	Biography	18	897	Hinduism (Post-vedic)	4	37	Literature	6	303
VI	Indian History	15	427	Mohammedanism	3	193	Hindu Philosophy	5	63
VII	Hinduism (Post-vedic)	11	718	Familly	3	17	General Knowledge	4	895
VIII	Economics	9	229	Education	3	54	Education	4	1036
IX	Political Science	8	231	History of India	3	150	Automobile Engineering	4	48
X							Literary Criticism	4	218

DELHI PUBLIC LIBRARY

Study No.3. Selective study of normal reading by library users over a period of three months.

.....

FOLLOW-UP QUESTIONNAIRE

..

1. Which books on the list did you enjoy most ?
Tick two books at the most in order of preference.
2. Reasons for it :-
3. Which books on the list did you enjoy least ?
Cross the book.
4. Reasons for it :-
5. Were there any books you did not read at all ?
 1. Yes.
 2. No.
6. Which are these ? Put NR in the beginning against such books.
7. Reasons why you could not read.
8. Is there any book too taxing ?
 1. Yes.
 2. No.
9. Were you influenced in choice as far you remember by any of the following features :-
 1. Size of type.
 2. Illustrations.
 3. Index.
 4. Hard cover.
 5. Newness.
 6. Size of the book.
 7. Picture Jackets.
 8. Blurb.
 9. Cannot say.
10. Were any of the books you read recommended to you in any way ?
 1. Yes.
 2. No.
11. If so, what way ?
12. Are there any subjects you are interested in in which you cannot get enough books ?
 1. Yes.
 2. No.
13. If yes, what are these in order of preference.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
14. What is the purpose of your reading books from the library?
 1. For educational knowledge.
 2. For professional knowledge.
 3. For general knowledge.
 4. For information.
 5. For recreation.
 6. For knowledge and recreation.
 7. For any other purpose.
15. If you read for the purpose other than gaining or adding to your professional knowledge do you still get books from the library on your profession or trade ?
 1. Yes.
 2. No.

16. If you read for the purpose of gaining or adding to your professional knowledge do you find enough books on your profession or trade ?

1. Yes.

2. No.

SPECIAL QUESTIONS.

For readers of non-fiction books only.

17. Have you ever read fiction ?

1. Yes.

2. No.

18. If yes, why do you not read it now ?

1.

2.

3.

For readers of fiction books only.

19. Have you ever read non-fiction ?

1. Yes.

2. No.

20. Why do you not read it now ? (Please compare the answer to that of No. 14).

1.

2.

3.

4.

5.

6.

For readers of light fiction only.

21. Have you ever tried serious fiction ?

1. Yes.

2. No.

For readers of English books only.

22. Do you ever read Hindi books ?

1. Yes.

2. No.

23. If not so, why.

1.

2.

3.

4.

5.

6.

7.

For readers of Urdu books only.

24. Do you ever read Hindi books ?

1. Yes.

2. No.

25. If not so, why.

1.

2.

3.

4.

5.

6.

7.

DELHI PUBLIC LIBRARYStudy No.4. EXAMINATION OF RESERVATION AND RECOMMENDATIONSParticulars of the member reserving/proposing *the book.

Name in full.....

Occupation.....

Age..... Education.....

Full postal address.....

.....

.....

Residential address if different.....

* Strike out which is not applicable.

PARTICULARS OF THE BOOK RESERVED OR PROPOSED

Author

Title

Place of publication

Publishers

Year of publication

Name of the subject

SUGGESTED QUESTIONS WITH POSSIBLE ANSWERS

1. Why do you ask for this book?

I. From the reader's point of view:-

- a) For your personal study - Educational, Professional and General
- b) For information.
- c) For recreation
- d) If not for your personal use, then for whose use
- e) Please specify the purpose for which he/she wants the book.

For study
For information
For recreation

- f) To improve the quality of book-stock in the library

II. From the point of view of the book itself

- a) Are you interested in the subject?
- b) Are you interested in the author?
- c) Are you interested in its illustrations, diagrams or photos?

2. How did you find out that it existed?

1. From the book-reviews appearing in periodicals or newspapers
2. Through the radio
3. Through visits to bookshops
4. Through an exhibition outside the library
5. Through display in the library
6. Through catalogue of the library
7. Through suggestion from

the teacher,
a friend,
the speaker.

3. Have you read other books on the same subject?

4. Have you read other books by the same author?

5. Is the subject well-represented in the Library?

6. Is the author well-represented in the Library?

7. Do you read books on the subject in other languages? if so what are these languages?

8. Why do you not read books in other languages?

1. No book available
2. Poor treatment of the subject
3. No simpler books suited to my needs
4. I do not know the language.
5. I have not thought of it.
6. I have not felt its necessity.

EFFECT OF PHYSICAL CHARACTERISTICS OF BOOKS ON SELECTION

	Readers			200
	Hindi	Urdu	English	Total
Books displayed	71	36	43	150
No.of times books chosen	494	246	260	1000
Physical Features				
1. Picture jacket	350	137	187	674
2. Hard cover	460	240	246	946
3. Soft cover	34	6	14	54
4. Heavily illustrated	69	29	159	257
5. Not illustrated	375	205	64	644
6. Technical book with many diagrams	43	26	48	117
7. Large book	37	14	35	86
8. Small book	11	-	39	50
9. Good paper	346	107	251	704
10. Poor paper	148	139	9	296
11. Large type	87	72	21	180
12. Small type	88	42	64	194
13. Well designed page and typography	216	87	257	560
14. Badly designed page and typography	278	159	3	440
15. Rebound books	-	-	1	1

THE DELHI PUBLIC LIBRARY

DELHI

READERSHIP QUESTIONNAIRE

We are approaching you on behalf of the Delhi Public Library which is anxious to assist you in obtaining your requirements in Books and Magazines more readily. We shall be grateful for your cooperation.

1. (a) Which do you visit ?
- | | | | |
|-------------------------------|---|----------------------|---|
| Library | 1 | Twice a week or more | 1 |
| Mobile Van | 2 | Once a week | 2 |
| Deposit Centre | 3 | Once a fortnight | 3 |
| Library and Mobile Van | 4 | Once a month | 4 |
| Mobile Van and Deposit Centre | 5 | Rarely | 5 |
| Library and Deposit Centre | 6 | | |
- (Strike out the irrelevant entries)
- (b) Why do you visit the Library, Deposit Centre and/or the Mobile Van ?
- | | | | |
|----------------------------|---|-------------------------|---|
| Near my home | 1 | Daily | 1 |
| Near my office | 2 | Less than thrice a week | 2 |
| I can get better books | 3 | More than thrice a week | 3 |
| I can get better selection | 4 | Once a week | 4 |
| Any other (specify) | 5 | Once a fortnight | 5 |
| | | Once a month | 6 |
| | | Rarely | 7 |
- (c) How often do you visit the Library ?
- | | | | |
|---------------------|---|---|---|
| Daily | 1 | (b) What do you usually read in the Library ? | |
| 3 to 4 times a week | 2 | Books | 1 |
| Once a week | 3 | Periodicals | 2 |
| Once a fortnight | 4 | Daily newspapers | 3 |
| Once a month | 5 | Any other (specify) | 4 |
2. How long have you been visiting this Library ?
- | | | | |
|------------------------|---|---|---------|
| Less than three months | 1 | 6. (a) What is the book you have just taken ? | |
| More than three months | 2 | Title | 1 |
| More than six months | 3 | | |
| More than one year | 4 | Author | 2 |
| More than two years | 5 | | |
| More than three years | 6 | (b) In which language is this book written ? | |
| Four years and more | 7 | English | 1 |
3. (a) Have you any idea about the objects for which this Library was started ?
- | | | | |
|------------|---|-------|---|
| Yes | 1 | Hindi | 2 |
| No | 2 | Urdu | 3 |
| Don't know | 3 | | |
- (b) If yes—could you please tell us about them ?
-
-
-
4. (a) Do you visit the Library for reading there itself or to borrow books ?
- | | | | |
|-----------------------------|---|------------------|----|
| Only to borrow books | 1 | Fiction | 1 |
| Only to read in the Library | 2 | History | 2 |
| Both | 3 | Geography | 3 |
| Any other (specify) | 4 | Literature | 4 |
| | | Philosophy | 5 |
| | | Sociology | 6 |
| | | Economics | 7 |
| | | Medicine | 8 |
| | | Mythology | 9 |
| | | Religion | 10 |
| | | Politics | 11 |
| | | Art and painting | 12 |
| | | Astrology | 13 |
| | | Astronomy | 14 |
| | | Psychology | 15 |
| | | Science | 16 |
| | | Specify | 16 |
- (b) For those who borrow books
- How often do you borrow books from the library ?

7. Why did you choose it ?
- because of interest in the subject 1
 - because the author is known to me 2
 - because it was recommended to me 3
 - because it is well-illustrated 4
 - because it is new 5
 - because I had heard of it 6
 - specify any other reason 7

Don't know (v) 8

8. When you went into the Library, did you have this or this kind of book in mind ?

Yes, this very book ? 1
 Yes, only this kind of book 2
 No 3
 Don't know 4

9. Can you recall titles of the other books you looked at, but did not choose ?

Yes 1
 No 2
 No answer 3

10. If yes, could you please name three of them

Name	Author	Language
1.....	1, 2, 3
2.....
3.....

11. How long were you in the Library today ?

Upto 15 minutes 1
 15 min. to 30 min. 2
 30 min. to 45 min. 3
 45 min. to an hour 4
 More than an hour 5
 More than 2 hours 6

12. Approximately, how many books did you look at ?

One book 1
 Two books 2
 Three books 3
 Four books 4
 Five books 5
 Six books 6
 Seven books 7
 Eight books 8
 More than eight books 9
 No answer (v) 10

For Fiction Readers Only

13. Do you usually choose fiction ?

Yes 1
 No 2
 Don't know 3

14. Do you usually choose a book by this author ?

Yes 1
 No 2
 Don't know 3

15. Why do you like this particular author ?

Reasons :

(1).....
 (2).....
 (3).....
 (4).....

16. In choosing fiction, what influences you most, the author or the subject ?

Author 1
 Subject 2
 Both equally (v) 3
 Don't know 4

17. Do you prefer a happy ending ?

Yes 1
 No 2
 Don't know 3

18. Do you avoid serious or gloomy fiction ?

Yes 1
 No 2
 Don't know 3

19. Of these fiction subjects, name three you like to read about :—

(a) Historical novels	1
(b) Novels about India	2
(c) Romance and love stories	3
(d) Novels with Western themes	4
(e) Novels of adventure	5
(f) Detective stories	6
(g) Novels of social problems	7
(h) Humorous novels	8
(i) Science fiction	9
(j) Short stories	10
(k) Western classics	11
(l) Indian classics	12

For Non-Fiction Readers Only

20. Do you usually choose a non-fiction ?

Yes 1
 No 2
 Don't know 3

21. Reasons why or why not ?

1
 2
 3

22. Do you always look for the name of a particular author ?

Yes 1
 No 2
 Don't know 3

23. Could you name three other authors you like

Name of 1st Author	1	Language
Name of 2nd Author	2	1, 2, 3.
Name of 3rd Author	3	1, 2, 3.

24. Do you choose a book by an author you don't know just because of a particular subject ?

Yes 1
 No 2
 Don't know 3

25. Have you read much on this subject ?
 Yes 1
 No 2
 Don't know 3
26. What sort of non-fiction do you prefer ?
 (a) Famous men and women of the past 1
 (b) Famous men and women of to-day 2
 (c) Health, diet and hygiene 3
 (d) Politics 4
 (e) Religion 5
 (f) Modern history 6
 (g) Psychology 7
 (h) Sport and recreation 8
 (i) Technical books 9
 (j) Art and painting 10
 (k) Literature, play, poetry 11
 (l) Travel in foreign countries 12
 (m) Business methods 13
 (n) Philosophy 14
 (o) Economics 15
 (p) Others specify 16
27. If answer is 9, 10 or 11 what are the detailed subjects you read ?
- | | Description of subject |
|----------------------|------------------------|
| Sport and recreation | |
| Technical books | |
| Art and/or painting | |
28. Have you found the library useful in your trade/profession/business ?
 Yes 1
 No 2
 Don't know 3
29. Do you get the kinds of books you want ?
 Yes 1
 No 2
 Not always 3
 Don't know 4
30. If not, or not always, what sort of books are not there ?
 1
 2
 3
 4
 5
 6
 7
 8
 9
31. Have you any general criticism of books available ?
 Yes 1
 No 2
 If yes
 Are they :
 (a) too easy 1
 difficult 2
 theoretical 3
 specify 4
- (b) Not enough new books 1
 badly printed books 2
 badly illustrated books 3
- (c) Too much fiction 1
 Not enough fiction 2
- (d) Too much non-fiction 1
 Not enough non-fiction 1
- (e) Not enough books in my own language 1
32. Do you ever look at the name of a publisher ?
 Yes 1
 No 2
 Don't know 3
33. (a) Do you ever look at the date of publication ?
 Yes 1
 No 2
 Don't know 3
 (b) If yes, does it influence your choice
 Yes 1
 No 2
34. Do you like books with picture jackets ?
 Yes 1
 No 2
 Don't know (v) 3
35. Do you prefer books with illustrations ?
 Yes 1
 No 2
 Don't know (v) 3
36. (a) Do you ever read reviews of books ?
 Yes 1
 No 2
 Sometimes 3
 Never 4
 Don't know 5
 (b) Do you ever read advertisements for books ?
 Yes 1
 No 2
 Never 3
 (c) Do you find them helpful ?
 (a) Reviews (b) Advertisements
 Yes 1 1
 No 2 2
 Don't know 3 3
37. Would you like more help in choosing books ?
 Yes 1
 No 2
 If yes
 (b) Would you like this help in the shape of :—
 List of recommended books 1
 More reviews 2
 More help from the library staff 3
 Any other (specify) 4
 Neither 5

BACKGROUND INFORMATION

1. Sex :	Male	1	Officials
	Female	2	Unskilled Workers
2. Age Group :	21-35	1	Skilled Workers
	36-50	2	Landlords
	above 50	2	Shopkeepers
		3	Housewives
			Unemployed
3. Occupation :	Students		Self-employed
	Teachers		Unspecified
	Clerks		



STUDY NO.6.

APPENDIX NO. 22.
SAMPLE DISTRIBUTION

1. Central Lending Library
2. Deposit Stations
3. Mobile Library

Actual	:	%
250	:	50.0
125	:	25.0
125	:	25.0
Total	:	500 100.0

CENTRAL LIBRARY		:	DEPOSIT STATIONS		:	MOBILE LIBRARY		:	ALL THREE	
(1)	:	(2)	:	(3)	:	(4)	:	(5)	:	(6)
Actual	:	%	:	Actual	:	%	:	Actual	:	%

SEX											
Male		200	80.0	98	78.4	100	80.0	398	79.6		
Female		50	20.0	27	21.6	25	20.0	102	20.4		
Total		250	100.0	125	100.0	125	100.0	500	100.0		

AGE GROUP											
18 - 25		145	58.0	96	76.8	67	53.6	308	61.6		
26 - 35		64	25.6	22	17.6	22	17.6	108	21.6		
36 - 45		24	9.6	2	1.6	22	17.6	48	9.6		
Above 45		17	6.8	5	4.0	14	11.2	36	7.2		
Total		250	100.0	125	100.0	125	100.0	500	100.0		

EDUCATION											
Under-Matric		50	20.0	37	29.6	56	44.8	143	28.6		
Matric		85	34.0	58	46.4	42	33.6	185	37.0		
Under-graduates		69	27.6	16	12.8	18	14.4	103	20.6		
Graduates		46	18.4	14	11.2	9	7.2	69	13.8		
Total		250	100.0	125	100.0	125	100.0	500	100.0		

OCCUPATION	CENTRAL LIBRARY		DEPOSIT STATIONS		MOBILE LIBRARY		ALL THREE	
	Actual	Percentage	Actual	Percentage	Actual	Percentage	Actual	Percentage
White Collared (Executives, Clerks, Officials etc.)	86	34.4	33	26.4	30	24.0	149	29.8
Professionals (Lawyers, Doctors etc.)	25	10.0	8	6.4	6	4.8	39	7.8
Students	70	28.0	42	33.6	21	16.8	133	26.6
Housewives	12	4.8	11	8.8	7	5.6	30	6.0
Police Men, Daftries, Peons etc.	8	3.2	3	2.4	33	26.4	44	8.8
Artisans etc.	28	11.2	17	13.6	13	10.4	58	11.6
Shopkeepers & Businessmen	16	6.4	8	6.4	8	6.4	32	6.4
Miscellaneous	5	2.0	3	2.4	7	5.6	15	3.0
TOTAL	250	100.0	125	100.0	125	100.0	500	100.0

Q.6(b) In which language is this book written?	CENTRAL LIBRARY		DEPOSIT STATIONS		MOBILE LIBRARY		ALL THREE	
	Actual	Percentage	Actual	Percentage	Actual	Percentage	Actual	Percentage
Hindi	129	51.6	84	67.2	79	63.2	292	58.4
Urdu	64	25.6	36	28.8	34	27.2	134	26.8
English	57	22.8	5	4.0	12	9.6	74	14.8
TOTAL	250	100.0	125	100.0	125	100.0	500	100.0

Q.7. Why did you choose it?

Because of interest in the subject	178	71.2	71	56.8	69	71.2	338	69.6
Because the author is known to me	30	12.0	18	14.4	14	11.2	62	12.4
Author known to me & I like this book	-	-	-	-	5	4.0	5	1.0
Because it was recommended to me	10	4.0	4	3.2	4	3.2	18	3.6
Because it is well illustrated	-	-	-	-	-	-	-	-
Because it is new	-	-	-	-	-	-	-	-
Simply picked it up	34	13.6	32	25.6	12	9.6	78	15.6
Took a fancy to the book	-	-	-	-	1	0.8	1	0.2
Did not find the book I wanted so took this up	2	0.8	-	-	-	-	2	0.4

4 persons gave double answers.



STUDY NO.6

CENTRAL LIBRARY :		DEPOSIT STATIONS :		MOBILE LIBRARY :		ALL THREE	
Actual :	Percentage	Actual :	Percentage	Actual :	Percentage	Actual :	Percentage

Q.3.(c) What subject does this book deal with?

Politics	..	1	1.0	1	7.7	2	5.0	4	2.5
Science	..	5	4.8	-	-	1	2.5	6	3.8
Geography	..	1	1.0	2	15.4	-	-	3	1.9
Biographies	..	4	3.8	1	7.7	7	17.5	12	7.6
Adventure	..	36	34.6	4	30.7	8	20.0	48	30.6
Religion	..	5	4.8	2	15.4	4	10.0	11	7.0
Economics	..	3	2.9	2	15.4	2	5.0	7	4.5
Philosophy	..	7	6.7	-	-	1	2.5	8	5.1
Fine Arts	..	3	2.9	-	-	1	2.5	4	2.5
History	..	11	10.6	1	7.7	7	17.5	19	12.1
Sociology	..	3	2.9	-	-	-	-	3	1.9
Law	..	1	1.0	-	-	-	-	1	0.7
Domestic Science	..	4	3.8	-	-	3	7.5	7	4.5
Psychology	..	2	1.9	-	-	-	-	2	1.3
Architecture	..	1	1.0	-	-	-	-	1	0.7
Technical	..	4	3.8	-	-	-	-	4	2.5
Business Methods	..	5	4.8	-	-	-	-	5	3.2
Medicine	..	7	6.7	-	-	3	7.5	10	6.3
Travel	..	1	1.0	-	-	-	-	1	0.7
General Knowledge	..	-	-	-	-	1	2.5	1	0.6
TOTAL	..	104	100.0	13	100.0	40	100.0	157	100.0



Q.6(a) What is the book you have just taken?

	CENTRAL LIBRARY				DEPOSIT STATIONS				MOBILE LIBRARY				PERCENTAGE	
	Fiction		Non-Fiction		Fiction		Non-Fiction		Fiction		Non-Fiction		Total	
	Readers	No. of Books	Readers	No. of Books	Readers	No. of Books	Readers	No. of Books	Readers	No. of Books	Readers	No. of Books		
SEX														
Male	66.6	35.4	200	57.0	43.0	98	88.8	11.2	100	64.0	36.0	100.0		
Female	76.5	23.5	50	64.0	36.0	27	92.6	7.4	25	84.0	16.0	100.0		
TOTAL	68.6	31.4	250	58.4	41.6	125	89.6	10.4	125	68.0	32.0	100.0		
AGE														
18-25	66.2	30.8	145	53.1	46.9	96	68.5	11.5	67	76.0	24.0	100.0		
26-35	70.4	29.6	64	68.7	31.3	22	90.1	9.9	22	54.8	45.2	100.0		
36-45	66.7	33.3	24	58.3	41.7	2	100.0	-	22	72.9	27.1	100.0		
Above 45	61.1	38.9	17	64.7	35.3	8	100.0	-	14	42.9	57.1	100.0		
TOTAL	68.6	31.4	250	58.4	41.6	125	89.6	10.4	125	68.0	32.0	100.0		
EDUCATION														
Under-Matric	74.8	25.2	50	68.0	32.0	37	97.3	2.7	56	66.9	33.1	100.0		
Matric	74.6	25.4	25	69.4	30.6	50	87.9	12.1	42	66.7	33.3	100.0		
Under-Graduates	66.0	34.0	69	58.0	42.0	16	87.5	12.5	18	77.8	22.2	100.0		
Graduates	43.5	56.5	46	28.3	71.7	14	78.6	21.4	9	66.7	33.3	100.0		
TOTAL	68.6	31.4	250	58.4	41.6	125	89.6	10.4	125	68.0	32.0	100.0		
OCCUPATION														
White Collared	70.5	29.5	86	73.3	26.7	33	81.8	18.2	30	50.0	50.0	100.0		
Professionals	53.9	46.1	25	32.0	68.0	3	87.5	12.5	6	50.0	50.0	100.0		
Students	65.4	34.6	70	50.0	50.0	42	90.5	9.5	21	66.7	33.3	100.0		
Housewives	83.3	16.7	12	33.3	16.7	11	100.0	-	7	57.1	42.9	100.0		
Unskilled Workers	79.5	20.5	3	62.5	37.5	3	100.0	-	33	80.6	20.0	100.0		
Skilled Workers	67.2	32.8	20	46.4	53.6	17	88.2	11.8	13	87.6	12.4	100.0		
Businessmen	84.4	15.6	16	68.8	31.2	3	100.0	-	8	100.0	-	100.0		
Miscellaneous	48.7	51.3	5	20.0	80.0	3	100.0	-	7	42.9	57.1	100.0		
TOTAL	68.6	31.4	250	58.4	41.6	125	89.6	10.4	125	68.0	32.0	100.0		

2.8. When you went into the Library did you have this or this kind of book in mind?

Yes this very book ..
 Yes only this kind of book ..
 No ..
 TOTAL

CENTRAL LIBRARY		DEPOSIT STATIONS		MOBILE LIBRARY		ALL THREE	
Actual	Percentage	Actual	Percentage	Actual	Percentage	Actual	Percentage
50	20.0	35	20.0	29	23.2	114	22.8
17	6.8	9	7.2	6	4.8	32	6.4
103	73.2	61	64.8	90	72.0	354	70.8
250	100.0	125	100.0	125	100.0	500	100.0

2.9. Can you recall titles of the other books you looked at, but did not choose?

Yes ..
 No ..
 No answer ..
 TOTAL

36	14.4	11	8.8	15	12.0	62	12.4
190	79.2	114	91.2	107	85.6	419	83.8
16	6.4	-	-	3	2.4	19	3.8
250	100.0	125	100.0	125	100.0	500	100.0

Q.10. If yes, could please name these.

~~Language~~
 Hindi ..
 Urdu ..
 English ..
 TOTAL

19	52.9	6	54.5	8	53.3	33	53.2
6	16.6	5	45.5	7	46.7	19	29.1
11	30.6	-	-	-	-	11	17.7
36	100.0	11	100.0	15	100.0	62	100.0

CENTRAL LIBRARY : DEPOSIT STATION : MOBILE LIBRARY : ALL THREE
 Actual : Percentage Actual : Percentage Actual : Percentage Actual : Percentage

2.11 How long were you in the library today?

Up to 15 minutes	..	162	64.8	109	87.2	114	91.2	385	77.0
16 minutes to 30 minutes	..	50	20.0	15	12.0	10	8.0	75	15.0
31 minutes to 45 minutes	..	10	4.0	-	-	1	0.8	11	2.2
46 minutes to an hour	..	12	4.8	-	-	-	-	12	2.4
More than an hour	..	7	2.8	1	0.8	-	-	8	1.6
More than two hours	..	6	2.4	-	-	-	-	6	1.2
Don't remember	..	3	1.2	-	-	-	-	3	0.6
TOTAL	..	250	100.0	125	100.0	125	100.0	500	100.0

2.12. Approximately, how many books did you look at?

One book	..	36	14.4	11	8.8	17	13.6	64	12.8
Two books	..	1	0.4	3	2.4	5	4.0	9	1.8
Three books	..	11	4.4	3	2.4	4	3.2	18	3.6
Four books	..	14	5.6	4	3.2	10	8.0	28	5.6
Five books	..	8	3.2	7	5.6	8	6.4	23	4.6
Six books	..	19	7.6	5	4.0	9	7.2	33	6.6
Seven books	..	20	8.0	8	6.4	3	2.4	31	6.2
Eight books	..	10	4.0	16	12.8	12	9.6	38	7.6
More than eight books	..	128	51.2	68	54.4	56	44.8	252	50.4
No answer	..	3	1.2	-	-	1	0.8	4	0.8
TOTAL	..	250	100.0	125	100.0	125	100.0	500	100.0

CENTRAL LIBRARY : DEPOSIT STATIONS : MOBILE LIBRARY : ALL THREE
 Actual : Percentage : Actual : Percentage : Actual : Percentage : Actual : Percentage

Q.13. Do you usually choose fiction?

Yes	130	52.0	104	83.2	78	62.4	312	62.4
No	120	48.0	21	16.8	46	36.8	187	37.4
Don't know	-	-	-	-	1	0.8	1	0.2
TOTAL			250	100.0	125	100.0	125	100.0	500	100.0

Q.14. Do you usually choose a book by this author?

Yes	39	30.0	32	30.8	28	35.9	99	31.7
No	91	70.0	72	69.2	29	62.8	212	67.9
Don't know	-	-	-	-	1	1.3	1	0.4
TOTAL			130	100.0	104	100.0	78	100.0	312	100.0

Q.15. Why do you like this particular author?

His way of writing	22	56.4	19	59.4	16	57.1	57	57.6
His expression	4	10.3	4	12.5	4	14.3	12	12.1
Viewpoint	3	7.7	2	6.2	2	7.2	7	7.0
His treatment of social problems	8	20.6	5	15.6	1	3.6	14	14.1
His novels are true to life	10	25.6	5	15.6	4	14.3	19	19.2
He is well known & renowned author	1	2.6	2	6.2	4	14.3	7	7.0
His characterisation	6	15.4	2	6.2	1	3.6	9	9.0
He is a good translator	1	2.6	1	3.1	1	3.6	3	3.0

No check provision for more than one answer.

CENTRAL LIBRARY		DEPOSIT STATIONS		MOBILE LIBRARY		ALL THREE	
Actual	Percentage	Actual	Percentage	Actual	Percentage	Actual	Percentage

Base for Q.16, 17 & 18 is 'Yes' response to Q.13 i.e. Fiction Readers.

Q.16. In choosing fiction, what influences you most, the author or the subject?

Author
Subject
Both equally
Don't know
TOTAL	130	100.0	104	100.0	78	100.0	100.0

Base 'Yes' answers to Q.13.

Q.17. Do you prefer a happy ending?

Yes
No
Don't know
TOTAL	130	100.0	104	100.0	78	100.0	100.0

Q.18. Do you avoid serious or gloomy fiction

Yes
No
Don't know/No answer
TOTAL	130	100.0	104	100.0	78	100.0	100.0

Study No.6

APPENDIX NO.31

PREFERENCE ORDER

	CENTRAL LIBRARY			DEPOSIT STATIONS			MOBILE LIBRARY											
	(I)	(II)	(III)	(I)	(II)	(III)	(I)	(II)	(III)									
	Actual: %	Actual: %	Actual: %	Actual: %	Actual: %	Actual: %	Actual: %	Actual: %	Actual: %									
Of these fiction subjects, name three you like most to read about:-																		
Historical novels	28	20.0	32	24.6	13	10.0	6	5.8	22	21.2	5	4.9	24	30.8	17	21.8	4	5.2
Novels about India	-	-	5	3.8	1	0.8	-	-	5	4.9	1	0.9	2	2.5	10	12.8	5	6.4
Romance and love stories	13	10.0	19	14.6	14	10.8	5	4.9	4	3.8	13	12.5	6	7.7	14	18.0	12	15.4
Novels with Western Themes	2	1.5	2	1.5	3	2.3	1	0.9	-	-	-	-	-	-	-	-	2	2.5
Novels of adventure	7	5.4	6	4.6	4	3.1	-	-	-	-	-	-	1	1.3	2	2.5	4	5.2
Detective stories	9	6.9	21	16.2	14	10.8	10	9.6	11	10.6	3	2.9	19	24.4	4	5.2	3	3.8
Novels dealing with social problems	59	45.5	23	17.7	9	6.9	73	70.2	7	6.7	-	-	17	21.8	8	10.3	9	11.5
Humorous novels	1	0.8	3	2.3	2	1.5	-	-	1	0.9	-	-	2	2.5	3	3.8	2	2.5
Science fiction	1	0.8	-	-	-	-	-	-	-	-	1	0.9	1	1.3	-	-	1	1.3
Short stories	5	3.8	4	3.1	12	9.2	5	4.9	7	6.7	3	2.9	4	5.2	3	3.8	3	3.8
Western classics	2	1.5	-	-	1	0.8	-	-	-	-	-	-	-	-	-	-	-	-
Indian classics	2	1.5	1	0.8	5	3.8	1	0.9	2	1.9	-	-	-	-	1	1.3	4	5.2
Religious Novels	2	1.5	-	-	-	-	1	0.9	-	-	-	-	-	-	-	-	-	-
Political Novels	1	0.8	14	10.8	2	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	-	-	-	-	50	38.5	2	1.9	45	43.3	78	75.0	2	2.5	16	20.5	29	37.1

No check provision for more than one answer.

CENTRAL LIBRARY	:	DEPOSIT STATIONS	:	MOBILE LIBRARY	:	ALL THREE
Actual : Percentage	:	Actual : Percentage	:	Actual : Percentage	:	Actual : Percentage

Q.21 Do you usually choose a non-fiction? If yes - why?

I am religious - minded person	13	10.8	2	9.5	3	6.4	18	9.6
Because fiction books are of no use to me in my career. (Non-fiction more useful in career and studies.)	25	20.8	7	33.3	10	21.3	42	22.3
Do not have time for and interest for fiction	23	19.2	1	4.8	3	6.4	27	14.4
By nature, just an innate desire	5	4.2	-	-	3	6.4	8	4.2
I have read a lot of fiction and now my interest has diminished and do not like to read more	3	2.5	1	4.8	-	-	4	2.1
Novel reading is spoiling mentality rather morbidly and waste of time	5	4.2	1	4.8	1	2.1	7	3.7
No good fiction authors are available	1	0.8	-	-	1	2.1	2	1.1
To increase knowledge.	11	9.2	-	-	11	23.4	22	11.7
Have to pass time, I take whatever comes my way	1	0.8	-	-	-	-	1	0.5
Miscellaneous	32	26.7	9	42.8	13	27.6	54	28.8
Don't know	1	0.8	-	-	2	4.3	3	1.6
Total	120	100.0	21	100.0	47	100.0	188	100.0

Q.26

What sort of non-fiction do you prefer?

Famous men & women of the past
 Famous men & women of to-day
 Health, diet and hygiene
 Politics
 Religion
 Modern history
 Psychology & recreation
 Sport and books
 Technical books
 Art & painting
 Literature, play, poetry
 Travel in foreign countries
 Business methods
 Philosophy
 Economics
 Education
 Science
 Medicine
 Law
 Sociology
 Architecture

APPENDIX NO. 33

CENTRAL LIBRARY : DEPOSIT STATIONS : MOBILE LIBRARY : ALL THREE
 Actual:Percentage: Actual:Percentage: Actual:Percentage: Actual:Percentage

6	5.0	2	9.5	4	8.5	12	6.4
9	7.5	1	4.8	3	6.4	13	6.9
9	7.5	-	-	2	4.3	11	5.9
15	14.2	4	13.8	1	23.8	33	17.3
28	23.6	6	28.6	5	10.6	39	20.7
10	8.8	-	-	2	4.3	13	6.4
11	11.7	1	4.8	3	6.4	18	9.6
14	2.5	-	-	1	2.1	4	2.1
3	39.2	11	52.4	8	17.0	66	35.1
47	2.5	-	-	2	4.3	5	2.6
3	5.0	-	-	-	-	6	3.2
6	5.0	1	4.8	-	2.1	8	4.2
6	4.2	4	19.0	1	6.4	12	6.4
5	-	2	9.5	3	-	5	2.6
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-

No check provision for more than one answer.

CENTRAL LIBRARY : DEPOSIT STATIONS : MOBILE LIBRARY : ALL THREE
Actual:Percentage:Actual:Percentage:Actual:Percentage:Actual:Percentage

Q.28 Have you found the library useful in your trade/profession/business?

Yes
No
Don't Know
Total

Q.29 Do you get the kind of books you want?

Yes
No
Not always
Don't know
Total

Q.30 What sort of books are not available?

Hindi Literature
Urdu Literature
Books in General
Books in foreign language
Biography & History
Poetry and Drama
Books on Political and Social Sciences
Books on technical Science & science
Others

Total

129	51.6	51	40.8	44	35.2	224	44.8
112	44.8	62	49.6	65	52.0	239	47.8
9	3.6	12	9.6	16	12.8	37	7.4
250	100.0	125	100.0	125	100.0	500	100.0

140	56.0	50	40.0	73	58.4	263	52.6
74	29.6	63	50.4	31	24.8	168	33.6
32	12.8	8	6.4	18	14.4	58	11.6
4	1.6	4	3.2	3	2.4	11	2.2
250	100.0	125	100.0	125	100.0	500	100.0

13	12.3	14	19.7	15	30.6	42	18.6
7	6.6	7	9.9	5	10.2	19	8.0
15	14.1	20	28.1	8	16.3	43	19.2
1	0.9	-	-	-	-	1	0.4
6	5.7	7	9.9	5	10.2	18	7.6
-	-	-	-	-	-	-	-
12	11.4	3	4.2	2	4.1	17	7.5
21	19.8	8	11.3	9	18.4	38	16.8
31	29.2	12	16.9	5	10.2	48	21.9
106	100.0	71	100.0	49	100.0	226	100.0

Study No.6

APPENDIX NO.35

CENTRAL LIBRARY : DEPOSIT STATIONS : MOBILE LIBRARY : ALL THREE
Actual:Percentage: Actual:Percentage: Actual:Percentage: Actual:Percentage

"No" or "Not always" replies to
Q.29 taken as base.

Q.30(a) If no, or not always, what sort
of books are not there?
Complaints
Don't know
Total

81	76.4	61	85.9	49	100.0	191	84.5
25	23.6	10	14.1	-	-	35	15.5
106	100.0	71	100.0	49	100.0	226	100.0

Q.31 Have you any general criticism
of books available?

Yes
No
Not applicable
Total

45	18.0	23	18.4	17	13.6	85	17.0
205	82.0	102	81.6	108	86.4	415	83.0
-	-	-	-	-	-	-	-
250	100.0	125	100.0	125	100.0	500	100.0

Q.31(a) If yes - are they:

Too easy
Difficult
Theoretical
Don't know

Total

-	-	-	-	-	-	-	-
1	2.2	-	-	1	5.9	2	2.4
23	51.1	-	-	2	11.7	25	29.4
21	46.7	23	100.0	14	82.4	58	68.2
45	100.0	23	100.0	17	100.0	85	100.0

CENTRAL LIBRARY DEPOSIT STATIONS MOBILE LIBRARY ALL THREE
Actual:Percentage:Actual:Percentage:Actual:Percentage:Actual:Percentage

Base 'Yes' answers to Q.31
Q.31(b)Not enough new books
Badly printed books
No Answer

Total

20	44.4	5	21.7	6	35.3	31	36.5
9	20.0	1	4.3	-	-	10	11.7
16	35.6	17	74.0	11	64.7	44	51.8
45	100.0	23	100.0	17	100.0	85	100.0

Base 'Yes' answers to Q.31
Q.31(c)Too much fiction
Not enough fiction
Don't know

Total

5	11.1	4	17.4	2	11.8	11	12.9
2	4.4	8	34.8	1	5.9	11	12.9
38	84.5	11	47.8	14	82.3	63	74.2
45	100.0	23	100.0	17	100.0	85	100.0

Base 'Yes' answers to Q.31.
Q.31(d)Too much non-fiction
Not enough non-fiction
Don't know

Total

6	13.3	2	8.7	1	5.9	9	10.6
-	-	6	26.1	-	-	6	7.0
39	86.7	15	65.2	16	94.1	70	82.4
45	100.0	23	100.0	17	100.0	85	100.0

Base 'Yes' answers to Q.31.
Q.31(e)Not enough books in my own
language.

English
Hindi
Urdu
Punjabi
Don't know

Total

6	13.3	6	26.1	3	17.6	15	17.6
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
39	86.7	17	73.9	14	82.4	70	82.4
45	100.0	23	100.0	17	100.0	85	100.0

CENTRAL LIBRARY : DEPOSIT STATIONS: MOBILE LIBRARY : ALL THREE
Actual:Percentage:Actual:Percentage:Actual:Percentage:Actual:Percentage

Q.34 Do you prefer books with picture jackets?

Yes	112	44.8	61	48.8	50	40.0	223	44.6
No	130	52.0	57	45.6	67	53.6	254	50.8
Don't know/Not applicable/No answer.	8	3.2	7	5.6	8	6.4	23	4.6
Total	250	100.0	125	100.0	125	100.0	500	100.0

Q.35 Do you prefer books with illustrations?

Yes	110	44.0	58	46.4	53	42.4	221	44.2
No	128	51.2	62	49.6	63	50.4	253	50.6
Don't know/Not applicable/No answer	12	4.8	5	4.0	9	7.2	26	5.2
Total	250	100.0	125	100.0	125	100.0	500	100.0

Q.36(a) Do you ever read reviews of books?

Yes	127	50.8	55	44.0	49	39.2	231	46.2
No	113	45.2	69	55.2	71	56.8	253	50.6
Sometimes	6	2.4	-	-	-	-	6	1.2
Never	-	-	-	-	1	0.8	1	0.2
Don't know	4	1.6	1	0.8	4	3.2	9	1.8
Total	250	100.0	125	100.0	125	100.0	500	100.0

Q.36(b) Do you ever read advertisements for books?

Yes	101	40.4	43	34.4	26	20.8	170	34.0
No	140	56.0	82	65.6	94	75.2	316	63.2
Never	9	3.6	-	-	5	4.0	14	2.8
Total	250	100.0	125	100.0	125	100.0	500	100.0

CENTRAL LIBRARY DEPOSIT STATIONS MOBILE LIBRARY ALL THREE
Actual:Percentage:Actual:Percentage:Actual:Percentage:Actual:Perce

Q.37 Would you like more help in choosing books?

Yes	230	92.0	125	100.0	115	92.0	470	94.0
No	20	8.0	-	-	9	7.2	29	5.8
No Answer	-	-	-	-	1	0.8	1	0.2
Total	250	100.0	125	100.0	125	100.0	500	100.0

Base 'Yes' answers of Q.37.

Q.37(b) Would you like this help in the shape of:-

List of recommended books	175	76.1	111	88.8	81	64.8	367	76.5
More reviews	11	4.8	1	0.8	14	11.2	26	5.4
More help from the library staff	37	16.1	12	9.6	33	26.4	82	17.4
More books	1	0.4	2	1.6	1	0.8	4	0.8
No answer	6	2.6	2	1.6	1	0.8	9	1.9



No check, Percentages more than 100. Provision for more than one answer.

DELHI PUBLIC LIBRARYStudy No.7: Observation of the habits of readers.

Method : Choose one reader at a time, and check his actions from the time of going into the library to the time of leaving.

Particulars of the subject

Name:

Address:

Particulars of the book chosen

Author:

Title:

Subject:

Special features
worth mentioning

(1) How long does he spend in the library choosing a book?

Hours Minutes

(2) Does he go straight to a particular section of non-fiction or fiction?

Yes/no If yes, please specify
the section

(3) Does he go from section to section?

Yes/no

(4) How many books does he discard before choosing one?

Number:-

(5) Does he spend much time sampling contents before choosing or discarding?

Yes/no

(6) Do you note any relationship between the books discarded and the one finally chosen, - i.e.,

1. All fiction
2. All on one subject
3. All illustrated
4. All in same language
- 5.
- 6.
- 7.
- 8.

(7) Whether or not there is a relationship, is there any apparent difference between books discarded and one chosen; i.e., one chosen is

Newer/cleaner/has picture jacket/has hard cover

DELHI PUBLIC LIBRARYStudy No. 9. Staff questionnaire on reading interests

Shri.....

Please answer this questionnaire from your own experience of readers' requirements. Please do not consider your own reading interests.

1. What are the most popular subjects in non-fiction?
(In detail - i.e., electrical engineering, not simply technical books; lawn tennis, not sport.)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

2. In what popular subjects are there not sufficient books?

3. What are the most popular themes in fiction reading?
(List of themes attached herewith for guidance)

4. What are the least popular?

5. From your experience, are readers influenced by any of the following - Illustrations / typography / picture jacket / hard covers / quality of paper.

Please number them in order of your preference.

6. For the readers generally, are books too easy or too difficult?

7. Do readers prefer to read in a particular language because they find books in it easier to understand, or because there are more books of the kind they want?

8. If there were more non-fiction books in Hindi, would people read more?

DELHI PUBLIC LIBRARY

Study No. 10. questionnaire to Booksellers and Publishers.

1. On what subjects do you get **most** enquiries ?
(List of detailed subjects is attached herewith)

2. What types of novels do you find sell best ?
(List of the names of categories attached herewith)

3. What changes over the last few years have there been in
non-fiction reading interests?

4. What subjects are not fully represented in Hindi/Urdu?

5. What improvements do you consider necessary in the quality
of books from a physical point of view?
(Typography, illustrations, paper, binding, poor jacket,
hard cover, soft cover).

6. Do you consider books too expensive for ordinary readers?

7. Are you selling more books now than five years ago?

8. Has the establishment of the Delhi Public Library affected
sales of books?

Favourably / Unfavourably?

Malik.

000	General Knowledge
020	Library Science
069	Museums
070	Journalism
100	Philosophy
180	Ancient philosophers
180.4	Indian philosophy
181.41	Hindu philosophy
190	Modern philosophers
130 & 150	Psychology
131	Psychosomatics
132	Abnormal psychology
136	Genetic psychology
136.1	Sex psychology
136.7	Child psychology
137	Character
150.13	Applied psychology
133	Occult Sciences
133.5	Astrology
133.6	Palmistry
133.8	Telepathy
139	Phrenology
160	Logic
170	Ethics
179	Individual ethics and conduct of life
200	Religion
210	Natural religion
220	Hinduism (Vedic)
230	Hinduism (Post-Vedic)
240	Jainism
250	Buddhism
260	Sikhism
270	Mohammedanism
280	Christianity
300	SOCIAL SCIENCES
301	Sociology
301.153	Sarvodaya movement
301.2	Culture
301.35	Rural community
301.42	Family
301.45	Races and primitive tribes
309.23	Five year plans
310	Statistics
320	Political science
330	Economics
340	Law
341.1	World peace
342	Constitutional law
350	Public administration
352	Local Govt.
355	Military science
360	Social welfare
364	Criminology
370	Education
380	Commerce
390	Customs
398	Folklore
400	Languages
410	Sanskrit
420	Hindi
440	Urdu
450	Punjabi
461	Marathi
462	Gujrati
463	Bengali

471	Tamil
472	Malayalam
473	Kanarese
475	Telegu
480	English
493	German
494	French
499.17	Russian
500	PURE SCIENCE
510	Mathematics
520	Astronomy
530	Physics
539	Molecular physics
540	Chemistry
550	Geology
555	Asian geology
560	Paleontology
571	Archaeology
572	Anthropology
474	Biology
580	Bo Botany
590	Zoology
600	Technics
610	Medicine
613	Hygiene
614	Public health
615.52	Ayurvedic medicine
620	Engineering
621.1	Steam engineering
621.3	Electric engineering
621.384	Radio
621.8	Power transmission
622	Mining engineering
624	Civil engineering
625	Railway and road construction
628	Sanitary engineering
629.13	Aircraft
629.2	Automobile engineering
630	Agriculture
635	Gardening
636	Animal Husbandry
640	Domestic economy
641	Food
649	Care of children
650	Business
653	Shorthand
655	Printing
657	Book-keeping
658	Business methods
659	Advertising
660	Chemical technology
669	Metallurgy
670	Manufactures
677	Textile manufacture
681	Watchmaking
687	Clothing industry
690	Building
694	Carpentry
698	Painting and decoration
700	Fine Arts
709.54	Indian art
711	Town planning
720	Architecture
722.41	Indian architecture
730	Sculpture
732	Indian sculpture
737	Numismatics
738	Pottery

740	Drawing and design
745	Arts and crafts
750	Painting
760	Engraving
770	Photography
778.5	Film
780	Music
791	Entertainment
792	Theater
793.3	Dancing
793.8	Magic
794.1	Chess
795.4	Card games
796	Outdoor games
796.33	Football
796.34	Tennis
796.358	Cricket
796.4	Athletics
796.6	Cycling
796.7	Motoring
796.83	Boxing
796.84	Wrestling
797	Boating
797.2	Swimming
798	Horsemanship
799	Fishing, hunting.
800	Literature
808	Literary criticism
808.5	Public speaking
810	Sanskrit literature
820	Hindi literature
821	Hindi poetry
822	Hindi drama
823	Hindi fiction
840	Urdu literature
841	Urdu poetry
842	Urdu drama
843	Urdu fiction
850	Punjabi literature
851	Punjabi poetry
852	Punjabi drama
853	Punjabi fiction
860-870	Other Indian literature
880	English literature
881	English poetry
882	English drama
883	English fiction
900	History
909	Modern world history
910	Geography
914	Travels in Europe
915	Travels in Asia
915.4	Travels in India
916	Travels in Africa
917	Travels in North America
918	Travels in South America
919	Travels in Oceania and polar regions
920-921	Biography
930	Ancient history
940	European history
940.3	First world war
940.53	Second world war
942	England
950	Asia
951	China
952	Japan
954	India
960	African history
971	Canada
973	United States of America
994	Australia