

***Survey on the Role of Visual Arts in Reading Motivation and Visual Tranquility
among Managers, Librarians and Library Users of Tehran***

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Abstract

This research studies the role of artistic atmosphere in public libraries in order to create reading motivation and providing visual tranquility for the clients. The main role of public library is to disseminate information without discrimination and help social justice to reduce information gap of the society. So libraries can use visual arts to attract more people and reduce the gap. The research also surveys the physical and welfare facilities of public libraries attached to the Cultural and Artistic Organization of the Tehran Municipality (CAOTM).

Research Method is analytical survey. The data is gathered by three questionnaires for three groups including 66 managers, 113 librarians, and 320 users. The questionnaires' validity using Cronbach's alpha was 87% for users, 74% for librarians, and 82% for managers. The information is gathered via 80 Tehran public libraries attached to CAOTM at February 2015.

Results show that there is a significant difference among the users' views with average 3.58 and the librarians with 3.63 rather the managers with 2.75 about the existing artistic spaces and physical/ welfare facilities, so the hypotheses according to ANOVA and Scheffe post hoc test is confirmed.

The users believe that artistic spaces and works, increase the circulation of books and reading, also visiting the library. The librarians believe that the visual arts can transfer Sense of aesthetic, exhilaration and freshness among them and raise their motives better toward their job.

The managers believe that the galleries& exhibitions has lower effect on the sale of visual arts of the members or outside works.

Keywords: Visual arts, Visual tranquility, Public Libraries- Tehran, Cultural Artistic and Organization of the Tehran Municipality (CAOTM), reading plans

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Introduction

Public libraries have considered spreading knowledge and awareness of community members as their responsibilities. The purpose of this social institution is helping to grow the individual talents, to create idea, knowledge and brings cultural richness for society. Library is an institution which provides the context of proper utilization of the human resources by having a substantial portion of codified knowledge. So that, it creates the possibility of continuous learning for users by providing the necessary opportunities, and it increases the growth of social life (Malekahmadi, 2002, p 2).

Environmental conditions which has surrounded the library, inevitably affects its activities. Library and environment regularly engaged in a complex exchange of messages, actions and interactions. This action and interaction has a wide range which formally and informally involved people, technology and groups. In such conditions, any sensitive organization, considers itself bound to immediately respond to needs, opportunities and environmental constraints (Dayani, 2001). Libraries need to create the right environment, exhilarating, joyful and attractive, where the user feels the same sense of happiness and joy that he feels in the park. Also, an appropriate environment means an exhilarating space where one can grow and flourish regardless of unwanted psychological pressures. On the one hand, the quality of the interior space has a direct impact on the activities of its staff and on the other; it affects also on the attitude, mood and personality of users.

The interior design can be affective in creating such a space in the libraries. The purpose of the internal architecture of libraries is to improve physical and mental performance of space for the comfort of its activities.

Tools, equipment, colors, textures, payments and all other factors which are seen during the work in the library are considered as an inseparable part of the interior architecture of library. These factors should be coordinated with the building architecture and be complement and together with it so the result of the library's internal design be pleasant and favorable (Taavoni and Asefi, 1998).

According to the guidelines of IFLA/ UNESCO for public libraries, Library should provide an open, attractive, pleasant and exciting environment for users of all ages. There are two types of design in buildings of libraries: one type is open design where unnecessary walls are removed and all the different parts of the library are open and free and linked together. The librarian can form the desired location by adjusting the layout of shelves, tables and chairs if needed to have a separate space.

The other type is close design where librarians work rooms and various sections of the library are surrounded by walls. Furniture and book shelves are fixed, and walls of the building are made from materials such as brick, stone, metal and concrete, and there is no possibility of movement and flexibility in building of the library.

In terms of architecture and interior design, the best design is of course open design that librarians be able to make changes in their environment for the beauty and attractiveness of library as well as for the optimal use of its environment in case of emergency. Also if the suitable art space coping with the environment could be created in libraries alongside the appropriate environment in terms of architecture and interior design, certainly creates an additional motivation in users and leads to a good visual enjoyment (IFLA Guidelines, 2000).

The visual arts which is said ocular arts, is the art based on design which specifically addresses the sense of sight. (Denison, 1994).

Arts such as (painting, calligraphy, sculpture, photography, graphics, industrial design and architectural and interior design) as well as arts derived from them are in this category. Existence of art spaces in libraries and organizing exhibitions of visual arts has contributed to a sense of joy and vitality of environment, and through this, it plays a role in encouraging the user for using the library.

Recognition of fine artworks, celebrities, scholars, artists, and special people of society from the old to the present day is very impressive in increasing continual growth of user's information in the scientific and cultural space such as library. (Sharveh, 1998)

About interior design of library, it is said that the successful libraries are safe places for admission the people with different physical and mental abilities. In public libraries, facilities should be for admission of people in all ages. In designing a safe library, the principles of accessibility, lighting, signpost must be considered. Libraries that are now designed should have spaces for placing future technologies. (Brown, 2010)

Itelson regarded the process of seeing as a transaction. Such as the exchange of goods that is made by the seller and the purchaser. This transaction makes no sense without one of these two. Seeing is a transaction that occurs between perceiver and its environment. Therefore, a thing that provides by environment is important as much as intelligence and ability of the understanding of information's receiver. Also today, it is more considered to the crucial impact of surrounding spaces. For instance, need to tranquility is strongly felt in libraries. Also, the development of cultural relations, reduce the fear, create intimacy and joyful environment seems to be essential. When a client attends in library to access information or even for spending leisure time, he is confused by the mass of information and feels the weariness of being limited in closed space of library. As a result, designing the interesting spaces for informal group meetings without formalities and talking with friends can reduce this feeling. (Hoag, 2003)

The color of library space should provide a space without fear where improves the visual process, reduces the stress and involves the process our mental development by stimulating the sense of sight. In fact, the visual stimulation makes windings the mind again and solves the connections problems during training the visual thinking and makes stronger creativity. (Daggett, 2008)

Interior design, type of equipments and furniture, traffic arrangements, materials of library, light, quiet space and even appropriate color affect the staff and users. The equipment of library should be comfortable for staff and users in terms of performance. In addition to equipment comfort aspects, the facilities should also be considered and be prepared a quiet and pleasant space for enthusiasts of knowledge who use library for many hours. (Mortazavi, 1998)

Research Questions

- 1- How is the state of artistic space of studied libraries in terms of librarians, users and managers?
- 2- How are libraries facilities in terms of managers and users?
- 3- How is the impact of art space in interacting with users in terms of managers and librarians?
- 4- How much are the impact of art spaces in selling works of library in terms of managers?
- 5- How effective is the art space of libraries in increasing the amount of study in terms of users?

Methodology

Statistical population of the study groups includes managers and librarians of 80 Tehran Municipality public libraries and their users with the age group of 20 to 30 years. The study has used three organized questionnaires. They were directly distributed to users at libraries. Then the questionnaires were sent to the managers and librarians of Art and cultural organization of Tehran Municipality via its portal. There were 66 questionnaires for managers, 113 questionnaires for librarians and 320 questionnaires for users. Indeed, according to the statistics compiled by the state bureau of Art and Cultural Organization of Tehran Municipality's libraries; the number of those who have registered in organization' libraries was related to the winter of 2015 which is used the Cochran formula for calculating the sample size. For validity of the questionnaires, the views of professors and some librarians of public libraries is questioned. The reliability of questionnaire was calculated by using reliability coefficient of Cronbach's alpha and alpha value was 87% for users, 75% for librarians and 82% for managers which shows the reliability and validity of the research.

Review of the study

Zalzadeh (1994) studied the condition of using the public libraries by high school students in Shiraz and he indicated that the public libraries are only used in order to study textbooks and personal texts. More than three- quarters of high school students didn't use the public libraries for various reasons. Sports, fiction, science, technology and art topics were the most favorite subjects by the students respectively. 1.97% of the students didn't participate in the extracurricular activities of the public libraries such as film screenings, holding educational and art classes include calligraphy and painting, holding art exhibitions (painting) and recreational, cultural and scientific competitions and participating in programs of anthem and music forum.

Herantel (1998) studied a research entitled "influences of environmental color in Munich schools". He came to the conclusion that main colors have been accompanied with more positive subjective effects. In this research, yellow, green, orange and blue colors were more favored to students. When these colors were used in coloring classes, the students' IQ was increased to 19 grades. While the grades of students were decreased in places where had used in them of white, brow and black colors. (Ghorbani, 2004)

Scargall (1999) in an article titled “color, undoubtedly has an impact on school libraries” suggests colors that are as follows:

Primary schools: shades of blue, red and yellow colors.

Elementary schools: best choices for libraries of these types of schools are blue, green and grey colors.

As it's obvious, there have not been many researches about the role of art spaces in public libraries especially its role in motivating to study and creating visual tranquility for users of libraries.

Bahrami (2006) studied “the impact of cultural and art activities of the Institution for The Intellectual Development of Children and Young Adults on the educational progression of Paveh County's students in fourth grade elementary school in 2003-2004”. This study generally showed that reading and writing of Paveh County's students in fourth grade elementary school in the art and cultural activities of Institution has been effective as a powerful tool on the reading and writing skills of students. Also, the art and cultural centers of Institution can be used as a place for flourishing teenagers and children's talents not only a place for fun and entertainment in order to referring students during the summer.

Daggett (2007) has a different approach to color. He addresses to “effects of color in treatment” in his book. His approach to the issue of color is more abstract and philosophical. He refers to emotional value of colors in addition to classifying them. Color creates different feelings on people according to their cultural background, so the lack of attention to this issue, will lead to distress and confusion.

For instance, red color can induce the feeling of danger in USA, nobleness in France, death in Egypt, creativity in India, anger in Japan, happiness in China. Also, green color can induce the feeling of security in USA, crime in France, fertility in Egypt, prosperity in India and youth in Japan. Therefore, it's important and essential to consider the regional and cultural backgrounds of each area before choosing a color.

Color, can improves the range of attention by avoiding a monotonous environment. It can also increase the focus of students via mental excitation. As a result, it increases the rate of usefulness and accuracy. Color can moderates time perception, and it adjusts destructive and violent behaviors. Even it can be effective on the rate of students' absences. Dr. Willard Duct, the president of the international center for leadership in education, with his colleagues have suggested some colors for use in educational environments in an article titled “color in appropriate educational environments”. For instance, he finds the Rasa center as a full comfortable place, and he offers for using colors of light green and pink. Also, he prohibits the use of white and black and dark colors while it's seen suitable the use of light colors in computer labs.

Mahmoodi (2009) has conducted a research in titled “determine job satisfaction rate of librarians in public libraries of the Art and Cultural Organization of Tehran Municipality” in 2008. He came to the conclusion that it has been a survey research. The study population is composed of 213 people, 148 females, 65 males and the collected data is analyzed by using Excel software. The results shows that the librarians' satisfaction level of educational, research and job promotion has been less than average (based on Likerd scale). While the rest of components (financial, cultural and welfare facilities, human relations, occupational safety, social base of policies and

management policy, nature of the work) have been more than average. So the research hypothesis based on job satisfaction more than 50% of the Art and Cultural Organization of Tehran municipality's librarians has been approved. The ACOTM, Scientific communication journal (2010), concerning the importance of public librarians, in a research entitled "Reviews of the factors influencing on reduce the amount of effectiveness of ACOTM public libraries" has studied the multiple problems in these libraries. The data gathered in this study is questionnaire and the study population includes 67 persons from the officials of ACOTM public libraries. The respondents were involved 44 females (65.7%), 23 males (3.34%), 50 persons with expertise in the field of librarianship (74.6%), 16 persons non-specialist (23.9%) and one unknown. Analyzing data has been done through statistical- descriptive and inferential methods with the use of SPSS statistical software. In this research, libraries have been studied by using the survey method in terms of collection, staff and equipment, condition of use, management, building and physical space, budget and services. The results show that the majority of libraries are in a good condition in terms of budget, condition of use, staffing and collection development, but many libraries are face with the problem of building and physical space and necessary equipment and these two are the most important deterrent factors in amount of effectiveness respectively.

Maleki Gonadishi (2012) studied a research entitled "Survey on proper design for libraries o public libraries of Tehran" in society. Research came to the conclusion that proper design can be helpful to improve the quality, increase the amount of utilization, optimization and the efficiency of public libraries. The design of libraries should provide the ease of use for users and the rendering of services by librarians, to meet the needs of users and librarians in the best way. Also, Librarians consent is not located in an acceptable position. In discussion of provide solutions for designing libraries, the creativity and ingenuity of librarians can be seen. But the results showed that there are many obstacles in the way of design of library which the most important of them is the management and planning by the mother organization. Existence the present obstacles has caused that libraries have no the logical model to design, and the only used model according to available equipment is placed in unfavorable space. Finally, the impact level of proper design on rendering services was identified. Overall, the results of this study shows that the designing public libraries of Tehran affiliated to the organization of country's public libraries is not in an acceptable place and there are profound problems and obstacles in the way of designing libraries. Despite the influential role that librarians can have in designing libraries, it is not considered for them a serious and important role.

Mollaei (2012) has studies a survey entitled "identify ways of improving side services from the users' perspective in public libraries of Isfahan province" based on the guidelines of IFLA and UNESCO. He has evaluated the three side services; the libraries' outer services, forming study and storytelling groups. His statistical population was composed of 459 members of the public libraries attached to the Public Libraries Foundation from the 5 geographical regions in Isfahan. The results showed that the outer services, storytelling and trainings programs as well as forming study groups were effective on improving the side services in public libraries of Isfahan province.

Sims & Willforth (1998) have studied a research entitled “the effect of color and light on the behavior of children 7 to 10 years old”. They have found that the available light and colors in the classroom has an impact on students’ behavior and cause severe physiological changes on them. When fluorescent lamps were replaced with full-spectrum type and color of school’s walls was changed from red and grayish white to bluish light purple and floors color from orange to grey, the average blood pressure of the students was reduced from 120 to 100. According to teachers report, the students had a more accuracy and they showed better behavior with less violence. When the condition of classes was returned to the first state, the results returned again to the initial level (Ghorbani, 2004).

Findings

First question

Table1. What is the condition of present art spaces in the libraries from the perspective of managers, librarians, and users?

Options	Quantity	Average	standard deviation	average compared	T value	DOF	SIG	Result
Managers	66	13.5	2.3	12	5.423	65	000/0	Art Space is in a great extent
Librarians	113	22.2	3.8	18	11.792	112	000/0	Art Space is in a great extent
Users	320	14.9	3.1	12	16.741	319	000/0	Art Space is in a great extent

Considering the fact that the T calculated value is significant for each of the three groups (managers, librarians and users. So, there have been significantly art spaces and aesthetic sense in studied libraries from the perspective of all three groups.

Second question

Table 2. What is the physical and welfare facilities of the libraries from the perspective of users and managers?

Option	Quantity	average	standard deviation	average compared	T value	DOF	SIG	Result
Managers	66	31/8	6/2	33	-1/607	65	0/113	Facilities is at the intermediate level
Users	320	18/4	3/7	15	16/529	319	0/000	Facilities is in a great extent

According to the above table it can be seen that the T value is not significant for managers group. So the quantity, quality, facilities and physical amenities of libraries are at an intermediate level from the standpoint of managers. But the test is significant for users. So the quantity, quality, facilities and physical amenities of studied libraries are in a great extent in a meaningful way. However, according to the above results, users were more satisfied of cultural centers' environments than other libraries of the organization. The viewpoints of users were generally positive in the interview with them during of distributing the questionnaires due to existing facilities and nationwide membership in all libraries of organization.

Third question

Table3. How is the condition of art spaces impact in the interaction with users from the viewpoint of managers and librarians?

Option	Quantity	average	standard deviation	average compared	T value	DOF	Significance level or SIG	Result
Managers	66	18/59	4/08	18	1/176	65	0/244	Interact is at the intermediate level
Librarian	113	21/86	3/87	18	10/610	112	0/000	Interact is in a great extent

According to the table3, it can be seen that the T value is not significant for the managers group. So from the perspective of managers, the art space impact is at the intermediate level in interaction with libraries' users. But the test is significant for librarians. Therefore, from the viewpoint of librarians, the art space impact is significantly in a great extent in interaction with users of studied libraries. However, from the standpoint of managers, there is no suitability in the libraries environment in terms of proper lighting, color, interior design and equipment. But according to the results, the test is significant for the libraries, so from the view of librarians, the art space impact is significantly in a great extent in interaction with users of studied libraries.

Fourth question

Table4. How much is the impact of art spaces in selling artworks at libraries from the viewpoint of managers?

Option	Quantity	average	standard deviation	average compared	T value	DOF	SIG	Result
Selling the artworks	66	20/44	4/638	27	-11/492	65	0/000	The impact is in low extent

Considering that the T value is negative and significant, it's indicating that the art spaces significantly have a little impact in selling artworks at libraries from the perspective of managers. Eventually, managers of art centers do not allocate the

budget for buying artworks from exhibitions and they are just as organizers to display the works in galleries. They just receive from artists a few percent of selling works. However, library manager is responsible for art spaces in public libraries outside the cultural centers' environment which includes half of the organization's libraries. Library manager can use the profits from the sale of works exhibited in lobbies and halls of library with regard to its terms and conditions. But main manager and gallery director of cultural center are responsible of art spaces and galleries. So decisions for selling and budgeting are different for each one.

Fifth question

Table 5. How effective is the impact of present art space in libraries in increasing of study from the users' viewpoint?

Option	Quantity	average	standard deviation	average compared	T value	DOF	SIG	Result
The impact of art space	320	17/56	3/78	15	12/109	319	0/000	The impact is in a great extent

Considering that the T value is positive and significant, it shows that the art spaces significantly have great effects on increasing of study from the standpoint of users. Existence of art spaces causes the increase of study from the viewpoint of users, which is finally the main purpose of this research. Also it causes the visual tranquility and motivation as well as a better understanding of study by users. It makes a fine visual sense; having freshness and vitality in environment through the combination of light and color and arrangement of environment as well as designing library even in limited extent. Among the important cases in users' consent of art spaces are: increasing study, a better understanding of study, achieving visual tranquility and filling leisure time users.

Research hypothesis

There are significant differences between the average of users, managers and librarians consent.

Table 6-the descriptive indicators of three groups' consent rate

Option	quantity	average of consent	standard deviation
Managers	66	2/75	0/47
Users	320	3/58	0/62
Librarians	113	3/63	0/51
Total	499	3/48	0/65

According to the results in table 6, it can be seen that the consent average of managers, users and librarians is 2.75, 3.58, and 3.63 respectively. Due to calculations, it can be seen that the librarians' average is more than two other groups.

It has been used to investigate the existence of significant difference between the three groups of the one-way analysis of variance test.

Table 7- the one-way ANOVA test to determine the difference between the three groups

Option	Total squares	DOF	Mean squares	F value	SIG	Result
Between group	41/273	2	20/637	60/835	0/000	The test is significant
Intergroup	168/255	496	/339			
Total	209/528	498				

Concerning that the F value (60.83) is significant in alpha level of 0.05. Thus, there is a significant difference between the averages of three groups in statistical terms. It is used Scheffe post hoc test to determine the difference between groups which are shown in the following table.

Table 8- the Scheffe post hoc test to determine difference between groups

Option		average difference	Standard error	significant level	Result
Managers	Users	-/83151*	0/07874	0/000	difference between the two groups is significant
	Librarians	-/88779*	0/09023	0/000	difference between the two groups is significant
Users	Managers	/83151*	0/07874	0/000	difference between two groups is significant
	Librarians	-/05628	0/06373	0/677	difference between two groups is not significant
Librarians	Mangers	/88779*	/09023	/000	difference between two groups is significant
	Users	/05628	/06373	/677	difference between two groups is not significant

According to the table results, it's shown that the managers' consent rate is significantly lower than other two groups. But the difference between users and librarians is not significant.

Conclusion

The librarians group is included 64.6% of women and 35.4% of men. The managers group is included 66.7% of women and 33.3% of men. The users group is included 52.2% of women and 47.7% of men. In other words, women have a greater percentage in all three groups and their total comments dominate men.

According to the comments of research society (libraries users), they demand to create art spaces by librarians even in a simple form (Of course with the exception of cultural centers of Tehran Municipality where have the proper art spaces and

independent galleries). Also, they have announced that these spaces will contribute to increase motivation for study. But in general, the comments of librarians and users are closer together with an average consent of 3.63 and 3.58 and the managers are far away from them with an average consent of 2.75. In other words, an average of three groups has a significant difference in statistical terms on a basis of the ANOVA test and Scheffe post hoc test. And the research hypothesis is confirmed based on a significant difference between groups.

Suggestions

- The public libraries need to be seriously revised in terms of architectural interior and exterior spaces. It's suggested that the launch of new libraries be done with the poll of architecture experts.
- the optimal use of galleries and art spaces in cultural centers should be provided to attract users.
- Exhibitions to be held tailored to the needs of users and clients indoor the library.
- Development and promotion of skilled manpower and efficient be incorporated in the field of cultural and artistic programs of public libraries.
- Choosing the appropriate light and color for the interior space of library by interior design experts.
- Setting up a special department of cultural and artistic services for ACOTM libraries (except the cultural centers that have such these spaces).
- Hold training courses in the field of visual arts in order to attract users and clients of the public library to the art, and creating circumstances for further study opportunities.
- Inviting users with high capability to hold various exhibitions in the library.

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