An Investigation on the Study Trend and Information Needs of the Members of the Libraries of Tehran Municipality Art and Cultural Organization

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Abstract. The main objective of this study is to recognize and determine the information needs and study interests of the study population in order to compile a proper study trend for it. This research covers the study trend and information needs of the members of the libraries of Tehran municipality art and cultural organization using the survey research method. Out of 19681 active members of the grade 2 libraries of this organization, 378 members were studied using the random sampling method proportional to the size and volume of each region. Data were collected using questionnaires. The information of the obtained data was analyzed using the statistical software programs including Excel & SPSS. Chi-square test, one-sample t-test, independent T-test and Pearson correlation coefficient test were used in order to measure the relationships between variables and test the hypotheses. The statistical population included 378 subjects, most of them (48.9%) were 20-30 years old and 44.7% had Bachelor's degrees. The most important purpose of most individuals who visit the libraries of the organization (56.9%) was to use the study halls, and the internet service was requested as the most significant source for meeting the information needs of the libraries' members. The first five priorities of the information needs of the study population were applied sciences with an average of (23.12), art with an average of (15.70), social sciences with an average of (13.26), literature with an average of (13.03) and English language with an average of (11.25), respectively. In most topics, interests were significantly higher than needs, i.e., there was a significant difference between information needs and study interests of the libraries' members in different regions. Results about the study trend showed that the extent to which people need a source as a study trend is related to their gender, the results also showed that women more needed the study trend than men did, but these needs have no relationship with their age and education. In other words, with increasing the age or education level of the clients, the need for study trend does not increase or decrease.

Keywords: Study Trend; Information Needs; Libraries' Members; Municipality Art and Cultural Organization Libraries

1. INTRODUCTION

Since nowadays we live in the age of information explosion, and information is available for users on a variety of information media and in a very wide range, information-providing services are of great importance. Librarians and informants should be able to provide their clients with appropriate and authentic information based on their information needs. Pao (2000) stated that information needs are the center of attention of information service providers, thus the ultimate goal of any information dissemination system is to provide and deliver the information that conforms to the users' information request. (MirzaeeSedehi, 2011)

Nowadays, collection development in libraries should be based on the actual and potential information needs of the library community, and a correct and timely selection is among the important issues in this area. Negligence and carelessness in identifying the information needs of the users will lead to substantial expenses for collecting, organizing and maintaining the unusable information sources, and as a result, the library community will not gain access to their information needs. Thus, being aware of the information needs of the library's users and planning for supplying and providing the sources they need is of great significance.

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Based on the available statistics, unfortunately, the study level is low in our country. One of the reasons per capita reading is low in our country, is that people do not use libraries and the sources required for library users are unavailable. Most people cannot provide themselves with their interested or required books due to the high prices of books and large number of published books. A person by going to and joining a library, looks for their needed information sources and expects the library to be accountable to their information needs. Therefore, the existence of updated and appropriate sources will increase the clients' satisfaction and encourage them to study which results in the development of the culture of study and book reading.

This study will help to identify the information needs and study trends of the members of the libraries of Tehran municipality art and cultural organization; hence the authorities can provide a proper collection of sources in the libraries of this organization according to the audience's tastes, interests and needs.

2. RESEARCH OBJECTIVES

This study aims to investigate the study trends and information needs of the Members of the libraries of Tehran Municipality Art and Cultural Organization. Providing books and other proper materials for libraries needs the meticulous analysis and identification of the study trends and information needs of the users' community, by which following aims would be achieved:

- Appropriate collection development based on the real needs of the community which uses the libraries of the organization
- Increasing the satisfaction level among the members of the libraries of the organization
- Developing the culture of study and book reading among the different strata of society

Main Questions

1. What are the demographic characteristics of the members of the libraries of the organization?
2. What are the purposes of the members by visiting the organization's libraries?
3. To what extent do the members use the organization's libraries and its available sources?
4. What are the most interesting topics to study?
5. What subjects are the study needs of the members of the organization's libraries?
6. What sources do the members of the organization's libraries need in order to meet their information needs?
7. To what extent can the sources available in the organization's libraries meet the information needs of the members?
8. What problems do the libraries' members face when they try to meet their information needs?
9. Do the members believe that some books of their own choice do not have the materials that they expected?
10. Do the members agree on creating an information consultancy department to determine or facilitate the study trend in the library?
11. Do the members agree on receiving a list of sources appropriate to their needs (study trend) by the library?
12. Is selecting a book and determining a reading path (study trend) easy for the members?
13. Is determining a study trendnecessary to the libraries' members?

Research Hypotheses

There is a significant difference between information needs and study interests of the libraries' members in different regions.

The extent to which people need a source as a study trend is related to their gender, age and education.

The Research History

No research has yet been conducted inside or outside the country regarding the study trend, and just information needs have usually been measured.

Jafari (2013) investigated the information needs of the non-members in the public libraries. The type of research was survey research, and 132 workers of StamSanaat Manufacturing Company who were not the members of the public libraries were studied as a sample. The results showed that among the information needs, the personal needs were of the greatest importance to the respondents. They have needed formal and informal information sources in Persian and English languages in order to meet these needs. This information has often been in printed format and sometimes in electronic format. Low speed of the Internet has been a main barrier for the respondents to access the information. The main reason that they were not the members of the public libraries was the shortage of time. The result of Chi-square test shows that gender has a significant relationship with the type of the respondents' information needs, but their marital status, age, educational level, and working shift has no significant relationship with the type of their information needs.

FaramarziAlghar (2012) explained the information needs of the public libraries' users in South Khorasan Province based on Hill's model for user study. The type of the current research was applied research and it was performed through survey research method. The statistical population of the research included all valid members of the public libraries of South Khorasan province until August 21, 2012, with an estimate of approximately 23,594 individuals. SPSS software, independent two-sample t-test and one-way analysis of variance (ANOVA) were used for data analysis. The research findings showed that most of the public libraries' users in the province had high school diplomas or Bachelor's degrees. The most important topical needs of the users were curriculum sources, supportive materials that helped them to learn better, literature and religion, and the most important sources for getting information were periodicals and the Internet. The lack of updated sources, shortage of information sources and unavailability of the Internet were the main barriers for the users to meet their information needs.

Omidkhoda (2008) in a study entitled "Information Need Assessment of the Young Members of Public Libraries in Tehran" studied the study interests and needs of the young members of the public libraries under supervision of Tehran Public Libraries Institution, in their leisure time, using the survey research method. The main reason of this study is to identify and determine the study needs and interests of the study population, specify the purpose, motivation and the study interests of the young members of public libraries, and determine the main sources and facilities for getting information. Using the cluster sampling, 600 members, as a sample, out of 53251 young members were analyzed proportional to the size and volume of each region. Data were collected using questionnaires. The research findings showed that most of the members (39%) go to the libraries in order to spend their leisure time. The research findings showed that the study needs of the young members were not at the same level and were different. Therefore, the youth has different information needs in different regions of Tehran.

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Saravanan&Jadhav[1] (2013) analyzed the information needs and satisfaction level of the users in "Connemara Public Library" in Chennai, Tamil Nadu State, India. The study population was randomly selected from the library' members. The questionnaires were distributed among 300 individuals, out of which 250 individuals answered the questions. The collected data were analyzed using statistical tools. The research results showed that most of the users were satisfied with the library services, infrastructural facilities and other services which were provided in the library.

In their study, Olarongbe[2] et al. (2013) evaluated the information needs and characteristics of the users of the public library of Oyo State, in Nigeria. All registered users of the public library of Oyo State, form the intended population in this study. Among 1020 registered users in this library, 180 individuals (17.6%) were selected and studied. A questionnaire was used for data collection. Out of 180 questionnaires which were distributed, 134 questionnaires (74.4%) were completed and returned. Descriptive statistics were used for data analysis. The research findings showed that most of the library's users were students and needed information that helped them with their education. Most of the users obtained the information they need, from the library and the Internet. The main barrier for assessing the required information was the shortage of relevant materials.

3. RESEARCH METHOD

The type of the performed research is applied research with a descriptive-analytic approach and it was conducted through survey research method. The environment in which this research is conducted is grade 2 libraries of Tehran municipality art and cultural organization. This organization has 13 grade 2 libraries out of which six libraries were selected as a sample, in north, south, east, west and center of Tehran. The research time limit was from January 2013 to January 2014, and the required data were collected during this period. The statistical population of the research included all active members of six grade 2 libraries of Tehran municipality art and cultural organization, and according to the statistics gathered from the Libraries the total number of the active members of the aforementioned libraries was equal to 19,681 individuals. Due to the extensive study population of this research and the lack of access to all individuals, the sample size was determined to be 380 individuals, using the Morgan Table.

To collect data and complete the required information, a researcher-made questionnaire was used. The questions of the questionnaire were designed in two sections; personal information and items, based on fundamental questions of the research, and in Likert spectrum format. In order to ensure the return of the questionnaires, 420 questionnaires were distributed among the study population out of which 378 questionnaires were returned and analyzed. In data analysis stages, descriptive and inferential statistics, SPSS and Excel software programs were used and depending on the type of the scales of the variables, four tests were used including; Chi-square test, one-sample t-test, independent T-test and Pearson correlation coefficient. Experts in the field of information science, were asked to help to assess the reliability and validity of the research scales, and after discussion with them, ambiguities in the questions were identified and the questionnaire was reviewed, and the final questionnaire was prepared for distributing among the statistical population. By implementing the Cronbach's alpha test on the items, the overall reliability of the questionnaire items was calculated equal to 0.978 , which is a high and desirable coefficient.

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[1]Saravanan&Jadhav
[2]Olarongbe

Research Findings
a) Sociological Analysis

Table 1. Frequency distribution of the sample group's gender.

Gender	Frequency	Percentage
Female	182	48.1
Male	196	51.9
Total	378	100.0

The results of table 1 show that 48.1% of the size of the sample group consists of women and 51.9% consists of men.

Table 2. Frequency distribution of the sample group's age range

Age	Frequency	Percentage
Younger than 20	109	28.8
Between 20-30 years	185	48.9
Between 30-40 years	55	14.6
Older than 40	29	7.7
Total	378	100.0

According to the results of table 2; 185 individuals (48.9%) were between 20-30 years old, 55 individuals (14.6%) were between 30-40 years old, and 29 individuals (7.7%) were older than 40 years of age. The mean age of the sample group was calculated equal to 26.4.

Table 3. Frequency distribution of the sample group's level of education

Level of Education	Frequency	Percentage
High School Diploma	140	37.0
Associate Degree	22	5.8
Bachelor's Degree	169	44.7
Master's Degree	37	9.8
PhD	10	2.6
Total	378	100.0

In Table 3, the sample group's level of education was studied, the results show that: 140 individuals (37%) had high school diplomas, 22 individuals (5.8%) had associate degrees, 169 individuals (44.7%) had Bachelor's degrees, 37 individuals (9.8%) had Master's degrees and 10 individuals (2.6%) had doctorate degrees.

Table 4. Frequency distribution of the sample group's occupation

Occupation	Frequency	Percentage
Pupil	72	19.0
Student	146	38.6
Employee	52	13.8
Housewife	30	7.9
Self-employed	55	14.6
Jobless	23	6.1
Total	378	100.0

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In Table 4, the sample group's occupational status was studied. According to the results: 72 individuals (19%) were pupils, 146 individuals (38.6%) were students, 52 individuals (13.8%) were employees, 30 individuals (7.9%) were housewives, 55 individuals (14.6%) were self-employed and 23 individuals (6.1%) were jobless.

b) Rate of Visiting the Library

Table 5. Frequency distribution of the rate of visiting the library per month

Rate of Visiting the Library per Month	Frequency	Percentage
Once	18	4.8
Twice	46	12.2
Three times	48	12.7
Four times or more	215	56.9
Randomly visits	51	13.5
Total	378	100.0

In the above table, the rate of sample group's visiting the library per month was assessed. Results indicates that 18 individuals (4.8%) visited the library once a month, 46 individuals (12.2%) visited the library twice a month, 48 individuals (12.7%) visited the library three times a month, 215 individuals (56.9%) visited the library four times a month or more and 51 individuals (13.5%) visited the library randomly.

c) The Purpose of Visiting the Library

Table 6. Frequency distribution of the sample group's purpose of visiting the library

The Purpose of Visiting the Library		Very low	Low	Medium	High	Very high	Total
Spending leisure time	Frequency	189	52	55	44	38	378
	Percentage	50.0	13.8	14.6	11.6	10.1	100.0
Increasing the general information	Frequency	81	51	85	106	55	378
	Percentage	21.4	13.5	22.5	28.0	14.6	100.0
Gaining the updated information	Frequency	129	62	89	59	39	378
	Percentage	34.1	16.4	23.5	15.6	10.3	100.0
Using the study hall	Frequency	55	27	30	51	215	378
	Percentage	14.6	7.1	7.9	13.5	56.9	100.0
Doing research	Frequency	152	54	70	41	61	378
	Percentage	40.2	14.3	18.5	10.8	16.1	100.0
Necessary for their job	Frequency	222	38	33	28	57	378
	Percentage	58.7	10.1	8.7	7.4	15.1	100.0

In table 6, the sample group's purpose of visiting the library was studied. Results indicates that the sample group visited the library for spending their leisure time with 50% (very low), increasing the general information with 28% (high), gaining the updated information with 34.1% (very low), using the study hall with 56.9% (very high), doing research 40.2% (very low) and job necessity with 58.7% (very low).

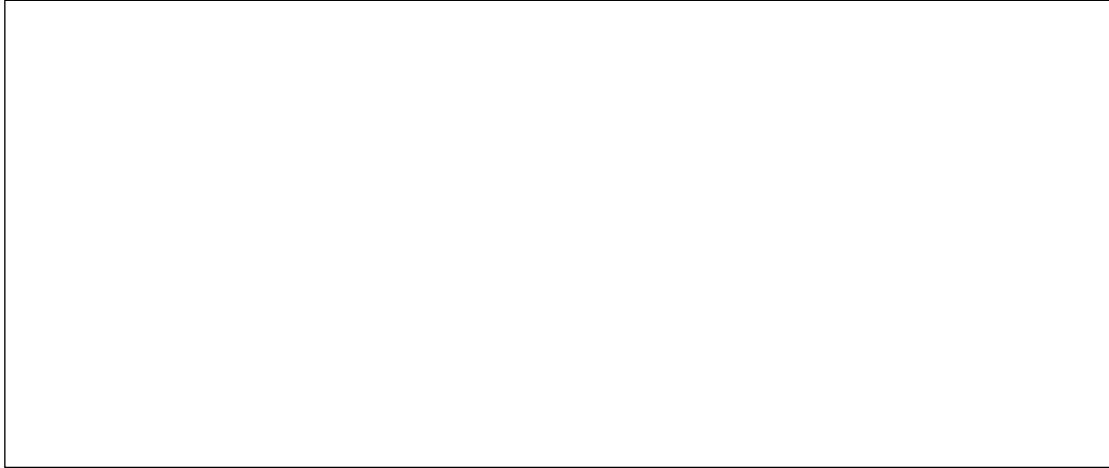**d) Level of Interest in and need for various topics**

Diagram 1. Descriptive indexes of human knowledge categories separated by interest and need

In diagram 1, the sample group's average level of interest and need in/for the human knowledge topics were calculated, according to the results in all categories, the sample group's level of interest has been more than their level of needs.

e) Sources Required for Meeting the Information Needs

Table 7. Frequency distribution of need for sources specified to meet the information needs

		Very low	Low	Medium	High	Very high	Total
Book	Frequency	8	11	39	86	234	378
	Percentage	2.1	2.9	10.3	22.8	61.9	100.0
Magazine	Frequency	50	67	97	92	70	376
	Percentage	13.3	17.8	25.8	24.5	18.6	100.0
Newspaper	Frequency	77	75	85	58	82	377
	Percentage	20.4	19.9	22.5	15.4	21.8	100.0
Audio video sources	Frequency	62	58	75	75	107	377
	Percentage	16.4	15.4	19.9	19.9	28.4	100.0
Electronic references	Frequency	55	35	52	63	172	377
	Percentage	14.6	9.3	13.8	16.7	45.6	100.0
Internet and databases	Frequency	19	21	22	59	257	378
	Percentage	5.0	5.6	5.8	15.6	68.0	100.0

In table 7, the need for sources to meet the information needs was assessed. The sample group needed books at a very high level (61.9%), magazines at a medium level (25.8%), newspapers at a medium level (22.5%), audio-video sources at a very high level (28.4%), electronic references at a very high level (45.6%) and the Internet and databases at a very high level (68%).

f) Level of Meeting the Information Needs Using the Library Sources

Table 8. One-sample t-test for determining the level of accountabilityof the organization's libraries to the information needs of the members

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
Level of Meeting the Study Needs of the Members	377	3.10	1.105	3	1.724	376	0.086	Meeting the need at a medium level

Considering that the calculated T-value is not significant (because the significance level (SIG) is higher than 0.05 or alpha-value) it can be said that the sources existing in the organization's libraries meet the information needs of the members at a medium level.

g) Adjusting and compiling a study trend

Table 9. One-sample t-test for determining the level of materials that do not meet the needs of members

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
the quantity of materials that do not meet the needs of members	374	2.95	1.116	3	-0.788	373	0.431	at a medium level

Considering that the calculated T-value is not significant, it can be said that the members, at a medium level, believe that some books of their own choice do not have the materials that they expected.

Table 10. One-sample t-test for determining the level of agreement on creating the consultancy department

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
level of agreement on creating the consultancy department	377	3.70	1.131	3	12.020	376	0.000	Agreed at a significantly high level

Considering the fact that the calculated T-value is positive and significant (because the significance level (SIG) is lower than 0.05 or alpha-value) it can be said that the members, at a high level, agreed on creating the consultancy department for determining or facilitating the study trend in the library.

Table 11. One-sample t-test for determining the level of agreement on receiving a list of sources appropriate to the members' needs (study trend)

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
level of agreement on receiving a list of sources appropriate to the members' needs (study trend)	376	3.88	1.123	3	15.247	375	0.000	Agreed at a significantly high level

Considering the fact that the calculated T-value is positive and significant, it can be said that the members, at a high level, agreed on receiving a list of sources appropriate to their needs (study trend) by the library.

Table 12. One-sample t-test for determining the level of easiness in selecting the books and determining the study path (study trend) for the members

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
level of easiness in selecting books and determining a study path (study trend) for the members	376	3.41	0.981	3	8.146	375	0.000	Easiness at a significantly high level

Considering the fact that the calculated T-value is positive and significant, it can be said that the members, at a high level, believe that selecting books and determining a study path (study trend) is easy.

Table 13. One-sample t-test for determining the level of necessity for providing a study trend

	Number	Mean	Standard deviation	Compared mean	T-value	Degrees of freedom	Significance level (SIG)	Result
level of necessity for providing a study trend	376	3.83	1.066	3	15.052	375	0.000	Necessity at a significantly high level

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Considering the fact that the calculated T-value is positive and significant, it can be said that the members, at a high level, believe that providing a study trend for them is necessary.

h) Existing Problems for Meeting the Information Needs

Table 14. Frequency distribution of the existing problems for meeting the study needs of the sample group

		Very low	Low	Medium	High	Very high	Total
Limited working hours of the library	Frequency	59	61	84	62	112	378
	Percentage	15.6	16.1	22.2	16.4	29.6	100.0
Unavailability of the required information sources	Frequency	27	66	112	85	88	378
	Percentage	7.1	17.5	29.6	22.5	23.3	100.0
The lack of updated sources in the library	Frequency	26	64	88	91	109	378
	Percentage	6.9	16.9	23.3	24.1	28.8	100.0
Unfamiliarity with the sources existing in the library	Frequency	45	84	109	78	61	377
	Percentage	11.9	22.3	28.9	20.7	16.2	100.0
Unfamiliarity with methods of searching for information	Frequency	90	94	94	51	48	377
	Percentage	23.9	24.9	24.9	13.5	12.7	100.0
The lack of expert and accountable librarians	Frequency	99	109	78	38	54	378
	Percentage	26.2	28.8	20.6	10.1	14.3	100.0

In the above table the existing problems for meeting the study needs of the sample group is assessed. According to the respondents, limited working hours of the library has been a problem with 29.6% at a very high level, unavailability of the required information sources has been at a medium level with 29.6% and the lack of updated sources in the library has been 28.8% at a very high level, unfamiliarity with the sources existing in the library has been 28.9% at a medium level, unfamiliarity with methods of searching for information has been 24.9% at low and medium levels, and finally the lack of expert and accountable librarians has been 28.8% at a low level.

Research Hypotheses Test

Hypothesis 1: There is a significant difference between information needs and study interests of the libraries' members in different regions.

Table 15. One-sample t-test for determining the difference between need for and interest in general category in different regions

Category	Region	T-value	Significance level	Result
General	East	3.074	0.003	The level of interest is significantly higher than that of need.
	South	3.906	0.000	The level of interest is significantly higher than that of need.
	Center	3.228	0.002	The level of interest is significantly higher than that of need.
Philosophy and Psychology	North	3.512	0.001	The level of interest is significantly higher than that of need.
	West	4.658	0.000	The level of interest is significantly higher than that of need.
	East	4.283	0.000	The level of interest is significantly higher than that of need.
	South	6.772	0.000	The level of interest is significantly higher than that of need.
	Center	5.314	0.000	The level of interest is significantly higher

				than that of need.
	East	4.201	0.000	The level of interest is significantly higher than that of need.
Religion	South	5.213	0.000	The level of interest is significantly higher than that of need.
	Center	3.790	0.000	The level of interest is significantly higher than that of need.
	East	2.721	0.008	The level of interest is significantly higher than that of need.
Social Sciences	South	2.848	0.005	The level of interest is significantly higher than that of need.
	Center	3.190	0.002	The level of interest is significantly higher than that of need.
	East	2.436	0.017	The level of interest is significantly higher than that of need.
Language	Center	2.012	0.047	The level of interest is significantly higher than that of need.
	North	2.504	0.017	The level of interest is significantly higher than that of need.
	West	3.838	0.000	The level of interest is significantly higher than that of need.
Pure Sciences	East	2.434	0.017	The level of interest is significantly higher than that of need.
	South	4.576	0.000	The level of interest is significantly higher than that of need.
	Center	3.775	0.000	The level of interest is significantly higher than that of need.
	North	2.386	0.022	The level of interest is significantly higher than that of need.
	West	3.568	0.001	The level of interest is significantly higher than that of need.
Applied Sciences	East	2.759	0.007	The level of interest is significantly higher than that of need.
	South	4.605	0.000	The level of interest is significantly higher than that of need.
	Center	3.050	0.003	The level of interest is significantly higher than that of need.
	North	3.820	0.000	The level of interest is significantly higher than that of need.
	West	5.559	0.000	The level of interest is significantly higher than that of need.
Art	East	5.405	0.000	The level of interest is significantly higher than that of need.
	South	7.676	0.000	The level of interest is significantly higher than that of need.
	Center	5.732	0.000	The level of interest is significantly higher than that of need.
	North	3.771	0.001	The level of interest is significantly higher than that of need.
	West	3.143	0.003	The level of interest is significantly higher than that of need.
Literature	East	5.157	0.000	The level of interest is significantly higher than that of need.
	South	5.179	0.000	The level of interest is significantly higher than that of need.
	Center	3.781	0.000	The level of interest is significantly higher than that of need.
	North	2.919	0.006	The level of interest is significantly higher than that of need.
History and Geography	West	2.939	0.005	The level of interest is significantly higher than that of need.

East	5.214	0.000	The level of interest is significantly higher than that of need.
South	5.070	0.000	The level of interest is significantly higher than that of need.
Center	4.749	0.000	The level of interest is significantly higher than that of need.

Table 15 shows the results of testing the difference between information need and interest of the sample group in different categories of human knowledge based on the regions in which these libraries are located. In this table, different categories of knowledge in the regions with significant statistical test were specified (the reason the test is significant is that the significance level (SIG) is lower than 0.05 or alpha-value), Therefore, there is a significant difference between average level of interest and need in these regions and the clients' level of interest is significantly higher than their needs.

Thus according to the general analysis of the results of testing the first hypothesis, it can be said that In most cases, interests were significantly higher than needs, i.e., there was a significant difference between information needs and study interests of the libraries' members in different regions. Therefore, the first hypothesis is verified.

Hypothesis 2: The extent to which people need a source as a study trend is related to their gender, age and education.

Table 16. Independent T-test for determining the difference between study trend of men and women

	Mean	Number	Standard deviation	T-value	Degrees of freedom	Significance level (SIG)	Result
Women	11.79	181	2.55	2.66	374	0.008	Women significantly need a study trend.
Men	11.06	195	2.7				

Table 17. Correlation test for determining the relationship between the members' age and need for a study trend

		Age	Study trend
Age	Correlation value	1	0.058
	Significance level		0.263
	Number	378	376
Study trend	Correlation value	0.058	1
	Significance level	0.263	
	Number	376	376

Considering that the calculated correlation value is not significant (because the significance level (SIG) is higher than 0.05 or alpha-value) therefore, there is no relationship between age and need for a study trend, i.e., with increasing the clients' age, the level of need for a study trend does not increase or decrease.

Table 18. Correlation test for determining the relationship between the members' level of education and need for a study trend

		Study trend	Level of Education
Study trend	Correlation value	1	0.097
	Significance level		0.061
	Number	376	376
Level of Education	Correlation value	0.097	1
	Significance level	0.061	
	Number	376	378

Considering that the calculated correlation value is not significant (because the significance level (SIG) is higher than 0.05 or alpha-value) therefore, there is no relationship between levels of education and need for a study trend, i.e., with increasing the clients' levels of education, the level of need for a study trend does not increase or decrease. As a result, the second hypothesis of the study is rejected.

4.   DISCUSSION AND CONCLUSION

In response to the fundamental question number one, that "What are the demographic characteristics of the members of the libraries of the organization?"The results showed that 48.1% of the sample group consisted of women and 51.9% of it consisted of men. According to the results of table 2; 185 individuals (48.9%) were between 20-30 years old. In Table 3, the sample group's level of education was studied, the results show that: 169 individuals (44.7%) had Bachelor's degrees. In Table 4, the sample group's occupational status was studied. According to the results; 146 individuals (38.6%) were students. According to the obtained results, in response to the fundamental question number one, it can be inferred that most of the members of the libraries of Tehran municipality art and cultural organization are young and are aged 20 to 30 years. In addition, students and individuals with Bachelor's degrees make up most of the users of these libraries.

In response to the fundamental question number two, that "What are the purposes of the members by visiting the organization's libraries?"

Results indicates that the sample group visited the library for spending their leisure time with 50% (very low), increasing the general information with 28% (high), gaining the updated information with 34.1% (very low), using the study hall with 56.9% (very high), doing research 40.2% (very low) and job necessity with 58.7% (very low). Therefore, in response to the fundamental question number two the results showed that most of the members visit the organization's libraries for using the study hall.

In response to the fundamental question number 3, that "To what extent do the members use the organization's libraries and its available sources?" According to table 5, the results showed that 215 individuals (56.9%) visited the library four times a month or more.

In response to the fundamental question number 4, that "What are the most interesting topics to study?"

According to the data of diagram 1; the first five priorities of the interests of the study population were Applied Sciences with an average of (25.97), Art with an average of (21.52), Literature with an average of (16.21), History and Geography with an average of (14.98) and Social Sciences with an average of (14.72), respectively.

In response to the fundamental question number 5, that "What subjects are the study needs of the members of the organization's libraries?" According to the data of diagram 1; the first five priorities of the information needs of the study population were applied sciences with an average of (23.12), art with an average of (15.70), social sciences with an average of (13.26), literature with an average of (13.03) and English language with an average of (11.25), respectively.

In response to the fundamental question number 6, that "What sources do the members of the organization's libraries need in order to meet their information needs?"According to the results of table 7, the sample group needed books at a very high level (61.9%), magazines at a medium level (25.8%), newspapers at a medium level (22.5%), audio-video sources at a very high level (28.4%), electronic references at a very high level (45.6%) and the Internet and databases at a very high level (68%). Therefore, in response to the fundamental question number 6, it can be

concluded that, the Internet as the most important source for meeting the information needs of the library's members has been requested and then books, electronic references, audio-video sources, magazines and newspapers are needed to the study population, respectively.

In response to the fundamental question number 7, that "To what extent can the sources available in the organization's libraries meet the information needs of the members?" One-sample t-test was used to determine the level of accountabilityof the organization's libraries to the information needs of the members. The results of table 8 showed that the calculated T-value is not significant. Therefore, it can be said that the sources existing in the organization's libraries meet the information needs of the members at a medium level.

In response to the fundamental question number 6, that "What problems do the libraries' members face when they try to meet their information needs?" In table 14 the existing problems for meeting the study needs of the sample group is assessed. According to the respondents, limited working hours of the library has been a problem with 29.6% at a very high level, unavailability of the required information sources has been at a medium level with 29.6% and the lack of updated sources in the library has been 28.8% at a very high level, unfamiliarity with the sources existing in the library has been 28.9% at a medium level, unfamiliarity with methods of searching for information has been 24.9% at low and medium levels, and finally the lack of expert and accountable librarians has been 28.8% at a low level.Therefore, in response to the fundamental question number 8, it is specified that, limited working hours of the library, unavailability of required information sources, and the lack of updated sources in the library were the main problems for meeting the information needs of the members of the organization's libraries.

In response to the fundamental question number 9, that "Do the members believe that some books of their own choice do not have the materials that they expected? One-sample t-test was used to determine the level of materials that do not meet the needs of the members and according to the results of table 9 and considering that the calculated T-value is not significant, it can be said that the members, at a medium level, believe that some books of their own choice do not have the materials that they expected.

In response to the fundamental question number 10, that "Do the members agree on creating an information consultancy department to determine or facilitate the study trend in the library?" One-sample t-test was used to determine the level of agreement on creating the consultancy department According to the results of table 10, since the calculated T-value is positive and significant, it can be said that the members, at a high level, agreed on creating the consultancy department for determining or facilitating the study trend in the library.

In response to the fundamental question number 11, that "Do the members agree on receiving a list of sources appropriate to their needs (study trend) by the library?" The results obtained from one-sample t-test for determining the level of agreement on receiving a list of sources appropriate to the members' needs (study trend) showed that according to table 11; the calculated T-value is positive and significant, therefore it can be said that the members, at a high level, agreed on receiving a list of sources appropriate to their needs (study trend) by the library.

In response to the fundamental question number 12, that "Is selecting a book and determining a reading path (study trend) easy for the members?" The results of table 12 about the one-sample t-test for determining the level of easiness in selecting the books and determining the study path (study trend) for the members showed that, considering the fact that the calculated T-value is positive and significant, it can be said that the members, at a high level, believe that selecting books and determining a study path (study trend) is easy.

In response to the fundamental question number 13, that "Is determining a study trendnecessary to the libraries' members?"The results obtained from the one-sample t-test for determining the level of necessity for providing a study trend shown in table 13 suggest that: according to the fact that the calculated T-value is positive and significant, it can be said that the members, at a high level, believe that providing a study trend for them is necessary.

5. SUGGESTIONS BASED ON THE RESEARCH FINDINGS

According to the results obtained from this research, it is suggested that:

1. The library sources should be provided based on the needs and interests of the users community of the library, and the diversity of the topical content and updated materials should be especially taken into consideration when selecting the books.
2. Given that the Internet is considered as the most important source for meeting the information needs of the members, therefore providing the Internet and providing the possibility of using the Internet, and providing a proper place in the libraries of Tehran municipality art and cultural organization, for using the personal computers, are necessary and essential.
3. The existing barriers to meeting the information needs such as limited working hours of the library, unavailability of required information sources, the lack of updated sources in the library and so on should be considered by authorities, and by controlling these factors, accessibility to information sources, and further use of libraries are provided.
4. Study trends should be provided in different subjects and for different groups of the library's users.
5. A consultancy department should be established in libraries and training programs in this field should be provided for librarians.

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