

A local experience for study promotion: "Study Stations" in Tehran, Iran



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Introduction

The study station plan was implemented on February 16, 2012 in Iran. In this plan, each person can choose his favorite book by visiting the station and study at the station or in any other place and, after a maximum of fifteen days, to the same station or to any of the study stations throughout the country or to one of the Libraries returned.

If someone is interested in buying a book, buy a book. These stations do not have librarians and people can go straight to the shelves.



Research method

This research conducted by survey method and data collection was implemented by researcher made questionnaire that its reliability and validity have been confirmed earlier.

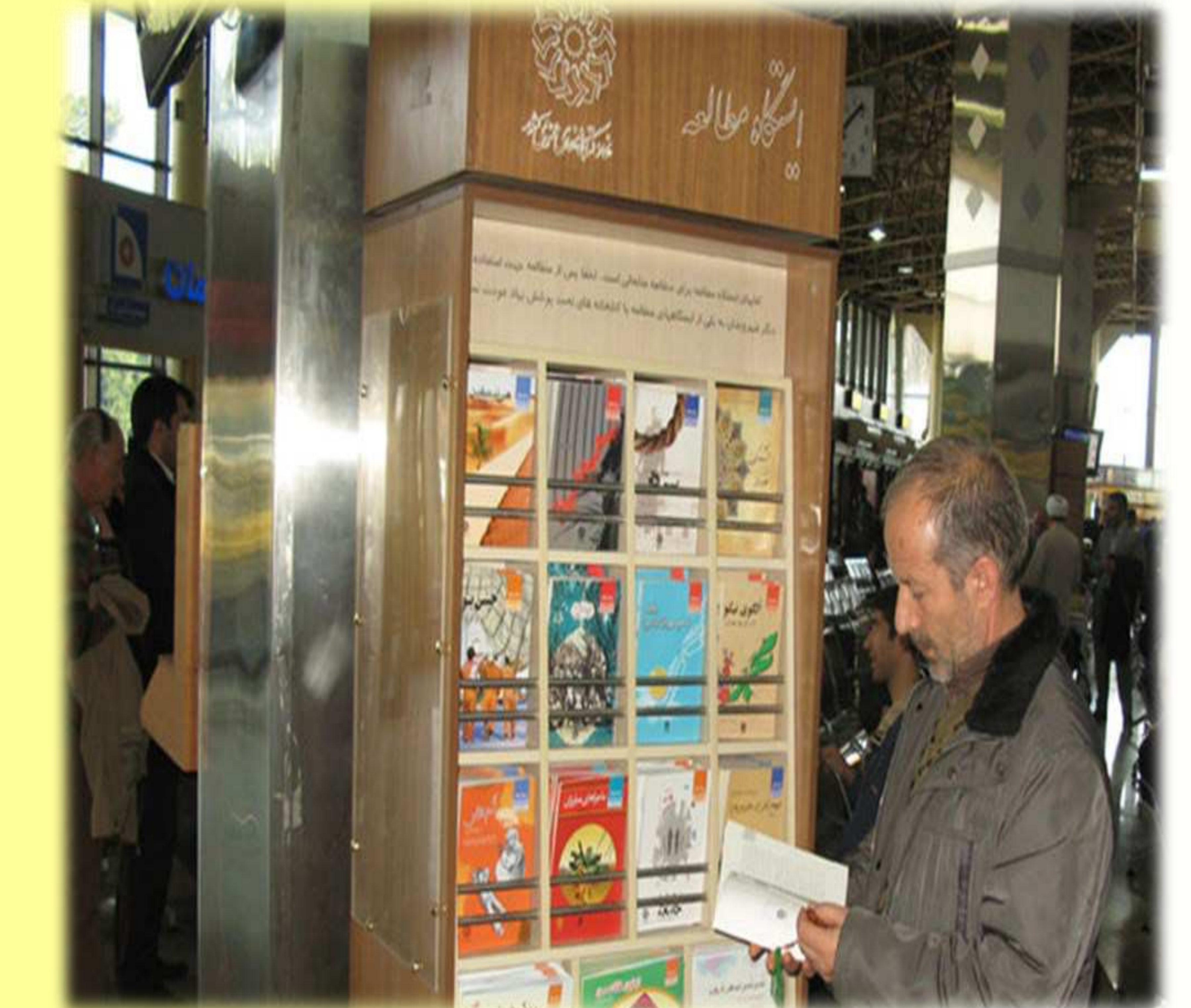
Research statistical society was 200 people from all users of the study stations of the Tehran city. To determine of the samples volume Cochran formula and to access to the statistical society systematic sampling method were used. Also to analyze of data T-test was used.



Results

The results showed that the study stations advertisements, resources and management are not desirable and so far have not been able to provide user satisfaction.

The results confirm the research hypothesis but according to the mean score of respondents (34.13) that is lower than assumed mean (45) we can conclude that the users are not satisfactory from advertising, resources and management of the study stations of the Tehran city.



Conclusion & suggestions

Advertising is one of the most important and effective tools for expanding the knowledge and development of study stations, but the research findings indicate that the status of advertising and information at study stations is not suitable for users. Users believe that there is no effective propaganda on the introduction of study stations, and the media have not been able to introduce the study stations.

Some users have suggested that they have not seen any specific ads about these stations. It is also believed that advertising does not have the necessary diversity.

According to the research findings it can be stated that study stations of the Tehran city are not in good conditions and to achieve their goals they challenges to many problems in the area of management, advertising and resources.

