Chapter 35

Content Analysis Based on Literature Review on Human Orientation in Libraries

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ABSTRACT

Purpose: Critical literature reviews are essential tools for evaluating and expanding the body of knowledge within a study topic due to inconsistent research output. The presentation of literature reviews in the subject of Human orientation in libraries is frequently far less strict than that of other empirical studies. More transparent and organized processes are required for the research to be replicated as well as for the arguments and findings to be traceable. This paper will go into further detail about the value of literature reviews in Human orientation in libraries and its content analysis to assess the quality of literature reviewed.

Design/methodology/approach: Reviews of the literature are generally characterized as qualitative synthesis. The review of 92 literature reviews in four subfields of Human orientation in libraries that were published in English, right from the emergence of the subject in different nomenclature were included for the content analysis. Following a descriptive study of the body of the literature, a content analysis is conducted using a set of analytical categories that were generated from a normal research procedure.

Findings: Each source was evaluated on the basis of subject, year of publication, geographical area of research, type of publication, and methodology covered in the study. Despite the fact that some articles include information on each of these areas, many do not. This casts doubt on the accuracy of the literature evaluation process and the conclusions provided in the corresponding paper.

Research Limitations/Shortcomings: While 92 literature reviews studied are used as the foundation for the empirical analysis in this study, this enables evaluation of the variety of methodologies used in earlier literature reviews and identifies both their advantages and disadvantages. Paid research articles were not included in the present study.

Originality/Value: The conclusions and methodological considerations seek to give librarians and researchers useful instructions on how to employ content analysis when performing literature reviews. As well as it elaborates about scope for future areas of research in Human orientation in libraries.

1. Introduction

In the era of ICT due to information explosion, research output and publications are constantly increasing. Critical literature reviews are vital tools for uncovering the key findings because they present a significant number of identical, erroneous, and contradictory findings. Literature reviews are the backbone of future research. It helps to avoid data redundancy and duplication of research. Brief summaries of pertinent literature enable the writers to base their research on the current status of the subject, highlighting their specific scholarly contribution. According to Hart (1998), literature evaluations aid in focusing the research question and provide justification for the study's goals, overall design, and methods. Additionally, literature reviews can be thought of as a contribution to scholarship in and of themselves because they map, gather, and develop the theory of a particular field of study, making it easier for following research to build on this foundation.

The present study aims to emphasize the value of literature reviews throughout the entire research process as well as the value of content analysis as an analytical tool. The paper examines literature evaluations of several sub-fields of human orientation in libraries that were deduced inductively by using content analysis. In-depth descriptive literature review analyzed in the present paper is available in the Ph D thesis in shodhganga (Rakshikar, 2022). All types of sources available right from the inception of the human orientation science were considered for the present study for the content analysis. The conclusions and methodological considerations that follow, seek to give librarians and researchers useful instructions on how to employ content analysis on the basis of literature reviews.

2. Review of Literature

Unexpected discoveries from one's own data analysis may also prompt more reading in the literature at a later time in order to reframe the results. While this typically does not entail a systematic review, it will most likely be very helpful for framing and clarifying the research issue in the first place to anchor one's first ideas in the body of current literature.

In Fink's definition of a literature review (Fink, 2005, p. 3), a review is "a systematic, explicit, and reproducible design for identifying, evaluating, and interpreting the existing body of recorded documents." Similar to this, Saunders *et al.* (2009) describe the process of reviewing literature as an iterative cycle of establishing and honing parameters and keywords, looking for literature based on these keywords, and then assessing and documenting the body of material. According to Tranfield the objectives of literature reviews are twofold: mapping, consolidating and evaluating the intellectual territory of a certain field, and identifying knowledge gaps to be filled in order to develop the existing body of knowledge further (Tranfield *et al.,* 2003). Since literature reviews are frequently used to synthesize earlier studies on human orientation science, proponents of meta-analysis (Tranfield *et al.,* 2003) have criticized literature reviews for lacking replicability,

transparency, and completeness. This critique has been addressed by content analysis. In order to overcome these difficulties, content analysis is a useful method for conducting a systematic, rule-governed study of a sample of research documents. The application features of content analysis are discussed in the next section.

3. Procedures and Applications of Content Analyses

There are two layers of analysis that can be used to translate the vast scope of content analysis: By using statistical techniques, the first level assesses the manifest content of texts and documents. On a deeper level, the text and documents' hidden information is unearthed, necessitating the interpretation of the terms' underlying implications and justifications. The ability of content analysis to blend qualitative approaches while keeping deep meaning with potent quantitative analyses is one of its unique strengths (Duriau *et al.*, 2007).

Referring to Mayring (2008) one may distil four main steps forming the process model of (qualitative) content analysis (Mayring, 2000):

1. The material to be analysed is delimited and the unit of analysis is defined (material collection);
2. Formal characteristics of the material are assessed, providing the background for subsequent content analysis (descriptive analysis);
3. Structural dimensions and related analytic categories are selected, which are to be applied to the collected material (category selection); and
4. The material is analysed according to the (analytic) dimensions (material evaluation).

Qualitative content analysis according to Mayring (2000, 2008) has been considered by various scholars and modified by some of them. According to Kolbe and Burnett (1991), it is crucial to establish transparency by carefully documenting the method used and the entire research process. According to Kolbe and Burnett (1991, p. 250), technique reporting is "critical for discerning the quality and usefulness of content-analysis studies as well as for allowing replication."

4. Descriptive Analysis

The present study conducts a content analysis of a review of literature available on human orientation science in libraries. Each source was evaluated on the basis of subject, year of publication, geographical area of research (Country), type of publication, and methodology covered in the study.

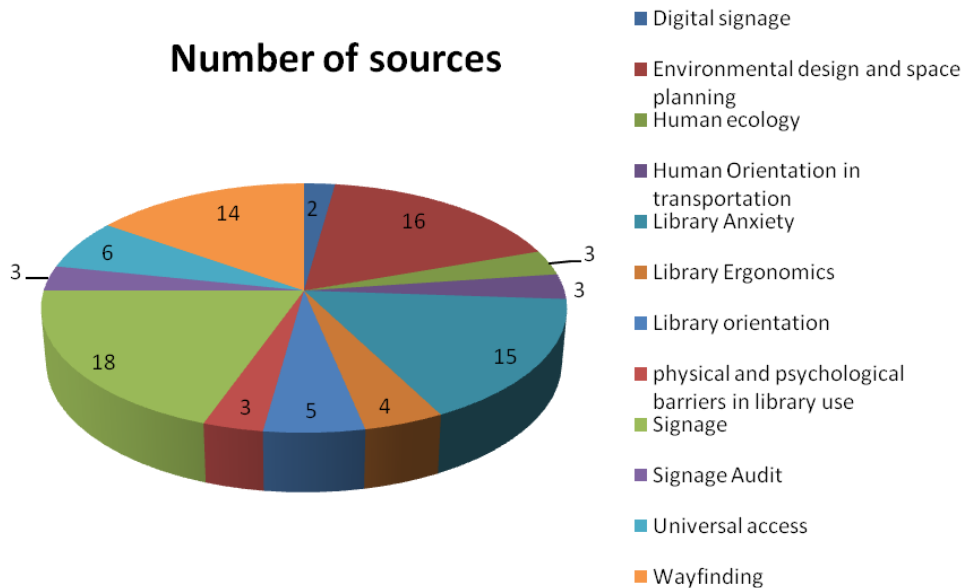### 4.1 Subject-wise Distribution of Sources

Human orientation science is wider in connotation. Hence, in case of subject-wise distribution of sources main subject is divided in four subfields. These subfields are

1. Wayfinding,
2. Signage,
3. Physical and psychological aspects of Human orientation and
4. Library environment and space planning.

These four core subfields were further divided in twelve subfields. Like Signage was further divided in subfields as signage, Signage audit, and digital signage. Physical and psychological aspects of Human orientation, is further divided in subfields like, library orientations, Library anxiety, universal access, and library ergonomics. Table 1 depicts the subject-wise distribution in the subfields of review of literature on Human orientation in libraries.

Table 1: Subject-wise Distribution of Information Sources Reviewed

Sl.No.	Subject	Number of Sources
1	Digital signage	2
2	Environmental design and space planning	16
3	Human ecology	3
4	Human Orientation in transportation	3
5	Library Anxiety	15
6	Library Ergonomics	4
7	Library orientation	5
8	Physical and psychological barriers in library use	3
9	Signage	18
10	Signage Audit	3
11	Universal access	6
12	Wayfinding	14
	Total	**92**

Figure 1: Subject-wise Distribution of Information Sources Reviewed.

Subject-wise distribution in the subfields of review of literature on Human orientation in libraries, highlights that maximum information sources were available on signage, Environmental design and space planning, Library Anxiety and Wayfinding while reviewing sources on Human orientation in libraries. Very few sources were found on core Human orientation science, however those were based on Human Orientation in transportation terminals (Table 1 and Figure 1).

4.2 Publication Year-wise Distribution of Sources

The review of 92 literature reviews in four subfields of Human orientation in libraries that were published in English, right from the emergence of the subject in different nomenclature were included for the content analysis.

Table 2: Publication Year-wise Distribution of Information Sources Reviewed

Sl.No.	Period in Years	Number of Sources
1	No Date	1
2	1940-1960	3
3	1960-1980	10
4	1980-2000	18
5	2000-2020	57
6	2020-2023	3
	Total	**92**

The findings from Table 2 indicate that maximum latest sources were taken into consideration while reviewing for the subject Human orientation in libraries. 57 sources reviewed and analyzed fall under the period 2000-2020. Earlier sources were studied and analyzed to trace the etymology and emergence of the subject in different nomenclature. In one historical source date was not mentioned in the paper.

4.3 Geographical Area of Research and Distribution of Sources

Developed countries focus more on research and publications hence geographical area of research and distribution of sources were considered while analyzing content. Table 3 depicts the picture of geographical area of research and distribution of sources reviewed on the available literature in Human orientation science in libraries. It indicates that maximum research were published from United States related to Human orientation science in libraries.

Table 3: Geographical Area-wise Distribution of Sources

Sl.No.	Country	Number of Sources
1	Africa	1
2	Arabian Peninsula	1
3	Australia	1
4	Europe	1
5	India	15
6	Israel	1

Sl.No.	Country	Number of Sources
7	Korea	1
8	Nigeria	1
9	Philippine	1
10	United States	68
11	West Indies	1
	Total	**92**

4.4 Type of Publications

Primary sources of information are the most important sources to explore the research gaps and areas for future research. Hence type of publications chosen for literature review is important aspect while analyzing the sources. Table 4 represents the type of sources covered for the literature review on human orientation in libraries.

Table 4: Information Sources Reviewed According to Type of Publications

Sl.No.	Type of Document	Number of Sources
1	Blog post	1
2	Books	9
3	Conference Proceedings	4
4	Compendium	1
5	Government Act	1
6	Government Act	1
7	Guide	1
8	Journal Articles	65
9	PG Dissertations	4
10	Standards	3
11	Theses	2
	Total	**92**

Table 4, Figure 2 highlights that maximum primary information sources reviewed were journal articles followed by few books published on human orientation applied in other subject areas, along with conference proceedings and PG dissertations and theses. It represents that application of human orientation in libraries was studied by very few researchers at post graduate and Ph D level as an in-depth study.

4.5 Research Method and Distribution of Sources

Research method and methodology helps to interpret the quality of publication.

Figure 3 highlights that in three publications, methodology of research were not mentioned. Further 15 publications were theoretical and descriptive in nature wherein only guidelines were provided. Human orientation science is based on the behavioral study, hence in maximum publications qualitative method and mixed method was adopted by the researchers.
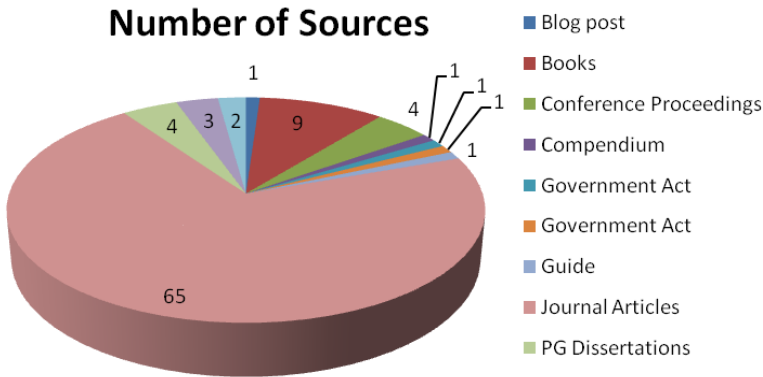
Number of Sources

Legend:
- Blog post
- Books
- Conference Proceedings
- Compendium
- Government Act
- Government Act
- Guide
- Journal Articles
- PG Dissertations
- Standards
- Theses

Figure 2: Information Sources Reviewed According to Type of Publications.
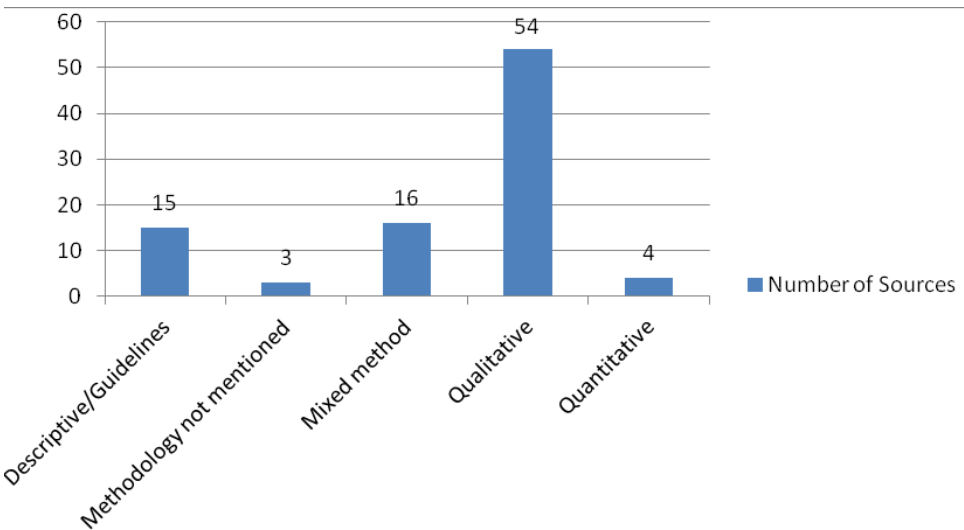

Figure 3: Research Method and Distribution of Sources.

5. Findings

Subject-wise distribution of information sources reviewed represents that very few sources were found on core Human orientation science, however those were based on Human Orientation in transportation terminals. Hence there is need to study different facets of Human Orientation with regards to libraries.

Year-wise distribution of publication of information sources reviewed, indicates that maximum latest sources were taken into consideration while reviewing for the subject Human orientation in libraries. Few historical sources were studied and analyzed to trace the etymology and emergence of the subject in different nomenclature.

Geographical area of research and distribution of sources indicates that maximum research was published from United States related to Human orientation science in libraries. It represents that very few research are conducted in other countries including India on human orientation as well as on facets of human orientation science.

Information sources reviewed according to the type of publications represents that application of human orientation in libraries was studied by a very few researchers at post graduate and Ph D level as an in-depth study.

Research method and distribution of sources signifies that in maximum publications qualitative method and mixed method was adopted by the researchers, as Human orientation science is based on the behavioral study.

6. Observations and Conclusion

While analyzing the literature it was observed that, mixed method or qualitative method is the greatest way to get qualitative data for researching human orientation issues, according to a review of the literature, as most researchers have utilized this technique to see if people can successfully navigate a range of locations. The analysis of the literature highlights that library anxiety occurs in all nationalities.

The effect of library architecture on students' use of the actual library as it relates to human orientation is not well-documented by systematic, empirical investigations. Content analysis of literature review highlights that there are very few research based studies available, which focus on user friendly libraries. These research are carried out in developed nations.

The present study promotes content analysis as a useful approach for conducting systematic, open literature evaluations. In any instance, content analysis as a pre-defined process structure, while reviewing literature will provide direction to the present as well as future researchers.

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