Factors Influencing Tendency toward Folk Psychology Books Case Study: Public Libraries of Tehran Municipality Art and Cultural Organization

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Abstract

Purpose: The aim of this study was to determine the factors influencing tendency to read folk psychology books, and investigates usefulness of these sorts of books.

Methodology: This research applied with analytical survey methodology, and data were gathered using a researcher-made questionnaire. Research population consisted of a cluster sample of 200 users of the libraries of Tehran Municipality Art and Cultural Organization. The data were analyzed using SPSS statistical software.

Findings: Interest in folk psychology books is influenced from two groups of factors: personal and social. %46 of influencing factors was personal and %51 of these factors was social. By testing the hypothesis, we showed that there was a significant difference between social factors and personal ones. In next step, we questioned about the usefulness of folk psychology books that have published in Iran. Altogether, from the viewpoint of users, The usefulness and accordance with local culture were at average level. Studying the amount of tendency toward folk psychology books in terms of demographic features showed that women was more interested in these sort of books than men, singles more than married, housewives and unemployed people more than employed people, and people with education level of high school diploma more than peoples with higher education.

Originality/Value: The results of this research can help policy makers of book industry and managers of public libraries to recognize user's characteristics and typology concerning folk psychology books.

Keywords: folk psychology books, Reading, Self Help, personal Factors, Social Factors.