

Различная реакция сотрудников теле- и радиовещательной корпорации Иордании на имеющиеся традиционные и нетрадиционные источники информации, предоставляемые библиотеками корпорации

The Degree of Reaction Displayed by Employees of Jordan Radio and Television Corporation (JRTC) from Available and Non-traditional Sources of Information Supplied by the Corporations' Libraries

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ABSTRACT

This study aims at activating the role of Jordan Radio and Television corporations' libraries in raising the standard of their general knowledge, and helping in improving the corporation's performance through exposing weak and strong points on the use of traditional and non-traditional available sources of information at the library.

To complete this study, the researcher has put a number of theories from which he concluded the following: Traditional sources of information are activated in a satisfactory manner, compared to the sources of non-traditional sources; employees are also satisfied with the traditional sources of information and use them more than the non-traditional ones, on the other hand, the researcher reached the conclusion that the employees' degree of reaction with sources of information that are available in Arabic was high compared to reaction with other sources in other languages. Finally, the employees reaction to the sources of general educational information was better than those sources that help them carry out their duties.

TERMINOLOGIES USED for the STUDY:

Traditional information sources: These are information vessels that use paper as their basic material. It comes in different forms like books, university papers, conference research material and research reports.

Non-traditional information sources: These are information vessels that do not use paper as their basic content. It comes in different forms like scientific miniatures: microforms, audiovisual material and electronic vessels¹.

INTRODUCTION: It is not an overstatement or exaggeration to claim that Jordanian television, with its short span of life has made it into an advanced position within the media in the Arab world. It is enough to watch the new satellite corporations that are dotted around the world and see Jordanian faces that appeared often on Jordan Television. Like good local football players become international figures so is Jordanian TV figures emigrate because of their quality and professionalism.

Jordan TV was born with a big mission on its shoulders, big future inspirations, and a government-tied structure attached to then the Ministry of Information in Amman, alongside other channels distributed throughout the Kingdom. Jordan TV is allocated a budget from the general government. It employs distinctive and well-trained personnel reaching 1448² spread around the different government bodies.

The first Jordanian Radio Corporation started broadcasting following the end of the British Mandate on Palestine on 15/5/1948 in the Palestinian city of Ramallah, north of Jerusalem, attached to the central government in Amman and to the general supervision of Palestine broadcasting under the name of Radio Al Quds (Jerusalem) until August 1st, 1948. It then took the name the Jordanian Hashemite Station in Jerusalem.

The unification of the two banks followed in 1950, the corporation broadcasted non-stop for 13 hours/day and became The Hashemite Kingdom of Jordan Station broadcasting from Ramallah until 1956³.

¹ Qandalgi, Amer Ibrahim and others. Information sources from the age of manuscripts to the age of the internet, Amman, 2000, p.26-27.

² Information taken from programming section at Jordan Radio and Television Corporation

³ Radio and Television Corporation. Radio and Television Corporation: Aspirations and accomplishments, Amman, 1992, P8-9

On March 1, 1959, His Majesty the late King Hussein opened the Hashemite Kingdom of Jordan Radio corporation in addition to the Radio studios in Jerusalem. His Majesty's opening speech on the occasion contained the following words «As Jordan listens today to its vivid voice, energetically defending Arabism and Islam, with the portraits of glory embodied in its vibrations, and with the guiding light of holiness radiating from within its depths, Jordan finds itself empowered to propagate such lights as would illuminate the way for humanity. The way of Jordan is the path of the Almighty God; the mission of Jordan is unity, amity and fraternity.»¹

The year 1972 witnessed great accomplishments of Radio and Television Corporation. It expanded its infrastructure and continued to grow technically especially by hooking to satellites, thus becoming in wider touch with the world TV and Radio corporations becoming a member of the international broadcasting union like the Union of Arab Corporations and European corporations. It also worked on initiating and exchanging technical information with other establishments, exchanging programs and recorded musical tapes with all participating countries in such union. Furthermore, it participated in a number of conferences hosted such union members².

THE IMPORTANCE OF THE STUDY: The importance of this study emanates from focusing the light on Radio & Television Corporation libraries, showing the positive factors that helped boost the number of users of available traditional and untraditional sources of information on one side, and exposing the problems that face these libraries which, as a result, helped weaken the turnout of users for available information provided. Furthermore, Radio & Television libraries have not so far been studied enough in a quantitative manner.

PREVIOUS STUDIES:

Ibrahim Hamdieh in his study under the title «Radio and Television» and Abdul Fattah Qatarneh in his study under the title «The journey of the Jordanian Hashemite Radio and Television through the thirty years/ A Historical Synopsis on the development of Radio and Television Corporation in Addition to the International relations it enjoys.»^{3,4}

Amer Abu Jableh in a study presented to the Third International Conference on the History of Social Jordan under the title «The journey of the Jordanian Hashemite Radio and Television and its cultural role 1956-1996» described the radio broadcast in Jordan and Jordan Radio and Television Corporation sections, its units, its programs, its human resources and its cultural & enlightening roles. His other study entitled «The Role of Radio and Television in National education» described radio and television from its activity and developments points of view and its role in national education.⁵

THE HYPOTHESIS OF THE STUDY:

1. Employees at the Radio & Television Corporation are aware of available sources of information at the library.
2. Employees are satisfied with the traditional and untraditional sources of information available at libraries that belong to Radio & Television Corporation.
3. Employees highly react with traditional and untraditional sources of information available at libraries.
4. Employees react greatly with sources of information according to the perfect language in which they are written.
5. Employees react greatly with the general traditional and specialized sources of information.

AREA COVERAGE OF THE STUDY: The scope of this study is within the grounds of Radio & Television Corporation.

¹ History of The Hashemite Kingdom of Jordan broadcasting service , p 1

²Kilani Kamel, Television Cultural accomplishment: Cultural Landmarks in Jordan, Amman ,1977,36P

³ Hamdieh ,Ibrahim". Radio and Television Corporation" al Tanmiya magazine, vol. 190,1986,p.78-81

⁴Qatarneh, Abdul Fattah" The journey of the Jordanian Hashemite Radio and Television"Al Atheer magazine,vol 2,1989,p. 12-13

⁵ Abu Jableh ,Amer .The journey of the Jordanian Hashemite Radio and Television and its cultural role 1956-1996, unpublished paper

TOOL OF THE STUDY AND MEASURES: The researcher used more than one tool to collect information; he used a questionnaire and interviews with the staff of Radio & Television Corporation and the related libraries. He prepared the questionnaire that he divided into sectors, the first of which dealt with the employees' degree of awareness with sources of available information provided by libraries. The second sector dealt with the degree of satisfaction about the available sources of information. Finally, the third sector dealt with the degree of usage by the employees of such sources.

In order to assure the accuracy of the study, the researcher have distributed ten copies of the questionnaire to a small sample (test retesting) of employees in order to study the degree of response on the questions asked. The response to such questionnaire as a whole was about (92.5%).

THE APPROACH FOLLOWED BY THE STUDY: In order to reach solutions and conclusions to the theories of the study, the researcher used the ANALYTICAL DESCRIPTIVE APPROACH.

SCOPE OF SAMPLE POPULATION: The sample population comprised employees of the Radio & Television Corporation employed until June 2006, numbering 1448, accordingly (150) questionnaires were distributed comprising an average of (10%) of the original sample population.

ANALYSIS OF STATISTICAL DATA

First: The degree of awareness that Radio & Television Corporation employees carry about the sources of information provided by libraries of the corporation: By revising statistical data, table (1) showed that a highest percentage of (81.3%) was reached by those replied to questionnaire admitted non-awareness or non-availability of information sources provided by the libraries; followed by replies on U-Matic with (74.6%), Data bases and internet service scored (69.2%), Beta cam (67.9%), musical notes (59.9%), digital Beta cam (57.3%), video cassette (50.6%), and video tapes with (46.6%).

Table no (1)

QUESTION	YES		No		DON'T KNOW		TOTAL	
	No	%	No	%	No	%	No	%
DISCS	94	62.6	16	10.6	36	24	146	97.2
REELS	102	68	20	13.3	26	17.3	148	98.6
MICROFICHE AND MICROFILM OF 35 MM, 16 MM, 8MM	18	12	48	32	74	49.3	140	93.3
VIDEO TAPE	74	49.3	16	10.6	54	36	144	95.9
(VIDEO CASSETTE : VHS/ BETAMAX)	68	45.3	22	14.6	54	36	144	95.9
UMATIC	26	17.3	20	13.3	92	61.3	138	91.9
BETACAM	54	36	18	12	68	45.3	140	93.3
DIGITAL BETACAM	38	25.3	26	17.3	76	50.6	140	93.2
CD/DVD FLOPPY DISC	82	54.6	18	12	42	28	142	94.6
BOOKS	126	84	10	6.6	14	9.3	150	99.9
MAGAZINES	122	81.3	14	9.3	14	9.3	150	99.9
NEWSPAPERS	128	85.3	10	6.6	12	8	150	99.9
JOURNALISTIC FILES	108	72	24	16	18	12	150	100
MUSICAL NOTES AND COMPOSITIONS	50	33.3	40	26.6	50	33.3	140	93.2
AVAILABLE THROUGH SUBSCRIPTION WITH THE LIBRARY FOR DATA AND INTERNET SERVICES	38	25.3	52	34.6	52	34.6	142	94.5

On close examination of these percentages, we recommend that Radio & Television Corporation library revise its policy on the marketing procedures of its information sources and services that it offers to its users.

Second: The degree of qualitative and quantitative satisfaction on the information sources provided by Radio & Television Corporation libraries:

1. The degree of satisfaction at Audio-visual sources. By revising statistical data in table (2), we find that satisfaction at the sources of audiovisual information is weak with percentages of (50.6%) for microfiche and microfilm, while for videocassette the percentage it was (43.9%), and finally Beta cam (38.6%), rollers (25.3%), and disc parts with (23.9%).

Table no (2)

AUDIO, VISUAL OR AUDIO-VISUAL MATERIAL												
QUESTION	EXTREMELY SATISFIED		SATISFIED TO A GREAT DEGREE		SATISFIED TO A GOOD DEGREE		UNSATISFIED		UNSATISFIED TO A GREAT DEGREE		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
DISCS	26	17.3	10	7	68	45.3	32	21.3	4	2.6	140	93.5
REELS	22	14.6	14	9.3	62	41.3	36	24	2	1.3	136	90.5
MICROFICHE AND MICROFILM OF 35 MM, 16 MM, 8MM	16	11	10	7	22	14.6	48	32	28	18.6	124	83.2
VIDEOTAPE	20	13.3	14	9.3	30	20	44	29.3	22	14.6	130	86.5
VIDEO CASSETTE VHS BETAMAX/	22	14.6	14	9.3	28	18.6	44	29.3	22	14.6	130	86.4
UMATIC	14	9.3	12	8	26	17.3	40	26.6	28	18.6	120	79.8
BETACAM	14	9.3	18	12	36	24	40	26.6	18	12	126	83.9

2. The degree of satisfaction at the digital information. By revising statistical data in table (3) we find that non-satisfaction with the digital information took place at the corporation's libraries and internet service making a percentage of (66.6%), followed by digital Beta cam with (45.2%) and finally with compact disks at (36%)

Table no (3)

DIGITAL MATERIAL												
QUESTION	EXTREMELY SATISFIED		SATISFIED TO A GREAT DEGREE		SATISFIED TO A GOOD DEGREE		UNSATISFIED		UNSATISFIED TO A GREAT DEGREE		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
DIGITAL BETACAM	20	13.3	18	12	22	14.6	46	30.6	14.6	22	128	85.1
CD/DVD /FLOPPY DISC	24	16	18	12	34	22.6	36	24	12	18	130	86.6
AVAILABLE THROUGH SUBSCRIPTION WITH THE LIBRARY FOR DATA AND INTERNET SERVICES	20	13.3	14	9.3	22	14.6	48	32	26.6	40	144	95.8

3. The degree of satisfaction at the printed (paper) material. By revising statistical data in table (4) we find that non-satisfaction with the magazine files and musical composition & notes is very large reaching a percentage of (37.2%) for each category, while we find that the degree of satisfaction is good for books, magazines and newspapers with non-satisfaction figure of (19.9%) for books, (11.9%) for magazines and (10.6%) for newspapers of the given sample. In general, we can say that satisfaction of the employees on printed (paper) material provided by the corporation is big compared with other types of available information sources.

Table no (4)

HARD COPY (PAPER) MATERIAL												
QUESTION	EXTREMELY SATISFIED		SATISFIED TO A GREAT DEGREE		SATISFIED TO A GOOD DEGREE		UNSATISFIED		UNSATISFIED TO A GREAT DEGREE		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
BOOKS	36	24	34	22.6	50	33.3	26	17.3	4	2.6	150	99.8
MAGAZINES	38	25.3	34	22.6	60	40	14	9.3	4	2.6	150	99.8
NEWSPAPERS	46	30.6	34	22.6	54	36	14	9.3	2	1.3	150	99.8
PRESS FILES	22	14.6	20	13.3	48	32	46	30.6	10	6.6	146	97.1
MUSICAL NOTES AND COMPOSITIONS	24	16	8	5.3	50	33.3	46	30.6	10	6.6	138	91.8

Third: The degree of usage of information sources provided by the corporation:

1. The degree of audio-visual usage: by analyzing table (5), we notice that employees who did not use audio-visual sources of information strictly reached on average a percentage of (57.1%) of the replying sample on the questionnaire. The percentage ranged between (48%-66%) with the lion's share going to the microfiche and microfilm at (66%), while the least percentage went to rollers at (48%).

Table no (5)

AUDIO, VISUAL OR AUDIO-VISUAL MATERIAL												
QUESTION	ZERO TIMES		1-10 TIMES		11-20 TIMES		21-30 TIMES		MORE THAN 30 TIMES		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
DISCS	74	50	22	14.6	10	6.6	6	4	28	18.6	140	93.8
REELS	72	48	20	13.3	14	9.3	2	1.3	28	18.6	136	90.5
MICROFICHE AND MICROFILM OF 35 MM, 16 MM, 8MM	98	66	16	10.6	4	2.6	2	1.3	8	5.3	128	85.8
VIDEO TAPE	80	53.3	24	16	14	9.3	10	6.6	8	5.3	136	90.5
VIDEO CASSETTE (VHS BETAMAX)	86	57.3	14	9.3	10	6.6	10	6.6	14	9.3	134	89.1
UMATIC	104	69.3	14	9.3	8	5.3	0	0	6	4	132	87.9
BETACAM	84	56	20	13.3	10	6.6	2	1.3	16	10.6	132	87.8

1. The degree of digital information sources: by analyzing table (6), we notice that employees who STRICTLY did not use digital information sources provide by the libraries of the radio and television corporation made up on the average a percentage of (54.6%), with digital Beta cam getting the highest average of (57.3%) of those replying to the questionnaire.

Table no (6)

DIGITAL MATERIAL												
QUESTION	ZERO TIMES		1-10 TIMES		11-20 TIMES		21-30 TIMES		MORE THAN 30 TIMES		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
DIGITAL BETACAM	86	57.3	22	14.6	6	5.3	8	5.3	10	6.6	132	89.1
CD//DVD FLOPPY DISC	82	54.6	22	14.6	4	2.6	10	6.6	18	12	136	90.4
DATABASES THAT ARE COMMON TO THE CORPORATION LIBRARY AND THE INTERNET SERVICE	78	52	14	9.3	14	9.3	0	0	28	18.6	134	89.2

1. The degree of use of the printed (paper) material: by analyzing table (7), we notice that the percentage of employees who STRICTLY did not use musical composition & notes made up a percentage of (46.6%), while the percentage for newspaper files was (45.3%), and finally the percentage for books was (20%). By using the arithmetic medium for these percentages, we conclude that an average of (30.9%) of the questioned sample does not use these sources of information available at the Radio and Television Corporation at all. This confirms a previous conclusion that the printed material provided by the corporation's libraries is more satisfactory compared with other sources of available sources at the libraries.

Table no (7)

HARD COPY (PAPER) MATERIAL												
QUESTION	ZERO TIMES		1-10 TIMES		11-20 TIMES		21-30 TIMES		MORE THAN 30 TIMES		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
BOOKS	30	20	64	42.6	28	18.6	8	5.3	14	9.3	144	95.8
MAGAZINES	32	21.3	64	42.6	22	14.6	12	8	16	10.6	146	97.1
NEWSPAPERS	32	21.3	38	25.3	26	17.3	18	12	34	22.6	148	98.5
PRESS FILES	68	45.3	40	26.6	14	9.3	12	8	6	4	140	93.2
MUSICAL NOTES AND COMPOSITIONS	70	46.6	28	18.6	12	8	2	1.3	10	6.6	122	81.1

Fourth: The degree of use of the sources of information available at the corporation's libraries according to the language it is written and the degree of their use:

By analyzing tables (8 and 9), we notice the employees dissatisfaction at the sources of information available in French with a percentage of (61.3%); the employees dissatisfaction at the sources of information available in English was (50.6%). The least degree of dissatisfaction at the sources of information available was with the Arabic language, with a percentage of (21.3%) of the questioned sample.

Table no (8)

SOURCES OF INFORMATION ACCORDING TO LANGUAGE												
QUESTION	EXTREMELY SATISFIED		SATISFIED TO A GREAT DEGREE		SATISFIED TO A GOOD DEGREE		UNSATISFIED		UNSATISFIED TO A GREAT DEGREE		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
SOURCES OF INFORMATION AVAILABLE IN ARABIC	32	21.3	30	20	56	37.3	26	17.3	6	4	150	99.9
SOURCES OF INFORMATION AVAILABLE IN ENGLISH	20	13.3	16	10.6	32	21.3	56	37.3	20	13.3	144	95.8
SOURCES OF INFORMATION AVAILABLE IN FRENCH	12	8	18	12	16	10.6	68	45.3	24	16	138	91.9

Table no (9)

SOURCES OF INFORMATION ACCORDING TO LANGUAGE												
QUESTION	ZERO TIMES		1-10 TIMES		11-20 TIMES		21-30 TIMES		MORE THAN 30 TIMES		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
SOURCES OF INFORMATION AVAILABLE IN ARABIC	48	32	34	22.6	22	14.6	12	8	32	21.3	148	98.5
SOURCES OF INFORMATION AVAILABLE IN ENGLISH	82	54.6	34	22.6	12	8	8	5.3	6	4	142	94.5
SOURCES OF INFORMATION AVAILABLE IN FRENCH	106	70.6	12	8	10	6.6	2	1.3	6	4	136	90.5

As an extra confirmation of the previous results, we find that the percentage of non-interest in information sources according to the original written language was distributed as follows: sources of information available in French with a percentage of (70.6%), followed by sources of information available in English with a percentage of (54.6%). However, for sources of information available in Arabic made a percentage of (32%) of the questioned sample.

Fifth: The degree of satisfaction at the educational & specialized sources of information and the degree of their use:

Table no (10)

SOURCES OF INFORMATION ACCORDING TO ITS BENEFIT												
QUESTION	EXTREMELY SATISFIED		SATISFIED TO A GREAT DEGREE		SATISFIED TO A GOOD DEGREE		UNSATISFIED		UNSATISFIED TO A GREAT DEGREE		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
SOURCES OF INFORMATION ARE OF EDUCATIONAL NATURE IN GENERAL	24	16	34	22.6	40	26.6	36	24	12	8	146	97.2
SOURCES OF INFORMATION THAT HELP IN IMPLEMENTING THE CORPORATION'S (SPECIALIZED)	16	10.6	26	17.3	32	21.3	54	36	22	14.6	150	99.8

By analyzing tables (10 and 11), we notice the employees dissatisfaction with the specialized sources of information at the corporation duties reach (50.6%); while (32%) are not satisfied with the general educational sources of information provided by the libraries of the corporation at Radio & Television. The percentage of employees not using specialized sources of information in performing their duties reached a percentage of (48%). The percentage of employees not using general information sources was (37.3%) which confirms the credibility of the results that the researcher reached about the satisfaction of employees on specialized & general educational sources of information.

Table no (11)

SOURCES OF INFORMATION ACCORDING THE ITS BENEFIT												
QUESTION	ZERO TIMES		1-10 TIMES		11-20 TIMES		21-30 TIMES		MORE THAN 30 TIMES		TOTAL	
	No	%	No	%	No	%	No	%	No	%	No	%
SOURCES OF INFORMATION ARE OF EDUCATIONAL NATURE IN GENERAL	56	37.3	46	30.6	14	9.3	10	6.6	24	16	150	99.8
SOURCES OF INFORMATION THAT HELP IN IMPLEMENTING THE CORPORATION'S (SPECIALIZED)	72	48	38	25.3	12	8	10	6.6	14	9.3	146	97.2

FINAL RESULTS:

1. The employees that are aware of the traditional sources of information reached a percentage of (71.1%), while non-traditional sources of information percentage was (35.3%) on average.

2. The degree of employee satisfaction on traditional sources of information reached (74.3%) on average; while the percentage for non-traditional sources of information was (46%).

3. The percentage of employee non-reaction to the traditional sources of information reached (30.9%) on average; while the reaction for non-traditional sources of information reached (56.3%) on average.

4. The reaction of employees with Arabic sources of information surpassed other languages at (78.6%) with a percentage of (69.2%) usage. French usage scored the least at (30.6%) at a percentage of (66.6%) usage.

5. The reaction of employees to the general educational sources of information was somehow big, as the percentage of satisfied employees reached (61.2%) and with a percentage of (62.5%) for their use. Sources of information that help perform the corporation's duties had a satisfied users of (49.2%) and at a usage percentage of (49.2%).

RECOMMENDATIONS:

Radio and Television Corporation MUST:

1. Introduce programs aimed at activating the role of information sources through establishing advertising basics to its available sources of information at its libraries.

2. Establish statistical and studies centers belonging to Radio and Television Corporation libraries aiming at the study of the actual benefits of the employees working at the Corporation.

3. Initiate wider relations among the Corporation library and similar libraries for exchanging experiences and information between the Corporation library and other libraries, which, in turn, is bound to improve the effectiveness of services it provides.

4. Activate the subscription of databases and specialized information webs in the field of radio and television.

5. Push for the activation of non-traditional information sources especially those that are catered for the execution of the Corporation's duties.

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