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Date of completion of requirements for award : 17 Feb 2006

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***Freedom of Access to
Information in Fiji***

***The Effect of Cultural Values on
the Attitudes and Behaviour of
Library Staff***

by

Gwen Noeline Mar

**Submitted to the School of Information Management,
Victoria University of Wellington
in partial fulfilment of the requirements for the degree of
Master of Library and Information Studies**

2006

Acknowledgement

My gratitude and appreciation first and foremost goes to my Supervisor Doctor Daniel Dorner for his patience, kindness and invaluable guidance during the course of my research project. My appreciation also goes to Colleen Kelly in assisting me to grasp the basics of statistical analysis. Finally I would like to thank my two good friends Doris Chan and Asenaca Raikadroka for being there when I needed them.

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List of Abbreviations

ALIA	- Australian Library and Information Association
FAIFE	- Freedom of Access to Information and Freedom of Expression
FLA	- Fiji Library Association
IFLA	- International Federation of Library Associations and Institutions
LIS	- Library and Information Studies
UN	- United Nations
UNESCO	- United Nations Educational, Scientific and Cultural Organisation

Abstract

This research used a quantitative approach, in the form of survey questionnaires, to assess the effect of cultural values on the professional attitudes and resultant behaviour of library staff in Fiji towards the principle of freedom of access to information. Besides this, employment position and citizenship status of library staff were evaluated as contributing variables.

The design of survey questionnaires, utilising Likert-type scales, incorporated findings from the literature review. These survey forms were distributed, through postal delivery, to a purposively selected sample.

The research contributes to the knowledge base on aspects of intellectual freedom that primarily concern freedom of access to information in the less developed country of Fiji. The results provide immediate implications for understanding the reasoning behind the application of free access to information in the cultural context of Fiji, and allow initial comparison with research results of similar foci from developed countries.

The research revealed similar findings as those from developed countries, in that a discrepancy exists between the attitudes of library staff towards freedom of access to information as a professional concept and their behaviour towards this philosophy as an activity. The study also showed that while there is general agreement of the principle, operationalising it necessarily involves a consideration of existing community values and standards.

1.0 Definitions

Attitudes

In this research, the use of the word *attitudes* coincided with the definition stated by Rokeach (1968), and applied in the works of Busha (1972) and Curry (1997) in their studies of censorship and intellectual freedom.

Therefore, in accordance with its use in previous studies of censorship and intellectual freedom, *attitude* is defined as:

A relatively enduring organisation of interrelated beliefs that describe, evaluate, and advocate action with respect to an object or situation, with each belief having cognitive, affective, and behavioural components. Each one of these beliefs is a predisposition that when suitably activated results in some preferential response toward the attitude object or situation or towards others who take a position with respect to the maintenance or preservation of the attitude itself (Rokeach, 1968, p. 457).

Censorship

The principle of freedom of access to information necessarily involves considering its inverse. *Censorship* in this research indicates 'any act which intentionally reduces free access to information'.

Cultural Values

In this research, both official and unofficial standards were considered when attempting to explore a society's cultural values. According to Rocher (2001), historically, law is considered one of the oldest institutions structuring society. In this sense, legislation as the outcome of policies and principles is partly responsible for the constraint that society imposes upon individuals. However, it is

especially in relation to culture and socialisation that the indirect symbolic power of the law, based on non-legal values and sanctions, can be appreciated (Rocher, 2001, p. 8547).

For the purposes of this research then, it is the legislative and non-legislative values and standards that define *cultural values*. In other words, it is the influence of formal standards - legal requirements of a democratic society - and informal standards - community values and standards - on the attitudes and behaviour of library staff within a society that are analysed. Considered as a single collective entity, the society under study was the less developed country of Fiji. Gender stereotypes and drug use are two such issues when considering cultural values and standards within this society. The reasons for choosing these two issues are discussed in Section 4.4.3.

Freedom of Access to Information

The concept of *freedom of access to information* has been known under a variety of terms, such as 'anti-censorship', 'freedom to read' and 'intellectual freedom'. While this study used these terms interchangeably with the more recent term 'freedom of information', the umbrella definition used for these terms is 'any act which intentionally reduces the barriers to access information'.

Intellectual Freedom

The definition of *intellectual freedom* provided by the Intellectual Freedom Manual (1983; cited in Immroth, 1986) was used in this research, and is defined as:

...the right of any person to hold any belief whatever, on any subject, and to express such beliefs or ideas in whatever way the person believes appropriate. The freedom to express one's beliefs or ideas becomes virtually meaningless, however, when accessibility to such expression is denied to other persons. For this reason, the definition of intellectual freedom has a second integral part: namely, the right of unrestricted access to all information and ideas regardless of the medium of communication used. Intellectual freedom implies a circle, and that circle is broken if either freedom of expression or access to the ideas expressed are stifled.

Less Developed Countries

The term *less developed countries* is difficult to define due to its inherent connotation that the industrialised state enjoyed by rich developed countries is what other countries are striving for (Chan & Costa, 2005, p. 142).

However, *less developed* and *developed* were used to describe the disparities in information and knowledge flow between the poorer, less technologically advanced nations as opposed to the richer, industrialised countries.

Library Staff

In this study, focussing primarily within the context of Fiji, the term *library staff* included both professional and para-professional librarians. The distinction made is that professionals possess a bachelor's or advanced degree, while para-professionals have or are currently pursuing a certificate or diploma, in Library and Information Studies [LIS].

2.0 The Research Problem

2.1 The Problem Statement

It has been observed that several important international institutions – both professional and non-government - firmly and publicly support the principles of freedom of access to information and, necessarily, intellectual freedom. In spite of this, research such as those conducted by Busha (1972), Immroth (1986), McDonald (1993; cited in Maminski, 2001) and Moody (2004) in various western affluent countries show that a disparity exists between librarians' attitudes and their resulting behaviour towards free access to information. Furthermore, there appears to be an absence of similar research in less developed countries. Research findings from developed countries in this field cannot be generalised to those of less developed countries, perhaps because of differences in cultural values between these two groups.

Recently, a draft freedom of information act has been introduced in Fiji. Furthermore, support and guidance from the United Nations Educational, Scientific and Cultural Organisation (UNESCO) has allowed the Fiji Library Association (FLA), which is the national professional association for librarians of this less developed country in the South Pacific, to hold its most recent conference on the premise of promoting free and fair access to information.

In Grubb and Bond's (1999, p. 38) words, "anti-censorship, or intellectual freedom, is an ideal that is upheld in the [library] profession and tempered by realism in practice". In light of this observation, this research seeks to examine the degree to which library staff in Fiji reconcile the effect of cultural values on their attitudes and behaviour towards the principle of free access to information.

2.2 Professional Attitudes of Librarians

Literature about librarians' attitudes towards freedom of information predominantly focuses on its inverse, censorship. Attitudes regarding censorship arise from community standards and pressures, as well as conflicts between personal values and professional roles (Busha, 1972, p. 69-70; Cole, 2000, p. 44-45; Curry, 1997, p. 37; Fiske, 1968, p. 49-50; Immroth, 1986, p. 363). Therefore, librarians have to take an inclusive, anticensorship approach to their professional work. At the same time, they need to be conscious of their personal and community values and prejudices so as to minimise influences on their professional roles.

2.3 Resultant Behaviour of Librarians

As adapted from Curry (1997), and Fishbein and Ajzen (1975), the information base for forming attitudes is a combination of a librarian's beliefs and social factors. The resulting attitudes consequently predispose the librarian towards a particular intention or behaviour. However, there is a marked disparity between the attitudes of many librarians towards intellectual freedom as a concept and as an activity. Theoretically, librarians are expected to be unanimous in their opposition to restraints on the

freedom of access to information. Nonetheless, conclusive evidence shows that behaviour is not always synchronous with attitudes (Busha, 1972, p. 147; Immroth, 1986, p. 355; McDonald, 1993; cited in Maminski, 2001, p. 178; Moody, 2004, p. 178).

2.4 The Influence of Cultural Values

According to Oppenheimer (2001), culture is viewed as an important factor influencing behaviour in any given demographic region. The nature of cultural factors is highly variable, ranging from the narrowly conceived to the broadly conceived and highly abstract. Narrowly conceived cultural factors include norms such as the disciplinary measures enforced by parents on children. Another example is the manner of showing respect for elders and teachers. Basic value systems are broadly conceived and highly abstract in nature, for instance the value practices observed by religious groups, resulting in varying beliefs and behaviour amongst different spiritual groups. As a further illustration, religion is usually incorporated with aspects of the existing customs and traditions of a society thus resulting to some extent slight differences amongst societies that practice the same religion.

The cultural approach tends to emphasise differences in values and hence seems more oriented towards explaining socially differentiated behaviour. For example, individualistic and secular societies are commonly encountered in many western developed countries. In comparison, the majority of citizens of a less developed country such as Fiji pursue common or collective interests and follow religious beliefs as opposed to engaging in independent or irreverent action.

However, the causal role of cultural factors alone may not adequately explain the attitudes and behaviour of library staff towards freedom of access to information. Other variables, such as race, ethnicity, religion, level of education, and socio-economic factors may be relevant. Rather than focus on all these variables independently, this study has concentrated on cultural values - the formal and informal standards - encompassing Fiji as a comprehensive entity. Limited time and financial resources have restricted the study to the most important of these variables, namely cultural factors. Hence this study emphasised the effect of cultural values as a mechanism for explaining attitudes and behaviour.

3.0 Literature Review

3.1 Introduction

This review focuses on those aspects of intellectual freedom which deal with freedom of access to information. Research in this field, particularly the attitudes and behaviour of library staff, appears to be nonexistent in less developed countries generally, and Fiji specifically. However, such research has been conducted at various levels and with varying foci in several developed countries. Although internet censorship has received widespread commentary, it is not discussed in this review since internet access is currently not a widespread phenomenon in Fiji.

3.2 International and Professional Framework

3.2.1 Intellectual Freedom

Intellectual freedom is fundamental to the library and information profession, and this is evident in the associated international and professional statements. The International Federation of Library Associations and Institutions [IFLA] asserts that its worldwide membership supports, defends and promotes intellectual freedom as expressed in the IFLA/Freedom of Access to Information and Freedom of Expression [FAIFE] mandate, drawn from Article 19 of the United Nations [UN] Declaration of Human Rights (IFLA, 2004a, p. 60; Seidelin, 2002, p. 181). By promoting intellectual freedom policies within IFLA, FAIFE is recognised as one of IFLA's most important core activities (Sturges, 2005, p. 301).

3.2.2 Freedom of Access to Information

Human development is considered fundamentally and universally important, and hence is regarded and protected as a human right. There is common consensus in the literature that the conditions for the protection of human development can be found, amongst other rights, in access to information (Koren, 1997, Concept to the right of information section, ¶ 1; Yilmaz, 1998, Abstract section, ¶ 1-2; Yushkiavitshus, 1999, ¶ 23). However, little attention has been paid to the concept of freedom of access to information, which as stated earlier implies any act which intentionally reduces the barriers to access information. Possible reasons for this lack of attention are its abstractness, and the interchangeable use of various related terms (Koren, 1997, Concept to the right of information section, ¶ 1). Instead, major attention has focussed on its inverse, censorship.

Nonetheless, the relationship between human development and the right to access information is intrinsically related to the UN (1946) General Assembly Resolution, which puts information at the core of its work: “freedom of information is a fundamental human right and is the touchstone of all freedoms to which the UN is consecrated”.

Likewise, UNESCO (2005) views information as a social function in the service of human emancipation, whereby freedom of information results in the right to access information. So one may conclude that the right to information, or in specific terms freedom of access to information, can be put in a perspective of human development.

Respect for human development and its basic values are reflected by the principles and professional values fundamental to librarianship and library services. The formulation of UNESCO’s Public Library Manifesto and IFLA’s statement on intellectual freedom is proof of this. The manifesto relates to UNESCO’s (2005) belief in the public library as a living force for education and information dissemination. With similar conviction, IFLA (2002, 2004b) commits to the fundamental right of human beings to both express and access information without restraint, through the *Glasgow Declaration on Libraries, Information Services and Intellectual Freedom*. Thus, these international organisations, through their public statements, are strong supporters of the fundamental value of ensuring free access to information.

3.3 The Situation in Less Developed Countries

3.3.1 Application of Freedom of Access to Information

Access to information is one of the main rights of human development since information can be described as the missing link between prosperity and poverty. Information generates knowledge. This is evident in today's information society where knowledge or its lack has tremendous consequences. Human development is a comprehensive economic, social, cultural and political process which aims at the constant improvement of all human beings (Yushkiavitshus, 1999, ¶ 6). Hence, information plays a vital role in accomplishing this aim. Information stimulates change, and change is necessary for development.

Although Ramachandran (1975) and Yilmaz (1998) do not deny that the utilization of the right to information contributes to solving many of the social and cultural problems in less developed countries, they more strongly argue that there are numerous pre-conditions for realising the right to information in a country. Such preconditions include adequate food, shelter, health, education and security. In simple terms, first comes the right to basic human rights followed by the right to information. Yilmaz (1998) conclusively postulated that in the 21st century, developing and less developed countries in the world will still not be able to exercise their right to information.

On a milder note, Arnold (2004), Bryne (1999), and Ristarp and Frederiksen (2000) believe that social factors, such as socio-economic and political circumstances, influence a society's ability to freely access and use available information. While the problems hindering the right to information in less

developed countries have been acknowledged, at least, since 1975, the issue has been anecdotal in comment only with little research basis if any.

3.3.2 Freedom of Access to Information in Fiji's Legislation

Freedom of access to information appears in the Fiji Constitution as the “freedom to seek, receive and impart information and ideas”, which forms part of the right to freedom of expression as stated in Section 30 of the constitution (Fiji Islands Constitution (Amendment) Act, 1997). This section clearly reflects Article 19 of the Universal Declaration of Human Rights. The similarities indicate the prominent value placed by Fiji's national planners on the right of free access to information.

In an effort to promote public awareness and support for such principles, the Fiji Citizens' Constitutional Forum (2004) published a discussion paper and draft bill on a freedom of information act. However, it primarily advocates a law to give members of the public the right to access official government documents, and its relationship to librarianship is not apparent. That this is so is beyond the scope of this literature review.

3.3.3 Freedom of Access to Information as Viewed by the Fiji Library Association [FLA]

There have been no known awareness raising activities about free access to information, whether in the *Fiji Library Association Journal*, or the organisation's mission statement or constitution, until recently. Funded by UNESCO, FLA launched its Freedom of Expression campaign on 1 July 2005 at its biennial convention in an attempt to promote the role of libraries in free expression and access to information. Bentley (2005), a conference

presenter from the Fiji Media Council and chairperson of the Fiji National Commission for UNESCO, claimed that libraries have a fundamental task in this campaign, by moving from a repository of information to an accessible supplier and disseminator of information.

Promoting the work of libraries in Fiji by providing free and fair access to information is fundamental in the promotion of freedom of expression. Only in the past seven months has freedom of access to information been advocated to members of FLA.

3.4 The Relationship between Attitudes, Behaviour and Cultural Values

3.4.1 The Impact of Librarians' Attitudes

Literature about librarians' attitudes towards intellectual freedom predominantly focuses on its inverse, censorship. Fiske (1968) discovered that the librarians interviewed in her study were actually the ones most likely to censor their own collections. She concluded that librarians generally suppress controversial materials without considering these actions as censorship. Instead, subjective measures such as 'literary quality', 'lack of funds', or 'no demand' are used to justify exclusion of materials (Moody, 2004, p. 170).

One reason for suppressing materials is that they may conflict with the librarians personal convictions. Malley (1990) speculated that the single most important factor of librarians' attitudes towards censoring materials is the conflict between personal values and professional roles. However, Curry's

(1997) research revealed that over 50% of her respondents had taken professional activities contrary to their personal beliefs. Moody's (2004) research showed that 28% of participants had at some point in their careers found their personal beliefs to be at odds with their professional role, with regards to handling controversial materials.

Additionally, Curry (1997) suggested that librarians' general lack of commitment to intellectual freedom and the exclusion of materials due to pressures, such as community standards, facilitates librarians' personal influence on the library collection. Hence, another influence for material suppression is cultural values. Her findings support studies conducted by Fiske (1968), Busha (1972) and Immroth (1986), and replicated by Cole (2000), which revealed that librarians frequently avoided complaints from external parties by self-censoring materials. Even when librarians are consciously committed to intellectual freedom, Evans (2000) noted that librarians subconsciously or even consciously censor when such potential threats are perceived.

England's (1974) research in Ontario identified that 13% of respondents agreed that community values should be upheld by librarians. 16 years on, Curry's (1997) survey discovered that 67% of the UK and 37% of the Canadian library directors that she surveyed agreed with similar statements. Moody (2004) came to similar conclusions with respondent agreement of 56%. Importantly though, the influence of cultural values will be different in different places and at different points in history. Additionally, Robotham and Shields (1982; cited in Moody, 2004) highlight the fundamental problem

with the community standards approach in that it rarely incorporates the standards of all the communities within that society.

While research focuses on censorship when discussing librarians' attitudes towards freedom of access to information, community pressures from cultural values and librarians' personal beliefs play a large part in determining these attitudes.

3.4.2 The Behaviour of Librarians

The transition between adopting intellectual freedom principles in theory and adhering to them in the face of real world situations has more often than not been difficult. Immroth's (1986) research explored that attitudes and practices of a sample of professionals. Her research findings indicated that only a small percentage of respondents – 2.63% of public and 5% of school librarians – would go to gaol to defend the principle of free access to information. In addition, the two groups showed similar patterns about considering their community's reaction when purchasing library materials by most often purchasing items on recommended lists.

Similarly, Busha (1972) proved that librarians readily agreed with clichés of intellectual freedom but that many of them did not feel strongly enough about them as professionals to assert these principles in the face of anticipated censorship pressures. Along similar findings, McDonald (1993; cited in Maminski, 2001) concluded, after surveying nearly 400 librarians, that her subjects agreed more with intellectual freedom principles than with their application.

Of further interest, research by Busha (1972) showed that 25% of his respondents indicated that censorship controversy over a single library item was not worth the effort. However, when it came to actual practice, nearly two-thirds of the librarians reported instances where the controversy resulted in a decision not to purchase such an item. By asking participants to contemplate hypothetical situations, Moody (2004) revealed that only 32% of participants had a low tendency of censorship behaviour.

Studies by Immroth, Busha, McDonald and Moody show that behaviour is not always in line with attitudes when considering intellectual freedom principles.

3.4.3 Cultural Values

Okada (2005) explored the notion of libraries as agencies of culture and how libraries both reflect and shape the culture or society it serves. Similarly, Dee Garrison (2003), Kelman (2003), Pawley (2003) and Preer (2003) demonstrated that in addition to professional and personal values, libraries do necessarily reflect and reveal cultural values. Additionally, what a library's collection reveals about its clientele-community and how that community impacts the collection are explored to a certain extent by Dilevko and Gottlieb (2003). As such, the role of libraries, and in essence librarians, is not just to provide a mirror for the community but also to challenge its beliefs, an issue that remains controversial. Predominantly when religious or moral issues are involved, the 'code of the most vocal' seems to be *the* community standard (Curry, 1997, p. 67).

Research by Curry (1997), England (1974) and Moody (2004) have only briefly highlighted the impact of existing cultural values on the attitudes and resultant behaviour of librarians when considering principles of intellectual freedom and freedom of access to information. Curry (1997, p. 63) particularly noted that phrases such as *cultural values* or *community standards* are often used in the professional literature although the topic has not received much attention.

Official and formal cultural values, in the form of a nation's legislation, are somewhat less complicated since they are formalised and sanctioned as authoritative. On the contrary, the issues surrounding the unofficial or non-formal standards that comprise the notion of cultural values are far from that. Issues of how closely a library should follow the standards of a community when managing its library collection involves a consideration of numerous cultural features which exist in that particular community. To cause further complications, there is the likely possibility that cultural values or community standards do not exist.

Community standards are not set at the lowest level of interest or habit of mind and neither are they set solely at a level of conservativeness, rigidity or austerity. Instead, the cultural values comprised of informal or unofficial standards are more likely than not to be set at a level approaching a general average of community thinking. It is apparent then that ascertaining the standards of a particular community is no easy feat, since the quantity sought is intangible, subjective and subtle in nature.

In Curry's (1997) research, all 18 Canadian public library directors who disagreed with upholding community standards when selecting library materials said that it was difficult to define those standards. Most of these library directors contended that there could no longer be a concept of community standards in the ethical and culturally mixed Canadian community.

However, the effort must be made in order to possess at least a fair idea of the existing community standards when thinking about intellectual freedom and particularly freedom of access to information. This is because there is professional and public acknowledgement that true freedom depends on a series of checks and balances. As such, gender stereotyping and drug use are two conspicuous issues when considering community values and standards within the Fiji context.

The reason for choosing these two social issues is that Fiji is a patriarchal society experiencing increasing drug-related problems on a national level. According to the United Nations Development Programme (2005), Fiji currently encounters gender inequality in education, political participation and economic activity. With regards to drug use, it is increasingly becoming a societal problem in Fiji, thus prompting an establishment of a Senate Ad Hoc Committee to enquire and make recommendations on the social effects of illicit drug and substance abuse, drug-related violent crimes and drug related sexual crimes (Parliament of Fiji Islands, 2005, ¶ 3). As such, issues about gender and drug use prove relevant when contemplating informal cultural values in Fiji.

3.5 Methodological Approaches

In investigating attitudes and behaviour, face-to-face interviews and field studies are the ideal choices for such research; however time and financial constraints are common deterrents in not choosing these methods. The purpose of Busha's (1972) questionnaires was to measure respondents' agreement with abstract concepts of intellectual freedom, as well as their agreement when such statements were made operational. He rejected open-ended questions by arguing that there was a strong possibility that a study of censorship attitudes and behaviour would elicit irrelevant and unpredictable responses, many of which might be of an emotional nature.

Instead, Likert-type attitude scales with fixed alternative responses that were as precisely worded as possible were used. Busha (1972) completely reversed the quantitative values among the items in order to obtain more flexibility in stating his questions; questionnaire statements could be stated either positively or negatively.

Similarly, Cole (2000) and Moody (2004) generated data regarding attitudes towards freedom of information by employing the questionnaire format. Cole's data was supplemented by in-depth interviews with a small number of respondents. An advantage over questionnaires is that interviews and focus groups are able to generate in-depth data.

Unlike Busha, Immroth (1986) used her questionnaires as a focussing device, with respondents able to choose more than one answer per question. Although Immroth did not employ open-ended questions, many of her

participants checked more than one answer and then wrote comments to explain or qualify their answers.

In spite of the popularity of using questionnaires in studying intellectual freedom, Williamson (2002) warned of the typically low response rate when using this method of data collection. However, the relatively high response rates achieved by several researchers in this field – McDonald's 72.8%, and 56% to 69% by other American and Canadian researchers – suggested that the topic is of particular interest to the library profession and that this interest may improve the response rate. Nonetheless, Moody's questionnaire response rate was only 17.4%. She attributed it to possible cultural differences and the email distribution method that she employed. It is possible that her email-based questionnaires were disregarded by some potential participants due to the high volume of unsolicited emails received by the average email user.

Another issue associated with questionnaires is that their voluntary nature may lead to response bias, as non respondents may differ in characteristics from respondents. It is possible that only individuals with strong views on the subject will respond (Moody, 2004, p. 174).

Yet another caution is against the use of negatively value-laden words, such as 'censor', 'censorship' and 'racist', and using emotionally charged, socially divisive incidents in the questionnaire (Boardman, 1994, p. 266; Fiske, 1968, p. 3-4; Giese, 1994, p. 3; Moody, 2004, p. 173). This echoes Busha's concerns that emotional responses are likely to result from use of such words.

Past research methods provide a valuable insight into the investigation of attitudes and behaviour of librarians towards the principle of free access to information, with questionnaires proving to be the most popular research tool. Caution is necessary when determining the wording of the questions and the accompanying fixed responses. Additionally, it is necessary to acknowledge that response bias is likely.

3.6 Summary

This literature review examined descriptive literature as well as scholarly research findings relevant to intellectual freedom, in particular the freedom of access to information, and its inverse, censorship. There are numerous international organisations that strongly and publicly advocate the fundamental value of supporting, upholding and defending these principles.

However, research conducted in developed countries on this topic proved otherwise. Reflecting on these studies that span over 40 years, it is reasonable to assume that there is an apparent dichotomy between librarians' attitudes and their behaviour towards the principle of freedom of access to information. From these investigations, the influence of existing cultural values present in a particular society was attributed as a common reason for such disparity.

4.0 The Research Project

4.1 Conceptual Framework

The nature of the relationship between the practice of librarianship and the philosophy of intellectual freedom provides the conceptual framework for this study. Generally, there are two scenarios, as depicted in developed and less developed countries. The research primarily focussed on the latter scenario.

Mass media and library literature from developed countries often report incidents involving the control of intellectual freedom in less developed countries. All too often librarians from developed countries express concern over the indifference of librarians in less developed countries to issues relating to free access of information, and their lack of commitment to the fight against censorship. Such examples of these expressions are exemplified by Byrne (1999), Kekana (1999) and Ramachandran (1975).

However, librarians do not operate within a vacuum. Libraries are social agencies and each one of them reflects the society in which it operates (Curry, 1997, p. 1; Ramachandran, 1975, p. 327). Accordingly, the degree of acceptance or rejection of the concepts of freedom of information varies from society to society. This variance is because a library will respond to its staff and clientele's cultural patterns, social values, national goals and government policies. Therefore, while the overarching goals of libraries towards freedom of access to information may be universal, the interpretation and emphasis given to its practice will be unique in different countries.

4.2 Objectives

The primary objective of the research was to gain a better understanding of the impact of cultural values on the professional attitudes and behaviour of library staff in Fiji towards freedom of access to information. The results allowed an initial comparison with research results of similar foci from developed countries. As such, this research was conducted for the following purposes:

Objective One

To determine the professional attitudes of library staff towards the principle of free access to information.

Objective Two

To determine the intended behaviour of library staff towards free access to information.

Objective Three

To assess the extent to which library staff are influenced by cultural values present in Fiji when they are considering the principle of free access to information.

Objective Four

To determine the relationship between demographic information - employment position (professional, para-professional or others) and citizenship status (expatriate or Fiji citizen) – with that of professional

attitudes and behaviour of library staff in Fiji when considering the principle of free access to information.

Objective Five

To make initial comparison of results from this study with that of other similar research in developed countries.

4.3 Hypotheses

The study was undertaken with the expectation that professional attitudes and behaviour of library staff towards freedom of access to information, together with cultural values within the Fiji context, will be positively related. It was also expected that when compared with results from similar studies conducted in developed countries, the cultural values present in a less developed country such as Fiji will provide a reasoning for the attitudes and behaviour of library staff in that country. Furthermore, the variables of employment position and citizenship status of respondents were anticipated to be closely associated with those of attitudes and behaviour.

The four hypotheses put forward for this research were stated as the opposite – negatively in the form of null hypotheses - of what the researcher expected. Numerical precision and testability are more readily obtained in testing null hypotheses than in testing positive ones (Busha, 1972, p. 94). This is based on the rule of negative inference in logic, whereby null hypotheses can be proved or disproved more easily than their positive counterparts.

The four hypotheses created for this research are:

1. there is no significant relationship between the professional attitudes and the behaviour of library staff towards free access to information;
2. There is no significant relationship between, on the one hand, (i). the attitudes and (ii). the behaviour of library staff towards freedom access to information, and, on the other hand, the cultural values in Fiji;
3. there is no significant relationship between the professional attitudes and the behaviour of library staff towards free access to information with that of employment position and citizenship status;
4. There are no observed similarities between developed and less developed countries when considering freedom of access to information.

4.4 Significance of the Research

There is much commentary about the importance of free access to information with regards to human development, as exemplified by statements from international organisations that are discussed earlier.

However, there is significantly less research on this topic. Whilst there are five major studies which dominate the literature, these have focussed on the attitudes and behaviour of librarians in developed countries. There seems to be no research conducted in less developed countries that probe this issue.

Inspired by the introduction of a draft freedom of information act for Fiji in 2004, as well as FLA's 2005 biennial conference theme of promoting free and fair access to information, it is time to address this fundamental issue from a library perspective. This timely research aims to provide a better

understanding of the principle of freedom of access to information, as postulated by international organisations such as IFLA/FAIFE, UN and UNESCO. The dichotomy between the attitudes and behaviour among library staff within the cultural and legal context of Fiji needs to be ascertained. This present study therefore sheds light on whether the library profession is coping with reality after the accompanying philosophical and legal statements about intellectual freedom are made public. Furthermore, it is assisting in the process of finding out whether it confirms research findings of similar foci conducted in developed countries.

5.0 Research Procedures

5.1 Research Methodology

This study has used a quantitative survey instrument, in the form of a self-administered postal questionnaire, distributed to a purposive sample. This methodology was chosen, due to the:

- ability to obtain an accurate and complete list of names and contact addresses for the current members of FLA;
- capacity for respondents to complete the questionnaire in their own time, albeit within the three week period, thereby encouraging thoughtful and accurate answers (Powell, 1997, p. 90-91);
- fixed format of questionnaires, thereby eliminating variation in the questioning process and consequently promoting relevant and consistent responses.

5.2 Population and Sample

5.2.1 The Population

Reasons for choosing respondents from Fiji for this study were that:

- although there were no official statistics for the total number of library staff, it was assumed from personal calculations that there were approximately 100 library staff in Fiji. This number did not include individuals working in a library, who were neither professional nor para-professional staff. Using the current FLA membership listing, a purposive sample of 86 was drawn and this was considered a justifiable representation of the actual population;
- research in LIS concentrating on Fiji, at best, is minimum. Through this study, the researcher hopes to raise the profile and awareness of the library profession and freedom of access to information in Fiji;
- Fiji experienced two political coups in 1987 and 2000. Consequently, restriction on media freedom was periodically imposed although its integral partner, free access to information, was not been given much attention. Nonetheless, the research was timely conducted 1½ years after the publication of a discussion paper and draft bill on a freedom of information act in Fiji, and seven months after conference discussion within FLA about free access to information.

5.2.2 The Survey Sample

Although the total number of library staff in Fiji was assumed to be small, a complete enumeration of such a population would require more time and financial support than was available for the research, as well as the presence of the researcher in Fiji to track down all such library staff. This was

because there was as yet no official directory listing all such library staff dispersed throughout the Fiji archipelago. Instead, the study used a sample selected through a purposive process.

The current 2005 membership listing of FLA was used as the sample, thereby offering an acknowledged best-case perspective of the current situation as perceived by library staff in Fiji. Personal members were chosen for the sample. A categorization according to membership type and employment sector is presented in Tables 1 and 2 below.

Table 1: Membership Categories for Fiji Library Association

Type of Membership	Tally
Personal	86
Institutional	21
Life	8
Overseas	9
Patron	1

Table 2: Employment Sector Categories for Members of Fiji Library Association (excludes institutional members)

Sector	Tally
Education	55
Commercial	6
Government	12
Non-Profit	5
Other	8

5.3 Instrumentation

5.3.1 Survey Questionnaire

The structured questionnaire consisted of statements, with each statement allowing respondents to indicate the strength of their agreement or disagreement through a five-point Likert scale. Additionally, behavioural tendency towards free access to information was explored, through a three-

point rating scale, by asking participants to contemplate a hypothetical situation. Structured questionnaires were used to reduce the vagueness of responses which may result when investigating attitudes and behaviour.

Five fixed alternative responses permitted the expression of various degrees of agreement or disagreement with each question – ‘strongly agree’, ‘agree’, ‘undecided’, ‘disagree’ or ‘strongly disagree’. Additionally, three fixed alternative answers for the hypothetical situation determined behavioural tendencies – ‘purchase’, ‘purchase and place on restricted access’, or ‘not purchase’. Numerical weights were used for scoring purposes. These quantitative values were consistently reversed among the items in order to obtain more flexibility in stating the questions. Therefore, questions were stated either positively or negatively. The pattern of responses were analysed in addition to the total scores.

In keeping with guidelines set out by the Victoria University of Wellington’s Human Ethics Committee, the researcher devised a list accessible only to her consisting of participants’ names with corresponding numerical codes. These numerical codes were used to distinguish between individual participants for the purpose of conducting the stationery voucher draws. These codes were removed by the research assistant based in Fiji from returned questionnaires for the draws. She then conducted the draws and informed the researcher of the winning codes. Consequently, the researcher informed the research assistant after consulting the list of the names corresponding to the winning codes. Hence anonymity was observed while still being able to conduct the stationery voucher draws.

5.3.2 Questionnaire Design

The design of the questionnaire was based on the findings of the literature review and was divided into four sections, with each containing the various questions designed to accomplish the objectives. Therefore, questions were deliberately ordered in such a way that respondents progressed from an analysis of their professional attitudes and behaviour, to the impact of cultural values within the Fiji context on their opinions, and followed by factual indications of their individual employment and citizenship profile. Clear instructions preceded each section.

5.3.3 Pilot Study

The questionnaire was pre-tested on three library staff - two professionals and a para-professional – from Vanuatu and the Solomon Islands. These two countries are considered less developed countries in the South Pacific, like Fiji from which the research sample was drawn. The pilot study allowed feedback on the structure of the questionnaire, permitted phraseology alteration to clarify item or single-word ambiguities, and allowed elimination of additional items shown to be irrelevant.

5.3.4 Questionnaire Distribution

Each questionnaire pack was prepared by the researcher in New Zealand, and all the packs were then bulk mailed to the research assistant in Fiji. The assistant then sent out each pack individually. Each of the packs consisted of the questionnaire (Appendix B), a letter of information (Appendix A), and a pre-addressed, stamped envelope. These envelopes were addressed to the research assistant in Fiji. Respondents were urged to complete and return the questionnaire within three weeks, and reminder letters were posted out

during the second week. After two weeks, the research assistant mailed the returned questionnaires, in bulk, to the researcher in New Zealand. Any remaining questionnaires returned after this period were mailed after the third week.

5.4 Data Analysis and Interpretation

All returned questionnaires were glanced over before formal processing. The overall return rate, in terms of the total number distributed, was calculated, and employment status and citizenship findings were tabulated.

The gathered quantitative data was analysed using Excel and SPSS software. After checking for any incomplete and improperly marked questionnaires, the remaining usable questionnaires were coded and scored through keyboard input using a personal computer. Consequently, all responses were verified and corrections made where necessary to ensure accuracy of data input. Results generated from the scoring process of the surveys were then used to formulate responses to the objectives and the hypotheses. Inferential statistical calculations, specifically correlational analyses, were used.

5.5 Limitations, Delimitations and Assumptions

5.5.1 Limitations

Issues that may have affected the research included:

- the willingness of individuals to participate in the survey;
- the accuracy with which respondents interpreted the questions and consequently completed the questionnaire;

- the likely misinterpretation by respondents about the purpose of the questionnaire. Respondents may have assumed that their attitudes and behaviour were being individually judged because of the professional, cultural and legal standards inherent in this research (freedom of access to information is 'good', while restricting free access is 'bad'). According to De Vaus (1995), responding in such a way to make the person 'look good' is a common phenomenon in social research. Hence, the letter of information was specifically designed to minimise such misperceptions;
- respondents motivated to participate simply to be eligible to win one of the two stationery vouchers on offer, valued at F\$15.00 each. The rewards were implemented in an attempt to minimise response bias, since the voluntary nature of participation allowed the possibility of non-respondents to differ in characteristics from respondents. By offering the chance to win stationery vouchers as incentives, it was hoped that individuals in the sample who were interested in the principle of free access to information, as well as those who were not, were influenced to participate.

5.5.2 Delimitations

The following issues discussed in this section were controlled to an extent by the researcher and therefore affected the research results.

Participation was limited to the current 2005 members of FLA in order to accommodate the resource and time constraints of the research.

Membership to this professional library association is voluntary and it must therefore be recognised that this best-case sample did not wholly represent

the views of all library staff in Fiji and the findings could not be generalised across the nation. This inevitably introduced bias into the research results, and the findings and conclusions were limited to those library staff actually included in the sample. Nonetheless, as mentioned earlier, the purposive sample of 86 library staff was drawn from an estimated 100 library staff in Fiji. Thus 86% can be assumed as a justifiable representation of the actual population.

Certain issues regarding freedom of access to information were not examined, while other aspects were specifically analysed. These were:

- only citizenship and employment position were used in accessing attitudes and behaviour. Other participant-related variables, such as age, gender and ethnicity were not investigated;
- respondents only had the option of choosing predetermined answers and did not have the opportunity to write their own answers, or comment, explain or qualify their choice of answers;
- respondents were asked to indicate their opinions towards free access to information, although reasons for their answers were not sought;
- rather than using actual professional experiences, since such experiences may vary between professional and paraprofessional staff working in different employment sectors, only a hypothetical situation was used to gauge actual professional behaviour.

5.5.3 Assumptions

The following assumptions were made when selecting the sample as well as when designing the survey questionnaire:

- the questionnaire was reliable and valid, and measured exactly what it was proposed to measure – attitudes, behaviour and cultural values as variables in assessing freedom of access to information in Fiji;
- respondents were able to accurately articulate their thoughts by indicating on a scale the response which most clearly expressed his/her views;
- the current 2005 FLA membership list was considered a best-case sample representing the population in Fiji that are library staff.

5.6 Validity and Reliability

5.6.1 Validity

The following issues of validity were considered:

- the designed questionnaire using Likert-type attitude scales with fixed alternative responses was selected as the research instrument. As mentioned earlier, open-ended questions were not employed since similar research showed that there is a strong possibility that a study about attitudes and behaviour would gather irrelevant and unpredictable responses of an emotional nature. The designed questionnaires proved adequate in recording the data required for the purposes of the research, and also ensured that information collected enabled correct inferences and interpretations to be drawn about the freedom of access to information in Fiji;
- the comprehension and use of the collected information was simplified by employing a scoring process which summarised the information;
- the validity of content-related evidence was observed through the use of appropriate questionnaire content and format. The questions included in the questionnaire were presented in sections based on the

various objectives and hypotheses that were designed for the research, and thus adequately represented the content to be assessed. A pilot study was carried out, whereby three of the four subjects responded, and their remarks allowed the phraseology and structure of the questionnaire to be tweaked before mailing of the final questionnaire.

5.6.2 Internal Validity

The following points show how threats to internal validity were overcome when applying the research instrument:

- subject characteristics
 - a purposive sample of the current 2005 members of FLA was used as the sample, thereby providing a best-case perspective;
 - variables - employment position and citizenship status - distinguishing respondents from each other were identified and were hence incorporated into the design of the research objectives and hypotheses;
- location – questionnaires were sent to individuals through either their work or personal addresses and results of the study may be affected by the particular location in which the questionnaire was completed. However, respondents had the opportunity to answer the questionnaire at a time and place convenient to them;
- instrumentation – using Likert-type scales with fixed alternative responses guaranteed that the questioning and scoring procedures were consistently standardised for every respondent. Data collector and researcher biases were consequently avoided.

5.6.3 Reliability

Certain issues regarding the consistency, in terms of the expected variation of the scores obtained, were encountered in the study and these were:

- errors of measurement in research are always present to some degree and variations in scores are hence expected (Fraenkel & Wallen, 2006, p. 165). Therefore, reliability estimates, expressed as a reliability coefficient, was used and this index provided an idea of how much variation was expected in the research. Equivalent-forms method was employed, whereby most questions had an accompanying alternate or parallel pair. Although these questions were stated differently and constructed as a separate question from each other, they sampled similar content;
- using the Cronbach alpha coefficient, the internal consistency of the questionnaire was used in calculating the reliability of items since the questions were not scored right versus wrong, but instead had a range of fixed answers.

6.0 Analysis and Interpretation of the Data

6.1 Introduction

This section of the report discusses the following points:

- some characteristics of the sample
- representation of the sample
- coding and scoring of responses
- potential for bias in the sampling methodology
- shortcomings of the survey instrument

Consequently, the sample's responses to the survey questionnaire were examined in order to answer the five research objectives and provide responses to the four accompanying hypotheses. Each of the five objectives are stated, and their relevant findings are presented, analysed and interpreted in order to formulate a response. A similar process is followed for each of the four hypotheses.

6.1.1 Characteristics of the Sample

Of the 86 questionnaires that were mailed out, 49 were filled and returned by respondents within the allocated time period. The response rate was calculated as follows:

$$\frac{49 \text{ (number of returned questionnaires)}}{86 \text{ (number of distributed questionnaires)}} \times 100$$

This resulted in a response rate of 57%.

Among the respondents, 86% (representing 42 respondents) were Fiji citizens, while the remainder were classed as non-Fiji citizens. With regards to the employment position into which library staff fell, 34 of the respondents were para-professional librarians, 11 were professional librarians, while four were neither professional nor para-professional staff. These four respondents could well be students studying the certificate or diploma courses in LIS offered by USP.

Figure 1: Percentage of Sample According to Employment Position

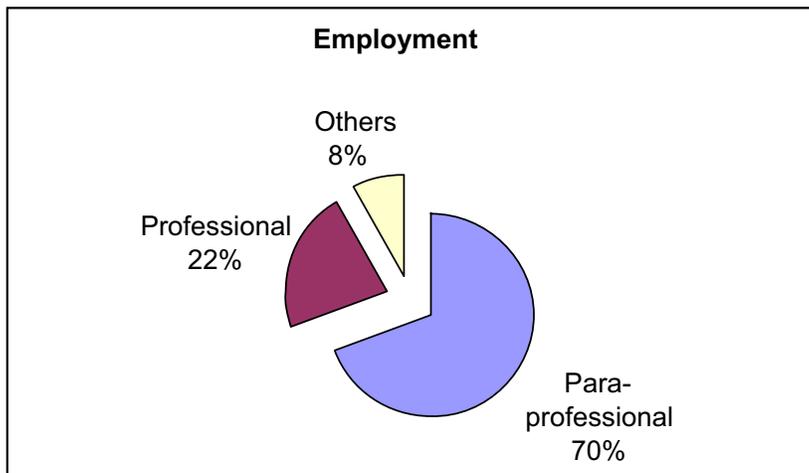


Figure 2: Percentage of Sample According to Citizenship Status

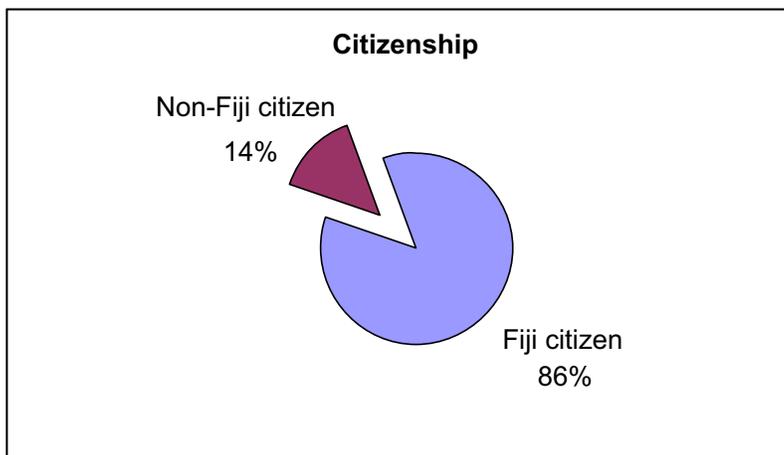


Table 3 shows the number of library staff who responded when both demographic features are combined.

Table 3: Frequency According to Demographic Combinations

Demographic Combinations	Frequency
Professional & Fiji-citizen librarian	4
Professional & non-Fiji citizen librarian	7
Para-professional & Fiji-citizen library staff	34
Para-professional & non-Fiji citizen library staff	0

6.1.2 Representation of the Sample

To assess the degree of representation with regards to the purposive sample, the approximate population of library staff was compared with the numbers comprising the study's usable sample.

Table 4: Sample Capture

	Professional	Para-Professional	Fiji Citizen	Non-Fiji Citizen
Number in sample	11	34	42	7
Percentage of sample	24%	76%	86%	14%
Number in population (approximate)	18	82	89	11
Percentage of population (approximate)	18%	82%	89%	11%

* The four respondents who were categorised into the 'others' group according to employment status are not accounted for in the sample capture since the approximate number in the population cannot be adequately determined.

Figure 3: Percentage of Sample According to Employment Position

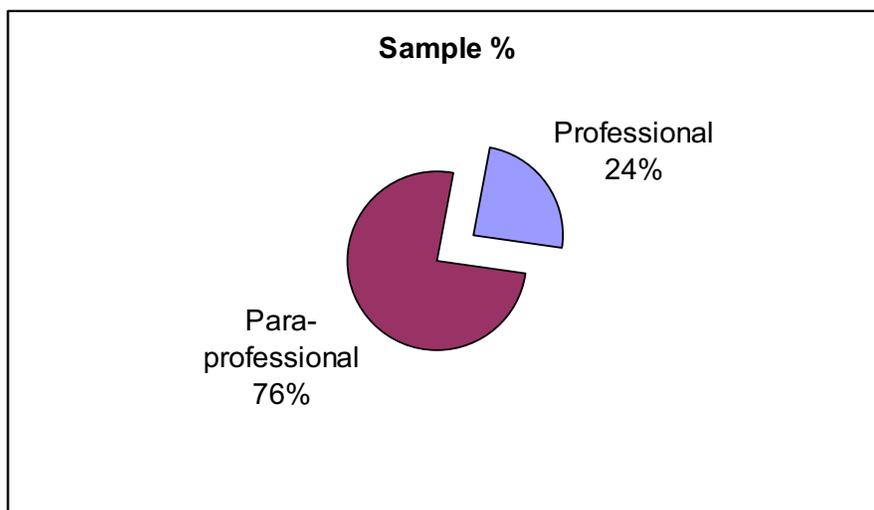


Figure 4: Percentage of Population According to Employment Position

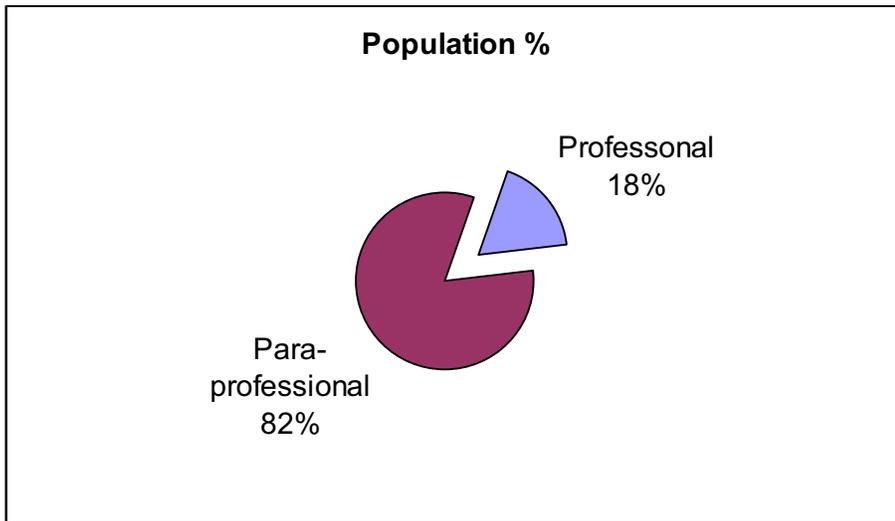


Figure 5: Percentage of Sample According to Citizenship Status

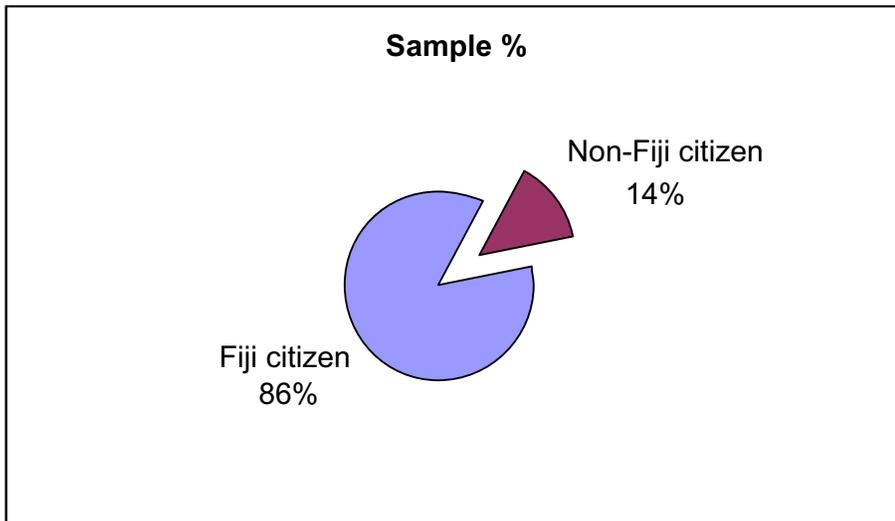
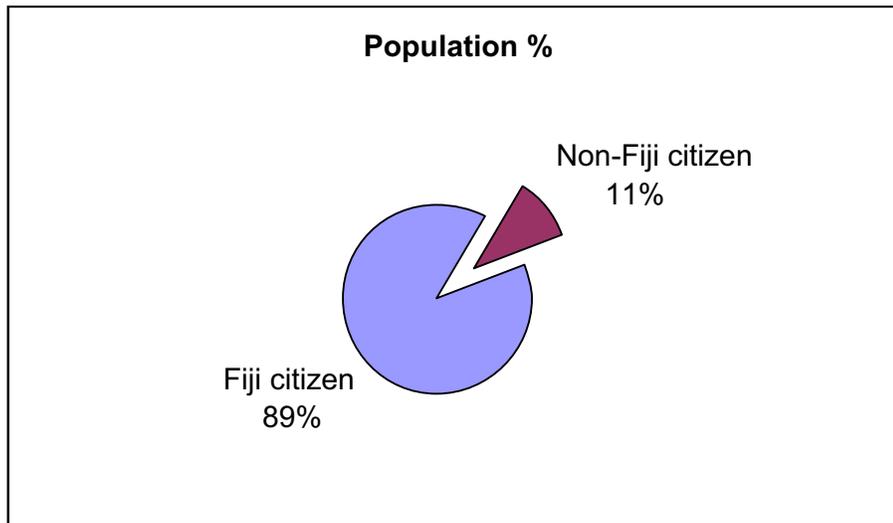


Figure 6: Percentage of Population According to Citizenship Status



As a result, these graphs signify that:

- professional library staff are assumed to be over-represented by 6%;
- para-professional library staff are assumed to be under-represented by 6%;
- library staff who are Fiji citizens are supposedly slightly under-represented by 3%;
- library staff who are non-Fiji citizens are supposedly slightly over-represented by 3%

There are no official statistics with regards to the total number of library staff in Fiji, as highlighted in an earlier section. However, the approximations - drawn from personal calculations - used in calculating the population percentages as well as the resulting sample capture should be borne in mind when contemplating the overall results of the research.

6.1.3 Treatment of Data

6.1.3.1 General Treatment

All data used for analysis and interpretation purposes were derived from the pool of returned questionnaires. Microsoft Excel spreadsheets were used for the coding and scoring of data. The resulting quantitative data was then analysed using a combination of SPSS statistical software and Microsoft Excel program.

While all missing responses were coded as such, they were uniformly ignored in the data analysis process. Therefore, rather than discard the remaining responses from the questionnaires containing missing responses, the mean scores were used rather than the total scores during data analysis.

Fortunately, the number of instances where missing responses were encountered was small – two occasions – and their impact on results was regarded as only marginal. The two instances of missing responses occurred in Question Number 2 of Section B, which posed a hypothetical question for respondents to consider. Perhaps the two respondents were confused about the wording of this particular statement, a point which will be discussed in more detail in Section 7.1.5.

There were no occurrences whereby a respondent repeatedly assigned the same fixed response for each statement in each of the three main sections. If this was so, the returned questionnaire would have been deemed irrelevant and thus would have been eliminated from the pool of useable returned questionnaires. There were no incomplete or improperly filled questionnaires which suggested that the survey respondents carefully read and thought about each of the questions before choosing one of the fixed responses.

The 57% response rate, as discussed earlier, implies that the questionnaire was simple and easy to complete, yet concise enough to encourage participation. Furthermore, complexities associated with filling out the survey were minimised by its straightforward layout and the use of fixed responses. Nonetheless, there are several shortcomings in the survey questionnaire which are discussed in Section 7.1.5.

6.1.3.2 Coding and Scoring of Responses

The final cut-off date for the return of questionnaires was 19th December 2005. This date coincided with the drawing of the raffle for the two stationery voucher draws, and data input was carried out thereafter. In order to ensure accuracy of data input, the assigned codes were checked against its corresponding questionnaire for verification and corrections were made where necessary. A key was devised to represent the fixed responses and this is tabulated as follows:

Table 5: Data Input Key

Response	Code
Sections A & C	
Strongly Agree	SA
Agree	A
Undecided	U
Disagree	D
Strongly Disagree	SD
Section B	
Purchase the Material	P
Purchase and Place the Material on Restricted Access	PP
Not Purchase the Material	NP
Section D	
Fiji Citizen	F
Others	O
Professional Librarian	P
Para-professional Library Staff	PP

The first step in analysing the data consisted of scoring the fixed responses that accompanied each of the statements in the questionnaire. In Section A, the total potential scores ranged from -16 to 16. For each question in this section, five fixed responses together with five scores were assigned to each statement. Positive scores represented a tendency towards freedom of access to information, with the greater the score representing the greater the tendency. Contrarily, negative scores meant the opposite. The weighted scores for Question Numbers 1, 5, 6, & 8 are presented as follows in closed brackets:

Strongly Agree (-2)	Agree (-1)	Undecided (0)	Disagree (1)	Strongly Disagree (2)
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The weighted scores were completely reversed for the remaining statements, namely Question Numbers 2, 3, 4, & 7, shown as follows:

Strongly Agree (2)	Agree (1)	Undecided (0)	Disagree (-1)	Strongly Disagree (-2)
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The total potential scores ranged from 0 to 24 for Section B. Three fixed responses and three scores were assigned to each statement in this section. A zero score was given to the response 'I will not purchase the material', one point was assigned to the response 'I will purchase and place the material on restricted access to qualified users only', while a score of two was given to the statement 'I will purchase the material'. Hence, the greater the total score for each respondent, the greater was their behavioural tendency towards the practice of free access to information.

A scoring process similar to the one employed in the first section was also used in Section C, whereby the total potential scores also ranged from -16 to 16. Additionally, there were five fixed responses and five accompanying scores to each statement in this section. In each statement, positive scores represented greater emphasis towards freedom of access to information with less emphasis on social values. Negative scores signified a reduced emphasis on freedom of access to information and instead an increased emphasis on social values when considering the principle of intellectual freedom. In Part I, the weighted scores for each of the statements were:

Strongly Agree (-2)	Agree (-1)	Undecided (0)	Disagree (1)	Strongly Disagree (2)
------------------------	---------------	------------------	-----------------	--------------------------

These numerical values were completely reversed for Part II, whereby scoring of responses was accomplished by employing the following numerical values:

Strongly Agree (2)	Agree (1)	Undecided (0)	Disagree (-1)	Strongly Disagree (-2)
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The summated scores for the three tests, namely attitude, behaviour and cultural values, were rated as either low, moderate or high. In a normal distribution of scores, two-thirds of the scores can be expected to fall between one standard deviation above and one standard deviation below the mean. Assuming that respondent scores on the three tests were normally distributed, scores which were more than one standard deviation from the mean were classified as high, while those which were less than one standard deviation from the mean were categorized as low.

The tests scores for attitude and cultural factors ranged between -16 to 16, while the behavioural test had a possible range of scores between 0 and 24. As such, ranges for low, moderate and high scores were calculated as follows using the mean scores and standard deviations shown in Table 6:

Attitude

Low scores	-16.00 – 0.23
Moderate scores	0.24 – 8.30
High scores	8.31 – 16.00

Behaviour

Low scores	0 – 8.81
Moderate scores	8.82 – 18.24
High scores	18.25 – 24.00

Cultural Values

Low scores	-16.00 – -0.51
Moderate scores	-0.52 – 7.38
High scores	7.39 – 16.00

Table 6: Mean Scores, Standard Deviations and Reliability Coefficients for Attitude, Behaviour and Cultural Values

Measure	Attitude Test	Behaviour Test	Cultural Values Test
Mean	4.27	13.53	3.43
Standard Deviation	4.03	4.71	3.95
Reliability Coefficient - Cronbach Alpha	.5661	.7509	.7642

An alpha coefficient was calculated for the purposes of checking the internal consistency of the survey questionnaire. This alpha coefficient is frequently called Cronbach alpha. According to Fraenkel & Wallen (2006), the formula used for obtaining the reliability coefficients is a generalisation of a standard reliability test known as the Kuder-Richardson Formula 20 (KR 20 formula). The KR 20 is used for dichotomous items that are not scored right versus wrong, as is the case for the questionnaire that was employed in this research.

The use of the formulae has been explained by Cronbach (1951), whereby when the Cronbach formula is used as a reliability test, a perfect degree of reliability among the items included in a scale is represented by an obtained coefficient of one. The Cronbach alpha reliability coefficients obtained for the three tests in the study are .57 for professional attitudes, .75 for behaviour and .76 for cultural values. The coefficient calculated for attitudes revealed a moderate degree of internal consistency, while the behaviour and cultural values tests possessed relatively high measures of internal consistency.

6.1.4 Potential for Bias in the Sampling Methodology

Although the response rate for this survey was 57%, the potential for non-response bias in the sampling method cannot be overlooked. The reliability of the research data is also dependent on the total number of usable responses obtained. Nonetheless, the response rate is considered reasonable for a study employing a self-administered postal survey questionnaire.

Additional considerations include the limited time period imposed by the researcher on the respondents for the completion and return of the questionnaire. Furthermore, the survey was conducted in December which is a period of festive holidays and at a time when many people are busy or on vacation. Thirty four responses were received prior to the sending out of reminder letters (Appendix C), while 15 additional responses were received after this activity. These figures indicate that the library staff in Fiji view freedom of access to information as an important professional activity.

Another potential for bias is the use of a purposive sample. As discussed earlier in Section 6.2.2, only individuals who are current 2005 members of FLA were included in this study's sample. As a result, only survey responses from FLA members were analysed. This research was therefore predisposed to sampling bias. While the sample size was deemed adequate – approximately 86% of the population who are library staff – its non-random, purposive nature does not allow the researcher to make accurate conclusions about the findings to all library staff in Fiji.

Therefore, generalising the findings to the entire population of library staff in Fiji was not recognized as affected by the response rate. However, the sampling bias may compromise the generalising of findings to the entire population under consideration.

6.1.5 Shortcomings of the Survey Instrument

Two shortcomings of the survey questionnaire were observed and their impact in this research is discussed as follows.

In Section B, Question Number 2 yielded two returned questionnaires with missing responses, whereby none of the fixed alternative answers allocated to this question were chosen. Although the two respondents could have simply missed these questions, the fact that both missing responses applied to the same question necessitates further discussion.

Perhaps the wording of the statement generated some confusion. The statement was constructed with the interpretation about early colonial settlers during the mid-1850's period. Through established historical accounts, these early settlers were known to have introduced education, health care, western medicine as well as Christianity to the indigenous people of Fiji. However, these two respondents may not have been able to interpret the underlying *stereotypical beliefs* about early colonial settlers as the focus of the statement. They may have been further confused on whether the question concerned the colonial time period, or the European colonial settlers as opposed to those of other ethnic backgrounds.

This deficiency highlights a major disadvantage of the survey questionnaire that was chosen as the research instrument. Self-administered questionnaires sent through the mail do not allow the researcher, at the time of conducting the survey, to provide assistance to respondents by clarifying and thereby providing greater understanding of the questions and instructions.

The second weakness of the survey questionnaire was the wording and subsequent scoring of the statements in Section C. In Part I of Section C, all the statements were worded negatively towards freedom of access to

information. On the other hand, all the statements in Part II were worded positively. As observed in Section A, there was an equal mix of questions that were worded either positively or negatively. Hence, more flexibility should have been adopted when wording the statements in Section C.

6.2 Data Analysis and Interpretation for

Objective 1

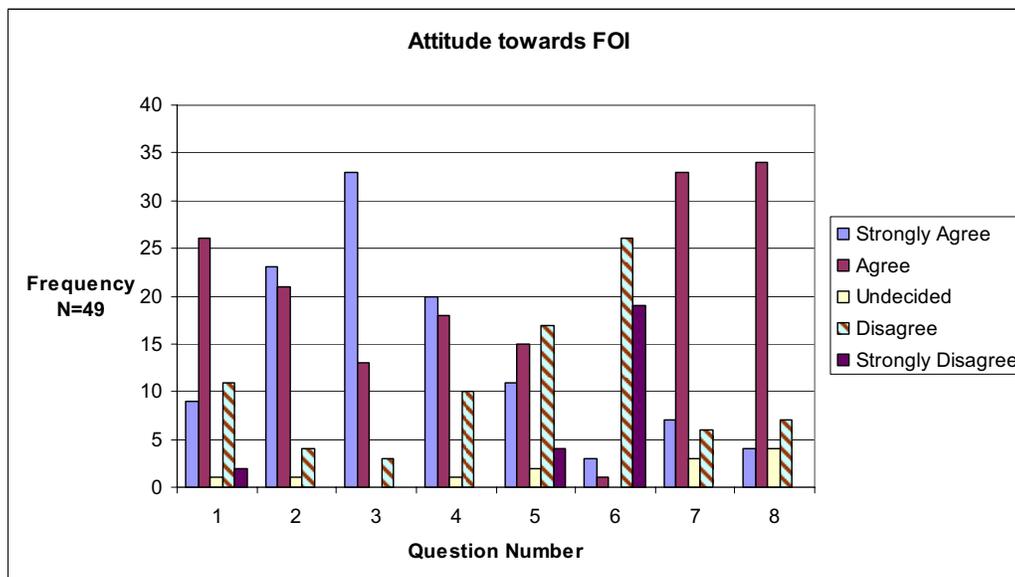
Objective 1: To determine the professional attitudes of library staff in Fiji towards the principle of free access to information

In the first section of the survey questionnaire, which tested attitude tendency, participants were informed that Section A specifically asked for their professional opinions. Such instructions aimed to differentiate between actions based on professional rather than personal judgment, and therefore minimise responses that would have been based on personal judgment. While reasons for suppressing free access to library materials is likely a result of a library staff's personal convictions, the aim of this section was to elicit information regarding the impact of an individual's professional role.

Given the reassuring findings by Curry (1997) that over half of her respondents undertook professional activities that clashed with their personal beliefs, this issue was explored to a greater extent by asking participants to consider eight questions regarding the philosophy of intellectual freedom with particular attention on freedom of access to information.

The results are presented in Figure 7. These results were compiled after establishing a scale of attitude tendencies for individual participants so that comparisons could be made, particularly with regards to Hypothesis 3. Consequently, a mean score was calculated for each participant, with the greater the average score for an individual, the more likely they were to have favourable attitudes towards freedom of access to information. In contrast, negative and lower average scores signalled that an individual was more predisposed to employ a censorship viewpoint.

Figure 7: Resultant Attitudes towards Freedom of Access to Information



Question Statements for the Attitude Test

1. No matter how much library staff talk about intellectual freedom and free access to information, there are just some controversial library materials that should not be kept for circulation.

2. Libraries should provide their users with access to information from a variety of sources which present different points of view and reflect the diversity of society. This information includes materials which are unusual and unpopular with the majority.
3. The rights of an individual to the use of a library should not be denied because of age, gender, race, religion, nationality or social or political views.
4. It would conflict with the public interest for library staff to establish their own personal values as the chief standard for determining what materials should be included in the library's collection.
5. High demand should be the library staff's primary criterion for determining what materials should be included in the library's collection.
6. Library staff should avoid purchasing materials dealing with social, psychological and sexual problems, and concentrate more on building collections of non-offensive literary works.
7. It is appropriate for a library collection to include material which is acceptable under the law but which people may find offensive, for example, graphic pictures in medical, war or horror works.
8. People should have the right to be protected from material which they personally consider to be offensive.

Encouraging was the finding that over 75% of respondents had positive views about free access to information, particularly with regards to Question Numbers 2, 3, 4 and 7. To be exact, 90% (44) of respondents to Question Number 2, 94% (46) to Question Number 3, 78% (38) to Question Number 4 and 81% (40) to Question Number 7, picked 'agree' or 'strongly agree' to

statements about equal access to a variety of information presenting varying points of view. In these four questions, there were no respondents who chose the option 'strongly disagree'. As such, a total disregard for freedom of access to information principles was not observed.

Immediately apparent from an examination of Figures 8 and 9 is the fact that attitudes of library staff in Fiji tended to be more favourable towards freedom of access to information principles than they tended to be favourable towards censorship.

Figure 8: Questions Worded to Support Freedom of Access to Information

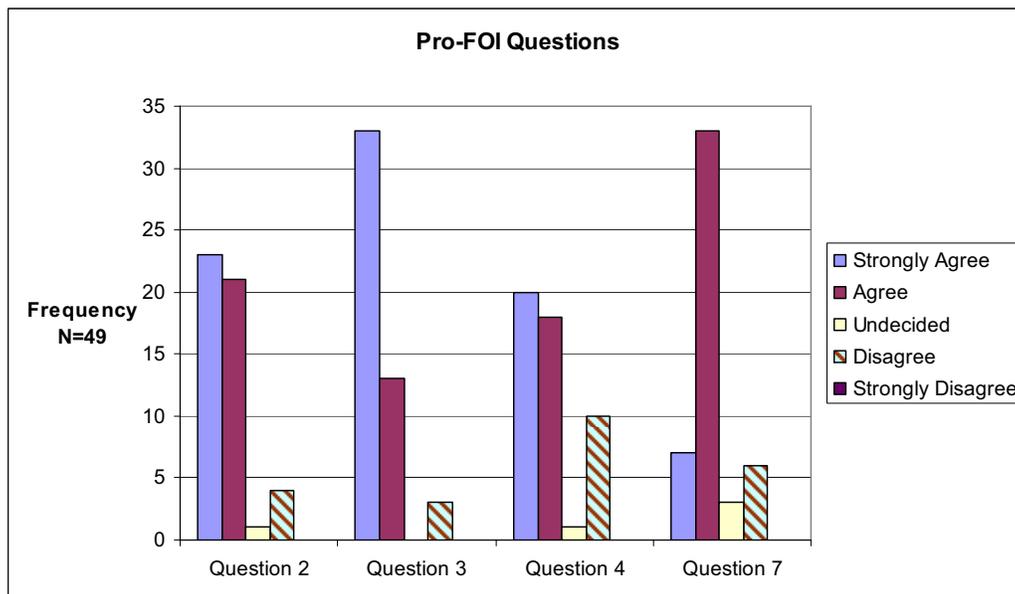
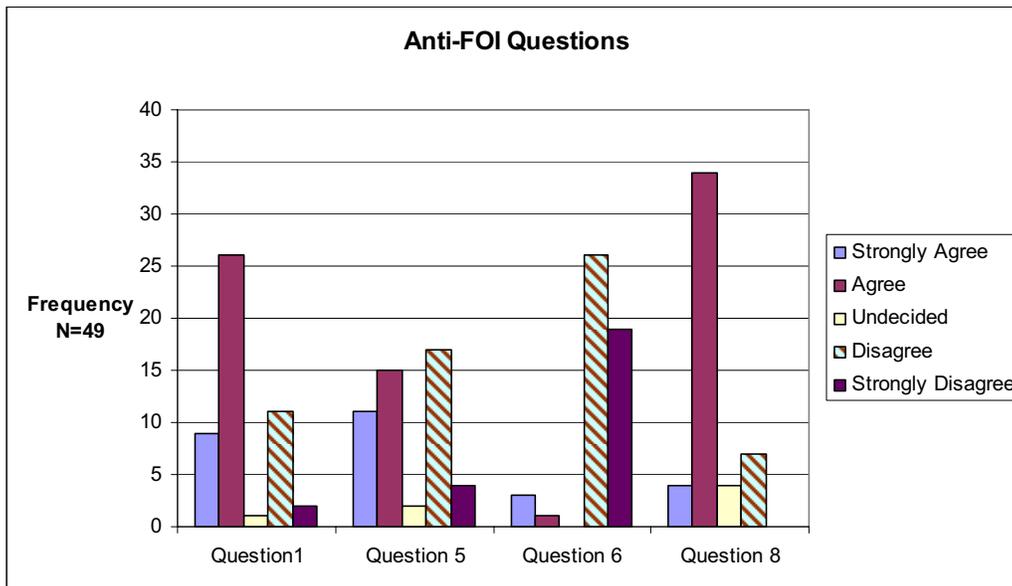


Figure 9: Questions Worded to Support Censorship of Information



Somewhat paradoxical were the findings for Question Number 8 in which 69% (34) tended to ‘agree’ that people should have the right to be protected from material which they personally perceived as offensive. A score of that nature indicates attitudes with a general agreement towards censorship.

Inconsistent results were also noted in the responses to Question Number 1, whereby 71% (35) selected either ‘agree’ or ‘strongly agree’, while 27% (13) checked either ‘disagree’ or ‘strongly disagree’. ‘Undecided’ about the statement was 2% or one respondent only. In their answers to Question Number 8, 8% (4) of the respondents were also ‘undecided’ as to whether people should be protected from offensive materials.

The most positive findings were the results obtained for Question Number 3. Sixty-seven percent (33) of participants ‘strongly agree’, the highest in the ‘strongly agree’ category, that age, gender, race, religion, nationality and

social or political views should not hinder an individual's right to have access to materials available in a library. In promoting intellectual freedom, library staff in Fiji are predominantly aware of the fundamental need to provide fair and equitable access to information for all, irrespective of age, gender, colour or creed.

Closely related to the issue about offensive material was Question Number 6, which was concerned with collection building policies focussing on non-insulting literary works rather than those dealing with matters of a social, psychological or sexual nature. Despite the two questions seeking responses concerning similar content, 69% (34) of respondents opted for the alternative 'agree' with Question Number 8. Only 2% (1) chose 'agree' with Question Number 6, with 53% (26) picking 'disagree' with this same statement. A likely explanation for this inconsistency may be due to the examples of offensive material provided in Question Number 6, particularly literary works involving social, psychological or sexual content.

Respondents were asked in Question Number 4 whether it would be at odds with the public interest if library staff used their own personal values as the chief standard for determining what materials to include in a library collection. Seventy-eight percent (38) of respondents demonstrated anti-censorship attitudes, with 41% (20) of respondents checking 'strongly agree' and 37% (18) opting for 'agree'. About a fifth of the participants possessed opposing intellectual freedom attitudes, though not the extreme, with 21% (10) picking 'disagree' and the remaining undecided. No participants chose 'strongly disagree' for this question.

6.3 Data Analysis and Interpretation for

Objective 2

Objective 2: To determine the intended behaviour of library staff in Fiji towards free access to information

Participants in the research were asked to contemplate a hypothetical situation whereby they were in charge of acquisitions in a public library. The library was situated in the community in which they work, with no financial or spatial restrictions and no existing rules or regulations about the types of materials to include in the public library's collection.

The initial hypothetical situation presented in the pilot study, which was carried out on two professional and a para-professional library staff, centred on the library in which the respondents currently worked. It was discovered that these respondents in the pilot study answered the questions based on the academic library in which they worked. As such, it was envisaged that responses to the final study would be subjected to the library context within which the respondents were currently employed. Because the individuals in the sample work in different types of libraries, based on the different employment sector categories (as presented in Table 2), the challenging issue of interpreting data from a variety of workplace contexts was overcome by deciding to use only the public library setting as the hypothetical scenario.

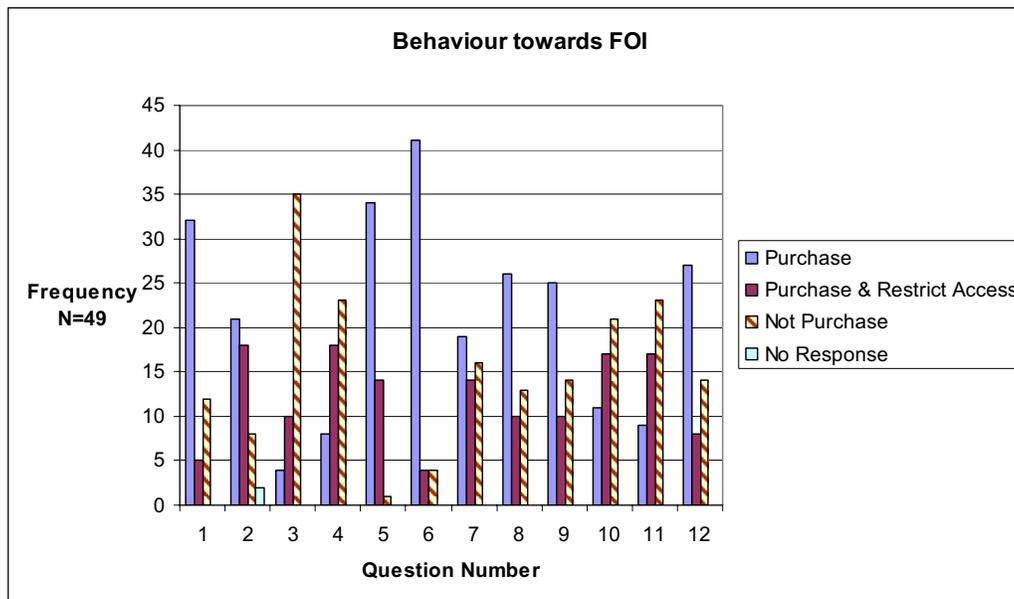
Respondents were presented with a list comprising a variety of library materials ranging from books, videos, guides, journals to magazines. A brief

description of the contents of each of the 12 materials was provided and respondents were asked how they would treat each of the items.

The results were used to determine a rating of behavioural tendency towards freedom of access to information. After points were awarded for each response, as discussed in Section 7.1.3.2, an average score was then calculated for each respondent. Rather than using the total scores for each participant, average scores were calculated in order to overcome the issue of eliminating all the responses for the two questionnaires which had missing values.

Additionally, the results enabled comparisons between individuals as well as the overall intended behaviour of library staff towards free access to information. The higher an individual's average score, the more likely they were to employ behaviour favouring the principle of free access to information. The combined results are presented in Figure 10.

Figure 10: Resultant Behaviour towards Freedom of Access to Information



Question Statements for the Behaviour Test

1. Popular materials of little literacy merit which receive wide publicity.
2. A video which depicts early colonial settlers to Fiji in a stereotypical manner.
3. A book about the creation of life which is known to contain inaccurate scientific quotes to support its argument.
4. A 'how-to' guide on destabilising a national economy.
5. A report by a respected Fiji academic, criticising the current legislation on land ownership and tenure.
6. A journal about alternative forms of medicine, such as yoga, tai-chi, acupuncture, or aromatherapy.
7. A novel which contains graphic descriptions of disciplinary measures on children using physical punishment.
8. A non-fiction book which is critical of Christianity.

9. A non-fiction book which is critical of Islamic fundamentalism.
10. A 'how-to' manual about the practice of traditional methods of witchcraft.
11. A magazine about the production and use of traditional poisons for mass harvesting of marine resources.
12. A magazine, aimed at teenagers, providing assistance and advice to homosexual people in 'coming out'.

Suppression of freedom of access to information was encountered in all the responses to questions that were presented in Section B. There were no instances where there were nil responses for the option 'I will not purchase the material'. In other words, none of the items from the list of questions escaped the ultimate form of freedom of access to information restraint – refusal to purchase.

In Question Number 5, which sought to investigate library staff's behaviour towards the acquisition of materials condemning current land ownership laws in Fiji, only one unfavourable response was observed.

Using SPSS software, it was discovered that Question Number 3 had the least internal reliability in comparison to the other questions in Section B. However 71% (35) of respondents chose not to purchase a creationist text containing inaccurate information, while just under a fifth of the participants chose to enforce restricted access to this material. The majority of respondents that held negative views towards the purchase of this material also had similar views towards materials for Question Numbers 8, 10 and 12 which discussed issues concerning religion, witchcraft and

sexuality. Perhaps connotations about religious teachings and beliefs about the origin of life on earth, together with religious views on homosexuality, were underlying social factors at play when respondents were contemplating these questions.

Ideally, should library staff adopt intellectual freedom principles in practice, the majority of respondents should have opted for the statement 'I will purchase the material'. By putting forward a hypothetical situation, more than 50% of the respondents were shown to be favourable towards the practice of free access to information in only six of the 12 questions. The results of the remaining half of the questions show that refusal to purchase and imposing restricted access to purchased items outweighed the option for free access to information.

Nonetheless, positive responses towards freedom of access to information were prominent in Question Numbers 5 and 6; particularly when asked in Question Number 6 about the acquisition of material about alternative health therapy, 84% (41) of respondents - the highest figure - showed favourable behaviour.

The next highest score favouring intellectual freedom was 69% (34), observed in Question 5, which sought to find out respondents' actions towards an academic report condemning land ownership laws. While the research methodology is limited in finding out the reasoning behind this, only a moderate number of respondents (24% or 12 respondents) chose not to purchase popular materials of restricted literary merit, as stated in Question Number 1. If assuming that the material in Question Number 5 was favoured

due to its academic merit, the non-purchase of the item mentioned in Question Number 1 was not well supported by respondents even though it involved an item of little literary value.

6.4 Testing of Hypothesis 1

Hypothesis 1: There is no significant relationship between the professional attitudes and the behaviour of library staff in Fiji towards free access to information

The hypothesised statement included the term 'no significant relationship' to imply that there would not be any difference between the two variables of professional attitudes and behaviour. The hypothesis was presented as the opposite of what the researcher expected. Additionally, related research results as recorded in the literature review point to the evidence that in fact there is a direct and significant relationship between the attitudes and behaviour of librarians towards the principle of free access to information.

However given the small size of the sample, the strength of rejection of the hypothesis in favour of an alternative is limited. In spite of this, to ensure that the results of the tests on professional attitudes and behaviour would carry some conviction, a relatively high level of significance - .05 - was employed. In other words, a 95% confidence level was sought. The level of significance would then provide adequate support for the ultimate decision on whether to reject the hypothesis in favour of an alternative or to retain the hypotheses. Throughout the study, the .05 level of significance was established when testing the remaining hypotheses, and the sample size of N=49 was used in associated statistical calculations.

In addition, whenever a relationship between quantitative variables within a single group is examined, it is necessary to establish the appropriate analytical technique. Thus, in this research, it was decided that the Pearson r be employed as the correlational coefficient since it generates a numerical summary of the data through the use of a linear or straight-line relationship.

In interpreting and judging correlational coefficients, one must first judge their significance in order to suggest the degree of relationship. According to Fraenkel and Wallen (2006), most researchers would agree to the interpretations shown in Table 7 when testing a research hypothesis using the Pearson correlation coefficient.

Table 7: Interpretation of Correlation Coefficients when Testing Research Hypothesis

Magnitude of Pearson r	Interpretation
.00 to .40	<ul style="list-style-type: none"> • weak relationship • may have theoretical value although of little practical importance except in unusual circumstances, such as when selecting very few subjects from a large population, whereby even very small correlations may have predictive value
.41 to .60	<ul style="list-style-type: none"> • moderate relationship • large enough to be of practical as well as theoretical use
.61 to .80	<ul style="list-style-type: none"> • strong relationship
.81 or above	<ul style="list-style-type: none"> • a very sizable and extremely strong relationship

Research findings by Busha, Fiske, Immroth, McDonald and Moody confirm that there is a discrepancy between adopting freedom of access to information principles in theory and adhering to them in reality. These findings led to a prediction in this study that within a theoretical context, library staff would agree with freedom of access to information principles, but that their behaviour would not correspond entirely with these principles once they were operationalised. Rather than apply real-life situations, a simulated scenario through the use of a public library context was employed.

With regards to Hypothesis 1, the Pearson coefficient of correlation between the attitude and behaviour scores was calculated using SPSS software. The results are shown in Table 8. The Pearson correlation was calculated with a result of .318, with a correlation significance of .026 calculated at the 0.05 2-tailed level. By interpreting the resultant correlation coefficient, shows that there is a weak relationship between the professional attitudes of library staff in Fiji towards free access to information with that of resultant behaviour. This result is due to the fact that the obtained correlation significance falls within the region of rejection at the .05 level.

Table 8: Correlation Coefficient and Significance for Hypothesis 1

	Attitude Total	Behaviour Total
Attitude Total		
Pearson Correlation	1	.318*
Sig. (2-tailed)	.	.026
N	49	49
Behaviour Total		
Pearson Correlation	.318*	1
Sig. (2-tailed)	.026	.
N	49	49

* Correlation is significant at the 0.05 level (2-tailed)

Having rejected Hypothesis 1, the opposite of the hypothesis was thus arrived at. In other words there was a real relationship between the professional attitudes and resultant behaviour of library staff in Fiji towards the principle of free access to information. While the relationship or correlation between these two variables was weak, it was deemed positive and thus noteworthy of consideration.

6.5 Data Analysis and Interpretation for

Objective 3

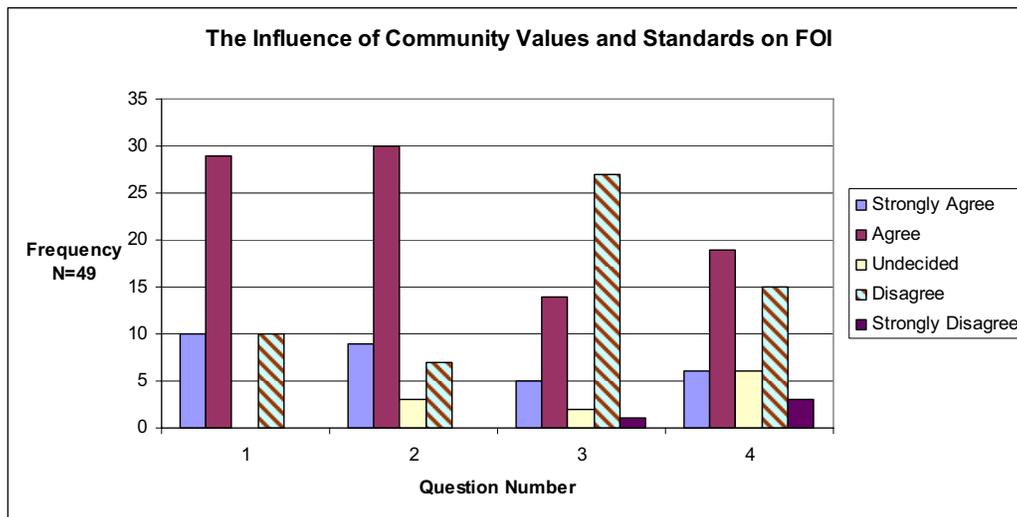
Objective 3: To assess the extent to which library staff are influenced by cultural values present in Fiji when they are considering the principle of free access to information

In assessing the influences of cultural values that exist in Fiji, both legislative and unofficial standards are examined. Hence, Section C of the survey, which tested cultural values, comprised of two parts. Part I focused on the informal standards subset of cultural values by paying particular attention to community values and its standards. A statement each on gender stereotypes and drug-related issues were presented for respondents to reflect on. Reasons for choosing these two particular issues are discussed earlier in the *Definitions* section. Formal standards in the form of legislative values and standards were examined in Part II. Within the legal boundaries set out by the government of Fiji, awareness regarding the right to freely access information and the role of libraries in catering to a wide range of public interests in a democratic society were investigated.

The four statements presented in Part I were worded in such a way that by agreeing to them, whether 'strongly agree' or 'agree', respondents demonstrated that they were more strongly influenced by existing social values when considering issues regarding free access to information. On the other hand, the two positive responses - specifically 'strongly agree' and 'agree' - in Part II favoured formal legislative values as an influential consequence towards the notion of free access to information.

The results from Parts I and II of the cultural values test are presented as bar graphs in Figures 11 and 12. A measurement of cultural values tendencies in addition to a mean score for all respondents was calculated for use in Hypothesis 2. Consequently, comparisons could then be performed to establish the effect of cultural values on professional attitudes and behaviour of library staff in Fiji towards freedom of access to information. The greater the mean score for a participant, the more likely they are to possess views towards freedom of access to information least influenced by cultural values. Negative or low average scores indicate that respondents are more predisposed to influences of cultural values when regarding free information access.

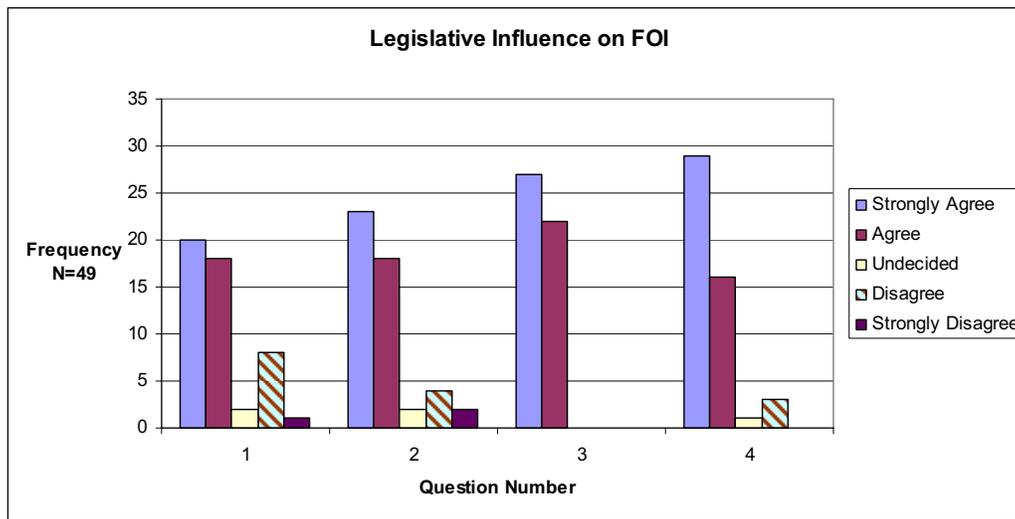
Figure 11: The Influence of Community Values and Standards present in Fiji on Freedom of Access to Information



Question Statements for the Cultural Values Test (Part I)

1. Local community values should be taken into account when selecting materials for libraries.
2. When choosing library materials, library staff have a professional responsibility to uphold accepted values and standards existing in their community.
3. It is inappropriate that a library collection includes materials which portray women in stereotyped roles.
4. It is inappropriate that a library collection includes materials on the growing or manufacture of narcotic or hallucinating drugs.

Figure 12: The Influence of Legislation present in Fiji on Freedom of Access to Information



Question Statements for the Legislation Test (Part II)

1. Libraries should resist attempts by individuals or groups to restrict access to information and ideas, whilst observing the legal requirements of government.
2. Library staff should be active in challenging attempts by government to pass laws which restrict access to information and ideas.
3. The right to freely access information is fundamental to a democratic society.
4. As an institution for democratic living, libraries should cater to public interest issues without suppressing minority beliefs and ideas.

Results gathered from Part I, which focussed on unofficial, non-legislative values and standards, will be discussed first, prior to an in-depth analysis and interpretation of data obtained for Part II.

In answers to Question Number 1, which aimed to find out whether local community values influence the decision to acquire library materials, 20.5% (10) of respondents chose 'strongly agree' and 59% (29) opted for the alternative response of 'agree' to such a statement. A similar percentage that was recorded for the category 'strongly agree' also checked 'disagree' with the same statement. There were no respondents who had absolutely strong views against the influence of local cultural values on material selection, nor were undecided about the matter.

For question Number 2, 18% (9) indicated their strong approval that the existing values and standards of their society need to be regarded as part of a library staff's professional responsibility when deciding to acquire library materials. Similarly, on a positive response, 61% (30) of participants selected the fixed response of 'agree' to the same statement, while only 14% (7) chose 'disagree'. The remaining respondents chose the 'undecided' option while nil respondents possessed strong views against this statement.

These results for Question Number 2 evidently show that over 75% of respondents supported the notion that community values and standards are a prerequisite for acquisition procedures. The term 'professional responsibility' was intentionally included when phrasing the statement in order to ascertain whether indeed cultural values present in a society play a part in the professional attitudes and behaviour of library staff when they consider the notion of intellectual freedom.

In response to the statement regarding the inappropriateness of including materials about women in a stereotypical manner, it is of interest to note that 57% (28) demonstrated negative views towards Question Number 3. Four percent (2) of the participants were undecided about whether to choose a negative or positive answer, while 39% (19) had positive views.

As mentioned earlier, while gender inequality is experienced in Fiji's wider social context in areas of education, national building and trade and industry, the results to this particular question highlight that a library collection should still include materials about such matters. The library staff in Fiji are aware that despite the prohibitive influence on society from issues surrounding gender inequality, such material should still be included in a library collection in order to ensure that a range of alternative points of views are presented and accessible to the interested public.

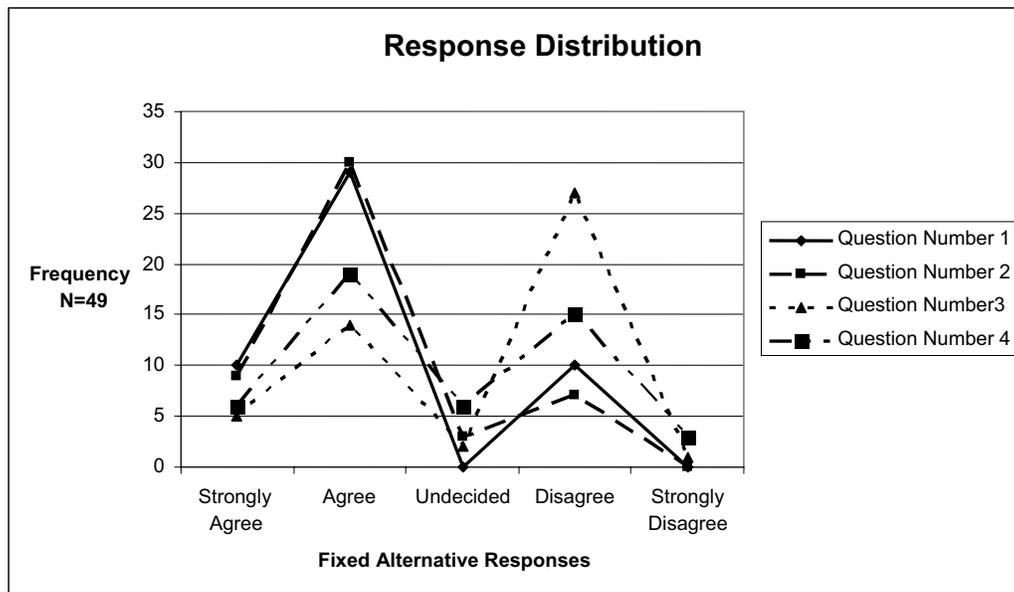
Question Number 4 examined whether it is 'inappropriate of a library collection to include materials on the growing and manufacture of narcotics or hallucinating drugs'. As Figure 11 shows, library staff in Fiji are divided when it comes to agreeing or disagreeing with the statement. Interestingly, 12% (6) were undecided with their approach to this issue regarding drug manufacture. When comparing the data for the option 'undecided' for the remaining questions in the survey, the largest number of participants who chose this option was observed in Question Number 4.

While reasons cannot be explicitly ascertained as to why participants selected the 'undecided' option, due to the limitations of the survey instrument that was employed, assumptions can be made. These six respondents most probably faced a dilemma when considering an answer to the question about drug manufacture. While they may have knowledge about the detrimental effects of drug use from a general cultural or medical standpoint, they were also aware of their professional responsibility as library staff in providing access to information and library materials that had a balance of views, through the inclusion of items covering more than one aspect on topics of controversy.

Comparisons in results from Question Number 3 with that from Question Number 4 can be made. Question Number 3 investigated whether 'it is inappropriate to include materials which portray women in stereotypical roles', while the subsequent question was concerned with the suitability to include materials on the production of narcotics and drugs in the collection of a public library. Rather than distinguish between responses of 'strongly agree' and 'agree', both were combined and classed as 'agrees'. Likewise, 'disagree' and 'strongly disagree' response alternatives were grouped together into 'disagrees'. Thus 39% (19) were grouped as 'agrees' to Question Number 3, in comparison to 51% (25) for the same category with respect to Question Number 4. Conversely, 57% (28) were categorised as 'disagrees' in the third question while only 37% (18) with regards to Question Number 4. These data clearly show that respondents felt that issues surrounding drug manufacture were considered more serious and therefore more influential than those involving gender stereotyping when deciding about the materials to include in a library collection.

Additionally, comparisons can be made with regards to the results obtained from Question Numbers 1 and 2. Figure 13 shows the general trend of responses to these two questions, as well as that for the remaining questions in Part I. The majority of respondents chose the 'agree' response alternative to these two statements, with fewer participants selecting 'strongly agree', and no respondents choosing the option 'strongly disagree'.

Figure 13: Trends in Distribution of Responses for Part I



In Part II, Question Number 1 was concerned about the restriction of access to information within the legal boundaries as determined by law. The phrase 'whilst observing the legal requirements of government' was purposely included in the statement to ensure that the question was interpreted as such.

Of the respondents, 41% (20) firmly indicated that libraries should indeed resist legal attempts to hinder free access to information. Thirty seven percent (18) opted for the 'agree' response with the same statement. Sixteen percent (8) chose the option of 'disagree' while 2%, or only one respondent, showed strong disagreement to the statement. Two respondents failed to indicate a positive or negative answer and thus chose the 'undecided' option.

A similar trend, in terms of the results obtained from the response alternatives, was observed in Question Number 2. In response to the statement 'library staff should be active in challenging attempts by government to pass laws which restrict access to information and ideas', just under half of the participants showed strong agreement, while 37% (18) chose 'agree' to this statement. Only a small percentage, namely 4% (2), 8% (4) and 4% (2) respectively chose 'undecided', 'disagree' or 'strongly disagree' in that order. The results of Question Number 2 demonstrate that library staff in Fiji generally consider the importance of maintaining free access to information during the implementation of laws and regulations as they are set by government.

The most encouraging finding drawn from the cultural values test is seen in the results obtained for Question Number 3. Fifty-five percent or 27 participants ticked 'strongly agree' to the statement that the right to free access to information is fundamental to a democratic society. Forty-five percent (22) 'agree' to the same statement and there were nil responses for the alternatives 'undecided', 'disagree' and 'strongly disagree'. Such strong data supporting the notion of free access to information aptly demonstrates

that library staff in Fiji are unanimously aware of the essence of intellectual freedom, and in effective freedom of access to information, in a free society.

The content of the last question in Part II centred on the need for balance of views by catering to the interests, beliefs and ideas of minority groups in society. The vast majority of respondents had favourable responses, while only 2% (1) were 'undecided' and a further 6% (3) picked the 'disagree' response alternative, when considering Question Number 4. It is worth noting that there were nil responses for the alternative 'strongly disagree'.

6.6 Testing of Hypothesis 2

Hypothesis 2: There is no significant relationship between, on the one hand, (1). the attitudes and (2). the behaviour of library staff towards freedom of access to information, and, on the other hand, the cultural values in Fiji

Similar to the first hypothesis, Hypothesis 2 was stated in the negative form of what the investigator expected. It was anticipated that there would surely be a difference among the variables, and if this was so, the limited size of the sample would only tentatively warrant the rejection of the hypothesis in favour of an alternative. Furthermore, as mentioned in the review of existing literature, there seems as yet to be no research exploring the direct influence of cultural values on the attitudes and behaviour of individuals within a particular society when investigating the principles of intellectual freedom and the closely associated field of freedom of access to information. Only brief mention of its impact on the variables was observed.

A relatively high level of significance – 5% - was determined in order to validate a definite decision to either reject or retain Hypothesis 2. Reliability testing at the .05 level of significance decreases the probability of the rejection of a hypothesis if it is indeed true. To put it another way, if in fact Hypothesis 2 was found to be true, there would be 95% certainty that the accuracy of the result would be rejected in favour of an alternative.

Hypothesis 2 stated that there would be no major correlation between the professional attitudes and behaviour of library staff in Fiji with the following factors:

1. cultural values - in the form of unofficial or informal standards
2. legislation - in the form of official or formal standards, particularly those set by law

Again by using SPSS software, an analysis was carried out for testing the difference between the obtained total attitude scores as well as the total behaviour scores, with that of cultural values. Identical procedures to those followed in Hypothesis 1 were used in testing the second hypothesis. The results are tabulated below:

Table 9: Correlation Coefficient and Significance for Hypothesis 2

	Attitude Total	Cultural Values Total
Attitude Total		
Pearson Correlation	1	.292*
Sig. (2-tailed)	.	.042
N	49	49
Cultural Values Total		
Pearson Correlation	.292*	1
Sig. (2-tailed)	.042	.
N	49	49

* Correlation is significant at the 0.05 level (2-tailed)

	Behaviour Total	Cultural Values Total
Behaviour Total		
Pearson Correlation	1	.570*
Sig. (2-tailed)	.	.000
N	49	49
Cultural Values Total		
Pearson Correlation	.570*	1
Sig. (2-tailed)	.000	.
N	49	49

* Correlation is significant at the 0.05 level (2-tailed)

A positive coefficient of correlation was found to exist between the 49 pairs of scores for both professional attitudes and behaviour with that of cultural values. The first set of data sought to find out whether there is a significant relationship between professional attitudes and cultural values. By interpreting the results, whereby the correlational significance was set at the .05 point, the resultant significance of .042 for attitudes and cultural values was found to be less than this value. As a result, it can be tentatively deduced that there is in fact a correlation between professional attitudes and cultural values. Given the Pearson correlation value of .292, the relationship was not significant, but instead demonstrated only a very mild relation.

With regards to the relationship between behaviour and cultural values, the second set of data shows the coefficient calculated with a result of .000. The correlation significance was set at the 0.05 2-tailed level. Since the resultant coefficient was less than the significance level set, there was in fact a direct relationship between behaviour and cultural values. The resultant Pearson correlation coefficient was .570, thereby exhibiting a moderate strength of relationship between the behaviour of library staff in Fiji towards free access to information with that of existing cultural values.

As the data and consequent interpretations show, Hypothesis 2 was rejected. Consequently, the opposite of the hypothesis was tentatively acquired. The results show that there is a mild to moderate relationship between the attitudes and behaviour of library staff towards free access to information on the one hand, and cultural values on the other in Fiji. While the relationship was not strong, it was positive and therefore deserves mentioning.

6.7 Data Analysis and Interpretation for

Objective 4

Objective 4: To determine the relationship between demographic information – employment position (professional, para-professional or others) and citizenship status (expatriate or Fiji citizen) – with that of professional attitudes and behaviour of library staff in Fiji when considering the principle of free access to information

Using SPSS software, the researcher discovered that relationships between the demographic information of employment position and citizenship status with that of professional attitudes and behaviour did not exist. Therefore, rather than report the data analysis and interpretation for Objective 4 and then respond to Hypothesis 3 sequentially yet in different sections, as carried out for previous objectives and corresponding hypotheses, both the objective and hypothesis concerning demographic factors were combined and presented in the following section.

6.8 Response to Hypothesis 3

Hypothesis 3:	There is no significant relationship between the professional attitudes and the behaviour of library staff in Fiji towards free access to information with that of employment position and citizenship status
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To find out whether there are significant differences between the mean scores of more than two groups, a technique called *analysis of variance* (ANOVA) is commonly used. In seeking answers to Objective 4, there are two broad groups comprised of the following sub-groups within them: professional or para-professional employment positions, as well as ‘others’, and citizenship status, either Fiji citizen or non-Fiji citizen.

While ANOVA is actually an appropriate test to use with three or more groups, it can also be used with two groups. As a result, variation both within and between each of the groups was analysed statistically, yielding what is known as a significance value. This value was then checked to ascertain whether the means of the groups are statistically significant by

comparing it with the confidence level which was set at the 0.05 level. The analysis is accomplished through interpretation that a significance value greater than the confidence level will result in retention of the hypothesis. Contrarily, should the significance value be less than the confidence level set at the 95% level, the hypothesis would then be rejected.

While the *test of between-subjects effects* is employed to show whether there are significant differences between the mean values, it does little to inform which of the mean values are different. A further procedure called a *post hoc analysis* is hence required to verify which mean values differ should the hypothesis be rejected. As will be discussed subsequently, the hypothesis was not rejected and therefore post hoc tests and the accompanying results were not utilized in this research.

In analysing, interpreting and testing Objective 4 and Hypothesis 3, the relationship between employment position and citizenship status with professional attitudes is discussed first. Following this, the behaviour of library staff when considering a hypothetical situation with respect to freedom of access to information is analysed in relation to the same two demographic factors.

6.8.1 Relationship between Demographic Information and Professional Attitudes

Levene's test of equality of error variances was employed to ensure that the error variance when testing professional attitudes is equal across all groups. By comparing variances, the resultant significance calculated using SPSS

software was .830. Since this figure is greater than the significance level set at .05, a good significance level was thus obtained.

The next step of data analysis involved testing between-subjects effects. Such a test compared the means of the fixed factors, namely citizenship and employment, when considering the dependent variable of professional attitudes. The mean scores for the citizenship group returned a significance of .426, while the employment group yielded a significance of .910. Since both values are greater than the significance level which was set at .05, the null hypothesis could not be rejected.

The following table shows the mean scores and standard error for Fiji citizens in comparison to that for expatriates. As mentioned in Section 6.1.3.2, a higher mean score indicates a greater attitudinal tendency towards the principle of free access to information.

Table 10: Mean, Standard Error and Confidence Interval when considering Citizenship with Attitudes

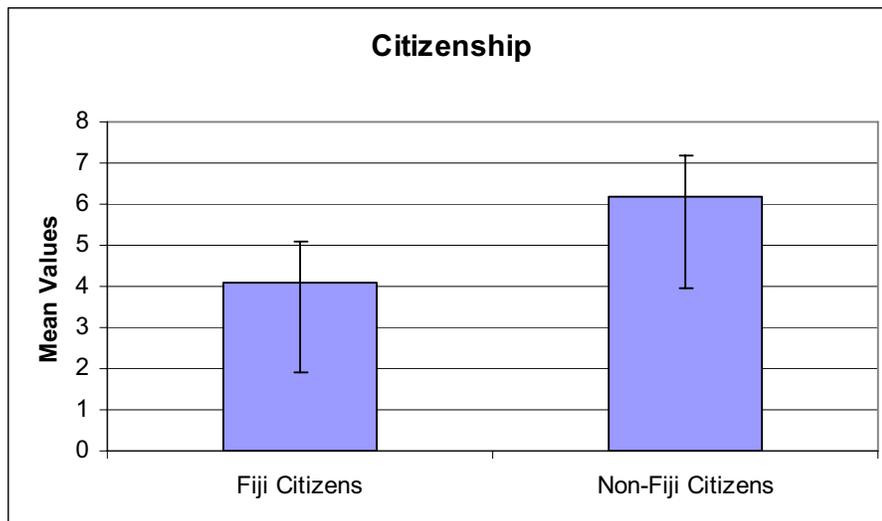
Citizenship	Mean	Standard Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Fiji	4.093	0.998	2.082	6.104
Non-Fiji	6.165	2.197	1.739	10.591

As the table shows, the mean value for Fiji citizens is lower than that obtained for non-Fiji citizens. While expatriates possessed a greater tendency towards freedom of access to information, the standard error for this group is much higher when compared to the value obtained for Fiji citizens. The

confidence interval is observed to be very wide, owing to the fact that there were only seven expatriates, as compared to 42 Fiji citizens, in the sample.

The mean and standard error (denoted by a vertical bar) values according to citizenship are graphically represented as follows from the results derived from Table 10. It is apparent that there is an overlap of the standard error bars for Fiji as well as non-Fiji citizens. Since there is an overlap, it was found that Hypothesis 3 could not be rejected since no relationship exists between the dependent variable of professional attitudes and the fixed factor of citizenship.

Figure 14: Mean Values and Standard Error Scores according to Citizenship



Comparisons for the mean and standard error for the three subcategories of employment position are tabulated as follows:

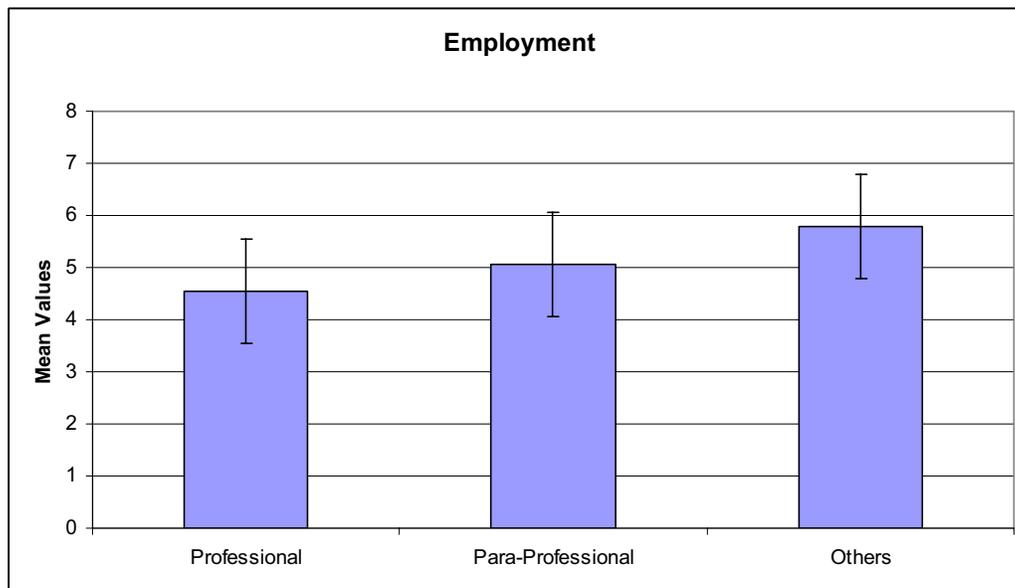
Table 11: Mean, Standard Error and Confidence Interval when considering Employment with Attitudes

Employment	Mean	Standard Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Professional	4.536	1.290	1.938	7.134
Para-professional	5.065	1.470	2.103	8.027
Others	5.786	2.429	.894	10.678

Unlike the mean scores obtained for citizenship, the differences for the mean scores within the employment category are not sizeable enough to warrant suggestions on which of the three groups possess a greater tendency towards freedom of access to information when professional attitudes are concerned. In spite of this, the standard error for the ‘others’ category is larger than that obtained for the professional and para-professional groups. A likely explanation is that there were only four individuals in the ‘others’ group, thereby resulting in a wider confidence interval, as detected in the values obtained for the lower and upper bounds.

By interpreting the following graphical representation of the results that are tabulated above for the mean values and standard error scores, it is evident that there is an overlap of the standard error bars for the three employment position subgroups. Since there is an overlap, it was again apparent that Hypothesis 3 was supported. Therefore the hypothesis could not be rejected since there is no significant relationship between the dependent variable of professional attitudes with that of the fixed factor of employment.

Figure 15: Mean Values and Standard Error Scores according to Employment



6.8.2 Relationship between Demographic Information and Behaviour

The second part involved investigating the relationship between the behaviour of library staff in Fiji towards freedom of access to information with that of employment position and citizenship status. The fixed factors of citizenship (Fiji or non-Fiji citizens) will be reviewed prior to that for employment position (professional, para-professional and others).

In Hypothesis 3, the predicted nature of the relationship was presented as a null hypothesis to specify that there is no significant relationship in the sample. Before testing the null hypothesis, an equality of error variances test was again carried out to ensure that the dependent variable was equal across all groups. In this particular case, the dependent variable of behaviour should ideally be error consistent among the citizenship and employment groupings.

In comparing the variances, a value greater than the predetermined confidence level should be achieved in order to render nil error variances across the two groups. With the confidence level set at 0.05 for the 2-tailed test, the resultant significance was .728. With this value being greater than 0.05, the error variances of the dependent variable – behaviour – was therefore found to be equal across the two groups, namely citizenship status and employment position.

Similar to the previous part which explored attitudes in relation to the two fixed factors, the next step was to compare the mean scores for these fixed factors to ascertain whether a relationship with behaviour did in fact exist. As such, the calculated p-value for citizenship was .991 and that for employment was .601. Had the null hypothesis been rejected, these p-values would have been less than the confidence level which was set at 0.05. As such, Hypothesis 3, particularly the part that deals with behaviour, cannot be rejected.

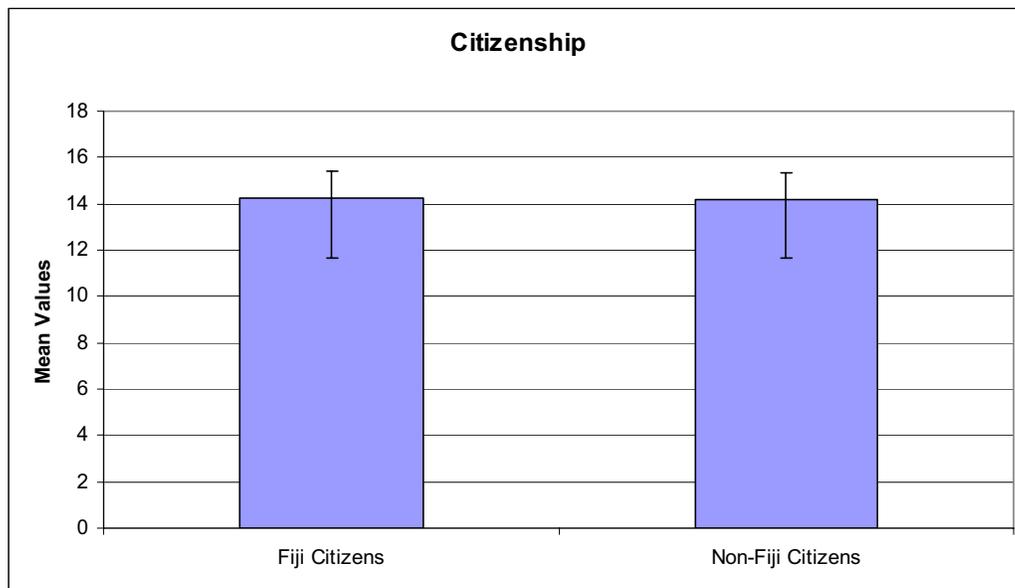
Further information was derived from the computations arising from the use of SPSS software. The following table documents the mean and standard error according to citizenship for the dependent variable of behaviour.

Table 12: Mean, Standard Error and Confidence Interval when considering Citizenship with Behaviour

Citizenship	Mean	Standard Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Fiji	14.240	1.162	11.900	16.581
Non-Fiji	14.204	2.558	9.052	19.357

There is little difference between the mean scores for Fiji and non-Fiji citizens. Hence it can be interpreted that both groups of citizens have similar tendencies towards the principle of free access to information when their behaviour is studied through the use of a hypothetical situation. As highlighted previously, the standard error is greater for non-Fiji citizens than for the group comprised of Fiji citizens. This is also evident in the confidence interval, whereby a wider confidence interval is observed for the non-Fiji citizens group when compared to that for Fiji citizens. This is likely due to the sample having only seven respondents that distinguished themselves as non-Fiji citizens, while a much larger number were Fiji citizens.

Figure 16: Mean Values and Standard Error Scores according to Citizenship



The above figure graphically illustrates the information presented in Table 12. A similar response can be obtained by studying the graph: there is no significant relationship between citizenship and behaviour amongst library staff in Fiji when discussing free access to information. Such a response arises because an overlap in the bars representing the standard error was encountered. Had there existed a relationship, the bars for both Fiji and non-Fiji citizens would not have overlapped.

Additionally, the mean and standard error values for the fixed factor of employment status can be established when considering the dependent variable of behaviour. As Table 13 illustrates, the mean scores for ‘others’ and professional librarians are higher than that for para-professional library staff.

Table 13: Mean, Standard Error and Confidence Interval when considering Employment with Behaviour

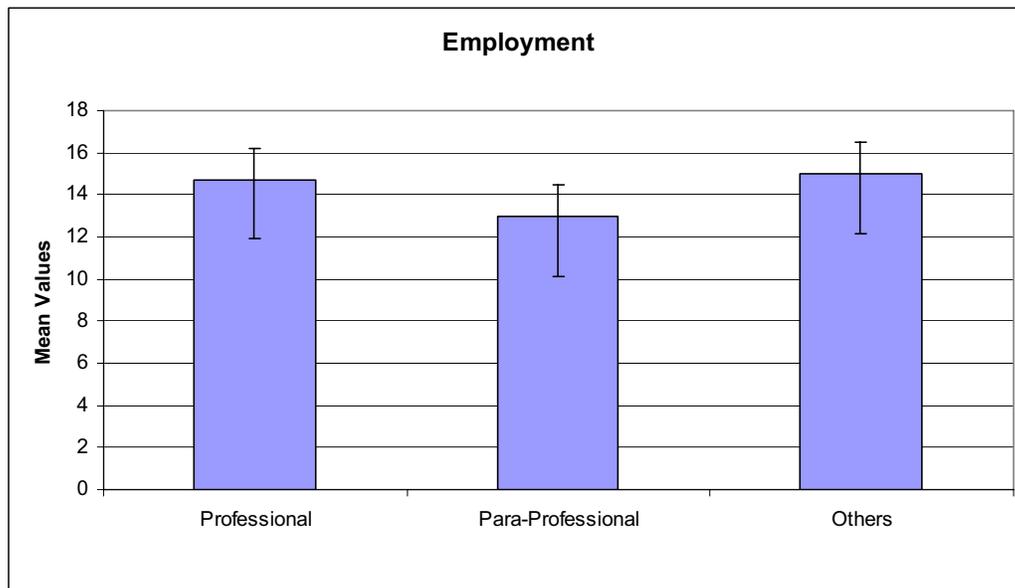
Employment	Mean	Standard Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Professional	14.732	1.502	11.708	17.757
Para-professional	12.953	1.712	9.505	16.400
Others	14.982	2.827	9.287	20.677

While a zero score was assigned to the response ‘I will not purchase the material’, a score of one was allocated to the response ‘I will purchase and place the material on restricted access to qualified users only’. Furthermore, the statement ‘I will purchase the material’, which wholly favoured freedom of access to information, was given a higher score of two. As a result, a greater likelihood towards the practice of intellectual freedom and in effect

freedom of access to information was signified by a greater total and mean score for each participant.

By interpreting the mean scores, it can be tentatively reasoned that the intended behaviour of para-professional library staff favours freedom of access to information to a lesser degree than that for the other two subcategories of library staff. In spite of this, it should also be recognised that only four respondents out of a total of 49 individuals who returned the questionnaire chose the 'others' alternative for employment status. This small number produced a greater standard error, and in effect formed a wider confidence interval.

Figure 17: Mean Values and Standard Error Scores according to Employment



With the mean and standard error according to citizenship graphically represented above, it is apparent that there is an overlap of the standard error bars for professional and para-professional library staff, including 'others'. Since there is an overlap, no significant relationship between the dependent variable of behaviour and the fixed factor of employment status exists.

Using ANOVA technique, Hypothesis 3 cannot be rejected as no significant relationship exists between professional attitudes and citizenship, and professional attitudes and employment. Likewise, there is no significant relationship between behaviour and citizenship, although it can be tentatively reasoned that the intended behaviour of para-professional library staff is less favourable to freedom of access to information than those exhibited by professional library staff and those grouped as *others*.

6.9 Data Analysis and Interpretation for

Objective 5

Objective 5: To make initial comparison of results from this study with that of other similar research in developed countries

6.9.1 Attitudes

In Cole's findings, few of her respondents believed unequivocally that stock management should be conducted according to a philosophy of intellectual freedom. While 40 of her respondents (53%) answered in the affirmative, only two of the 24 librarians that comprised her respondents maintained this opinion consistently throughout the interview (Cole, 2000, p. 41). Similarly,

a minority of respondents to the Fiji survey supported an equivalent, albeit differently worded, statement when it was put forward in Question Number 1 of the first section.

Contrarily, when asked in Question 2 of Section A about the inclusion of a diverse and varied collection of library materials, 44 Fiji participants (90%) favoured their inclusion. Only four participants (8%) selected 'disagree' with no participants showing strong disagreement. However, all respondents in Moody's (2004) investigation agreed to an exact statement.

The principle of freedom of access to information, as presented in Section A's Question Number 3, received remarkable acceptance in the Fiji research: 67% (33) 'strongly agree' and 27% (13) 'agree'. Although the figures are still considered good, when asked to relate the principle to content balance and diversity of viewpoints and information sources, fewer respondents chose 'strongly agree'. Instead a larger number selected the 'agree' alternative.

In the case of Australia, awareness of the Australian Library and Information Association's (ALIA) statement on freedom of access to information was quite common in Moody's research. With 52% (13) of her respondents being ALIA members, 40% (10) of her respondents claimed familiarity with the statement, and an additional 36% (9) stated that they were 'somewhat' familiar with it (Moody, 2004, p. 175). Additionally, data obtained by Busha (1972) showed promising results: 99% (618) of his participants accepted a similarly worded statement to that that was used in the Fiji study.

Based on surveys conducted by Immroth (1986), pressures from the community to select or reject certain titles or subjects proved influential in a library's selection process. Forty-seven percent (35) of her participants said that they would purchase a title since it appeared on recommended lists. Some of her participants chose to further qualify their responses by answering that they would do so if the titles were acceptable to the community.

On a similar issue, 38 respondents (78%) in this research favoured freedom of access to information by maintaining that the use of personal values as the chief standard for material selection would conflict with public interests. Additionally, respondents were generally divided on whether demand from users should be the major criterion for material selection: 26 (52%) generally agreed while 21 (41%) were not in favour.

Results obtained from this research can be compared with that from Busha's (1972) studies, particularly Question Number 6 which sought to find out whether non-offensive literary works should be chosen instead of materials dealing with societal ills. In both studies - 89% (555) in Busha's and 92% (45) in the Fiji study - the majority of respondents rejected such statements.

Question 7 of Section A examined materials of debatable content, particularly those which people would find offensive. The majority of studies on the topic of library censorship have not directly addressed the appropriateness of including materials which people may find offensive. Nonetheless, Curry's (1997) research is the exception. Furthermore, concern

about the issue appears in the professional literature and increasingly in the general media.

Eighty-one percent (40) of respondents in the Fiji study favour the inclusion of material which is lawful but which people may find distasteful. Materials such as graphic images in medical, war or horror works were used to elaborate on the statement.

Very similar trends to the results obtained for this question in the Fiji study were also observed in Curry's (1997) research. In both studies, the majority of respondents 'agree' that it is fitting to include offensive material, with a lesser number choosing 'strongly agree'. An even lesser number picked 'disagree', with only a minute number choosing 'undecided' or 'neutral'. In both studies there were no respondents that chose 'strongly disagree'.

Studies on public librarians led McDonald (1993; cited in Maminski, 2001) to report that her respondents were not well socialised into professional principles of intellectual freedom and did not apply them consistently. In her study, attitudes towards intellectual freedom and censorship were significantly related to education, whereby it was the single most important variable in explaining differences in mean scores.

The study on library staff in Fiji did not directly probe educational preparation since it was envisaged that to categorise respondents and their answers according to various levels of educational attainment would not prove very useful. To illustrate this point further, categorising respondents

who have attained certificate level from diploma level in LIS would not prove helpful since these two levels of education are not immensely dissimilar.

Instead, comparisons were made between employment positions. In an earlier section, definition of the term 'library staff' distinguished professional from para-professional library staff. Consequently the mean scores obtained for the para-professional group was less than that for professionals, signifying that professional librarians by and large possess attitudes that are more favourable towards freedom of access to information.

6.9.2 Behaviour

England (1974) addressed the suitability of including popular materials of little literary merit when she asked Canadian librarians whether "libraries should provide as a drawing card ..., popular books of little merit which receive wide publicity". Seventy-seven percent agreed and only 3% strongly agreed. In Curry's (1997) research, the measurement of agreement was significantly greater when subjects were presented with an almost identical statement. Of the 60 respondents, 58 supported the statement.

While these two studies centred on Canadian librarians, a similar statement was used in the hypothetical situation for library staff in Fiji to contemplate. The Canadian studies used five fixed alternative responses, while the Fiji research used only three. Just over two-thirds of Fiji respondents favoured freedom of access to information by deciding to purchase the item of limited literary merit.

The creationist text known to contain deliberate inaccuracies was rejected by 71% (35) of Fiji respondents, while 44% (11) of Moody's (2004) respondents did the same. Moody's participants commented that to accept such a statement showed irresponsibility to knowingly include materials with incorrect information. She also discovered that the application of this criterion – issue of accuracy – was inconsistently applied to other statements in her research.

Nine librarians (38%) in Cole's (2000) research believed that they should not stock materials that cause offence or upset to others, while six (25%) commented that libraries should not stock materials that might encourage the hatred of one person or group of people towards another, or that might provoke acts of violence. Nonetheless, only three (13%) librarians believed that materials that might encourage irresponsible, antisocial or illegal actions should not be stocked.

Analogous ideas, though more explicit in detail, to those explored by Cole (2000) were also investigated in this research. Hence, general comparisons can be made. Under a third of the respondents in this study chose not to stock materials that were critical of religion. Instead over 50% commented that they would purchase the material and keep it on open access. Furthermore, 47% (23) decided not to purchase materials detailing how to destabilise a national economy. An equivalent percentage also chose not to purchase materials specifying the illegal harvesting methods of marine resources.

In all six British library authorities – boroughs, counties and metropolitan – that Cole (2000) investigated, there were no instances whereby librarians did not restrict access to materials that they believed might stimulate negative or unfavourable actions or attitudes. Likewise, in all the questions presented in Section B, there were no instances where there were nil respondents who chose to purchase materials and place them on restricted access. The most significant figures obtained for this fixed alternative response was observed in Question Numbers 2, 4, 10 and 11, which investigated themes concerning early colonial settlers, economic stability, witchcraft and marine resources.

In analysing the results collectively for Section B, there were no instances whereby library staff from Fiji chose to ignore the fixed alternative 'I will not purchase the item' when regarding acquisition actions to be taken on the 12 listed library materials. While only 24% (6) of Moody's (2004) subjects rejected a particular item to avoid generating controversy within their community, her data showed that 83% (21) rejected at least one controversial item in her list of library materials.

6.9.3 Cultural Values

In this study, 79% (39) of library staff in Fiji approved that local community values should be reflected on when selecting library materials. No respondents possessed strong disagreement to the same statement. In comparison, Cole (2000) noted that only 42% (32) of her respondents agreed with the same statement.

Differences in results are also observed when participants were asked whether library staff have a professional responsibility to uphold community values when selecting library materials. While respondents were generally divided in Curry's (1997) research, 79% (39) of Fiji participants accepted this statement, as opposed to 14% (7) that chose 'disagree'. There were no participants that possessed extreme disagreement to this statement.

Research by England (1974) investigated the appropriateness of a library collection to include materials describing and/or advocating the growing, processing or use of narcotic or hallucinating drugs. Her findings revealed that Canadian librarians were more likely to censor this than any other type of material.

Less than 20 years later, British and Canadian library directors were asked a similar question in Curry's interview. The British were divided almost evenly while the majority of Canadians believed such material to be appropriate for a library collection (Curry, 1997, p. 96). Those respondents who thought that such material was appropriate acknowledged the library's principal responsibility of providing information. In contrast, protecting individuals from harm, maintaining the social fabric, and keeping the library out of trouble with the community and the law were reasons for disagreement. Those in agreement valued information dissemination for its own sake, rather than the consequences, since to do so would have made it impossible to support freedom of access to information as a principle.

While interviews were not conducted and so reasons cannot be ascertained for why respondents favoured one response over others, the survey results for library staff in Fiji show a general division between agreement and disagreement to a statement similar to that which was employed by England (1974) and Curry (1997). In the case of Fiji, 51% (25) generally agreed to the inappropriateness of including information about drug manufacture, while 37% (18) generally disagreed. The majority of respondents chose 'agree' or 'disagree', with a much smaller number choosing the extreme alternatives. While no respondents chose the 'undecided' option in Curry's study, six (12%) of the Fiji respondents were undecided about the statement.

Furthermore, in Curry's (1997) research, most library directors considered it appropriate for library collections to include materials which portrayed women in stereotyped roles. This was similarly encountered when surveying library staff in Fiji. Twenty seven (55%) respondents thought it was appropriate to include such library material, with an additional participant strongly supporting this notion.

The most frequent reason provided by both the Canadian and British directors in Curry's (1997) interviews to the statement concerning gender stereotypes was that a library should have materials that reflect existing societal values. Borrowing from this reason, it is a known fact that people in Fiji do follow gender-specified roles to an extent – men are considered head of the household and are the breadwinners in their families, with many women opting as stay-at-home mothers.

Even so, 12 Canadian directors and only one British felt that stereotypical material concerning women were appropriate for library collections because it could be used as an effective way of learning about gender stereotypes and as a powerful tool against future stereotypical actions. In effect, despite its negative connotations, such material can effectively be employed to 'break' the traditional image of a male-driven society.

In the case of Moody's (2004) research, 96% (24) of her participants agreed to the statement that within the confines of legality, restriction on access to information should be opposed by libraries. Concerning this research, a total of 78% (38) of Fiji respondents consented to an identical statement.

Encouraging was the finding that 84% (41) of Fiji respondents demonstrated consensus that "library staff should be active in challenging attempts by government to pass laws which restrict access to information and ideas". Considerable agreement to an identical statement also resulted from Moody's (92%) and Busha's (89%) research.

With regards to investigating cultural values, in particular legislation, 55% (27) selected 'strongly agree' and 45% (22) chose 'agree' when asked whether the right to free access to information is fundamental to a democratic society. Such results proved slightly more positive to those obtained by Busha (1972). While 48% (300) and 46% (287) chose 'strongly agree' and 'agree' respectively to his statement, 'suppression of ideas is fatal to a democratic society', 4% (25) were 'undecided' with a mere 2% (12) choosing 'disagree'.

6.10 Testing of Hypothesis 4

Hypothesis 4:	There are no observed similarities between developed and less developed countries when considering freedom of access to information
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The practice of freedom of access to information - through material selection and management - in accordance with the principles embodying intellectual freedom is limited in nature. Such observations were noted in the Fiji research as well as those from developed countries, particularly that of Cole's (2000). Differences were seen in the strength of agreement when the notion of free access to information was put forward and when it was operationalised.

As such, most respondents in Cole's (2000) study did not believe that stock management should be carried out according to the principle of intellectual freedom. Instead they believed that factors such as the consideration of local community values as well as the potential effects of the content of such material should be given greater attention.

Contrary to the concerns raised in mass media and library literature about the indifference and lack of commitment of librarians in less developed countries towards freedom of access to information, results from this study prove otherwise. In fact library staff in Fiji are aware of such principles and there are instances where respondents showed remarkable acceptance and awareness of these principles. The most notable of these was seen in Question Number 3 of Section A, whereby 94% (46) approved of equal access to information.

Although results concerning the appreciation and recognition of the principle of free access to information may be positive in the case of Fiji, its application was not applied consistently. When statements were worded differently – by slanting the statements either negatively or positively – while still exploring the same concepts, there were instances where deviations in results was observed.

Similarly, such discrepancies were noted by McDonald (1993; cited in Maminski, 2001) in her studies. She also observed major inconsistencies in what her respondents believed and how they applied these beliefs. Most of her respondents were neither strongly in agreement with intellectual freedom principles, nor strongly in disagreement with restrictive practices.

Based on surveys conducted in developed countries by Curry (1997), England (1974), Immroth (1986) and Moody (2004), pressures from the community to select or reject certain library materials were considered in a library's selection process. In the case of Fiji, respondents were generally divided on whether demand from users proved conditional when it came to material selection. In their attitudes towards offensive literary works, an overwhelming number of respondents from both developed countries and Fiji, a less developed country, agreed that it was acceptable to include such works.

In analysing the behaviour of library staff in Fiji, restrictions to freedom of access to information were encountered in the responses to all the situations that were presented in Section B of the survey questionnaire. Had library staff consistently applied their attitudinal beliefs of free access to information and adopted the principle in practice, respondents would not

have chosen the fixed alternative response 'I will not purchase the material'. However, half of the 12 questions received a majority of responses that rejected free access to information. Such responses included an outright refusal to purchase and even when purchased, restricted access would be imposed on the library item.

In the same way, more than three-quarters of subjects in Moody's (2004) study also rejected at least an item in her list of library materials.

Furthermore, the Fiji study supports findings from studies conducted by Busha (1972), Immroth (1986) and McDonald (1993; cited in Maminski, 2001) in that there is a discrepancy between the attitudes of library staff towards freedom of access to information and their resultant behaviour. Research by Curry (1997), England (1974) and Moody (2004) have only briefly highlighted the impact of existing cultural values when considering the attitudes and behaviour of librarians towards free access of information. The third section of this research particularly focused on cultural values existing in Fiji in an attempt to gauge whether it proved influential towards attitudes and behaviour.

Among the most revealing results of this research was the degree of optimism concerning consideration of local community values when selecting library materials. Also encouraging were the findings regarding the professional responsibility of library staff in maintaining widely accepted cultural values and standards during the acquisition process. The strength of agreement for the impact of cultural values in the Fiji research surpasses related research findings from developed countries. Furthermore, the belief in the importance of liberated access to information in a free society was

slightly higher in the less developed country of Fiji in contrast to that of librarians from developed countries.

7.0 Conclusion

7.1 Purpose of the Study

In addressing an apparent absence of research concerning freedom of access to information in less developed countries, the primary purpose of this study was to investigate the correlational effects of cultural values on the professional attitudes and resultant behaviour of library staff in Fiji. In relation to this purpose, the study was also designed to permit exploration of respondent factors - employment position and citizenship status - and allow initial comparison of results with those of similar foci conducted in developed countries.

Because the principle of freedom of access to information is inextricably linked to the library and information profession, members of the Fiji Library Association (FLA) were selected as research participants. This self-selected group of library staff was considered a limited sample. Consequently, the responses were regarded as a best-case scenario, the cutting edge, of the current situation in Fiji. The reader is reminded that the results of this research have not been generalised to any library staff other than those included in the selected population. As such, the research should be interpreted as preliminary in nature and associated issues arising from the results should undergo more testing in subsequent research projects.

7.2 Study Procedure

By means of survey research, the study sought to quantify the effect of cultural values existing in Fiji on library staff's professional attitudes and their resultant behaviour. The sample size was approximately 86% of the population size. Mailed questionnaires with fixed alternative responses were used to collect the required data. Approximately 57% (49) of the survey instruments were returned and deemed usable. That number represented approximately 49% of the total population of library staff in Fiji.

The questionnaire was divided into three main sections, with each section in turn focussing on professional attitudes, behaviour and cultural values.

Survey responses were coded, tabulated and scored. Percentages of answers according to each fixed response were then calculated. Resultant data from the three sections were then subjected to correlational tests using a combination of Excel and SPSS software.

Five objectives were devised from the study's primary purpose. Accordingly, four hypotheses were put forward, with the first three tested at the .05 level of confidence. In these tests attitudes, behaviour and cultural values scores were analysed. The final hypothesis tested whether there were any observed similarities between developed countries and less developed countries when considering freedom of access to information.

7.3 Reliability of Results

Ideas concerning the choice of wording for statements and the numerical weights for the fixed-alternative responses arose from the findings of the literature review. Additionally, advice and recommendations were sought from library educators and professionals, and a statistics consultant. The questionnaire was pre-tested on three library staff working in an academic institution and modifications to the instrument were implemented.

Nonetheless, the final questionnaire and the accompanying scoring procedure was constructed specifically for the present research, and this factor should be taken into account when considering its reliability and validity as a research device.

The Cronbach alpha coefficient, utilised as a reliability test, for the assessment on attitude was .5661. Since a perfect reliability coefficient is the value of one, .5661 indicates a moderate degree of internal consistency among the statements. The reliability coefficient for the cultural values test was the highest calculated for the three tests used in the research. It was .1981 points higher than the coefficient of reliability for the attitude test, and .0133 points higher than the coefficient computed for the behaviour test. Hence, the behaviour and cultural values tests possessed relatively high measures of internal consistency.

Overall, the reliability tests showed that the survey instrument can be deemed relatively reliable and the measures it provided were accepted as valid when trying to gain a better understanding of the association between attitudes, behaviour and cultural values. It should be noted that the reliability coefficient could have been improved by eliminating certain

statements in the questionnaire. However this option was not pursued since the questionnaire statements were already limited in number.

7.4 The Research Results

The study found that a weak relationship existed between the professional attitudes of library staff in Fiji towards freedom of access to information with that of their resultant behaviour, and hence Hypothesis 1 was rejected. The coefficient of correlation was determined to be a positive .318. Thus the two dependent variables changed together generally in approximate magnitude and in the same direction. In other words, the degree to which respondents accepted the principle of free access to information as demonstrated in the attitude test was approximated by the degree to which they operationalised these principles in the behaviour test.

Results from this research indicate that while respondents had favourable views towards freedom of access to information, instances of suppression of this principle was encountered in all the statements that were presented in the second section of the questionnaire which tested behavioural tendencies. Such a speculation is supported by the trend already noted by previous research conducted in several developed countries in that professional attitudes concerning free access to information are not always indicative of behaviour that deals with the same issue. Although it was weak in nature, the Pearson's correlation was positive thereby indicating that there is some relation between the variables. Nonetheless there is a lack of overwhelming indication that behaviour is always in line with attitudes.

Hypothesis 2, which stated that there is no significant relationship between the attitudes and the behaviour of library staff towards freedom of access to information on the one hand, and cultural values on the other hand, in Fiji, was tentatively rejected. That this was so at the .05 level of confidence was because a mild relationship was computed for attitudes while a higher and more significant relationship was observed when behaviour was considered. Attitudes of library staff are only mildly influenced by cultural values, while the behaviour of these staff are moderately influenced by cultural values existing in Fiji society.

Hence the first two hypotheses were rejected though this was not the case for Hypothesis 3. Results from this project indicate that no relationship exists between the following:

- the dependent variable of professional attitudes in relation to the fixed factors of (1) citizenship status, and (2) employment position;
- the dependent variable of behaviour in relation to the fixed factors of (1) citizenship status, and (2) employment position.

While no significant correlations exist, with regards to professional attitudes, non-Fiji citizens possess a greater tendency towards supporting freedom of access to information than their Fiji counterparts. Tendency inferences for the various employment positions could not be rendered from the study since differences in data were not large enough to permit such suggestions.

Evidence collected in the study also indicates that both groups of citizens possessed similar behavioural tendencies towards the activities encompassing freedom of access to information. However, para-professional library staff were observed to have a reduced level of behavioural tendency towards free access to information in comparison to the other employment categories. The reader is reminded that when analysing these results, it is important to take into consideration the effect that the limited number of respondents who were non-Fiji citizens and those that chose 'others' for employment position may have on the final results.

The most significant results of this study, in the opinion of the investigator, is that the data indicate a majority of library staff in Fiji consider existing cultural values and standards in their society when thinking about freedom of access to information. The evidence collected also signifies an overwhelming degree of acceptance and approval for selecting library materials in accordance with local community values and legislation.

The fact that the Fiji findings surpass similar research findings about the effect of cultural values on attitudes and behaviour from developed countries suggests that while the overarching goals of libraries towards freedom of access to information may be all encompassing, the variances in interpretation, acceptance and emphasis as well as the degree to which it will be operationalised will be distinct in different countries. That this is the case is most probably due to the fact that libraries and librarians both reflect and reveal the culture and society they serve.

7.5 Implications of the Research

As in any human endeavour to uphold professional principles, there is room for improvement. It is recommended that a greater understanding of the principles of intellectual freedom and freedom of access to information, as well as their practical implications, is required within the library professional in Fiji.

It seems that there are positive and favourable signs that the message is getting through to the library staff in Fiji about these principles. Yet these library staff need to be better informed about the responsibilities associated with the principles. While it is good to have knowledge about these principles, there needs to be awareness in how everyday decisions, thoughts and actions of library staff impact on the expression of such principles. This does not necessary mean that a library and its staff should blindly and strictly follow the philosophies of intellectual freedom and freedom of access to information, since it is only natural that a library's collection reveal the culture and values of its clientele and how that clientele shapes its library's collection.

As such, professional library associations such as the Fiji Library Association have a fundamental role to play in assisting library staff to obtain understanding and skills in this area. The effect of cultural values on the disparity between professional attitudes and behaviour of library staff revealed in this study confirm that the philosophy of intellectual freedom is not a simple matter of right versus wrong. Therefore much thought, education and advocacy is essential. Activities such as conferences, workshops and educational programs that facilitate such reflection and

discussion would prove useful for library staff in gaining greater understanding of the principles associated with their profession.

7.6 Recommendations for Future Research

Since this study deliberately utilised a purposive sample which could be considered as a best-case group, the results cannot be generalised to library staff not included in the population selected. As such, an all inclusive sample of professional as well as para-professional librarians in all types of libraries in Fiji would be needed to ensure that findings are representative and generalisable of the entire population.

Furthermore, as noted earlier, the number of library staff in Fiji is limited in size and hence significant results and accompanying interpretations could not always be established with confidence. The number of respondents who were non-Fiji citizens and those FLA members who were neither professional nor para-professional library staff was minimum and therefore results from these figures proved inconclusive.

Perhaps an even larger sample across numerous less developed countries, such as other countries in the South Pacific in addition to Fiji, may provide more illuminating results regarding the correlational effect of cultural values on professional attitudes and resultant behaviour of library staff towards freedom of access to information. Such a project is recommended as a future study. Consequently, results from this study could then be subjected to more rigorous testing in subsequent studies in order to determine whether the results are indicative of the broader picture.

AS highlighted in Section 6.5.2, this study probed certain specific issues while others were omitted. Since this study represented a preliminary exploration of the situation in Fiji, improvements are suggested for the following aspects:

1. Participant-related Variables – variables in addition to those explored in the research (employment position and citizenship status) should be investigated, such as age, gender, ethnicity or religious affiliation;
2. Research Methodology – an alternative research methodology may be necessary to allow respondents to validate their answers and thus provide more insightful information. Interviews or questionnaires allowing respondents to write comments to explain or qualify their answers may prove useful;
3. Systematic Features – the notion of cultural values was the only causal factor that was investigated in this research since it was deemed the most relevant. It is recommended that other systematic features such as economic, education, welfare, political or technological attributes should also be studied in order to gain a better and more comprehensive understanding of the issues at hand.

7.7 In Conclusion

This concluding section has summarised the findings of the present study by indicating the impact of cultural values on the relationship between professional attitudes and resultant behaviour of library staff in Fiji towards the principle of freedom of access to information.

Results from the Fiji study highlight the findings of those conducted in developed countries in that there is a discrepancy between the attitudes of many library staff towards freedom of access to information as a professional concept and their behaviour towards this philosophy as an activity. In theory, it is expected that library staff generally support intellectual freedom and freedom of access to information in particular. While this study revealed that there is unanimous agreement of the statements concerning these principles, operationalising them necessarily involves a consideration of existing community values and standards.

Word Count: 20,858 words excluding tables, figures, appendices and bibliography

Appendices

Appendix A: Letter of Information

A Study of the Attitudes and Behaviour of Library Staff in Fiji towards Freedom of Access to Information

21st November 2005

I would like to invite you to participate in research that I am conducting as part of my Master of Library and Information Studies programme at Victoria University of Wellington.

The aim of this survey is to determine the attitudes and behaviour of library staff in Fiji towards freedom of access to information. It is hoped that the responses will indicate the effect that cultural values and legislation within the Fiji context have on these issues, and your opinions will be of considerable value.

Please complete the enclosed simple questionnaire, which requests opinions only and does not ask for the recall of facts. This should take less than ten minutes of your time to complete. Questions included in this survey cover a number of issues, and your frank opinion about each of these is the best answer. There are no right or wrong answers.

As this project is subject to assignment deadlines stipulated by Victoria University of Wellington, responses received no later than 12th December 2005 would be much appreciated. This will also ensure that you go into the draw to win one of two \$15.00 stationery vouchers to be spent at the University of the South Pacific Bookshop.

This research is strictly anonymous. Each questionnaire is numerically coded, and these codes will be removed from returned questionnaires for the sole purpose of conducting the stationery voucher draws. While the draws will be conducted by the Research Assistant, Asenaca Raikadroka, a complete listing of participants' names corresponding to the codes will only be accessible to the Researcher. Completed questionnaires received by the Researcher will not be accompanied by the codes, and therefore it will not be possible for you to be identified personally.

After completion of the research, a summary report of the research findings will be published in a future FLA newsletter. The results of the study will be published in a thesis report, and possibly in academic and professional publications.

Please record your responses and return the completed questionnaire in the provided, self-addressed and stamped envelope as soon as possible but no later than 12th December 2005.

If you have any questions, please feel free to contact me or my Supervisor, Dr. Dan Dorner. Our contact details are provided below.

Gwen Noeline Mar
Student
Victoria University of Wellington
margwen@student.vuw.ac.nz

Doctor Dan Dorner
Supervisor
Victoria University of Wellington
dandorner@vuw.ac.nz

Thank you very much for your help in this study. I look forward to receiving your completed questionnaire.

Sincerely

Gwen Noeline Mar

Appendix B: Survey Instrument

Section A: *This section asks for your professional opinion.*

Directions: *Please read each statement carefully before ticking ONLY ONE answer which corresponds to the response that best expresses your opinion.*

Please be sure to answer ALL questions.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. No matter how much library staff talk about intellectual freedom and free access to information, there are just some controversial library materials that should not be kept for circulation. | <input type="radio"/> |
| 2. Libraries should provide their users with access to information from a variety of sources which present different points of view and reflect the diversity of society. This information includes materials which are unusual and unpopular with the majority. | <input type="radio"/> |
| 3. The rights of an individual to the use of a library should not be denied because of age, gender, race, religion, nationality or social or political views. | <input type="radio"/> |
| 4. It would conflict with the public interest for library staff to establish their own personal values as the chief standard for determining what materials should be included in the library's collection. | <input type="radio"/> |
| 5. High demand should be the library staff's primary criterion for determining what materials should be included in the library's collection. | <input type="radio"/> |
| 6. Library staff should avoid purchasing materials dealing with social, psychological and sexual problems, and concentrate more on building collections of non-offensive literary works. | <input type="radio"/> |
| 7. It is appropriate for a library collection to include material which is acceptable under the law but which people may find offensive, for example, graphic pictures in medical, war or horror works. | <input type="radio"/> |
| 8. People should have the right to be protected from material which they personally consider to be offensive. | <input type="radio"/> |

Section B: This section poses a hypothetical situation for you to consider.

Directions: You are the Acquisitions Librarian of a public library in your community. There are no budgetary or space limitations and no rules or regulations about the types of materials to include in your library's collection.

Please read each statement carefully before ticking ONLY ONE answer which indicates how you would handle each of the following items.

Please be sure to answer ALL questions.

	I will purchase the material	I will purchase & place the material on restricted access to qualified users only	I will not purchase the material
1. Popular materials of little literary merit which receive wide publicity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A video which depicts early colonial settlers to Fiji in a stereotypical manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A book about the creation of life which is known to contain inaccurate scientific quotes to support its argument.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. A 'how-to' guide on destabilising a national economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. A report by a respected Fiji academic, criticising the current legislation on land ownership and tenure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. A journal about alternative forms of medicine, such as yoga, tai-chi, acupuncture, or aromatherapy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. A novel which contains graphic descriptions of disciplinary measures on children using physical punishment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. A non-fiction book which is critical of Christianity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. A non-fiction book which is critical of Islamic fundamentalism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. A 'how-to' manual about the practice of traditional methods of witchcraft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. A magazine about the production and use of traditional poisons for mass harvesting of marine resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. A magazine, aimed at teenagers, providing assistance and advice to homosexual people in 'coming out'.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C: This section is divided into two parts. The first part seeks to find out your awareness and acceptance of cultural values while the second part concerns legislation, present in Fiji.

Directions: Please read each statement carefully before ticking **ONLY ONE** answer which corresponds to the response that best expresses your opinion.
Please be sure to answer **ALL** questions.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
-----------------------	--------------	------------------	-----------------	--------------------------

Part I: Cultural Values

- 1. Local community values should be taken into account when selecting materials for libraries. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 2. When choosing library materials, library staff have a professional responsibility to uphold accepted values and standards existing in their community. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 3. It is inappropriate that a library collection includes materials which portray women in stereotyped roles. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 4. It is inappropriate that a library collection includes materials on the growing or manufacture of narcotic or hallucinating drugs. Strongly Agree Agree Undecided Disagree Strongly Disagree

Part II: Legislation

- 1. Libraries should resist attempts by individuals or groups to restrict access to information and ideas, whilst observing the legal requirements of government. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 2. Library staff should be active in challenging attempts by government to pass laws which restrict access to information and ideas. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 3. The right to freely access information is fundamental to a democratic society. Strongly Agree Agree Undecided Disagree Strongly Disagree
- 4. As an institution for democratic living, libraries should cater to public interest issues without suppressing minority beliefs and ideas. Strongly Agree Agree Undecided Disagree Strongly Disagree

Section D: Demographics

Directions: Please tick the answer that applies to you

- Citizenship: Fiji
 Other (please specify)

- Please indicate your employment position: Professional Librarian
 Paraprofessional Librarian
 Other

*A professional librarian possesses a bachelor's or advanced degree in Library and Information Studies
A para-professional librarian has completed a certificate or diploma in Library and Information Studies*

Code #: 01

Thank You for Your Time

Appendix C: Reminder Letter

A Study of the Attitudes and Behaviour of Library Staff in Fiji towards Freedom of Access to Information

19^h December 2005

Dear Fiji Library Association Member,

I am concluding the data collection phase of my study on the opinions of library staff in Fiji towards freedom of access to information, and I have yet to receive a completed questionnaire from you and am eagerly awaiting its return. However, if you have already returned your completed questionnaire, please ignore this reminder.

I believe your response will be extremely valuable to my study about the effect of cultural values and legislation on the attitudes and behaviour of library staff, within the Fiji context, towards the principle of free access to information.

Perhaps you are very busy during this festive and end of year period. If this is the case, I ask you to please take about ten minutes of your time from your already busy schedule to help me out.

I have enclosed copies of the information sheet and questionnaire, for your convenience, and urge you to complete and return it immediately in the provided self-addressed and stamped envelope.

Thank you for your valuable time and cooperation. I look forward to receiving your promptly completed questionnaire.

Sincerely

Gwen Noeline Mar

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