

The Significance of Nonverbal Communication in the Operation of Libraries

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I. Introduction

The importance of nonverbal communication has only recently become a subject for serious study. The social psychologist and sociologist have turned to a new level of communication analysis. For the librarian, the most complex level of communicative interaction taken place during the process of reference question. It is complex because "one person tries to describe to another what he does not know."⁽¹⁾

The second quarter of the twentieth century has been a new concern for interpersonal communication based on the work being carried in a variety of disciplines: psychology, sociology, anthropology, psychiatry, linguistics and to some extent, counseling and

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(1) Robert S. Taylor. "Question-Negotiation and Information Seeking in Libraries," *College & Research Library* 29: May 1968, p.180.

education. The research contributed to increase understanding of person-to-person encounter and group interaction. The application of these insights has been applied to both business and professions such as nursing and teaching. However, it is only recently that serious effort has been made to relate interpersonal communication to aspects of library service.

Communication scientist John R. Pierce has stated:

“Animals live without knowing how they live, and they communicate without knowing how they communicate. By and large, so do we. Unlike animals, however, we speculate about how we live and how we communicate.”⁽²⁾

Thus all living things around us demonstrates communication in one way or the other. And “in human terms we suggest that death is denoted by the absence of communication. And that to live is to communicate.”⁽³⁾

In view of the obvious importance of this subject, society only exists by communication and we cannot not to communicate each other; continuous encounter and communication with other individuals will last to the end of our time.

In terms of library, communication is essential not as a basic human existence itself out also as a basic function of the diffusion of knowledge. Shera indicates communication as “a social phenomenon, and because of its importance to the structure, organization, and behavior of society, as well as to the character of the individual, it

(2) Pierce, John R. “Communication,” *Scientific American*, 227, 1972, in Giffin, Kim & Patton, Bobby R. *Fundamentals of Interpersonal Communication*. 2nd ed. New York, Harper & Row, 1976. p. 4.

(3) Giffin, Kim. & Patton, Bobby R. *Fundamentals of Interpersonal Communication*. 2nd ed. New York, Harper & Row, 1976. p. 4.

is central to the study of librarianship.”⁽⁴⁾

Peter Drucker distinguished information as a impersonal where as communication is interpersonal.⁽⁵⁾ When a consideration was given to this distinction between information, communication and librarian, there exist an important interrelations among three of these. To utilize graphic records(information), the role of librarian is a mediator and he must perform as a link-man or communicator between impersonal information in the library and users by means of communication.

McClellan stated that “the subject of the library is the people who use it,⁽⁶⁾ and Shera indicated “the proper study of the library is man—collectively as well as individually.”⁽⁷⁾ The success of library operation is measured by the user’s satisfaction. In order to understand their needs and messages, communication is inevitable, and needless to say, the librarians are must be skilled in the art of communication,

The intricate field of communication is often devided into its verbal and nonverbal aspects. The two cannot be separated with ease, nor can either part be segmented into lesser parts without damaging the whole.⁽⁸⁾

However, it is too broad to cover in this limited space and time, therefore, an attempt was made to explore the implications of nonverbal communication in the field of library profession.

(4) Shera, Jesse H. *The Foundations of Education for Librarianship*. New York, Becker & Hayes, 1972. p. 83.

(5) Drucker, Peter F. “Technological, Management, and Society.” New York, Harper & Row, 1970. p.12, in Shera, Jesse H. *The Foundations of Education Librarianship*. New York, Becker & Hayes, 1972 p. 83.

(6) McClellan, A. W. *The Reader, the Library and the Book*. Lonson, Clive Bingley, 1973. p.134.

(7) Shera, Jess H. op. cit., p.49.

(8) Boucher, Virginis. “Nonverbal Communication and the Library Reference Interview.” *Reference Quarterly*, 16: Fall, 1976. p.27.

II. Definitions and Models of Communication: Self-Awareness

1. Definition of Communication

T.R. Nilson⁽⁹⁾ classified definitions of communication into two main categories: *in one are those definitions which limit the process of communication to those in 'stimulus response' situations, in which one deliberately transmits stimuli to evoke a response. In the other category, he includes those definitions which include unintentional communication as when one person reacts to another on the detection of some visual, auditory, or any sensory cue.* Oxford English Dictionary defines communication as *"the imparting conveying or exchanging of ideas and knowledge whether by speech, writing or signs,"* whereas Columbia Encyclopedia defines it as *"the transfer of thoughts and messages as contrasted with the transportation of goods and persons. The basic forms of communication are by signs (sight) and sound (hearing)."* The common idea of these two definitions is the transfer of information.

But there is another aspect of communication which gives greater prominence to the concept of *influence* as a necessary criterion of the success of the communicative act; that is, if A communicates with B and B's behaviour is not modified in some ways, the communication has not taken place. Another specialist S.S. Stevens, using the language of the biologist, develop same ideas;

"Communication is the discriminatory response of an organism to a

(9) Nilson, T.R. "On defining communication," *Speech Teacher* 6, 1957. p.10-17, in McGarry K.J. *Communication Knowledge and the Librarian*. London, Clive Bingley, 1975. p.11.

stimulus... Communication occurs when some environmental disturbance (the stimulus) impinges on the organism and the organism does something about it. If the stimulus has been ignored by the organism, then there has been no communication... The message that gets no response is not a communication."⁽¹⁰⁾

For the sociologist, Charles Cooley,⁽¹¹⁾

"Society is the mechanism through which all human relations exist and develop—all the symbols of the mind together with the means of conveying through space and preserving them in time..."

In this definition the emphasis has been placed on the time binding function of social communication. It is believed that this is a broad concept of communication one which of demonstrable relevance for the sociology of librarianship. The most comprehensive definition of all is given by Warren Weaver and Claude Shannon in their work "The Mathematical Theory of Communication."

The word communication will be used in a very broad sense to include all the procedures whereby one mind may affect another. This involves not only written and oral speech but also music, the historical arts, the theatre, ballet, in fact all human behaviour.⁽¹²⁾

In sums up the definitions, the dictionary definitions are monologic—they emphasize the idea of transfer, especially transfer of information, from one 'person' to another. This approach is influenced by the physical sciences, particularly telecommunications theory. The definition offered by Cooley, Weaver and Shannon are dialogic—they

(10) Stevens, S.S. "Introduction: A definition of communication," *The Journal of the Acoustical Society of America*, 22 Nov. 1950. p.689, in McGarry, K.J. op. cit., p. 14.

(11) McGarry K.J. & Burrell, T.W. *Communication Studies*. Linnet Books Clive Bingley, 1973.

(12) Shannon, Claude E. & Weaver, Warren. "The Mathematical Theory of Communication," Urbana, Univ. of Illinois Press, 1949. p.3. in McGarry K.J. op. cit., 14.

see communication as the sharing of an idea or an attitude and sharing influences the behaviour of both parties. ⁽¹³⁾

2. Models of Communication

Every communication situation differs in some way from another; therefore, in order to make any general statement about the communication process, we have to isolate certain elements that all communication situation have in common and it is these components and their interrelationships that we have to consider in constructing a general model.

There are several models of the process of communications. The followings are few of models which are illustrated in common usage.

David Berlo⁽¹⁴⁾ has used the letter *S-M-C-R* as a key to the components of an act communication. *S* stands for the source of the communication, *M* represents the messages, *C* indicates the channel or channels, and *R* stands for the received. The message moves from the source through the channels until it reaches the receiver. No sooner does a receiver get a message than he become the source of another message sent back through channels to the first source. And this kind of interchange of messages back and forth between the people communicating with one another by the means of a give-and-take.

Another model has been developed by two mathematician C. E. Shannon and W. Weaver in the late 1940s which is useful in analyzing such non-human communication as that computer, electrical

(13) McGarry K.J. & Burrell, T.W. op. cit., Frame 9.

(14) Berlo, David K. "The Process of Communication." New York, Holt, Rinehard, 1960, in Bormann, Ernest & Nancy. *Effective Small Group Communication*, Minneapolis, Burgess Publishing Co., 1972. p.72.

circuiting. Their model is: ⁽¹⁵⁾

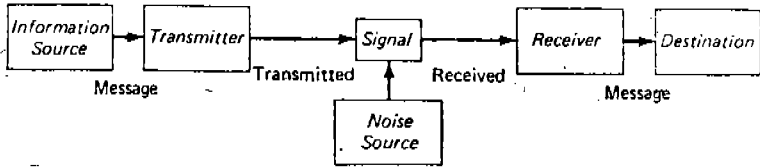


Fig.1. Shannon-Weaver Model of Communcation.

However, the Shannon-Weave model represents communication as a linear concept, that is having a beginning and an end. Norbert Wiener ⁽¹⁶⁾ pointed out that communication process should be viewed as circular rather than linear, and the importance of feedback was noted.

Harold Lasswell's famous formula of the five 'W's': ⁽¹⁷⁾ WHO is saying WHAT to WHOM through WHICH CHANNEL and with WHAT EFFECT.

WHO: Communicating orgnizations, their nature and functions.

WHAT: The nature of the content: informative, entertaining, educative

WHOM: The nature and receptivity of the audience

CHANNEL: Print media, audio-visual media, automatic data processing

EFFECT: The nature of the effect or response of the audience.

The ways in which it affects the communicator, thus moving the problem back full circle.

(15) Giffin, K. & Patton B. op. cit., p.5.

(16) Bero, op. cit., in Giffin K. & Patton B. op. cit. p.6.

(17) Lasswell, H.D. "The Structure and Function of Communications in Society," in Giffin, K. op cit., p.6.

Lasswell's variables are:

Who?	Encoder
Says what?	Message
In which Channel?	face-to-face or vice versa
To whom?	receiver
With what Effect?	feedback

These five variables have become accepted as criteria for describing and evaluating human communication. ⁽¹⁸⁾

The Shannon-Weaver model was taken the *Transmitter* to represent the "Encoder of the Message," whereas the "Receiver" became the "Decoder." The Signal became "Meaning," "Noise" was interpreted in a variety of ways ranging from simple situational disturbance to the more systematic problems of meaning embodied in semantics.

3. Self-Awareness

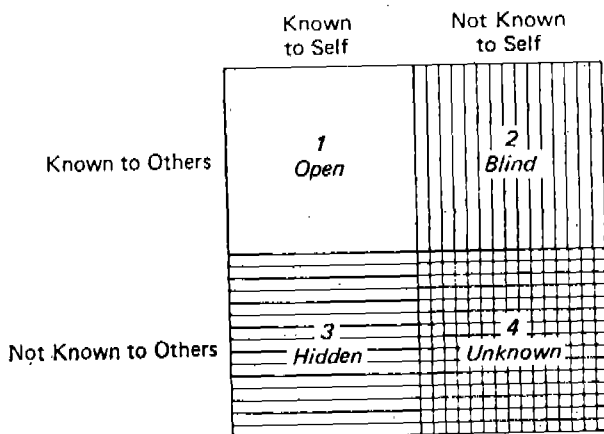
Interaction with other people is imperative because we cannot avoid people and when we are with people we cannot not communicate. ⁽¹⁹⁾ However, it is more than imperative situation when we are working in the libraries. Librarians are not only deals with records but patrons whose positions are continuously demanding to give a message or information by all means. The success of library operation lies in how well librarians establish relationships with users and how well librarians understand their needs.

One of major goal of studying interpersonal communication is to become more aware of ourselves and our potentials as communicators.

(18) Giffin, Kim. et al. op. cit., p.7.

(19) Giffin, Kim. et al. op. cit., p.50.

Joseph Luft and Harry Ingham developed a graphically demonstrated model of awareness of self. Human interaction is depicted in terms of a single individual and his or her relation to others. They labeled this model as "Johari Window"⁽²⁰⁾ after their first names. The following four quadrants of the Johari Window represent the whole person in relation to others:



- Area 1: is the behavior and motivation known to self and other
- Area 2: the blind area, represents behavior and motivation not known to self but apparent to others.
- Area 3: is behavior and motivation open to self but kept away, "hidden" from others.
- Area 4: represents the inner sphere of behaviors and motivation unknown either to self or to others.

Fig.2. The Johari Window.

The smaller the area 1. the poorer the communication, and the larger this area, the great is the individual's contact with more peoples. Therefore, interpersonal communication is the means by

(20) The Johari Window. (From Joseph Luft, Group Processes.) in Giffin, Kim, op. cit., pp. 13-14.

which expand the area 1. The simple illustration of area 2 is a mannerism in speech or gesture of which the person is unaware. Area 3 is an example of a situation when with a new acquaintance, we don't want to reveal our true selves and feeling. Area 4 illustrates the case that an individual may surprise himself/herself and others by showing abilities in bringing warring factions together although he/she was never previously thought to be a peacemaker. To make successful interpersonal communication and negotiation with users along with interaction with other staff members within the libraries, awareness of self capabilities as communicator is very important.

III. Nonverbal Communication

Language is obviously essential for human beings but it is not the whole story of human communication, because communication process includes more than verbal aspect. According to Ray Birdwhistell, "65 percent of the social meaning in a two-person communication is carried by the nonverbal band, only 35 percent by the words spoken."⁽²¹⁾

In the early 1950s, the French novelist Nathalie Sarraute⁽²²⁾ had postulated the existence of "tropisms." She felt that these movements, of which we are hardly cognizant, slip through us on the frontiers of

(21) Brown, C.T. and Paul, W.K. *Monologue to Dialogue*, N. J., Prentice-Hall, 1973, p.57 in Munoz, J.L. "The Significance of Nonverbal Communication in the Reference Interview," *Reference Quarterly* 16: Spring 1977, p.220.

(22) Sarraute, Nathalie(Russia. n.d.). French novelist. She studied literature and law and practised at the bar in Paris until 1939. Her first published work, *Tropisms* (1939), a collection of short, detailed scenes of middle-class life and behaviour, reveals her preoccupation with psychological detail. For her biological tropism, a reaction to a stimulus, describes the almost imperceptible movements concealed behind the social facade of gestures, actions and language, the authentic, constantly moving realm of instinctive reactions.

consciousness in the form of undefinable, extremely rapid sensations. The same kind of research started in the 1960s actively, and the social psychologist or sociologist have turned to new level of communication analysis, and the discovery of importance of nonverbal communication has transformed the study of human social behavior.

Nonverbal communication refers to the information conveyed by the way a person talks and acts over and above the message in his words. ⁽²³⁾ "All external stimuli consisting of spoken or written words and including logical and emotional content, sequential arrangement, and style are referred to verbal cues while all external stimuli other than spoken and written words and include facial expression, posture, characteristics of voice and appearance, any effects of the physical setting, and so forth are referred to nonverbal cues. ⁽²⁴⁾

One of major research in nonverbal communication has been in the area of body movement—sometimes called body language or kinesics. "The kinesics is articulation of the body, or movements resulting from muscular and skeletal shift. This includes all actions, physical or physiological, automatic reflexes, posture, facial expressions, gestures, and other body movement. ⁽²⁵⁾

There are several important ingredients influencing the behaviors in the process of interpersonal communication such as interpersonal perception, orientations, semantics and both physical and social environments. However, in this paper, two aspects will be discussed

(23) Bormann. *Effective Small Group Communication*. Minneapolis, Burgess Publishing Co., 1972. p.74.

(24) Sereno, Kenneth K. et al. *Trans-Per Understanding Human Communication*, Boston, Houghton Mifflin Co., 1975, p.278.

(25) Schefflen, Albert E. "Body Language and the Social Order," in Bougher, Virginia. "Nonverbal Communication and the Library Reference Interview." *Reference Quarterly*, 16: Fall 1976. p.28.

which have the most significant implications in the reference service.

1. Interpersonal Perception

When we meet a stranger we use non-verbal cues to form an impression of the kind of man he is; we observe his posture, the kind and style of the clothes he wears; his facial expression and the movements of his eyes.⁽²⁶⁾ His gestures, posture and the facial expression passes much information without the use of words. These sensory signals establish the basis for communications.

Interpersonal perception means this process of forming impressions of other and the way individuals view and evaluate each other in direct interaction by these signal and the interpretations of it. The human body is constantly in the process of movement, and in any interaction among two or more individuals, these bodily movement send messages constantly. Informing our impression of others, we observe their actions and expressive movements, we notice their voices, and we note what they say and do as they respond to us and other stimuli. From this data we make inferences about their cognitions, needs, emotions and feelings, goals, and attitudes.⁽²⁷⁾ Libraries deal with books and books are mainly collections of the verbal aspects of man in reality. Yet there are several reasons why the study of nonverbal communication is important for the librarian. At the interpersonal level, the analysis of nonverbal communication is of value in the study of librarian—users interaction. The user reacts to the librarians posture and facial expression decides whether he

(26) McGarry, K. J. *Communication Knowledge and Librarian*. London, Clive Bingley, 1975. p.89.

(27) Kim, Giffin op. cit., p.94.

might be approachable or not.

The detailed perceptual channels of nonverbal communication is as follows;

(1) Eye Contact: When people are together, visual communication is inevitable. Nonverbal communication is closely tied to the visual signals exchanged between people. Between people eye contact establishes the initial contact. Gaze is used as a signal in starting encounters and in greetings as a reinforcer, and to indicate that a point has been understood. Also looking is closely coordinated with verbal communication and plays an important role in communicating interpersonal attitudes and establishing relationships. The act of looking sends a signal that a certain amount of interest is being taken in the other person, an interest which is also accompanied by facial expressions. One of the general findings is that our desire for communication will determine whether we seek or avoid this visual contact.

(2) Facial Expression: Another part of our impression of another person is based on his facial features and expressions. Undoubtedly the most expressive part of the body is the face inasmuch as it is so mobile and so responsive to our moods and perceptions. Studies confirm that people tend to agree in attributing certain personality traits to faces. Since facial expressions are used in close combination with speech by indicating surprise, disagreement, puzzlement, or movements of the mouth and eyebrow, a speaker provides an expression of negative or positive attitudes.

Micromomentary Expression: Some facial expressions are so fleeting

that we respond to them subconsciously. These have been labeled micromomentary expression and have been studied by film or videotape run in slow motion.

(3) Head Nods: In the understanding of face-to-face interactions and the relationships that emerge from them, nods of understanding are probably the most common primary signal. In connection with speech, head nods usually act as reinforcer, and may indicate a desire to speak or may give the other person permission to continue speaking.

(4) Gestures: Gesture may be defined as movement of the hands and feet or other part of the body intended to convey definite messages, even though they may contain involuntary and unintentional information of an emotional state, such as tension or anxiety. ⁽²⁸⁾

(5) Physical Appearance: One of the more obvious nonverbal signals is the physical appearance of the person. Several researchers have concluded that physical attractiveness seems to have something to do with one's *initial credibility*: research also shows that the importance of dress and grooming, as with physical size, is greater when the person is relatively unknown to the *rater*. Appearance conveys information about personality and mood; however, people tend to manipulate their appearance in order to send messages about their social status or occupation.

(6) Posture: Posture is used to convey interpersonal attitudes; different postures are adopted for friendly, hostile, superior, and inferior attitudes. Since posture is less well controlled than the face or voice, a person whose face does not *show* anxiety may reveal conflict through restless or tense posture.

(7) *Sound*: Volume of voice, quality of voice, accent, and inflectional patterns are the factors in speech. Whom we hear a voice for the first time on the telephone or radio we quickly assess our response to the speaker. A study verified that whether we like it or not, our voices do elicit stereotyped personality judgments that may or may not be valid.

(8) *Touch*: Tactile communication plays an ambivalent role in the lives of most of us. The *baby's initial orientation* to have world normally occurs through tactile explorations—feeling with the hands and mouth from first contact with his mother's breast. The blind use tactile explorations to contact and evaluate the world in a similar way—Braille.

A study controlling the conditions for interaction revealed the following comparative descriptions:

verbal—"distant, noncommunicative, artificial, insensitive, and formal."

visual—"artificial, childish, arrogant, comic, and cold."

tactile—"trustful, sensitive, natural, mature, serious, and warm."

Touch thus seems to be trusted in interpersonal relations more than any other modes of communication. However, interpersonal perception by touch is quite restricted. A handshake are acceptable among business associates but our culture places strict limitations on tactile interactions. (29)

Jurgen Ruesch (30) has defined three classification of a nonverbal

(28) McGarry, K. J. op. cit., p. 94.

(29) Kim, Giffin. op. cit., pp. 95—99.

(30) Juesch, J. & Kees, J. *Nonverbal Communication*, in Berkeley, Univ. of California Press, 1956, in Giffin Kim, op. cit., p. 96.

codification system that indicate the scope of behaviors constituting nonverbal communication:

(1) Sign Language: all those forms of codification in which words, numbers, and punction signs have been supplanted by gesture: These vary from the monosyllabic gesture of the hitchhiker to such complete systems as the language of the deaf.

(2) Action Language: all movements that are not used exclusively as signals. Action language include such actiona as walking, eating or drinking which, though they may be used to satisfy personal needs, may also constitute statements to the person who perceives them.

(3) object Language: deal with the communicative value of material things such as implements, clothing, buildings any other category of artifact. It includes all intentional or nonintentional display of materials things.

2. The Physical Environment

Environment factors are another type of physical setting, imbedded in a social context influence severly the communication process. The physical seeting for interpersonal communication usually involves a suitable place, ordiarily a room or area of space somewhat shielded from the rest of the world. Usually this space includes chairs, and tables; sometimes these are in the form of desks, counters, or bars. Since library is the place where the physical output has strong influence in the operation of libraries, understanding of the environmental problems and proper arrangement will result great effectiveness.

(1) Rooms and Places: Different places give different messages.

Some places are warm and inviting while other places seem cold, formal, or barren and contribute to difficulties in overcoming psychological distance between places.

The size and shape of the room exercises significant influence. A large lobby in a hotel or dormitory suggests that strangers may meet, pass by each other in a way of general exchange only minimum courtesies. A small room, interpersonal face-to-face interaction is facilitated and provides a feeling of comfort for a few persons.

Mark Knapp⁽³¹⁾ called special attention to the significance of room furnishings, carpeting, and draperies. By their very nature, rooms and places tend to imply a social contact between all persons who enter. It is probably true that part of the loneliness expressed by many college students is due to the fact that there is no place for personal, private communication available to them that does not have overtones of other activities.

(2) Chairs and Tables: Chairs and tables have a significant influence on the way we interact in face-to-face communication. Chairs have an effect in two ways: (a) physical comfort and (b) psychological relationship to each other. Chairs should be arranged in such a way that they encourage interpersonal communication, if that is the goal desired. As an interpersonal encounter starts with the eyes, chairs should be placed so that participants face each other and can easily see each other's eyes. Studies have shown that the arrangement of chairs in a discussion circle influences interaction; persons adjacent to each other tend not to address each other except for side

(31) Knapp, M. "The Effects of Environment and Space on Human Communication," *Nonverbal Communication and Human Interaction*, New York, Rinehart & Winston, 1972, in Griffin, Kim. op. cit. 128.

comments, but tend to direct their remarks to persons whose eyes they can see.

(3) Distance: The distance between participants in interpersonal communication is also of special significance. If available chairs are not easily moved, the distance thus dictated will have subtle influence on the participant's interaction.

Edward Hall⁽³³⁾ observed distances used for different kinds of human interaction in his book "The Hidden Dimension." Hall divides interaction space into four distances in another work: (a) intimate distance (b) personal distance (c) social distance (d) public distance.

(a) intimate distance—close phase (touching) is the distance for lovemaking, comforting, and protecting also struggling or fighting.

(b) Personal distance—ranges from 18 to 30 inches (close phase) and from 30 to 48 inches (far phase). These distances are used for interpersonal communication by persons who are friendly, favorable included toward each other.

(c) Social distance—ranges from 4 to 7 feet (close phase) and 7 to 12 feet (far phase), Close phase is the distance at which impersonal interaction generally occurs. The usual distance maintained by those who work together at impersonal tasks—executives and their secretaries, teachers and their students. Far phase, is ordinarily employed for formal business or social transactions. At this distance two people may work separately at different tables or desks.

(d) Public distance: close (12 to 25 feet) and far over 25 feet are used on formal occasions involving public displays. Public figures kings, presidents, governor may occasionally maintain this noninvolvement distance. The use of personal and social distance tend to vary from

culture to culture, to some extent in a rather arbitrary fashion. The flow of interpersonal communication will be subtly influenced by these environmental conditions. ⁽³²⁾

A study has been shown that if the distance between interviewer (librarian) and respondent (patron) is greater, there is more of a tendency for them to watch each other's eyes for cues to meaning. Also, when we invade the respondent's boundary line between private space and intimate space, the respondent will feel threatened, if we stay too far away from the respondents in an interview, they will feel we do not like them and that we do not want to associate with them.

IV. Application of Nonverbal Communication in the Reference Work: Kinesic Aspect.

One of the major communication problems in the library is the negotiation of the reference question. Since the success of the interview depends upon the librarian ascertaining what information the user wants and since the interview may be as brief a minute or two, the librarian must establish as effective contact as possible in a minimal period of time. ⁽³³⁾

The following two exploratory studies will illustrate how verbal-nonverbal communication of a librarian expressed in negotiating the reference question and how a body language of individuals at reference and circulation service effected both librarians and users.

(32) Giffin K. op. cit., pp.128-134.

(33) Joanna Lopez Munoz. op. cit., p.220.

1. *An Exploratory Study: A Kinesic Analysis of Academic Library Public Service Points.* (By Edward Kazlauskas)⁽³⁴⁾

Purpose: The primary purpose of this study was to determine whether the application of kinesic analysis would identify any generalized behavior patterns in library staff and patrons and, secondary, whether the resultant data could possibly be used for decision-making purposes.

Methodology: Four institutions in the Southern California area were chosen for analysis; these included two major universities, a state university, and a community college. At these institutions the main circulation and reference points, and the circulation/reference counters at two branch libraries in one institution, were chosen for observation. For each of these ten service points, two-to-five visits of approximately thirty minutes were made. The visits and observation are shown in Table 1.

During these visits the investigator positioned himself in an area where he could observe the body movements of the library staff and patrons without drawing attention to himself. A diary was kept in which the observed body movements and gesture-clusters of individuals were noted. The cheklisting form which was used during the observations is included (Figure 3) along with some sample observation data. The form (Figure 3) is self-explanatory except for the ID number. For example, the number 002-03 refers to the second individual interacting for a third time. If a staff member did not interact with a patron, a number was assigned as 003-00.

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Table 1. Institution/Observation Totals

	(university) Institution A			(university) Institution B			(state university) Institution C			(community college) Institution D			Total			
	No. of visits	No. of Observations		No. of visits	No. of Observations		No. of visits	No. of Observations		No. of visits	No. of Observations					
		Staff	Patron		Staff	Patron		Staff	Patron		Staff	Patron	Staff	Patron		
Main Ref.	2	3	7	10	4	5	10	15	2	2	16	18	2	2	6	8
Main Circ.	2	4	11	15	4	9	21	30	2	3	7	10	2	4	8	12
Branch A ¹					2	3	15	18								
Combined																
Ref. Circ.					5	7	5	12								
Combined																
Ref. Circ.																
Total Ref. Visits	2				4				2				2			
Total Circ. Visits	2				11				2				2			
Total Ref. Obser.	3	7	10		5	10	15		2	16	18		2	6	8	39
Total Circ. Obser.	4	11	15		19	41	60		3	7	10		4	8	12	67
Total Visits	4				15				4				4			
Tot. Obser.	7	18	25		24	51	75		5	23	28		6	14	20	106 ²

¹Considered in totals as circulation since the majority of activity was of a circulation rather than of a reference nature.

²In 71 cases of this total the patron had a choice of two or more staff members at the service point.

Fig. 3: Kinesic Analysis from University of Southern California

General Information

I.D. Number

0	0	2		0	3
---	---	---	--	---	---

 individual-event

Institution:

A	
B	X
C	
D	

Location:

Reference	
Circulation	X
Branch A	
Branch B	

Category:

Patron	
Staff	X

Sex:

Male	X
Female	

Interactor Number: (unique 3 digit no. of patron)

0	0	3
---	---	---

Probable Status:

Librarian	
Clerk	
Student Asst.	X
Student	
Faculty	
Unknown	

Time:

8:00	11:00	2:00
8:30	11:30	2:30
9:00	12:00	3:00
9:30X	12:30	3:30
10:00	1:00	4:00
10:30	1:30	4:30

Activity Scale:

1 Very busy	
2	
3	X
4	
5 Very quiet	

General Activity of Individual
 Describe Narratively: at circulation desk assisting patrons with requests for reserve books

Non-Verbal Expression Guide

	Pre-interaction	Interaction	Post-interaction
General Position	sitting position	stands	remains standing
Total Head	holding head on hand		
Face	yawning eyelids drooping	eye contact with patron	
Trunk and Shoulders			
Arm and Wrist			
Hand and Fingers			
Hip, leg, ankle			
Foot			
Other		slow movement	

Overall Opinion:

Non-verbl behavior	
Positive	5
	4
Neutral	3 X
	2
Negative	1

Comments: staff member appeared to perk-up when patron approached and remained in 'ready state' for other patrons

Difficulties: It is difficult to tabulate all observation data and to summarize the results in a similar manner. Unlike quasi-experimental and experimental studies, the results of this kind of descriptive studies must be sifted and consolidated and used to make generalized statements which are based on patterns evidenced in observations. For example, when a nonverbal behavior was evidenced in more than one service point on several occasions, it was considered of significance and included in the findings.

Findings: Positive and Negative Behavior

Table 2: Nonverbal Behavior Ratings in Four Libraries

Area		Rating*			Total
		Positive 5-4	Neutral 3	Negative 2-1	
Reference	No. %	28 55%	14 27%	9 18%	51 100%
Circulation	No. %	38 40%	39 40%	20 20%	97 100%
Total	No. %	66 44%	53 36%	29 20%	148 100%

* NOTE: All the observations were rated on a scale from 1 to 5. If both positive and negative body movements were indicated, the observation was rated as essentially neutral.

Through the observations, numerous positive and negative nonverbal behaviors that were common to various individuals and various service points were noted.

Positive nonverbal behaviors including:

- a. Use of the eyebrow flash to indicate immediate acknowledgement of a patron.
- b. Immediate eye contact with the patron upon movement of patron into business transaction space and then a follow-up with a positive

verbal contact;

c. Use of evaluative gestures, such as nodding, indicating that the request is being understood;

d. A cheerful disposition as found in facial expressions, such as slight smiling.

These types of nonverbal behaviors tended to generate similar positive responses from the patrons.

Negative nonverbal behaviors were:

a. Lack of an immediate nonverbal acknowledgement of a patron waiting to ask a question;

b. No perceptible change in any body movement upon the movement of a patron into the traditional space for transaction of impersonal business;

c. A staff member in a sitting position with hand held on the brow covering the eye vision and engrossed in reading, filing, or some other activity;

d. Tapping the finger(s) on the counter when a request is made and twitching the mouth upon movement to fulfill the request;

e. Pacing behind the counter when the patron is using an item at the counter.

These negative behaviors appeared to inhibit patron requests and interaction.

Through this study, author summarized the result of observations indicating that whether receptive and nonreceptive, nonverbal¹ behavior were utilized by all levels of library employees. Library managers should recognize these nonverbal behaviors as influencing factors on the success or failure of their public services. And the

author also furthered his comment that the effective use of nonverbal behavior has implications for library education, and that library school students should be exposed to this area of kinesics. The author strongly convinced that this human nonverbal behavioral aspect is important and should be considered in any decision-making for the improvement of library operation.

The author also indicated other five findings which were isolated upon consolidation of the observation. These are:

(a) In circulation service points where need is great there was a great deal of interaction between the staff and the patron even though staff frequently exhibited nonreceptive body movements. However, in those cases where the patron had a choice between a receptive and nonreceptive staff member it was demonstrated that the staff member exhibiting receptivity was always approached by the patron. With so many users judging the library from its circulation point, it would appear that good, positive, staff nonverbal behaviors in this area are essential.

(b) It seems that in the reference area "approachability" is of utmost importance. The amount of interaction between the staff and the user appears dependent on the approachable behavior of the staff members, that is, the use of positive body movements.

(c) Reference personnel as compared with circulation personnel did exhibit positive behaviors a higher percentage of time. (see Table 2)

(d) In both reference and circulation, when there was a choice between a standing and sitting staff member and both staff members are exhibiting similar nonverbal behavior, the patron in all but one instance went to the staff who was standing.

(e) When there was an equal choice between male and female staff members and both staff members were exhibiting similar nonverbal behavior and were in similar standing or sitting positions, the patron, whether male or female, approached in all instances the female employees rather than the male. ⁽³⁵⁾

2. *Immediacy: A Study of Communication Effect on the Reference Process.* by Helen Gothberg ⁽³⁶⁾

Another study was conducted by Dr. Gothberg to explore the effect of a reference librarian's immediate and non-immediate verbal-nonverbal communication on a library users' satisfaction. The subjects in the study were 60 Weld county (Colorado) library users and two Weld county reference librarians acted as assistants in the investigation. Two librarians were specially trained for this purpose by the investigator. The sessions consisted of approximately 25 hours of training and occurred over a six-day period prior to the actual investigation.

The result of investigation revealed that both immediacy model (verbal-nonverbal) expressed more satisfaction with the reference interview. The study were formulated as the following research hypotheses: ⁽³⁷⁾

The first hypotheses was formulated to test the feeling state or climate of the interview as the user perceived it.

The second hypotheses is was formulated to measure the user's

(35) Kazlauskas, Edward. "An Exploratory Study: A Kinesic Analysis of Academic Library Public Service Points." *The Journal of Academic Librarianship*, vol. 2, no. 3, 1976. pp. 130-134.

(36) Helen Gothberg is Assistant Professor in the Graduate Library School, University of Arizona, Tucson.

(37) Helen Gothberg. "Immediacy: A Study of Communication Effect on the Reference Process." *The Journal of Academic Librarianship*, Vol. 2, no.3, 1976. pp.126-129.

Figure 4: Hypotheses of the effect of librarian's immediate and non-immediate verbal-nonverbal communication.

H ₁	The Library user, when exposed to the immediate verbal-nonverbal communication of a librarian, will express more satisfaction with	the reference interview,	then when exposed to nonimmediate verbal-nonverbal communication
H ₂	"	the user's own performance in the negotiation of the reference question,	"
H ₃	"	the transfer of information	"

satisfaction with his own performance. Because the user is not simply a passive receipt of a librarian's communication, but is actively involved in the negotiation process.

The third hypothesis was formulated with the expectation that if a user is more satisfied with the climate of the interview and subsequently with his own performance in negotiating the reference question, then he will also have been better able to extract the desired information from the library.

The author concluded a reference librarian who displays immediate verbal and nonverbal communication skills will engender in a user better feelings about himself and his experience in the library, than would have been engendered had the librarian displayed nonimmediate verbal-nonverbal communications. However, the author indicated that the evidence did not displayed the communication behavior of the reference librarian is related to a user's satisfaction with the transfer

of information.

V. Conclusion

The purpose of this paper is to explore the significance of nonverbal communication in the field of library profession. Confronted with explosive information produced not only in numbers but also in kinds, libraries are highly organized, and that it is difficult for the average person to use the library. Librarians who must encounter with users must be able to read their needs and understand all level of communication. Librarians must not only to understand what and how they say but also why they say it. To understand patron's messages and to communicate effectively, librarian as a communication specialist must be able to instruct users in "how to approach in an information search but also able to bring about meaningful dialog between the librarian and the patron."⁽³⁸⁾

Through this study, some conclusions may be stated as follows:

1. Cognizance of both verbal and nonverbal communication is needed. Though communication system is often thought of a verbal aspect only, cognition of the importance of nonverbal communication is needed.

2. Education of the theory of communication is needed for librarian.

To promote ability to read user's needs and to eliminate barrier between users and librarians, scientific training of communication for

(38) Vavrek, Bernard F. "A Theory of Reference Service". *College and Research Libraries*, 29, 1968, p. 503-510. in Gothberg, Helen, "Immediacy: A Study of Communication Effect on the Reference Process." *The Journal of Academic Librarianship*, vol. 2, no. 3, 1976, p. 129.

the librarian is inevitable. Librarians should be educated in the methodology of helping people, understanding the implications of knowledge and methods of motivating people to participate and to learn.

Along with other staff members in the library such as specialized budget officer, personnel manager, a communication officer needs to be included and could be responsible not only for public relations and dealings with clients, but also for continuing education of the library staff.

3. Nonverbal communication is not a matter of common sense. The study of this area has considerable impact on interpersonal relationships. It is proved that the positive and immediate display of nonverbal communication with clients expressed more satisfaction in reference interview and the users own performance in the negotiation of the reference question. It was also proved that the staff member exhibiting more receptive nonverbal movement was always approached by the patrons than nonreceptive nonverbal movement.

And it should be strongly emphasized that the library manager should recognize these nonverbal behaviors as influencing factors on the success of library service.

4. Taking all the discussed consideration into account, it is strongly convinced that the proper study of librarianship is the proper study of man.

圖書館業務에 있어서 非言語的 커뮤니케이션의 重要性

孫 蓮 玉*

20世紀중반에 들어오면서 對人 커뮤니케이션(Interpersonal Communication)의 研究가 心理學, 社會學, 人類學, 言語學, 教育學, 其他 여러 學問分野에서 多樣하게 전개되면서 새로운 關心事로 登場하게 되었다. 이는 人間과 人間의 만남이나 集團과의 相互作用을 理解하는데 많은 공헌을 하고 있다. 其中에서도 特別히 非言語的 커뮤니케이션이 새로운 次元의 主題로서 많은 研究分析이 實現되고 最近에는 圖書館學分野에서도 이의 適用이 다루어지게 되었다. 이는 司書와 利用者사이에서 形成되는 “人間關係”에 大端히 重要한 要因으로 나타나며 보다 成功的이고 効率的인 利用者奉仕를 爲해 不可分の 要素로서 指目되고 있다. 이에 本 論文에서 非言語的 커뮤니케이션이 圖書館業務遂行에서 特別히 利用者와 對面이 빈번한 참고봉사와 대출업무상에 미치는 영향을 고찰하여 보았다.

첫번째 거론된 實驗研究의 目的은 도서관 職員과 利用者들에게 非言語的 動作커뮤니케이션의 分析을 適用하여 이들사이에 어떤 一般化할 수 있는 行動 Pattern을 증명할 수 있을 것인지의 여부와 그리고 이 結果에서 유출된 data가 意思決定(도서관운영면) 目的에 유용한 자료가 될 수 있는지의 여부를 決定하기 爲하여 시도하였다.

두번째 사례연구의 目的은 圖書館利用者の 만족도에 있어서 사서의 言語的 或은 非言語的 커뮤니케이션의 即時性(immediacy)의 效果를 탐험하려고 하였다.

위의 두가지 實驗研究에 의해서 얻어진 結果는

(1) 전반적으로 圖書館職員과 利用者사이에는 相當히 활발한 非言語的 動作커뮤니케이션이 이루어지며 또한 대부분의 경우 利用者は 점수적인 태도

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를 表示하는 司書에게 접근을 시도하고 利用者의 접근 용이성이나 만족도가 司書의 動作커뮤니케이션에 의해서 크게 좌우되며

(2) 圖書館 經營자는 非言語의 커뮤니케이션이 利用者奉仕에 영향을 미치는 重要な 要因으로 인식해야 하며 經營자는 의사결정시 반드시 司書의 非言語의 커뮤니케이션의 重要性을 고려해야만 하며

(3) 圖書館 教育에 있어서도 커뮤니케이션의 教育이 시도되어야만 되는데 그 教育內容에 있어서도 人間을 理解할 수 있고 指導할 수 있는 方法論에서부터 함축성 있는 知識의 理解와 또한 사람들로 하여금 學問할 수 있도록 참여시키는 方法까지의 教育이 必要하며

(4) 司書의 言語的 或은 非言語의 커뮤니케이션의 即時性이 (a) 利用者의 참고질의 면담을 더 順調롭게 進行시키고 질의자가 더 만족감을 가지게 되며 (b) 참고문답절중시에도 利用者 스스로의 作業遂行에 만족감을 느끼고 임하였다. 이는 참고업무시 司書들의 即時의인 커뮤니케이션 기술이 利用者에게 보다 忠實한 도서관 경험과 감정을 유발시키게 된다는 것이다.

本論文을 通하여 필자가 의도한 目的은 도서관 業務수행에 있어서 非言語의 커뮤니케이션의 重要性을 인식하는 것이었다. 司書는 利用者의 욕구가 무엇이며 그들의 메시지를 어떻게 理解하고 또 어떻게 効果적으로 傳達할 수 있을 것인가에 對한 科學的인 知識이 必要하며 이는 올바른 커뮤니케이션 教育을 通하여 이루어질 수 있다. 司書는 利用者가 무엇을 어떻게 表現하는가를 理解하여야 할뿐만 아니라 “왜 그것을 願하는가”에 對한 동기조차도 순간적으로 이루어지는 짧은 對面에서 재빨리 포착할 수 있는 기술이 必要하다

結局 利用者나 司書는 “커뮤니케이션”이라는 매체를 通하여 정보유동이 가능하며 더욱 細分化되고 전문화 되어가는 圖書館 利用에 신속한 자료접근과 보다 극대화된 자료利用의 가능성도 체계적이고 科學的인 言語的 或은 非言語的 커뮤니케이션의 훈련을 통해서 성취될 수 있다.