

Analysis of Job Advertisements Published In Employment News, Times of India, And LIS Links Website During 2020-2021

Priyanka Kalita

Badan Barman

ABSTRACT-

Priyanka Kalita
Department of Library and Information
Science, Gauhati University,
Guwahati-781014
Email: priyankakalita270@gmail.com

Badan Barman
Department of Library and Information
Science, Gauhati University,
Guwahati-781014
badanbarman@gmail.com

To study the job advertisements published in the employment news, Times of India newspaper, and LIS Links website from January 2020 to December 2021 to identify and assess the job opportunities for professionally qualified LIS professionals in the area of library and information science. The content analysis method is used to draw analogies and intervene between texts with specific content. The data collected from different sources is arranged month-wise, by state-wise, by designation of the posts advertised, reservation status of the position, nature of the position, category (teaching or non-teaching), experience required, essential qualifications required for the job, and additional qualifications (skills) required for the job. The Employment Newspaper published a lot of job advertisements in the fields of library and information science. A large number of advertisements are published in the Delhi region in comparison to other states and union territories of India. In terms of designation, library apprenticeship, followed by library attendant, are the most commonly advertised job vacancies. The non-teaching jobs are more common or frequent than teaching posts in the field of library and information science. The study was only able to include three sources of job advertisements, i.e., Employment News, the Times of India newspaper, and the LIS Links website. As a result, the study is done on a modest scale, and only a basic notion is reflected in the result. The findings indicate that the advertiser now seeks people with strong communication skills, information technology skills, and English language abilities. LIS institutions must update their curricula on the basis of current job market demands. In the last section, the study puts forward some suggestions to ensure the employability of LIS professionals in India.

Keywords: Advertisement Details of Librarians, Careers in LIS, Employment Prospects in Library Science, LIS Job Advertisements.

INTRODUCTION

There is a demand for library professionals in the market; however, changes in terms of qualifications, experience, professional skills, technical skills, etc. are always happening in the field. In the present day, library and information science graduates are expected not only to have core library skills but also to be able to apply IT knowledge efficiently and effectively.

Employability skills are transferable core skill sets that represent essential functions and enable the necessary knowledge, skills, and attitudes required for the 21st-century workplace. There is a need to monitor the employment situation at frequent intervals and capture the signals of the job market. The study in this area will provide a clear and deep insight into the current trends emerging in the library science profession that can be of importance to the people who are responsible for the design and development of curriculum for different programmes in the field of LIS so that future professionals become job-ready and timely interventions can be made to save the subject itself.

REVIEW OF LITERATURE

Cullen (2000) found that a very small but stable number of job advertisements are published in the newspaper periodically. Most of the positions advertised were for work in academic (Kaba, 2017; Tewell, 2012) and public libraries (Cullen, 2000).

In terms of accuracy, higher education institutions display the highest accuracy level in ad library jobs (Kaba, 2017). There are discrepancies in using job categories and a lack of uniformity (Kaba, 2017).

Librarian emerged as the most commonly advertised title by sources (Kaba, 2017). However, there is a trend to show that there is more demand for low-salaried professionals compared to executive positions (Singh & Krishna, 2006), which is natural.

Skills in the fields of communication, management, and information technology are essential (Cullen, 2000; Sridhar, 1999; Kumar, 2010), along with proficiency in English (Yadav & Bankar, 2016). Again, some of the vacancies that are advertised demand overlapping skills with those in computer

science and related fields (Wise, Henninger, & Kennan, 2011).

In India, the state of Maharashtra has more vacancies in comparison to other states (Veer, Gawli, & Khiste, 2017).

However, due to the proliferation of LIS education imparting institutions, the majority of degree holders find it difficult to get absorbed in a field where limited numbers of vacancies are published (Routray, 2022).

The course curriculum of LIS is not able to meet the requirements of a job (Baruah & Hangsing, 2010). The existing curriculum of LIS needs to be reworked to meet the requirements of the present-day job description (Baruah & Hangsing, 2010; Yadav & Bankar, 2016). The inclusion of IT-related content such as database management, web development, networking, etc. as part of the curriculum will meet the job demand (Ocholla, Shongwe, 2013; Shongwe, 2015; Choi, Rasmussen, 2009; Shrivastava, 2014); the inclusion of market-oriented skills (Shivaraja & Suresha, 2017) is also essential.

Salary, promotion, management policy and facilities, working conditions, leadership and supervision, and social relations are important factors for job satisfaction (Fatima & Bhatti, 2014), along with a positive attitude (Chore, 2021). The highest motivating factors among library professionals are job security and promotional avenues (Sangeetha & Devi, 2020).

People working in university libraries, irrespective of whether they are private or government, are generally satisfied with their jobs (Fatima & Bhatti, 2014). Private sector professionals were less satisfied with their salary packages, job security, rewards, work environment, leave, and medical facilities than public sector professionals (Fatima & Bhatti, 2014).

OBJECTIVES OF THE STUDY

The objectives of the study are

- To identify the month-wise and state-wise distribution of job advertisements;
- To study the designation-wise job advertisement and reservation status;
- To study the nature of vacancies advertised;
- To find out number of teaching and non-teaching posts advertised and experience required; and
- To study the qualifications and professional skills outlined in the job advertisement.

METHODOLOGY

In this study, the required data has been collected mainly from three sources: Employment News, The Times of India, and LIS Links, for the duration of January 1, 2020, to December 31, 2021. The content analysis method is used for collecting the data for analysis and interpretation later on in MS Excel. Content analysis is a qualitative research technique used to draw analogies and interventions between texts with specific content. Sinha and Pandey (2014) and Routray (2020) followed a similar method to obtain the status of employment opportunities for LIS professionals in India.

Employment News is a weekly newspaper brought out by the Ministry of Information and Broadcasting, Government of India. The Times of India is the largest-selling English language daily newspaper in the world, the oldest English-language newspaper in India, and the second oldest Indian newspaper still in circulation, with the first edition published in 1838. LIS Links (<http://www.lislinks.com>) is the first and largest academic social network of librarians and library and information science

(LIS) professionals in India, with more than 30 thousand members (Barman, 2022).

ANALYSIS AND INTERPRETATION OF DATA

This study covers all types of jobs relevant to librarianship in all types of libraries, i.e., academic, public, special, etc. Information collected about LIS job advertisements from selected media sources includes the date of the advertisement, sources of the Indian state of the advertisement, designation of the posts advertised, reservation status of the position, nature of the position, category (teaching / non-teaching), experience required, essential qualifications required for the job, and additional qualifications (skills) required for the job.

a)Source-wise Publication of Job Advertisement: Out of 658 posts advertised, Employment News contains 304 (46%), The Times of India contains 185 (28%), and LIS Links contains 169 (26%). From this study, it was found that the maximum number of LIS-related job requirements and posts have been advertised in Employment News, compared to the Times of India and LIS Links.

b)Month-wise Distribution of Job Advertisements: A total of 658 advertisements were published during the period covered by the study. Out of 658 advertisements, it was found that the minimum number of posts advertised during the years 2020 and 2021 were May (7) and April (9), respectively, and the maximum number of advertisements published were February (39) and November (75).

c)State-wise Distribution of Job Advertisement: Out of 36 states and union territories, the job advertisements were published from 30 states and union territories. The highest number of posts for LIS professionals are advertised for Delhi, i.e., out

of a total of 658 no. of posts, 115 no. of posts (17%), whereas very few posts for

Table 1: Source-wise Publication of Job Advertisement

Source	No. of Post Advertised	Percentage	Rank
Employment News	304	46%	I
The Times of India	185	28%	II
LIS Links	169	26%	III
Total	658	100%	

Table 2: Month-Wise Publication of Job Advertisements During January 2020 to December 2021

Months	Advertised in	
	2020	2021
January	26	15
February	39	14
March	24	31
April	16	9
May	7	22
June	29	18
July	21	16
August	28	26
September	31	30
October	18	59
November	22	75
December	20	62
Total	281	377

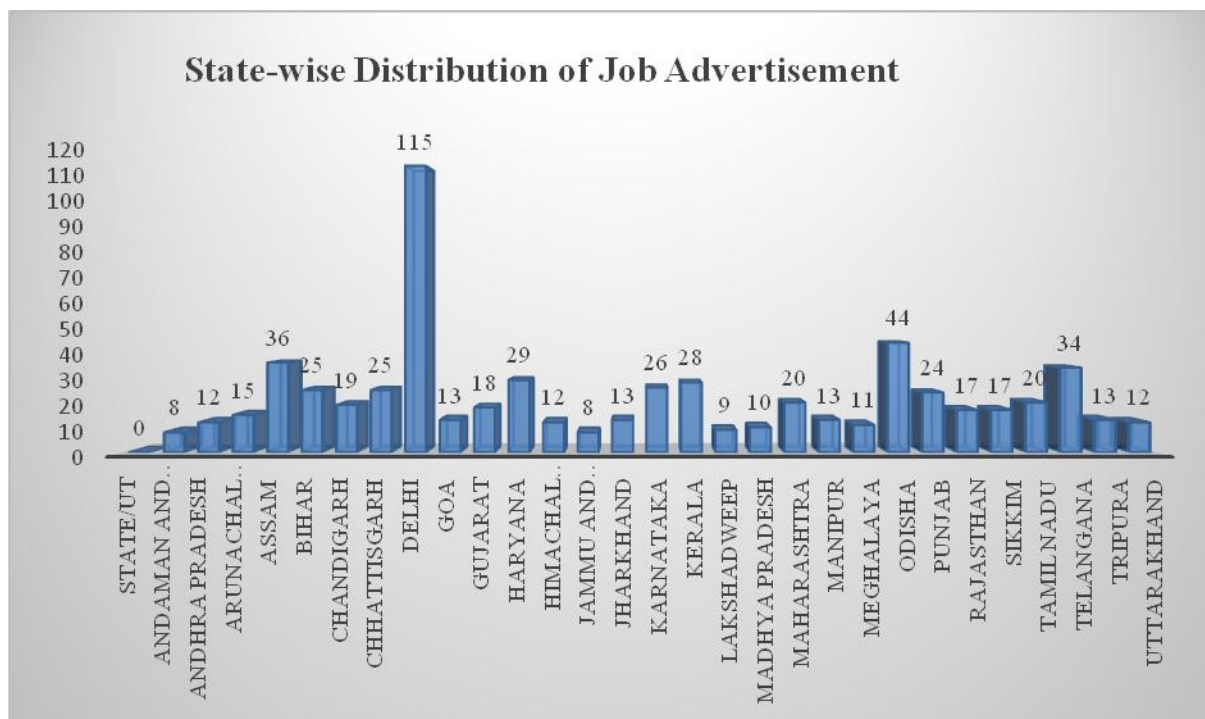


Fig. 1: State-wise Distribution of Job Advertisement

for LIS professionals have been published for Andaman and Nicobar Islands and Jammu and Kashmir (8), i.e., 1% from each of the states. This may be because Delhi hosts a large number of institutes and organizations in comparison to other states. The Delhi is followed by Odisha (44= 7%), Assam (36= 5%) and Telangana (34= 5%).

d) Designation-wise Distribution of Job Advertisements There were 33 designations found for 658 job advertisements. It was found that the maximum number of posts (69 out of 658) are for library apprentices. This is followed by 57 (9%) posts for library attendants and 53 posts for school librarians. Posts such as Professor (27 posts), University Librarian (32 posts) and Deputy Librarian (50 posts) were also advertised during the study period. Some advertisements also specified the positions of guest teacher for LIS, technical officer, activity

teacher (library), principal library, information officer, etc.

e) Reservation Status of the Positions Advertised: There are six categories, of which five are reserved categories like Other Backward Castes (OBC), Scheduled Castes (SC), Scheduled Tribes (ST), Physically Handicapped (PH), and Economically Weaker Section (EWS). Physically Handicapped (PH) includes General Turn (GT), Person with Disability (PwD), and Person with Benchmark Disability (PwBD). The other is the unreserved or general category. The category-wise (reservation) distribution of the number of posts published for Library and Information Science (LIS) professionals during the year 2020-2021 shows that the maximum number of posts advertised is for the unreserved category, i.e., out of 658 posts, 422 (i.e., 64%), while the remaining posts are reserved for different

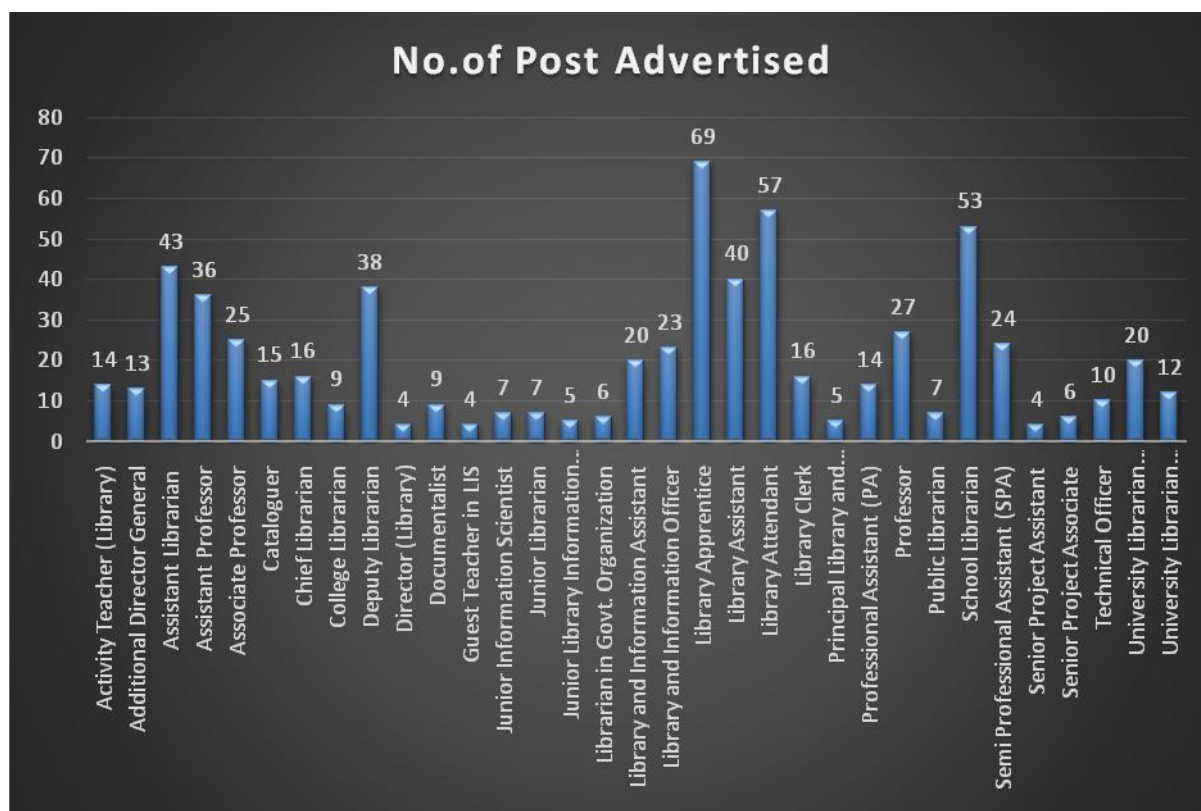


Fig. 2: Designation-wise Distribution of Job Advertisement

Table 3: Category-Wise (Reserved/Unreserved) Distribution of Post Advertised

Category	No. of Posts Advertised	Percentage	Rank
General/Unreserved (UR)	422	64%	1
Other Backward Caste (OBC)	73	11%	2
Economically Weaker Section (EWS)	36	5%	5
Scheduled Castes (SC)	45	7%	3
Scheduled Tribes (ST)	39	6%	4
Physically Handicapped (PH)	43	7%	3
Total	658	100%	

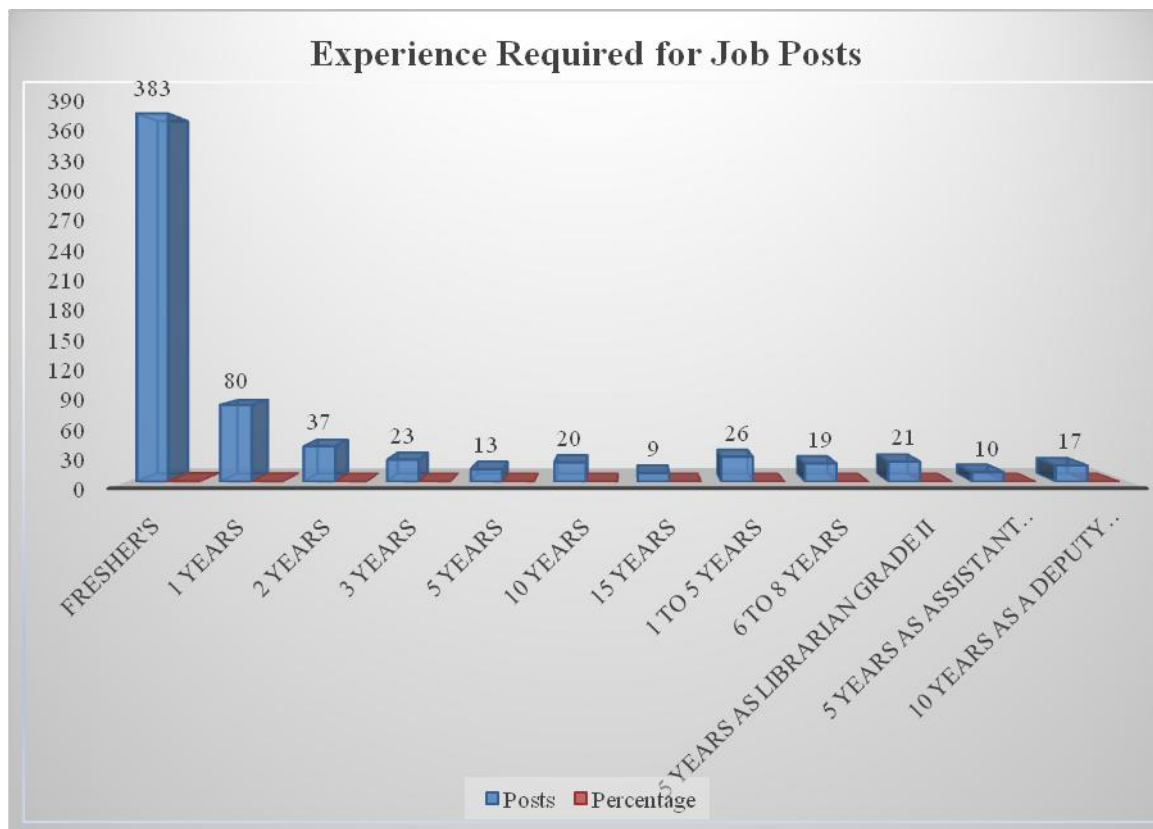


Fig. 3: Minimum Years of Experience Required for Various Posts

different categories, i.e., OBC, EWS, SC, ST, and PH candidates. Out of the total reserved posts, the highest numbers of posts are reserved for OBC (73 = 11%).

f) Nature-wise Distribution of LIS Job Advertisements: The nature-wise distribution (i.e., permanent or contractual) of the number of posts published for Library and Information Science (LIS) Professionals during the period 2020–2021 shows that out of 658 posts, 350 (i.e., 53%) are permanent in nature, whereas the remaining 308 (47%) are temporary in nature.

g) Teaching/Non-Teaching Nature of the Job Advertised: Both the teaching and non-teaching categories of jobs are available in the library and information science profession. The study shows that, out of a total of 658 posts published in different organisations, the

majority, i.e., 84% (552) of the LIS posts published during 2020–2021, are non-teaching in nature, while only 16% (106) are teaching in nature. So it is observed from the study that there is a high demand for non-teaching positions in the subject.

h) Experience Required for Job Posts Published: The minimum years of experience required for the number of posts published for Library and Information Science (LIS) professionals during the year 2020-2021 show that the number of years of experience necessary for a LIS job ranges from 0 to 15. The maximum number of years of experience is required for the post of university librarian, and a minimum of five years is required for the post of deputy librarian. Out of a total of 658 posts, 383 (58%) were for freshmen.

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i) Essential Skills and Qualifications Required for Job Posts:

The essential skills and qualifications required for the published job posts for Library and Information Science (LIS) professionals during the year 2020–2021 show that, out of a total of 658 posts published, the majority, i.e., 63 of the LIS posts, required a Master of Library and Information Science (MLISc) from the LIS job aspirants. It was observed that there are some posts for which additional degrees like B.Tech. and M.Phil. are also mentioned as essential qualifications along with BLISc and MLISc. The requirements of National Eligibility Test (NET)-

qualified candidates were highlighted in 33 out of 658 posts.

Table 4: Nature-wise Distribution of LIS Job Advertisements

Nature of LIS Job Advertisements	No. of Posts Advertised	Percentage
Permanent Posts	350	53%
Temporary Posts	308	47%
Total	658	100%

Table 5: Teaching or Non-Teaching Nature of the Posts Advertised

Category	No. of Posts Advertised	Percentage
Teaching	106	16%
Non-Teaching	552	84%
Total	658	100%

Different additional skills, such as proficiency in English, communication skills, and organisational skills, are preferred in addition to LIS degrees. It can be observed from the study that some posts specifically mentioned the need for knowledge of databases as well as knowledge about particular library management software. It can be seen that knowledge of the local language is the most preferred essential skill, followed by knowledge of library management and managerial skills, organisation skills, and the innovative approach required by the LIS job industry.

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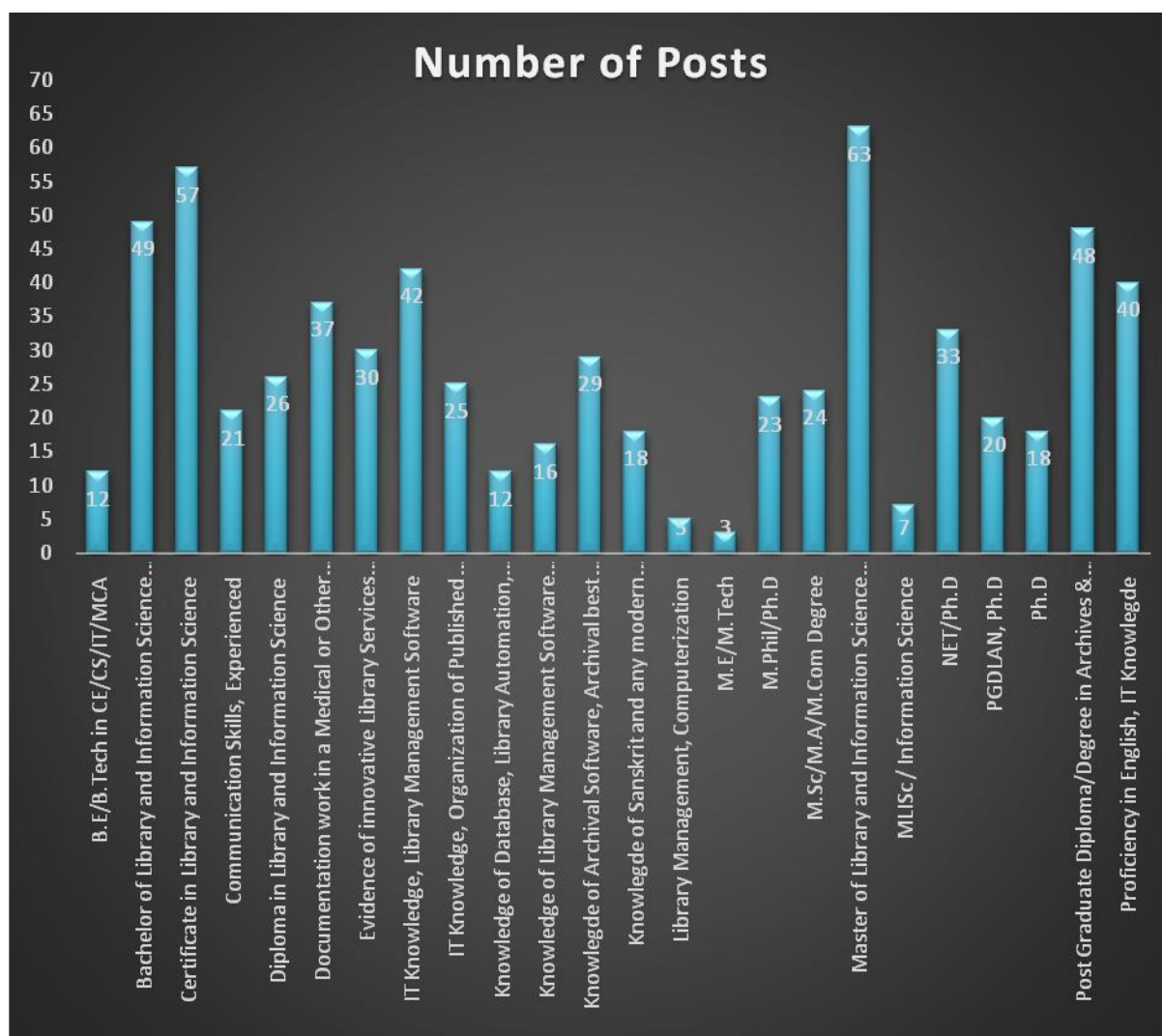


Fig. 4: Essential Skills and Qualifications Required for Job Posts

Suggestions and Recommendations

Based on the findings of the study and data analysis, the following recommendations can be

a) Regular Revision of the Syllabus of Programmes in LIS by the LIS Departments and Schools: The Library Science schools in India should continuously update their curricula and train their students in such a way that they can cope with the emerging trends and can compete and sustain in this new environment. In order to do so, the provision of communication, information technology, and

English language abilities as part of the curriculum itself needs to be incorporated.

b) Preparing for Other Job Opportunities by the Existing LIS Graduate: Library professionals should also look into new avenues and new job areas, such as corporate areas, for their existence, just like people with IT backgrounds are invading the job market of LIS professionals by acquiring library skills and a degree in the field of LIS.

c) Advertising the Existing Vacancies by the Concerned Authority: The government as

well as the concerned authority should take the initiative to fill vacant positions so that more and more LIS graduates can be absorbed.

d) Creating New Opportunities: The government, especially the state governments, should focus on public libraries. State governments should implement library laws so that more and more posts can be created in public libraries and provide the essential services to the citizens of which they have been deprived for a long time.

FINDINGS AND CONCLUSION

This is a preliminary study based on the consideration of advertisements published during the years 2020–2021. The finding that the highest number of advertised posts are for library apprenticeships is in line with the findings of Singh and Krishna (2006), i.e., there is more demand for low-salaried professionals compared to executive positions. There are more prospects for librarians, especially in schools and universities, which cover 13% of the LIS job market. Further, the analysis of the job advertisement reflects that a wider range of job positions are available in the LIS field, from junior positions to senior ones. In most cases, it has been found that theoretical knowledge will be insufficient for LIS job aspirants to survive; they must learn some essential skills such as communication skills, a good command of the English language, working knowledge of library management software, IT knowledge, and an innovative approach to providing library services to get absorbed. The LIS schools must accept the challenge of integrating these abilities into the curriculum and ensure that they are properly infused into students. Meaningful collaborations between higher education institutions, businesses, and industry are required in order to build effective programmes for education and training in information and knowledge management.

It is apparent that market demands for library professionals are changing in terms of qualification, experience, professionalism, technical abilities, etc. Students in LIS programmes are required to possess fundamental library abilities in addition to being proficient in applying IT knowledge efficiently and effectively. Employability skills are transferable core skill groups that represent essential functions and essential enabling knowledge, skills, and attitudes required by the 21st-century workplace.

There is a need to periodically assess the availability of employability in the LIS sector, which will give a clear and deeper insight into the most recent trends in the field of library science. This will enable library science practitioners to stay current and in line with emerging trends. There is a great deal of competition amongst the LIS professionals to get jobs, which needs the attention of the state as well as the central governments to create more job avenues for the LIS professionals in schools, colleges, universities, and other institutions. Therefore, the government of India and the respective state governments should also create or sanction the requisite number of posts in different schools, colleges, universities, institutions, rural and public libraries, corporate sectors, etc. so that more and more fresh graduates may be appointed in the state and central government educational institutions, public and rural libraries, and other government departments, ministries, and special libraries. The future of LIS professionals is bright, and the library profession sector will provide more job opportunities in the coming years for fresh library science graduates, post-graduates, and certificate and diploma degree holders. There would also be more job avenues in higher educational institutions like colleges, technical institutions, and colleges and universities for higher as well as lower-level posts.

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