

Does our grooming affect the usage of our library? A sharing of experience from a series of workshops

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Abstract

First impressions count! Although we are often told ‘not to judge a book by its cover’, most people do make a judgement based on how a person looks dresses and greets when they first meet. In a library, and especially at the reference service desk, an essential component of a successful encounter is that a librarian be approachable (ALA, 2004). A judgment of approachability is a first impression and has an enduring effect on the patron's experience (Fiske, Lin, & Neuberg, 1999). Whether or not a librarian appears approachable in a public service environment is critical to providing good service, conveying a welcoming environment, and encouraging users to engage with the library's multitude of resources and services.

Many empirical studies of reference interactions have focused on the communication that takes place after users have initiated contact with a librarian. While library schools and continuing education programs provide excellent training on the reference interview and matching the users' needs with the resources, it is important that the user first approach the librarian. The crucial moments in which a patron decides whether or not to approach a librarian to ask for help have the potential to influence, and even increase, the level of meaningful engagement with library users. Malaysia is a multi-racial and multi-cultural country that is rapidly developing, and it is important that users make use of the library resources and services for personal and professional benefit. Many of the librarians are young, and do not fit the stereotype of bespectacled elderly scholars ready to dish out information from their fingertips. With a large young population in the country, there is an [erroneous] impression that everything can be found on the Internet and with in-person visits

to the library declining, it is even more important for librarians to create a good first impression and be approachable. This presentation reports on a series of seminars and workshops on personal grooming and etiquette that have been held for library staff by the presenter. The presenter is a qualified librarian, as well as a certified image consultant for the past four years. Through feedback and interviews with seminar / workshop participants, it was found that the sessions made a difference in the ways the staff dress, but also to their self-esteem, their communication with library patrons, as well as the responses received from patrons. These factors can potentially lead to better service and create favourable impressions among the library patrons, thereby leading to increase usage.

Keywords : professional image, librarian image, approachability, grooming and library usage

Introductions

According to Vassilakaki and Moniarou-Papaconstantinou (2016) states in their previous study, that how general public as well as specific user groups see the image of librarians has been a concern to library and information science (LIS) profession for decades. (Balling et al., 2008; Bickley and Corral, 2011; Fagan, 2003; Majid and Haider, 2008; Schuman, 1990).

It might be contended that LIS is worried with self-examination (Hillenbrand, 2005; Katz, 2003). In any case, the reasons why data experts are so concerned with their image depend basically on their ought to win public support. This will, in turn, involve survival and improvement of library, the actualizing of altering and changing, as well as their utilization and significance within a parent institution, and in terms of financing (Evjen and Audunson, 2009; Green, 1994; Harrif and Rowley, 2011; Majid and Haider, 2008; Schuman, 1990; Shaw, 2010).

The way librarian is being potrayed influences impacts the individuals' choice to select LIS as a field of study. (Vassilakaki and Moniarou-Papaconstantinou,2016; Genomi and Greeve, 1997; Majid and Haider, 2008; Shaffer and Casey, 2013; Rothwell, 1990). To overcome their concerns, information managements ought to rethink the way their image is conveyed and/or to create a clearer personality of what librarian should be portrayed as. (Harrif and Rowley, 2011; Thorhauge, 2007).

Furthermore, it was expected that the image of a librarian would be improved since there is rapid advancements being made within the information management (Southon and Todd, 2001). However, there have not been any changes recorded. This shows that despite the attempt made by the management on innovative services and information organizations, librarians are still being perceived as before (Vassilakaki and Moniarou-Papaconstantinou, 2014).

According to Attebury (2010) as management of libraries, we should to be mindful of the perception of the librarians itself on how librarians should be portrayed, and how the patrons perceived the image of librarians. The perceptions gap can be wide. Generalizations of librarians whether old-fashioned or hip or any other category are just as unrepresentative to the generalizations of other professions such as attorneys, accountants or any other easy-to-label occupation. In any case, by giving attention about this issue, it can help librarians in recognizing which areas of services need to be the center of focus for our patrons.

Nicole Pagowsky and Erica DeFrain (2014), stated in “In the Library with the Lead Pipe,” the perceptions of students and members of faculty towards librarian affect the on-going process of learning in information literacy programs. In general, librarians are perceived as cold, unfriendly and introverted however, if the Librarian that are labeled as easily approachable tend to help in improving the learning process of a student. But even if the perception of a librarian is as being “warm,” it is usually not helping with the impression of the stereotyping of all the library organization. Pagowsky and DeFrain discover that the continuation of trying to be perceived as warm and friendly and somewhat diminishing the cold stereotype prevent us from having the right image of status, respect and are great collaborators for the faculty.

This also happened during my workshop, when I asked my participants which consists of students about their perceptions towards librarian image, most of them answered, the librarian portrayed as nerdy, not so friendly, a very strict person, have serious look, and reserved individuals which in reality, not all librarian in this institution are like that. Yet, that is how students perceived the librarians.

Basically, grooming definition in the context of this paper is dress code attires by the librarian in term of their appearance, behaviour and communication skills in dealing with the patrons in the library. The word grooming also gives meaning to enhancing the more professional self-image while attending seminars and workshops. The workshops on grooming are important for the staffs, as they are the front line in dealing with the patrons like students, lecturers and outsiders. According to ALA (2004), a librarian should be approachable to have a successful encounter with the users, especially the ones that are behind the reference service desk. Fiske and friends (1999) said that first impressions are always the judge of approach-ability of a librarian and can affect how the patron deals with librarians. It is important that a librarian appears approachable as it indicates that the librarian has ability in providing good service, conveying a welcoming environment, and help users in engaging well with the library’s variety of resources and services.

“Librarians are in the business of presentation,” as stated by Pagowsky and Rigby (2014). Both information professionals and businessmen, constantly proving themselves to their patrons through how they present the information and services provided. Which includes how presentable are their appearance, behaviour and communication wise only to realise that these stereotypes reasons in making the patrons, not focused on the actual service that they offer.

So, based on the statement by Pagowsky and Rigby (2014) “Librarians are in the business of presentation” encouraged me to do this paper and this paper aims to investigate the feedbacks after the librarian or library staff attended the Grooming Workshop or Image Professional Enhancement Training which handled by me. Expected outcome of attending this workshop, it is hoped that they grow an extra value or does it help them to be more confident about their appearance, behaviour and communication. On top of that, immediately reflect in terms of service, they will potentially lead to provide a better service, create favourable impressions among the library patrons, thereby can be applied at reference staff and other points of services.

This paper contributes to existing literature by providing empirical evidence on the outcome of workshops and seminars attended by the library staff, whether or not they use the knowledge received in terms of personal grooming and etiquette in giving a better service to the patrons. In addition, it document information acquired by the professionals that gave the workshops and seminars, of specific characteristics from the attendees in terms of how the seminars and workshops help them in giving better service to the patrons. The structure of the paper is as follows; first, a critical analysis of the relevant research is performed by providing

the details in regard of the method used. Second, findings are then presented and thoroughly discussed with the relevant literature. Finally, conclusions and future research are provided.

Background

There are abundance of research about library and information that analyses the behaviour and patterns of reference desk staff to the effects on the reference encounter as stated by Richardson (2002), but the analyses are more focused on questions regarding user satisfaction with the service provided by the reference desk staff, types of questions the patron ask the librarians, how accurate the information given by the staff and what are the behaviours of the staff that contributes to a successful interactions with the patrons. Over the past two decades they are many literatures that are published in regards of librarians' image as discussed by Vasilakaki and Moniarou-papaconstantinou (2016). The literature mostly explore on the librarians perception of image (Fedman and Sciammarella, 2000; Petr and Aparac-Jelusic, 2002; Sacco Ritchie, 2011; Haigh, 2017), student's perception on the librarian image (Bickley and Corral, 2011; Fagan, 2003; Harris and Wilkinson, 2001; Vassilakaki and Moniarou-Papaconstantinou, 2016; Haigh, 2017) and how mass media portray the image of a librarian (Luthmann, 2007; Shaffer and Casey, 2013; Shaw, 2010; Meng, Y., Sun, Y., Guan, R., Li, D., & Zhang, Z., 2017).

Recent evidences propose that the research to date tends to give attention on the way librarians changing the stereotypes in mass media and also in journals of information field (Meng, Y. and et.al, 2017; Haigh, 2017). This indicates that these literature, do not explicitly focused on the component of approach-ability of a librarian, and as well as the professional image portrayed, and most of them examine users' interests and behaviours after patrons communicate with a librarian.

Some studies have given attention to demographic trends that become determining factors in users' decisions to approach a librarian (Risner, 1990; Strickland & Bonnet, 2011; Bonnet & McAlexander, 2012). This is important in understanding the diversity of experiences and expectations that users bring to our libraries and in providing insights into areas that need at most stance and outreach. However, for the individual librarian who wishes to increase her/his own approach ability, these studies do little help (Bonnet, J. L., & McAlexander, B., 2013).

There are very few studies that examine the librarians' professional image, the importance of image or grooming in library service which for example research held by Bonnet, J. L., & McAlexander, B. (2013) which uses an image-rating method to assess the influence of affect and attire on patron perceptions to librarian approach ability for these 5 years back.

There a lot of studies observed that investigated into the behavioural trends that might determine the patrons' decision in approaching a librarian. Nonverbal behaviours are important for interpersonal communication and to reference interactions, on a condition of they are "irrepressibly impactful" (DePaulo, 1992).

Even so, there are mixed results on behaviours and approach ability. Kazlauskas (1976) states that the body postures and facial expressions (Body language) among staff in four academic libraries are categorized into positive and negative characteristics of nonverbal communication from 148 interactions. The author concluded that there is an effect called contagion effect which is librarians' positive nonverbal behaviour (defined variably as eye contact, body posture and movement, and cheerfulness) will give same behavioural response from patrons.

All of the studies above, indicates that behaviour of an individual librarians can give effect on the patron perceptions of approach-ability. From these researches, they are some controlled outcomes that are missing for a wide range of librarians and patrons of specific factors that lead to user engagement with a librarian prior to the approach.

The ALA guidelines helped by advocating behaviours that compasses as approachable (e.g., establish eye contact, smile, acknowledge patrons through the use of a friendly greeting) in regards of the lack of empirical data regarding librarian approach ability or by focusing on librarian body language (e.g., remain visible, be mobile, approach patrons). Still, suggestions for ways that librarians can heighten their approach-ability would be reinforced by a deeper understanding of the factors that influence library users' perceptions of approach ability.

This study focuses on librarians/ assistant librarians feedback/ experience, members of a profession that have attended seminars and workshops about personal grooming and etiquette as an example to increase the professional skills in appearance, behaviour and communications, in which after each session, the participants of the workshops was interviewed for a feedback on the effects of the workshop to the enhancement of self-grooming and customer service skills. Does it help in their line of work, in dealing with patrons? These findings are more on how it helps them in giving a better service to the patrons.

This study is similar to the one that was observed by Bonnet, J. L., & McAlexander, B (2013) in which they focuses on gaining greater insights into behaviours that librarians can use to increase their approach-ability by conducting image rating approach that assess visible behaviours of hypothetical librarians. They focused on two non-verbal communication, affect and clothing. For the image-rating study, they carefully balanced hypothetical librarian demographic characteristics (i.e., gender, age, and racial/ethnic affiliation), using images that are subset previously. They followed rate demographic characteristics and designed a good experimental population control and image variables that can help with the identification of specific behaviours that librarians can employ to increase their approach ability. However, this study is more focused on the feedbacks from the participants that have attended the seminars and how the seminars helped them in enhancing professional image and careers by giving better service and how they apply the knowledge from the seminar.

Methodology

The evaluating process of the participants feedbacks are based on the workshop session called informant for this study. The interview has been used as a method of gathering information for this study. There are ten interviews have been conducted involved ten participants in different five workshops for this study. The criteria of the participants are based on their current job as a librarian or library staff and participants for the workshop in the past two years (2016-2018). There are five seminars that are conducted by the researcher and involved ten participants. These ten participants must at least attend 1 out of 5 workshops held:

- Professionalism and Image Enhancement Seminar, Kampung Gajah Training Centre.
- Customer Service Workshop (First Class Services) proposed by Tun Abdul Razak Library University Technology MARA Pulau Pinang.
- Grooming and Communication Workshop for library staff, University Malaya.
- Customer Services HERO Workshop, University Technology MARA Pahang.

- Reinforcement of personality and customer service, Public Library of Selangor (PPAS).

The objectives of five workshops are first the participants will gain knowledge that will give them the competitive edge acquire, retain and advance in a professional position focusing on library staff. Second; it will empower them to become more confident and become professional employees. These highly interactive workshops will go a step beyond conventional programs: they not only teach the "how" of image development but the "why" as well. By the end of this workshop, participants should be able to:

- Recognize the power of projecting a positive image in professional environment;
- Develop self-professionalism at work and in various business situations;
- Increase self-confidence and self-appreciation through presentable image;
- Communicate and treat guests, customers, clients or business associates confidently and;
- Display good business manners in performing job functions.

To ensure participants are always engaged and increase learning quality, this workshop will be delivered using combination of the following methods like interactive lectures, individual activities, group discussions, practical hands-on session and video presentation. Among the module that had been held in the five workshops are:

- The A.B.C's of professional image branding (Appearance, Behaviour, Communication);
- How your first impression can help (or hurt) you in professional environment;
- 10 common image mistakes a professional must avoid;
- Understanding the influence of personality styles;
- Choosing the colors that speak competence;
- Understand cut, design, pattern and fabric and how it influences perception;
- Professionalism in behaving in front of guests/customers/clients/business associates;
- The art and science of professional communication; conversational skills - what to say and not to say and;
- Adapting communication approach with four different social styles, and body language - aware and understand what is not being said.

All five of the workshops was conducted by trainer Nurfarawahidah Badruesham who is also the researcher for this study. The trainer is a passionate lover of knowledge who curates and shares it in her twin roles as librarian and trainer to help others gain benefit from its light. She has a bachelor and master degree holder majoring in library science. She started as the Chief Librarian for the Tun Abdul Razak Library at UiTM Negeri Sembilan and later joined the Al Bukhari Library at UiTM in Pahang as Senior Librarian. She experiences for nine years working experience at library field. Eventually, her role as a curator of knowledge also

inspired her love to share knowledge through the medium of learning & development. To this end, she attained several professional certifications including the Certified Professional Image Consultant (CPIC) by Akademi Perunding Imej Profesional (APIP), SOIF Coach and the Professional Learning Facilitator (PLF) by Take Charge Sdn.Bhd and Certificate In Training by the Human Resources Development Fund. Nurfawahidah focuses on helping clients develop their personal branding and interpersonal & customer service skills through her core programs such as Professional Image Grooming and Etiquette and Customer Services HERO. Over the past 4 years, she has conducted various training programs for higher learning education institutions, private companies and government agencies including UM, UiTM, UTM, iLEAD, YIK & WANIS Kelantan, KUPTM, Pertubuhan Pembangunan Orang Buta Malaysia, UMW Toyota and many others.

A total of ten people agreed to participate in the study. Interviewees had a wide range of experience in their working place, especially related with customer services at library. The interviewees' job titles indicate the range of roles that may involve managing reference desk, front line counter at library, teaching information literacy class, managing purchase books collections, managing lecturers' suggestions books, handling outreach program with community, with the titles including librarian, senior librarian, librarian assistant, head of department and also junior librarian.

Informants were interviewed about the following topics:

- 1) Criteria that is improved after attending the workshop and how it help in increasing the customer services skills?
- 2) Feedback about training of image and customer services held the other day, how it help in developing personal development;
- 3) Which of the module that most helpful in enhancing self-image for customer?
- 4) What are the benefits getting to know self-image in helping the customer?

Interviews were audio recorded, transcribed, and checked to ensure accuracy. Interview transcripts were coded to look for patterns in respondents' experiences and to identify the primary issues described in the interviews. Coding began with going through transcripts and identifying emergent themes to develop a code book. Once the code book was finalized, transcripts were analysed to identify areas in which the codes were represented and to locate any additional themes not established in the initial code book construction then using NVivo Pro 11, analytical software used in qualitative research, was used in the analysis of data. The transcripts were coded until no new or relevant themes were identified based on the aims of this study.

Findings

The purpose of this study was to explore the feedback of image enhancement and customer services workshop that involved in the workshop by library staff. The data revealed there were positive feedbacks on participant's personal development after attending the workshop. Data sources for this study include reviews of feedback forms and reports in depth interviews of ten people who were also the staff at academic library and public library.

First impressions

Psychological research shows that people weigh initial information much more heavily than later information when they evaluate people (Demarais, 2004). People tend to observe other people on what they see first like a person, place, and ideas. They likely to believe first impressions first before they learn the truth. A first impression is like a filter, people take in initial information, they notice your appearance, your body language, what you say and how you respond. Appearance matter in first impressions (Demarais, 2004), your looks may be the first information for patrons has about you. So, in the workshops, the trainer always focuses on the importance of having a good first impression. This is because the staffs in the library will give first impressions to the patrons, either it is a positive one or the negative one, it will all depends on the staff. Therefore, the first module of the workshops is to focus on how to give good first impression to the patrons because it will determine how they make decisions about what you are likes and how they expect you to behave in the future. The focus on the image of a librarian consists of three things, which are appearance, behaviour and communications (ABC). This is to brand a librarian as a professional especially when dealing with patrons. It affects the frequencies of the patrons coming to the library indirectly. If the staff gives a good first impressions, they will attract more students to come to the library. When asked about how the workshop helped the staff in terms of increasing customer service skills, most of the informants answered that it is important to give a good first impression and it helped them in repairing their skill while enhancing it.

“As a librarian, our main focus is students and lecturers as there are the clients.so, we need knowledge about customer service, because it will be their first impression towards our service. If we do not have knowledge about basic image grooming and how to treat the customer right, it will impact on our first impression; maybe people will not be interested to go to library. As of now we know, that our customer likes to go to the library because our staff are sociable and accommodating, creative as we held many activities. That is what the main factor (P1)”.

The same goes with another respondent remarked:

“Our first impressions make us which we cannot see it through our own naked eye. We are so at ease with something beautiful. So be aware of your appearance, behaviour and how we converse (P3)”.

“When we are at the counter or as a front liner, we have to really take into consideration about our image, because first impression matters. It helps also in dealing with management and bosses, as well as client. We know how to really assist the customer after being trained on this workshop (P8)”.

These shows that the module that the speaker focuses on gives impact to the respondent on helping them giving good first impression to the patrons that comes to the library. Before having to attend the workshops, they are not exposed to the effect if they do not take care of the image, because this will in turn give impression to the comfort of the patrons while in the library. However, they are more aware now after they have been exposed to it.

“I feel sorry for myself because I do not realize about this earlier as a professional that always engaging in with customers. Before, I always put self-image last because I always think that good self-image is only for those that have nice body figure and no for someone that

is petite like me. But after I attended a few coaching classes about self-image and personality, I made a lot of changes in terms of self-image and how to deal with customer, I even make it as a routine, for example, I always put character and image first while working (P7)”.

Improving Self-confidence

Besides knowing about the importance of taking of first impression to patrons, most of them are aware of that and make an extra effort to look good for an important first business meeting with patrons. It's expected and by having those skills, a first meeting go smoothly. When you look good and appear comfortable with ourselves, your appearance can then recede from attention and others can focus on your personality and what you talk about (Demarais, 2004).

A part of looking good and having good impression at first meeting, knowing your own style personality also give impacts when dealing with patrons. Style including dressing and grooming in a way that reflects your individuality and current trends. Having style sends message that you are confident in yourself and tuned in to the world around you. Other criteria had been developing after attending the workshops is improving self-confidence. In the module “Choose Colour Speak Competence and “Understand cut, design, pattern and fabric and how it influences perception” the respondent is trained in choosing the right outfit and colours that gives message to becoming a more professional and more approachable to the patrons. Indirectly, the module helped the participants to be more confident in styling themselves whether for work or attending other events. One of the respondent said he becomes more confident in choosing the right outfit and while working as a front liner after attending the workshop.

“I become more confident and I am now smart enough to mix and match my clothes for events. Sometimes, it helps a lot having this knowledge as I sometimes works as a front liner, this knowledge helps me prepare myself to choose an appropriate image and looks(P2)”.

The similar responds by other participants and they said they were more confident after they get to know themselves in the workshop;

“After attending the Professionalism & Image Management Course, I better understand and recognize the style that suits for myself and for work. Not only that I learn about the style of self-appearance but the way to deal with other people. If the outer and inner appearance is balanced, we will be more confident and will not feel awkward when dealing with crowds. . I am right now very diligent in keeping the right self-appearance and I am feeling happy with myself (P3)”.

“I feel more confident. I feel the urge to be well presented and looking eye catching in order to feel more confident while facing customer, it really does helps (P5)”.

“This professionalism and image course, does not just provide knowledge about specific skills, guidelines and prescriptions to allow for progress in strengthening personal skills and personalities, it also give participants self-motivation in order to foster a sense of need to enhance the image and personal self and I feel more confident, I use all the tips in repairing my image (P6)”.

In workplace nowadays, graciousness and professional presence are often absent, but are never unnoticed. When your employees' exhibit proper manners, clients and customers feel comfortable and at the same time will have confidence in your staff and your business. Style

is about projecting an accurate sense of yourself and you don't have to be good looking to look good. Beauty is nice but confidence trumps. Even if you aren't blessed with movie-star good look, but, if you know the right technique styling according to your personality, you make yourself more attractive when you show comfort and confidence in your own appearance, behaviour and communication.

Enhance Communication Skills

Good effect of first class service is not only will benefit the patrons, but the organizations that choose to use it. The reputation of an organization will depend on how they treat the customer on a good customer service. Giving out a first class service is a strategy of giving good first impressions followed by professionalism and charisma while communicating. All the workshops focus on the appearance, behaviour and good communication (ABC) concepts.

The communication module focuses on the art and science behind professional communication; conversational skills. About what to say, what not to say, Adapting communication approach with four different social styles, and body language - aware and understand what is not being said to patrons. Communication becomes much more challenging in difficult situations such as addressing a sensitive personal issue or owning up to a mistake (Ward, 2012). As library staff, we often face two-way communication either with students or parents of students. We do not want the other person to feel bad or get emotional, we also don't want to feel bad ourselves or get into trouble, or we may be afraid we will make the problems worse.

The first rule for communication in difficult situations is to do it face to face whenever possible. You need to be able to use all your communication tools like words, voice and body language, to make sure that your message is understood the way you intended. So, after been trained in the workshop, most of the participants feel better in handling patrons especially the module help to make feel realistic, the conversation is unlikely to be easy, smooth and stress free, however, you can minimize the negative effects by anticipating and preparing for the patron's response.

"I strongly agree about the 3 important things (Appearance, Behaviour, Communication), it is very important not only as a librarian, but while in a working environment. These 3 things needs to be cared for. There is not one in the world, that like someone who is clumsy, barbaric and rude. We would all like to be treated in according manner. If we see someone that is pale, sullen, not neat and rude, we automatically will distance ourselves. If it were to happen to one of our friend, we would ask them, "are you okay?" as we would be concern about them.

So, the same rule applies to the patrons. Communication skills is needed in handling different face of patrons. For me, this skill is important when engaging with the clients. I need to know what words to use that is just nice in the ears of people, and how to make it not too relax, while communicating with students or staffs (P3).

"I came to know more about image, it does not only focus on appearance but all the ABC; appearance- maintaining the appearance during working and teaching during the class has become a habit for me; Behaviour- Always be professional in work or even outside working time; Communication- always knows what to say and uses system while engaging in with customer. Patrons have different personality, if it is in the time of graduation, parents are

more involved. So, this workshop helps me paraphrase my sentences to be used to the different audience. I will use words that are more appropriate and professional while conversing with parents. I know if I misspoke, it will have an impact to this organization, Sometimes we does not know which words are more appropriate for conversation like this. (P7)”

“It helps also in dealing with management and bosses, as well as client. We know how to really assist the customer. As I work as a frontline, I need to know the right intonation I speaking with the patrons. I now know I need to use medium tone of voice while conversing with them, if I got more soft spoken than that, I will not be heard. (P8)”

These communication skills not only help the participant while facing the patrons, but also helped them to get to know themselves and help them knowing the right technique to converse to bosses while working.

“Firstly, we know much about ourselves, we can handle different communication skills towards our bosses and clients. We can somehow read them and we can assist them accordingly (P9)”

Getting to know patron’s personality style and easy to build rapport.

One of the modules is to understand the influence of personality styles, starting with the participants. They learn how to recognize their own personality styling, in order to understand more about how to build own image and rapport with patrons.

Personality style does matter, whether you admit it or not, as trainer, I constantly sizing other people up, assessing what they like and dislike about other people and categorizing people as those you can get along and those you won’t. By understanding the personality style, participants able to make conscious choices about their behaviour first and then to give best library services to patrons. Participants also be able to establish realistic expectations about how to interact with a boss, coworker, team member or even family members and minimize the possibility of misunderstandings.

“Understanding and applying the personality style model is like chameleon-you can adjust your colour, for us, our behaviour, to fit into your immediate surroundings, but your basic style personality always remains the same (P10)”

“I learn more about personality, helps me repairing self-image a bit, and sometimes it helps on engaging with the customer and yes, I am more understanding about self-proclaimed style and personality, it does helps with how I interacts with patrons (P4)”

“Before, I always put self-image last because I always think that good self-image is only for those that have nice body figure and no for someone that is petite like me. But after I attended a few coaching classes about self-image and personality, I made a lot of changes in terms of self-image and how to deal with customer (P7)”

If you know about your own personality styling, you will be able to easily build up a good relationship and rapport with the patrons. So indirectly, we will make the patrons more comfortable with us, and making business easier as librarians.

“Because we now know about style personalities, we are made easier to deal with different personality, so we can match on their personality and indirectly, they always come and see us when related with library services compared before (P8)”.

Conclusion

The perceptions of users regarding the image of information professionals were investigated only by a limited number of studies (Vassilakaki and Moniarou-papaconstantinou, 2016). These studies focused on the feedback after the librarian or library staff attended the Grooming Workshop or Image Professional Enhancement Training handled by researcher herself, whether after attending the training they got extra value or does it help them to be more confident about their appearance, behaviour and communication being polished and the effects after that, which can potentially lead to better service, create favourable impressions among the library patrons, thereby can be applied at reference staff and other points of services. Similar with previous studies, Bonnet & McAlexander (2013) states that the results of previous study suggest that librarian behaviour do matter, and that efforts to appear approachable will not go unnoticed. This supports the statements that conventional wisdom that gives more attention and welcoming environment is crucial to encouraging patrons to engage with librarians; and they also give information on specific behaviour that affect assessments of approach ability, allowing librarians to identify between a range of presentation styles that can be used in public service.

Overall from these paper, most of the participants from the Grooming and Professional Image Enhancement Workshop stated that they got improving their first impression skills to attract patrons, improving their self-confidence, enhancing their communication skills and get to know patrons style personality and easy to build rapport with them to give better services. It shows that by having the training of image enhancement workshop, it potentially lead to better service and create favourable impressions among the library patrons, thereby leading to increase usage of library. The American Library Association's guidelines says in order for a successful conversation and communication, positive or negative impact of the patron/ staff interaction is needed for effective reference services plus how the information is conveyed, ” (ALA, 2004). Further research can be made more detailed and have a cross-checked with the patrons.

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