

How the Stereotype Affects the Professional Image of the American Librarians?

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Abstract

Pauline Wilson, associate professor in the Graduate School of Library and Information Science at the University of Tennessee, points out: "stereotypes are learned collective perceptions. They are learned from novels, short stories, plays, movies, TV, radio, and newspapers. They are learned in schools, in the work place, in all places where human interaction occurs. Once learned, they become a social reality or social fact."

For many years, the prestige and status of the librarians in the American society are suffered severely by the stereotype. Unfortunately there has been relatively little research on the problem. This article tries to analyse the formation of the stereotype and its impacts on the American librarians.