

**Librarians in Different Generations: A Narrative Analysis  
on Motivation and Retention at Work**

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## **Abstract**

This study was conducted to explore and understand the dynamics of motivation and retention among librarians across different generations in the workplace. A qualitative descriptive design using narrative analysis was employed. Key Informant Interview was utilized. Participants were the academic librarians in different generations who are actively practicing librarianship in academic libraries within the Province of Negros Occidental. Interview guide, which aligned with the study objectives, was utilized and face-to-face interviews were conducted to gather data which were transcribed and analyzed based on the answers narrated and shared by the participants. The data collected from the participants regarding their motivation and retention at work was promptly classified based on their respective generational cohorts. Findings underscore different generations of academic librarians and their traits, motivations, and reasons for staying or leaving. Baby Boomers value dedication and teamwork, while Generation X prioritizes work-life balance. Millennials focus on problem solving, and Generation Z is tech-savvy. Despite differences, all value support and growth opportunities at work. Understanding these differences leads to librarians' satisfaction and retention at work. In conclusion, the study shows how important it is to understand librarians from different generations. By knowing their unique traits and motivations, institutions can make everyone feel valued and improve how long librarians stay in their jobs. Despite differences, all generations are good at managing tasks well, especially during important tasks. Motivation factors vary, with older librarians valuing friendships and support, while younger ones care more about career growth and job satisfaction. Everyone agrees on the importance of support and a positive work environment. To keep librarians happy and make them stay longer, institutions should consider these differences and tailor their support accordingly. Understanding and addressing these variations can lead to better strategies for keeping librarians around and making work better for everyone.

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