

The Impact of ICT in Marketing Library Services in Academic Library

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Abstract

In order to promote utilizing the available resource made in any library information has to be taken to the door step of a clientele a such information and communication technology will serve as a catalyst in doing that. This paper has explored the role of information and communication technology ICT in academia and as well as the strategies used in propagating the available services in an academic library this is because tailor made information it is highly required so as to avoid wasting the precious time of academicians and this can be only achieving with the help of information and communication technology software, therefore, descriptive method was adopted in the methodology of this study.

Keywords: *ICT, Marketing, Library Services, Academic Library*

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Background to the Study

Information and communication technology (ICT) has remained a catalyst in the issue of national advancement and development. Information as power is effectively an infinite resource and a vital tool needed for the development of all sectors in any nation. It is therefore, imperative that application in library would go a long way in satisfying the information need to the citizens. It is worthy of note. That the emergence of ICT has impacted greatly on the quality of information provided through library. It also enable proper and adequate provision of library services to library users from all disciplines. In this 21st, the drastic role of ICT in library operations cannot be over emphasized. Many library routines and operations that were initially performed manually are now being converted to computerised operations which means, applications of ICT techniques to provide better and faster services to end the users. A nation without functional libraries and information centres may lack access to information that would enable for sustainable development. In this era of globalization, in which the world is connected, information gains its power through permanent storage and wide distribution, which could be achieved through ICT.

According to (Janakiraman, Ormsby, and Subramanian, 2016), the world now experiences a digital scenario in which ICT has changed the possibilities of the library job promotions and has brought changes to expected library performances. ICT is genetic terms that refers to the technologies that are used to collect, store, edit and communicate information in various format (Raji, 2018). The use of ICT improves access to digital information, narrow down the digital device and also improves standard of living. Adoption of ICT in library is a way of improving on information services provided in library. This is an era, when people need to access timely information with ease, and this can only be done through the application of ICT to library services. It is also a way of contributing to the sustainable development of the nation, since timely and effective provision of useful information can assist in building up a society ICT as an enabling tool, assist library in provision of information, which is very paramount to the development of the various sectors in the nation. Library is playing a very important role facilitating access to global information and knowledge resources using ICT. The use of computers has been steadily increasing in science and technology since the 2nd world war. Most of the advance countries of the world have made much advance in this respect but Nigeria has just made a start, especially in industry and business and there also these are witnessing stiff opposition from the employees and their trade because of the fear of retrenchment. However, their application is increasing day by day in science. Technology, industry and business, Library is no exception to them. As the library authorities and librarians are being aware of their potential users, that are being more use. It is hoped that by their use. Library would increase in the years to come in. thought not at a rapid speed, especially because of our socio-economic conditions and the prohibitive of their installation and maintenance.

Objectives of the Study

1. To identify the role of information and communications technology ICTs in marketing library service in academic library.
2. To examine the contribution of information and communication technology to the growth of academic library.

3. To know if information and communication technology is enhancing efficiency in academic library.

Significance of the Study

1. This study is expected to provide a basic for comprehensive information on information and communication technology in marketing and application in the academic library.
2. The study will established the existing gaps in the adoption of information and communication technology (ICT) in the operations activities of academic library.
3. The output of this study will serve as a blueprint for informant, researchers, lecturers or facilitators, students, and the professional to chart the right course of an action for the use of information and communication technology in promoting the delivery of marketing library services in academic library. In the electronic information age we all need to learn how to use efficiently and effectively the huge variety of information and communication technology for information search, discovery, organising, investigation and assessment. Information knowledge technologies are changing and becoming more complicated day by day and librarians need to approve them for providing better services to their users. Now we see the changes in the role of library and librarians in education due to ICT.

Scope and Limitation of the Study

Having made a feasibility on the research topic, and in order to save time, resources and to have more accurate and reliable data, the research will focus on the role of information and communication technology ICT in marketing library services in academic library. The argument has always been that. With the help of ICT academic library 'can be viewed as information systems that both reflect and influence, and even help to create, paradigms and authority, for their limit in various ways on the ideas and information available for users' due to a process called transparency, in which an entity is taken for granted and not well understood, to context and institutional structures of academic library is for most part explore only in the library literature by librarian historians.

Related Literature Review

The concept of ICT is useful in numerous instances to facilitate the developments of various aspects of the society, Mansell and When, (1998), examine some of these concepts; public administration is the key aspect of civil society and include a range of services to citizens and industry. It provides various functions that enhance the social, economic and political developments of the citizenry. Most importantly, it provides public information that is useful to the country at large. ICTs facilitate the public administration activities. For instance, e-Government, a concept that defines situation where government activities and public information can be made available using ICTs in South Africa the government has expressed the intention of transforming itself into an e-government where information can be accessed at any time with phone or with internet, public internet kiosks provided for universal access. The kiosks are called the public information terminals and there are 300 public information terminals (PIT) installed at post offices around the country. The South African ministry of communication notes that; the public information terminal PIT, entails the installation of

internet kiosks in post offices around the world. The kiosks will provide instant access to internet, e-mail, e-government and e-educational services as well as e-commerce. For example, the link to the government website will provide information on aspects of regulations, legislation, welfares, supports and grants. Interactive directories of various tertiary institution will also available. PIT is a practical example of how ICT can be use in public administration. The advent of new ICTs brought a lot of new assumptions about radical changes in our society. In the context of arrival of the new society public administration is supposed to witness and to address or implement, changes at different levels, such as citizenship (citizens becoming participants in governance or even shift to e-democracy). Apparently, ICTs are indispensable tools needed for provision of value added information that support the sustainable development. Although, many institutions and organisations including libraries face diverse challenges in the process of integrating ICTs to their services. Nevertheless, information provision is paramount to development and growth of any nation. It is therefore, that important effort is made to enable usability of ICTs and library services in all sectors of the nation. The advent of ICT is indeed a boost to the library services as it now assists many librarians to use their ICT potentials to reach out the library users. (Yusuf & Iwu-James, 2010) defines some of the ICT base services that are provided .by the libraries are as follows:

1. Provision of web access to OPAC: Libraries are providing access to web-based Online Public Access Catalogue (OPAC) interface. The OPAC makes it easier for users to access and use information resources. OPAC is the computer form of library catalogue to access materials in the library (Afolabi and Abidoye)
2. Electronic Document Delivery: Libraries implement ICT based interlibrary lending system, through the use of electronic networks for document delivery. In essence, the Document Delivery Service (DDS) enables a library to use copies of research papers or other research document, from other libraries. These documents could be journal article or other documents in digital format. They are mainly in portable document format (PDF) and they delivered to library users' desktops.
3. Online instruction/ user education: there is implementation of online based bibliographic or library user programmes such as online tutorials on searching online resources and virtual tours of library collections. Libraries can also use internet or CD ROMS to educate users.
4. Online reader's advisory services: libraries now implement web-based versions of readers advisory services to include informing users about new acquisitions, provide reviews and recommendations and so on in using the web.
5. Networked information resources: libraries now provide users with access to networked information such as database, electronic scholarly journals and other publications from various publishers. The services rendered in a library differ from one library to another, depending on the type of library, the type of patrons and the parent body's objectives. Other library services as highlighted by Idowu (2011) include:
 - i. Reference service
 - ii. Current awareness services (CAS)
 - iii. Selective dissemination of information (SDI)
 - iv. Reprographic services

- v. Exhibition and display
 - vi. Technical services
 - vii. Serials control
 - viii. Computerized interactive search and
 - ix. Borrowing, renewing and reserving
6. Reprographic technology: these are widely used in libraries globally. Reprographic machines are provided in libraries to ease photocopying of documents on demand
 7. Library retrieval system: this involves the use of compact disc read only memory, a technological mechanism for acquisition of specialized CD-ROM databases in various discipline such as Law, Science Medicine, Technology, Agriculture, Humanities and so on.
 8. Indexing and abstracting service: it is a service that is carried out to provide summaries of documents and also to assign descriptors for referencing documents.

Summary

The main focus of this study was to determine the role of information and communication technology in marketing library services in academic libraries to achieve the objectives of this study. This is in line with Janakiraman and Subramaniam (2016), where they said the world now experience a digital scenario in which ICT has changed the possibilities of the library job promotion and has brought changes to expected library performances. ICT is a generic term that refers to the technologies that used to collect, store, edit and communicate information in various format (Raji, 2008). The use of ICT improves access to digital information, narrows down the digital divide and also improves standard of living. Adoption of ICT in libraries is a way of improving on information services provided in libraries. This is an era when people need to access timely information with ease, and this can only be done through the application of ICT to library services. It is also a way of contributing to sustainable development of the nation, since timely and effective provision of useful information can assist in building up society ICT as an enabling tool, assist libraries provision of information, which is very paramount to development of the various sectors in a nation. Libraries are playing role in facilitating access to global information and knowledge resources, using ICT.

Conclusion

In conclusion the advent of ICT has not only changed the way of service provision but rather it changed with the profession as ascertain by Etim (2004), the rapid pace of development in the field of information technology and the emergence of network information services have prompted a comprehensive review information science profession. While the developed countries are far in front, the developing countries including Nigeria is still far behind with much more work to revolutionize the academic libraries in Nigeria. In Nigeria, the academic libraries are said to be at a crossroad due to the fact that they are operating in an era of dwindling financial resources that are not forthcoming and this affects the effectiveness of their functions. The libraries especially the academic libraries have need to adopt the environment in line with the indications of Kumar (2009) if they are remaining relevant. Academic libraries are now expected to provide to users a range of information quickly from both immediate and remote databases, as well as creating a need for library cooperation and consortium initiatives (Okiy, 2005).

Recommendations

Based on the conclusion of this study, the following recommendation have to be made:

1. Government will need to pay attention to education by improving her commitment in education. The academic libraries are special libraries found in educational institutions and whose main purpose is to the special purpose of serving the special needs of the specialized or homogenous clientele, this is because library is the backbone of any institutions
2. The need for the periodic training for librarians and other library staff must be overemphasised in academic libraries. This is because with the advent of ICT has brought about digital library, which changed the nature as well as the profile of the librarians and information professionals bringing about new demands and expectations both from library users and librarians (Adebayo and Adekunjo, 2013)
3. Government need to help in contributing information communication technology to the growth of libraries so as to enhanced greater access to information and communication.
4. Librarians need to use capacitated strategies to provide services through e-resources in physical as well as remote location forms in accepting information and communication technology in academic library. In fact, the present paradigm shift in academic library services since the twenty-first century is an indication of its metamorphic advancement that begins many years ago.
5. For Nigerian academic libraries to meet the expectations of the planned vision of the of the library, information and communication technology need to be enhanced efficiently in academic libraries. The shift was indispensable because for the academic library to be where their users are, they have to fully recognize the fact that the world is living in virtual realities as it was indicated by (Omekwu and I., 2008) where library services will be in the web and not affected by opening and closing hours. Users of academic libraries now expect to be given what they need, when they need it and from which ever location they may be (Ajogboye, 2010)

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