Library Extension Services in Rural Communities: an Opportunity towards a Knowledge-Based Economy

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Abstract

The provision of Library information services for achieving sustained Social and Economic Well being in Nigeria has been dispersed, and access to various Library information services has become more difficult especially among rural people; without having contemporary means of becoming aware of the existence of such Library services, due to them being too illiterate, or too ill because of the information poverty. Libraries play a central role in informing the communities about the existence of the services in conjunction with appropriate instruction designed to equip clients in the use of the resources. Promoting Library extension services will empower the rural people to be among global players in the information age and will provide the opportunities for moving towards knowledge-based economy. This paper highlights potential librarians on the usefulness of Library extension services to attract user community as it affects their economic development, the need for it to be managed and strategies for conducting it effectively. The paper provides modalities through which librarians in Nigeria as information professionals can sell their information services to sustain and foster library image in the eyes of the rural community as their potential users thereby making extension services as an agent of educational, economic and political development.

Keywords: *Library extension services, Rural areas, Knowledge-based economy, Nigeria*

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Background to the Study

The term extension was derived from Latin word "extendere" which means to extend. It is an act of extending or stretching out. Extension is a process whereby various participants are linked and exchange information which is a critical requirement for moving towards a knowledge-base economy. In the effort to boost and develop rural areas to become a knowledge-based economy, emphasis should be given to Information dissemination with a purpose of achieving a broad-based poverty reduction and improving the major occupations and sources of income of its teeming population (Undiandeye and Vosanka 2008). In 1914 the term extension was introduced into the field of Agriculture in USA, and was termed "Agricultural Extension" and lectures by university lecturers to the general public were called "extension lectures", but with the passing of Smith-lever Act in that year, the term came to be used mainly for non-formal education for the farming community. The purpose of act was to spread useful and practical information to farmers and their families on the subject relating to Agriculture and Home economics.

Majority in what we now call developing countries lived a relatively unchanging life, producing food in the same way as their ancestors. Their methods of production are usually adopted to the local environments. The growth of towns and increase in the population structure led to an increase demand for information on how to solve the problems. By far the most difficult problem is how to provide a livelihood for the community and to achieve this, the entire populace must be given access to information that will help in achieving the objectives specified by UN sustainable development goals. Therefore, it is an obligation of a library to get the views of users about utility of its resources and quality of its services from time to time; and to expand its area by making new users and by having cooperation with new libraries to sustain a knowledge-based society.

According to Organisation for Economic Co-Operation and Development (1996), the term knowledge-based economies refer to economies which are directly based on the production, distribution and use of knowledge and information. This term stems from this fuller recognition of the place of knowledge and technology in modern economies. Knowledge is now recognised as the driver of productivity and economic growth, leading to a new focus on the role of, technology and learning in economic performance. This performance can be improved through the principles/ standard brought by Adams (1992). These principles include

1. Helping the people to discuss, recognize and define their information needs.
2. Involve the people in planning and actions to satisfy their information needs.
3. Encourage the people to assume increasing responsibility for these actions.

Arokoyo (2005) and Ogunbameru (2001) stated that in order to accomplish this cardinal objective, extension has as one of its important tasks, the exchange and sharing of information, knowledge and skills. However, the main concern for Library extension services is that it provides user with necessary education and skills and technical "know-how" to enable them to take effective decision on how to enhance their information search processes. The main purpose of Library extension service is to help users to improve

information search strategies to improve their living condition. The job of Library extension worker is to impact knowledge that would help users to satisfy their information need more efficiently. Librarians are expected to help users to identify and analyze their information need, make them become aware of the opportunities for improvement to obtain information for better standard of living. The roles of library worker involve disseminating information on new innovation through the use of variety of communication and training methods. It is through these means, librarians are able to bring about changes in user attitude, knowledge and skills which put users in the right frame of mind that is conducive to adopting proven information innovations.

Statement of the Problem

The provisions of library and information services in Africa to date have focused more on urban areas; hence there is a serious neglect of rural populace (Okiy, 2003). African libraries *as those of Nigeria* have failed in their designated mission and are currently not perceived as significant players in the process of national development (Kamba, no date). This could be attributed to the poor quality of existing information services provide by their libraries. Harnessing information services as a dominant area of rural growth can only be achieved when the rural communities value information, and become ready to seek and use information in solving daily activities regardless of the distance, format or medium in which the information is available. Empowering people to be among global players in the knowledge-based economy can only be done by making them aware of the importance and role of information for their development. In response to this therefore, some extension strategies should be adopted by public librarians to follow as a way to promote library information services as a tool towards a knowledge-based economy in their rural areas.

Methodology

This paper employs the conventional content analysis approach (desk research method). It adopts the analysis of existing documents that contain the information about the phenomenon under study. The choice of this approach become necessary with the need to adequately expose the opportunity derived from library extension services in rural communities for an effective achievement of a knowledge-based economy with reference to Nigeria.

Concept and Significance of Library Extension Service

The term Extension is an on-going process of getting useful information to people and assisting those people to acquire the necessary knowledge, skills and attitude to effectively utilize the information (Swanson and Clear, 1984). Hawkins (1996) opined that, the common meaning for the term extension is that, extension involves the conscious use of communication of information to help people form sound opinions and make good decisions. Extension is an informal educational process directed toward user population. This process offers advice and information to help people solve their problems (Kolawole, 2008). Oladoja (2008) added that, it is obvious that extension could be applied to several fields of study such as education, agriculture, heath livestock, library, and forestry to mention few.

Library extension is part of the effort to achieve a balanced and economic development of rural communities. This is because, the purpose of library extension is to persuade people that by their own efforts, they can do much to improve their living conditions by the wise and effective use of information resources available, to encourage individuals to participate in information generation, transforming, repackaging, utilization and organizing, and to develop reading culture, adult literacy and social welfare in which library is one of it.   This is necessary in order to maintain the increase in productive capacity.

Ranganathan, as quoted by Gupta (undated) stated that "Apart from such methods of pure publicity, libraries are now a days developing certain new types of work which, in addition to their being directly educative or recreational, lead also to publicity as an important secondary product." These activities are named as the extension services of libraries". On the other hand, Farquhar defined Extension as a service or system which assists farm people through educational procedures, in improving farming methods and techniques, increasing production efficiency and income, bettering their levels of living and lifting the social and educational standard of peoples' life (Bardsley, 1982). Going by this and in the context of librarianship, we can say library Extension services involves a system which assists library users through educational procedure   in improving techniques and methods used in satisfying information need, increasing production efficiency and bettering their levels of income thereby lifting their standard of living. The rural library users for instance, need to be informed when library introduced a computer resource into the library and its relevance to their societal development. A computer is one of the powerful devices for storing and processing information. Computers via satellites can allow farmers to take pictures of clouds to accurately forecast weather conditions and with remote sensing can accurately work out land use, area under forest and the like (Sandhu, 1999).

Also Gupta (undated) sees a library as a social institution that keeps relations with its users whom it gives services and other libraries whose resources are used by it. All the extension services must be to encourage the people to use the library and to make the maximum utilization of library resources for the development of the society. Gupta added that, Library Extension Services involves an attempt to interact with the people by informing about the resources and services of library as well its importance to them. The first Law of Library Science "Books are for use" is firmly established if the libraries realize that their existence is justified only by the extent to which their books are used by the readers. Again, the third law of library science "Every book of its reader" also gives emphasis on the same concept. But here books cannot move to their users. Therefore, all the efforts should be on the part of library itself to bring the books at the door step of users. The most suitable method is public relations and extension services of the library to reach all people of the community. Gupta conclude that the Extension Service (ES) is an effort of a library to increase the number of its users to make the maximize use of its resources. This is effectively achieved by informing the community of users about its resources, services and their utility.

Knowledge-Based Economy

Knowledge is a type of instruction that sets out how a good or service can be produced. A Knowledge based economy is an economy in which information services are dominant as an area of growth. According to Organization for Economic Co-Operation and Development (1996), the term knowledge-based economies refer to economies which are directly based on the production, distribution and use of knowledge and information. An economy in which information services are dominant as an area of growth and which information and knowledge hold greater contributing power to the economic welfare of nations.

Public research laboratories and institutions of higher education are at the core of the science system and in the knowledge-based economy, such system contributes to the key functions of the following:

1. Knowledge production– developing and providing new knowledge;
2. Knowledge transmission– educating and developing human resources; and
3. Knowledge transfer – disseminating knowledge and providing inputs to problem solving(OECD, 1996).

Also Jeurling, Kapil and Hrkac, (2003) in their paper Implementing Knowledge Economy Strategies Sponsored by the World Bank and Government of Finland, emphasized that, building infrastructure and addressing the digital divide are the opportunities for establishing a knowledge based economy. Therefore, the rationale for the current paper revolves around contextual analysis of existing literature for addressing the gap exists between rural and urban communities with regards to library information services provision for effective achievemnet of knowledge-based economies. Knowledge-based economy involves know-what, know-why, know how and know-who. Knowledge is a much broader concept than information, which is generally the "know-what" and "know-why" components of knowledge. These are also the types of knowledge which come closest to being market commodities or economic resources to be fitted into economic production functions.

The Need for Library Extension Services

Information is an essential component of the planning and development in rural communities that determines the extent to which these individuals and communities can thrive in the new technological century. Abid (1995) identified seven types of information needs in rural areas: health, problems of daily existence, occupation, government and society, recreation and leisure, education, and religion. People in rural areas require information that helps them to identify and prepare healthy meals for their families and how to treat diseases that they encounter. Clean water, electricity, good roads, and living-wage employment are vital to daily living and productivity in their communities. To be successful, farmers require understandable information about strategic planning and how to develop, schedule, plant, and maintain their crops; how to grow and sustain their farms and farm- related businesses; and how to educate and maintain healthy families. Hence, as their repository of knowledge, library must devise several strategies in supporting such user community to access information that will help them to satisfy such information needs.

Rex Harlow in Gupta (undated) Sees extension services a science through which an organization can consciously attempt to fulfill its social responsibilities and to secure the public recognition and approval necessary to success" Also Gupta (undated) regarded the main objectives of library extension programmes to include:

1.   To create library consciousness among the people of the community;
2.   To spotlight the existence of libraries, where they are located, what do they contain, and   to identify the services they can render to help people in their informal self-education;
3.   To enrich and further develop the subjects on which individuals are undertaking formal education to help people remain well-informed;

To make constructive use of their leisure hours;
   i.   To become good citizens;
   ii. To help people remain well-informed;
   iii. To appreciate the values of democracy; and
   iv. To increase their theoretical knowledge of their vocations.

According to Ogunbameru, Undiandeye and Ani (2008) "it is interesting to note that, the concept of extension depends on the purpose of the subject-matter to be extended, or the objective of the establishment charged with the extension responsibility". They added that there are numerous forms of extension some of these include extension education, health extension, legal extension and Agricultural extension etc. and in addition to these, the current paper proposed the term library extension. These forms of extension according to these scholars are closely related and none of them should be ignored because collectively thy help to improve physical and mental well-being of people in the society. However, the main aims of Extension Services according to Gupta (undated) are :

1.   It is an attempt to turn the library into a social centre which encourages reading;
2.   Its aim is to convert non-readers into readers;
3.   It creates and stimulates the desire for good reading and brings book and reader together;
4.   It makes maximum use of library resources.
5.   It is to create image of the library among the public and government.

As summarized by Ojo (2004) effective communicating new ideas of finding information to rural dwellers remains a promising strategy for increasing community development. For the people to adopt new library innovations and put them into use, the new idea must reach them even to their homes and farms. Hence, the need for library extension strategies to serve as motivating factors through which the library users will be highly attracted to embrace all library practices.

However, Ranganathan as quoted by Gupta (undated) has given the following techniques or programmes used to provide library extension services: Reading to Illiterates; Translation of Manuscript/ Local Language; Reading Circle; Intellectual Centre; Library Talks and Public Lectures; Library Exhibitions; Story Hours; Festivals and Fairs; Display of New and Topical Books; Mobile Services; Quiz Programmes; and Celebration of Books

Week. Many members of rural communities are becoming increasingly aware not only of their right to know the information, but also to understand that such information should be made easily accessible and affordable to help facilitate their empowerment to plan and manage their own affairs and development. In view of this, the purposes of library and information services to the clients in rural areas encompass provisions of equitable access to hard copies and/or electronic resources and activities. In addition, libraries play a central role in informing the communities about the existence of the services in conjunction with appropriate instruction designed to equip clients in the use of the resources. Such contributions by the libraries provide crucial support to members of the communities as they learn what is needed to set and attain determined goals for their development (Abid, 1995).

For rural communities in Nigeria to be developed therefore, they have to be well informed in all aspect of life in order to maximize their production; need for essential amenities like good transportation system, electricity, schools and good water supply; health care deliveries such as EPI, health care centers for their pregnant women, family planning and environment sanitation; how to form cooperative societies and how to get credit facilities from governments and their agencies; their culture and the culture of other people; and the need for recreation that is, the various ways by which they could relax after a hard day's work (Momodou, 2012). Similarly, Mchombu (1992) identified information on health, agriculture and income-generating activities as the areas most needed by rural people. Moreover, as suggested by Issa (2003), economic and national power and status are considered to be dependent upon the wide dissemination and use of information and knowledge. Therefore, considering the highlighted information needs of rural communities above, it is important that libraries in Nigeria should be able to identify and preferred ways of disseminating information. Thus, this paper highlights some of the initiatives undertaken by libraries to sell their information services as they assume a leadership role in rural development.

Strategies for Effective Library Extension Services
Several strategies of library extension services were employed in various spheres of life, for instance, the Hedberg Public Library provides extension services and materials to city residents who are unable to come to the library because of age, physical disability, or lack of transportation. This service is provided to people who are unable to come to the library, due to a temporary or permanent condition, but who wish to have library materials delivered to them. They may be living independently in their homes or living in a group residential facility where no library collection is available. They may be care givers whose responsibilities make library visits difficult. Library volunteers select, deliver, and pick up materials. Similarly in Lincoln library, a free delivery service for users who are not physically able to visit the library. Users are eligible for free delivery from Lincoln Library Extension Services if they reside within the Corporate Limits of the City of Springfield and are not able to visit the library due to a temporary or long term physical restriction. If a user lives outside of the free delivery area he may still be eligible for Extension Services. Lincoln Library Extension Services staff will arrive by van with the material he has requested.

c. People have unsatisfied wants: a library extension staff cannot go far with people unless they want to help themselves. Extension service must start with felt needs of the people and proceed to others that are also needed by them. Hence, initial step for the extension librarian is to discover the real needs of the people. All the people within a community do not want the same thing at the same time and in the same fashion.

d. User involvement in program planning: people understand a program better and are more likely to support it if they participate in its creation. People naturally resist change until they see the benefit of such a change, and there is no better way of helping them than by involving them in planning for change.

e. Library users differ significantly in age, sex, level of education, interest, needs, economic and social values. Therefore, all library new innovation/programs must be attractive and tailored to meet the needs and interest of the varying user groups.

f. The best time for a learning experience to be presented is when it will be most useful to the learner. This is because, retention falls off rapidly if opportunity for application of what is learned is not present.

g. Library extension staff must take into cognizance that learning is a gradual process and therefore must not be expected too soon. Research evidence has shown that learners must be exposed to new ideas over a period of time and in a variety of ways before they begin to respond to them.

Methods of Library Extension Services
Individual Contact Method: An individual contact method is a direct face-to –face contact done by library extension staff with a user individually in his office, on the farm or at home or elsewhere. The contact is generally at the personal level. It gives the librarians the opportunities to provide guidance at the level of individual user. During search contact, individual attention is focused on a particular area of interest. The user is encouraged to take active part in satisfying his information need. A good individual contact method helps to develop mutual confidence, personal relation and increased comprehension and adoption of improved library practices. It involves the librarians interacting with the user on one-to-one basis. The library staff can give out technical information and advice while also obtaining useful information from the user about their service condition. The atmosphere is relaxed and there is a good chance to go into details concerning difficult matters because there is only one user to deal with. Individual contact method could be regarded as the most common extension method that is used in most countries of the world (Ani, 2008).

Office and Home Visits: This is direct contact by library extension staff with personnel of other organization or family member. It is useful in securing cooperation and participation of working colleagues or family, members in the acceptance of new library practices. People are likely to listen to the advice and suggestion of an extension staff whom they feel know and like and whose knowledge they trust. This is an important means establishing g rapport and building up the trust and confidence (Ani, 2008). These types of visits are very essential; they provide means of personal communication in an environment where matter can be discussed keeping in view the informational needs of

For effective library extension services, certain considerations are necessary for a meaningful discourse on library users' motivation. Oni (2008) added that at the commencement of any learning program (*in this case library users*) taking the following steps will help:

a. Recognition of what they have been used to in terms of information search techniques, tools, etc.
b. As much as possible, the librarian should jointly identify the merits and demerits of what they are used to.
c. A gradual introduction of new methods and their superiority over existing ones.
d. Identification of alternative ways in which new methods could best be done for purposes of variety and or better result/ output.
e. Effective ways of curbing likely side effect (if any) of any new method(s) to be promoted.

Moreover, Extension services require a high standard performance by an extension worker and a positive attitude towards clienteles. Brammer (1973) brought the following requirements for extension agents which are applicable to librarians engaging in extension services.

1. Librarians must be aware of their own values. They must ask themselves "who am I? and "what is important to me?. This could prevent them from forcing their own values on users.
2. They must be aware of their own feelings especially in their relationship with users. Self respect can help them overcome feelings of disappointment which are inevitable in such relationship
3. Librarians should serve as examples to users in a way they solve their informational problems. They are expected to apply the consequences of their theories and ideas themselves. Users will watch them with particular interest to see what they do and how they do it.
4. Effective information professionals have a strong interest in their fellow human beings and in social change. They may also wish to help change the structure of society as well as help individuals.

The main essence of library extension service is to initiate actions that might lead to improvement within library communities. This involves a set of guiding principles. Ogunbameru, Undiandeye, and Ani, (2008) brought among others some principles application to library extension services to include;

a. Extension starts where the people are: this implies that extension must start at the users' level, that his at his level of knowledge, understanding, interest and degree of readiness. New ideas must be related to what user already knows and that with which he is familiar.
b. Library staff may gain confidence of their audience. People are said to be naturally conservative. They are unlikely to take action without conviction. Unless they are sure of the ability and skill of a librarian, they will not be persuaded to accept his recommendations.

the individuals. These visits help librarians to know their users personally and establish rapport with them, to teach new information search skills, to recommend practices or create a desire to improve on the existing practices. Office and home visits are very expensive and time consuming. Hence, they must be well planned with a definite purpose. It is better if the scheduled of visits is worked out for a period, i.e a month, a fortnight etc., and the visit tactfully by inviting user to your library to see progress. Also make a good record of the visits to serve as a reference for future contact and for follow-up. Be sure you provide information or material if you have promised any (Sandu, 1993). This method enables librarians to help user to clarify his feelings and choose among the alternatives. It is a means of arousing general interest among libraries users and stimulating their involvement in library policies. It enables the librarians to increase the users trust in him by showing interest in the user as a person, his situation and ideas. It helps the librarian to build up knowledge of the various information problems peculiar to certain user-group. It enables the librarians to be provided with first hand information query.

Demonstration Method: This is an extension method relevant for the librarians or trained information professionals for a group of users to show them how to carry out new skills or to improve on old information literacy skills not being properly executed. In this method, librarians show how to do a job step-by-step such as checking catalogue cabinet and browsing the books on a shelf.

Media Forum: Media forum are organized small group of people who met regularly to receive a mass media programme and discuss its content. The mass media linked to the group may be radio, television, video cassette, social group like whats'up, instagram, facebook etc.

The effect of mass media especially among youth is more when these media are couple with interpersonal communication. The novelty effect of new channel of information and the high credibility that may be attached to this media is also partially responsible for the success of media forums. Feedback from this media is comparatively quick to organize and relatively more objective and usable (Sandhu, 1993).

Library Games: These games can be use by librarians to create and impart knowledge about improved practices to their potential users. They are intended at helping users to learn something while they are enjoying themselves. They can also be used to develop problem-solving abilities by setting situations which will involve people in using the mental faculties required for this exercise.

Library Book Fair: This include and effective demonstration of improved practices and sale of publications in a small packages. Sometimes publications are given free of charge as gifts to potential users of the library. Fairs should held fro one to two day; twice a year at a place where library is located. Krishan Kumar as quoted by Gupta (undated) viewed extension service as a service aims at converting non-readers into readers. It creates and stimulates the desire for good reading. This is done by bringing books and readers together.

Exhibition: An exhibition is a systematic display of models, charts, posters etc. in a sequence so as to convey some significant information or idea in an easily understandable way to the onlookers. The purpose of library exhibition is catch attention, convey an idea and stimulate action on the part of potential users looking at the display. Content should be kept simple and clear so that the onlookers are able to grasp the message readily.

Library Extension Publication: Publications on library services can be written with a clear message for users and in simple language. Such publication may include leaflets, folder, pamphlets, etc. these publications are intended to provide precise and reliable information on how library operates in an interesting manner. These publications have several advantages, they can be easily prepared, are cheap and can be preserved and used subsequently and supplement other information media. Attractiveness of these publications can be increased by using different colours and by illustrations, photographs and simple and bold lettering.

Circular Letters: These are specially prepared intimate letters using a personal approach for a specific message, which are mailed to a large number of users periodically or on special occasions. They are written to maintain a continues contact with users and to communicate specific ideas to them. Receiving a circular letter from a librarian is a matter of personal prestige in the mind of a library user. Thus, a circular can be used to convey information of common interest to a large number of users at one time using a personal touch. Circular letters can be prepared very easily and quickly. A good circular must have introduction in which after greetings, a rapport is established with a reader by relating the new message to a previous message, occasion, problem, or experience. It explains the importance of the message and shows how it will benefit the reader (Sandhu, 1993).

Library extension service is an assistance given to users to help them to identify and analyze their information needs and to become aware of the opportunities for satisfying such information needs. When a library user visits the reference desk, it is expected for the librarian to greet him and put him at ease, and encourage him to express himself freely and give him specific information he may require. If he is likely to forget some pieces of information, the librarian should write it down and give him advice on where to get it and how to use it. This saves users time, enhance prestige and provide professional satisfaction to reference librarians.

Newspapers: newspapers provide a valuable channel for transmission of current and general information to people who can read. The material should be factual and presented in short, simple sentences and paragraphs that are easy to read. Newspapers are useful in giving timely information to people but are not of value where people are illiterate.

Information is the key to development (Maunder, 1973), and Physical contact cannot reach everyone who needs information. Institutions and techniques by which social groups employ the use of technological devices to disseminate information are very imperative and relevant to influencing users' interest and awareness to information services at the same time. This broadly emphasize the application of Information and Communication

Technologies (ICTs) for such purposes. Information and Communication Technologies (ICTs) can be broadly defined as the technologies used to exchange, process, manage and communicate information and knowledge by electronic means, ranging from radio and television to telephone (fixed and mobile), computers and internet (Arokoyo, 2008). Request by mail from users seeking for information on a specific topics are becoming very common. Thus, for shortness, the library extension staff should avoid unnecessary details and repetition. For simplicity, librarian should state the information in simple readable language and avoid use of technical terms. Use specific concrete words and active verbs. Do not explain the answer before giving it. Use personal words and sentence. Be polite and avoid over emphasis. Mail request should be answered promptly and adequate record of all mail received and replied must be kept so as to serve as a reference for future correspondence.

However, based on the UNESCO (1964) resolutions, Information media have an important part to play in education, economic and social progress (Ojo, 2004). The Media are nucleus around which societies revolve irrespective of their political, social, cultural and economic ideologies (Undiandeye and Vosanka, 2008).

Clubs and Societies : Librarians in Nigeria must explore better ways in disseminating fast and less strenuous information to local library users. Users need to be educated to organize online clubs/societies e.g '*Friends of the library*' in their communities to discuss new ideas and techniques. As summarized by Ojo (2004), it is in the recognition of the significance of mass media as an index and agent of development, the United Nation's 1958 Clarion call for a program of concrete action to build up press, radio, broadcasting, film and television facilities in countries in process of economic and social development. Hence, Social media should be improved among library users. This could improve the process of Mass contact methods extension; this refers to methods which enable library development agents to reach a large number of persons directly or indirectly with one exposure or single source.

Such contributions by the libraries provide crucial support to members of the communities as they learn what is needed to set and attain determined goals for their development (Ruheni and Tate, 2015). Through various programmes as the adoption of Mass contact methods and proper planning, the Extension Services are efforts to reach the maximum number of people. Mass contact methods library extension include the use of the following technologies among others:

Radio: is one of the fastest methods of communicating with a mass audience (Agbamu 2006). Radio can actually overcome the barriers of space and time. It is a powerful instrument suited for spreading awareness of new ideas to large number of people and can be used to publicize library services (Yahaya & Kabiru, 2016). This medium commands a universal audience by geographic spread, income, education, age, sex etc. it is a good for librarians working in public libraries whose services are not restricted to certain members, but to every member of the society without discrimination. Librarians need to understand the listening habit and interest of their users in order to build up interesting programmes to put across useful information logically and effectively. This is

because; a house wife can iron or bake while picking up tips from radio. Farmers can clean barns, mechanic can repair machineries, cattle rearer can feed livestock all within the sound of radio. It facilitates the efforts put in place towards a knowledge-based economy.

The radio can be used to alert library users on new library policies and on new arrivals. Since the advent of a battery-operated radio broadcast from radio stations are now received by rural communities thereby bridging the gap of literacy level of the library potential user. Another feature which made library extension services is that such libraries can organize a radio programme inviting users who have successfully enjoyed their services and arouse the interest of other community members on such services.

Television: Television is particularly useful in assisting the audience to better understand and remember the subject matter presented. It offers the user an opportunity to employ two major senses of seeing and hearing. Through the television, the libraries can give a short talk or conduct a personal discussion on a topic of interest to the library user.

According to (Agbamu, 2006) two types of television media are available for the librarian extending its services to community of users. The first is the broadcast areas. In this case library programmes can be transmitted to target audience through television stations. The second kind of television media involves the use of television monitors which require video tape recorder and video cassette. The librarian can prepare programmes and talks covering various library practices which are then recorded to a group of users. However, television is mostly viewed as a medium for entertainment. It has the quality of direct address, every viewer thinks as if he is being talked with personally.

Mobile Phones play important roles to librarians in engaging users for extension services. Mobile phone is a personal device, it brings a speaker into the room just as that the speaker was there in person. Messages on phones reaches almost everywhere and library user can assess it in their homes, cars, farms, shops, classes etc (Dansale & Usman, 2016). This technology permits users to take their mobiles wherever they go and it offers immediacy and can be changed quickly to meet new conditions. The use of this technology by librarians also provides warmth of human voice and can tie into the strong oral traditions of communities and overcome the literacy barriers of print media which helps in attracting the interest of library users having low literacy level. This helps in achieving sustainable development of the rural library users, by ensuring their right to public access to information and protects fundamental freedoms, in accordance with national legislation and international agreements (Bradley, n.d). Moreover, telephone involves personal discussions between the library extension staff and the library user. The call may be initiated by either the user or the librarians himself. Such calls are useful in giving specific information or advice, making request or answering users' questions there by attracting them to the services provided by the library. The Katatura public library (Namibia) for instance, provides public access to ICT, study rooms, and classes, using mobile phones.

Conclusion
Extension is the dissemination of useful information of improved knowledge and useful information from the source to the user of information (Ogbimi, 2008). And information is the basic ingredient for personal, social and political development. Access to it, is therefore a basic human rights whether the user of information is literate or non-literate. However, harnessing information use for development can only be achieved when the rural communities value information, and become ready to seek and use information in solving daily activities regardless of the distance, format or medium in which the information is available. Empowering people to be among global players in the knowledge-based economy can only be done by making them aware of the importance and role of information for their development. To achieve this therefore, the some extension strategies discussed in this paper which include office and home visits, demonstration method, media forum, library games, library book fair, exhibition, library extension publication, circular letters, newspapers, clubs and societies, mass contact methods through radio, television and mobile phones among others, should be adopted by public librarians in Nigerian as a way to promote library information services as a tool towards a knowledge-based economy in their rural areas.

Recommendation
Physical contact cannot reach everyone who needs information. Strategies to employ the use of technological devices to disseminate information are very imperative and relevant to influencing users' interest and awareness to information services at the same time. This broadly emphasize the application of Information and Communication Technologies (ICTs) for such purposes. Information and Communication Technologies (ICTs) can be broadly embraced as the technologies used to exchange, process, manage and communicate information and knowledge to library potential users by electronic means, ranging from radio and television to telephone (fixed and mobile), computers and internet (Arokoyo, 2008).

However, mail responses from users seeking for information on specific topics are becoming very common. Thus, for shortness, the library extension staff should avoid unnecessary details and repetition. For simplicity, librarian should state the information in simple readable language and avoid use of technical terms. Use specific concrete words and active verbs. Do not explain the answer before giving it. Use personal words and sentence. Be polite and avoid over emphasis. Mail request should be answered promptly and adequate record of all mail received and replied must be kept by librarians so as to serve as a reference for future correspondence.

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