

## **Utilization of Media Resources for Information Service Delivery in Kashim Ibrahim Library, Ahmadu Bello University Zaria, Nigeria**

**By**

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**&**

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### **Abstract**

*This study examines the Utilization of Media Resources for Information Service Delivery in Kashim Ibrahim Library, Ahmadu Bello University Zaria, Nigeria. Survey research method was adopted for this study; the population of the study comprised the users of media resources. The findings indicated that video cassette, disc, newspapers, digital camera, tape recorder television and Internet resources were the types of media resources available for information services delivery. It is recommended that electronic resources should be installed in the library for effective information service delivery.*

### **Introduction**

Generally, information provision, access and utilization are made possible through variety of media; some of which may be in documented, printed and non printed formats. The extent to which needed information is available, accessed and utilized may largely depend on the type of media it is recorded and documented. Media refers to all means of communication which include non printed resources like audio – visual and digital resources. E.g. microfilm, microfiche, slides, projector, television, Audio cassette, video cassettes, CDs, and DVDs. They have become one of the most important tools for entertainment, education

and research. The academic life of students, staff and other library users depend on effective and efficient use of the library and information resources to satisfy their information needs. Herron (2010) has asserted that Librarians and information managers must be alert and keep abreast of the changing trends in information provision scene due to rapid and successive technological advances. In order to achieve these laudable benefits, libraries have to provide relevant resources that could aid teaching, learning and research.

Media resources have become an accepted form of communication in the society at

large. Certain messages are communicated to targeted audience through musical songs in cassettes and discs, talks and lectures in audio and television programmes, and acting in films. These and other media of communication are what are heard and seen in day to day activities. People have no option than to stop to read, listen or watch some of the messages which easily capture their attention as they go about daily tasks. The new media has made the whole world a global village; communications are made easy between person to person and country to country. The use of media resources in libraries and information centers is not new. Hicks (2009) stated that media resources play a vital role in information generation, processing, and dissemination. Media resources like, microfilm, sound cassettes, video cassettes, slides, film projectors, CD's, DVD's, Memos, photographs, tape recorders, etc. are very essential in information service provision. Librarians and information managers should therefore be alert and keep abreast of the changing trends that brought to bear on information provision scene to provide relevant resources that could aid teaching, learning and research.

Neo (2011) posited that effective utilization of media resource involves making the most effective use of the resources whether in form of machines or other related resources. The people responsible for utilizing media resources are the customers, media managers, as well as other library staff who are chiefly responsible for planning, directing and running their operations. He further stated that media resource will be valueless in the library until it is put to use. Olanlokun (2010) stated that media resource is a vital tool in dissemination of information and making information available to the intended users. Utilization of media resources also refers to physical control of resources, preservation of resources, minimization of the obsolescence and damage through timely disposal, efficient handling, maintenance of the resources for proper location and stocking. Proper utilization of media resources in libraries and information centers will provide adequate and proper preservation of media resources and can protect them from obsolesce, surplus, and scrap through proper codification, preservation, stocking and use can be effectively made.

### **Problem Statement**

University libraries are established to acquire process, organize, and disseminate information that will assist these universities to achieve their objectives. Guyton (2014) stated that the objective of any university is to provide public instruction to students in certain areas of knowledge; provide public service by training people for various profession especially in the areas of needs as articulated from time to time; make information available to members of their academic communities and those from outside, within the limit of the resources available, conduct research and extend the frontiers of knowledge; contributes to the efforts in finding solutions to the problems associated with the way on which these vital information resources are preserved, organized, managed and utilized to disseminate information.

Media resources have become very vital library collections because of the immense benefits derived from them by helping the library customers to obtain the desired information in whatever format whether in print, non print/electronics or new media. These have made many libraries to spend huge amount of money on these forms of

library collections for their purchase, maintenance and utilization.

The researcher observed that even though Kashim Ibrahim library have large collections of media resources, the users find it difficult to utilize these vital information resources in such a way that the users can consult and make a good utilization of the resources to retrieve the required information for research, entertainment and study.

It is on this basis that the research was conducted to find out the problems associated with the utilizing of these materials with a view to proposing appropriate methods of utilizing the resources for effective information services delivery in university libraries in Kashim Ibrahim library Ahmadu Bello university, Zaria.

### **Objectives of the Study**

1. To find out the types of media resources available for information service delivery in Kashim Ibrahim library Ahmadu Bello University Zaria.
2. . To find out which media resources are preferred by users in Kashim

Ibrahim library Ahmadu Bello  
University Zaria.

3.

### **Literature Review**

A Media resource as vital information resources in university libraries contains most of the information that the print and other information resources in the library could not contain. The philosophy of selection and utilizing media resources in university libraries is to properly provide quality services to the customers. Asogwa (2013) stated that utilization of media resources is the primary method by which asset performance are measured and determined.

An efficient and effective utilization of media resources helps to facilitate access to all human knowledge, anytime, and anywhere in a friendly, and multimodal, by overcoming barriers of distance, language and cultures. And it will provide librarians and the customers of the resources to use the resources carefully and expertly maximizing their applications to the task at hand and understand the priorities of the customer of the collections. The power of information service in delivering information lies in the fact that it is multisensory, stimulating the senses of the customers/ audience. It is also

interactive enabling the end users to content and the flow of information and the way to communicate information to the customers. This will make them active participant in their own learning process, instead of just being passive learners of any educational content. Hicks (2012) viewed information service delivery as essential to help the librarian to have a clear idea or understanding of the information needs of the clientele or the society before rendering services to them. Information service deliveries are many and they include information consultation, information searching, and user education. Information service delivery is an “essential function of management to make the members of the organization aware promptly of new information which will contribute or help them to perform their individual tasks with the highest degree of competence. It is employed to satisfy the customers in request of information. Prompt dissemination of these services will enable the customers to meet their specific needs. Information service delivery is closely related to notions of constraints, control form, instruction, knowledge, meaning, pattern, perception, representation and creative works of human intellect and imagination that have been communicated to promote human

resourcefulness socially, politically, economically, scientifically and technologically.

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### **Methodology**

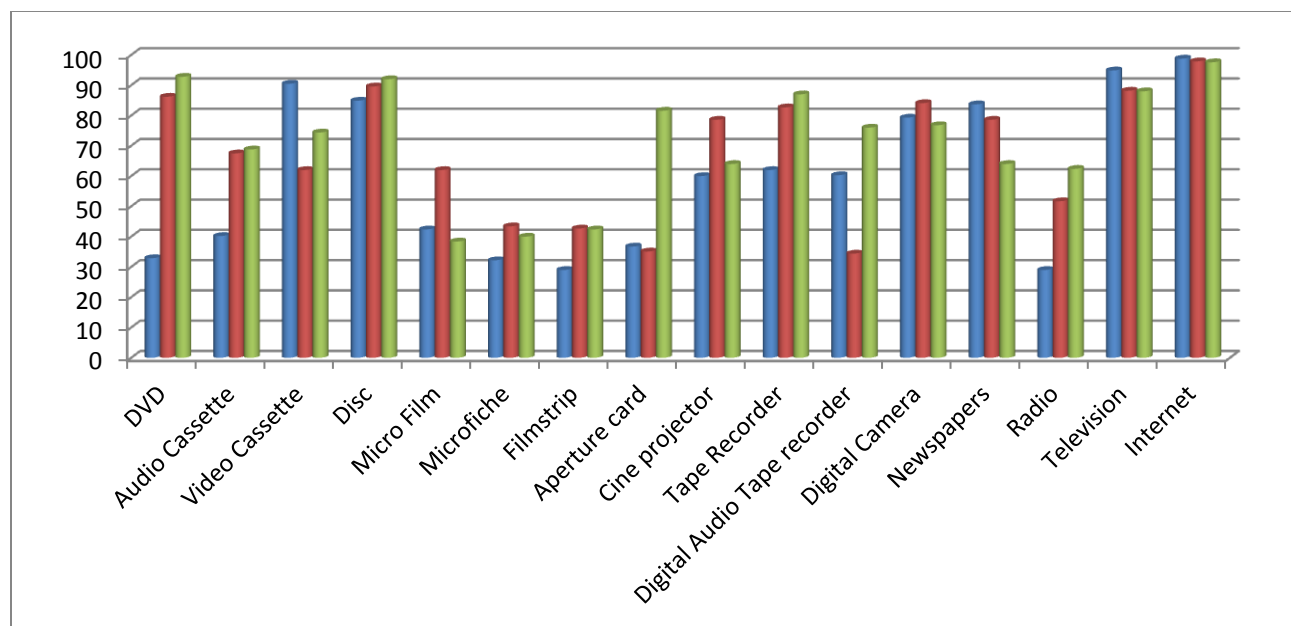
Survey research design was adopted for this study. Gall (1986) observed that a survey method helps the researcher to measure knowledge or information, preferences and attitudes or beliefs. Francis (1989) and Abubakar (1995) asserted that survey method enables the researcher to gather information from a relatively large number of cases at a particular time by asking questions. Adogbo (2003) stated that survey method is used to study wide population that are scattered across a country, a region or a state. This method was therefore considered to be very appropriate for this research because of the nature and size of the population of the study.

### **Findings and Discussions**

Data were collected and analyzed using descriptive statistics. The data analyzed was collected using two (2) research questions which guided this study. Frequency scales and percentages were used in the computation of the data collected and analyzed.

**Table 1 Types of Media Resources Available for Information Service Delivery in Kashim Ibrahim library, Ahmadu Bello University, Zaria**

<b>Types of Media resources available in Kashim Ibrahim library , Ahmadu Bello university, Zaria</b>						
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>
DVD	55	38.7	42	29.5	30	21.1
Audio Cassette	52	36.6	40	28.1	28	19.7
Video Cassette	50	35.2	39	27.4	27	19.0
Disc	25	17.6	30	21.1	29	20.4
Micro Film	27	19.0	32	22.5	24	16.9
Microfiche	32	22.5	33	23.2	25	17.6
Filmstrip	49	34.5	29	20.4	33	23.2
Aperture card	42	29.5	40	28.1	27	19.0
Cine projector	45	31.6	38	26.7	28	19.7
Tape Recorder	50	35.	36	25.3	19	13.3
Digital Audio Tape recorder	52	36.6	39	27.4	29	20.4
Digital Camera	42	29.5	26	18.3	26	18.3
Newspapers	50	35.2	40	28.1	29	20.4
Photographs	51	31.6	46	32.3	23	16.1
Radio	45	31.6	35	24.6	28	19.7
Television	47	33.0	38	26.7	24	16.9
Internet	53	37.3	41	28.8	28	19.7



**Fig.1 Type of Media Resources Available for Information Service Delivery in Kashim Ibrahim library Ahmadu Bello University, Zaria**

Table 1 and Fig 1 showed that video cassette, disc, newspapers, digital camera, tape recorder television and Internet resources were the types of media resources available for information services delivery with the highest frequency of over 38.7% response score by the respondent of ABU Zaria and Bayero University, Kano. Whereas Radio, Microfilm, microfiche and aperture Card were the types of media resources available for information service delivery with frequency of less than 17.6% responses respectively. However, at Usmanu Dan Fodiyo University Library it was revealed that Internet resources, digital camera, video cassettes, newspapers, television, disc and DVD were the types of

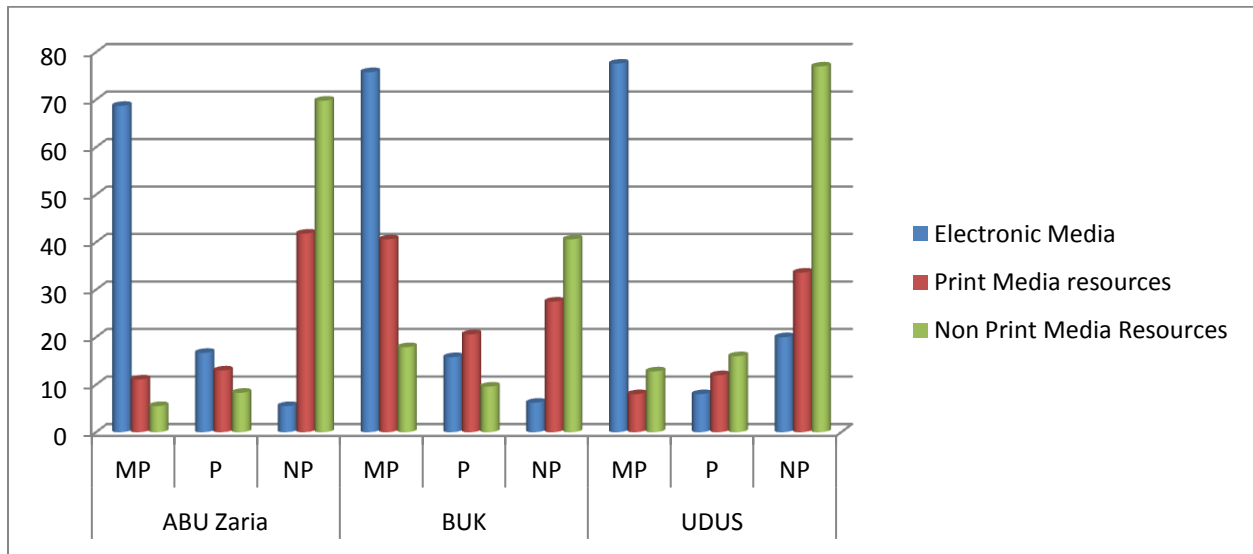
media resources available for information service delivery with the highest frequency of over 25.3% by the respondent. Whereas, microfilm, microfiche and filmstrip scored the least frequency of less than 42% responses respectively. However, the finding showed that internet resources, DVD, Dics, Digital Audio tape recorder, television, and video cassettes were the types of media resources available for information services delivery.

The fundamental aspect of utilization of media resources is the determination of information needs of the actual and potential users of information. Information service is defined as the process of providing access to



information. It could also be said to be said to be the functions and activities carried out to satisfy the information needs of intended users. These activities include media broadcast, publications, extension visits etc. Information service is desired to meet the needs of library customers. Popoola (2008) enumerated information services provided in library as follows: Current awareness services (CAS); Statistical data analysis (SDA); Selective dissemination of information (SDI); Document Delivery, Computer Word Processing, CD-ROM

Database searching. Indexing and Abstracting, translation of articles in current and noncurrent periodicals. Creation of data base through documentation of information anticipated to be of interest to potential users of services etc. Library services are essentially important in building up the information required by researchers. The value of information service in the present information dispensation is not possessing information per se but in providing access to it.



**Fig. 2 Media Resources Preference in Kashim Ibrahim Library in Ahmadu Bello University, Zaria**

Fig 2 showed the responses of the respondents of the type of media resources preferred in the Kashim Ibrahim library. It was discovered that Electronic media

resources were mostly preferred with the highest frequency of over 38.7% score by the respondents in Kashim Ibrahim library. Whereas print and non print media resources

scored the least with less than 5.5% and 11.1% as the most preferred resources scored by the respondents respectively. This finding concluded that users in Kashim Ibrahim library preferred electronic Media resources for information services delivery. This finding is supported by the findings of Birnhack (2011) stated that users prefer to use the new media and non print media resources because they promote interactivity and enhance digital attitudes to learning and plays a crucial role in access to information resources and provide the customers with a broad spectrum of information using technologies.

### **Findings**

1. Video cassette, disc, newspapers, digital camera, tape recorder television and Internet resources were the types of media resources available for information services delivery.
2. The type of media resources preferred in the Kashim Ibrahim library is electronic media resources whereas, print and non print media resources scored the least.

### **Conclusion**

From the analysis and summary of the findings of this study, it was concluded that the types of media resources available for information service delivery in Kashim Ibrahim library are microfilm, microfiche, slides, film projectors, and other types of media resources.

### **The Way forward**

In line with the findings of this study, it was suggested that:

1. Kashim Ibrahim library should make effort to provide modern media facilities like computers, and other prints and non print resources.
2. Also electronic resources should be installed in the library for effective information service delivery.
3. Regular maintenance and servicing of head phones, fuses, plugs and sockets should also be properly installed for efficient and effective information services delivery.

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