

Impact of Publicity on the Development of Library Services in Ifelodun Local Government Area of Kwara State Nigeria

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Submitted: 10-07-2022

Revised: 17-07-2022

Accepted: 21-07-2022

ABSTRACT

The role of publicity in all facets of disciplines can not be overemphasized especially in promoting library services in the area of information gathering and dissemination regardless of the forms of the information – traditional or modern ways in this era of information and communication technology (ICT). This study examined the impact of publicity on the development of library services in Ifelodun Local government, Kwara state, Nigeria. The social descriptive survey research method was adopted; this is due to the fact that the population is large covering eighteen (18) wards and eight (8) districts. This type of research method is use to gather opinions of individuals on the challenges at hand. Sample was picked from the eight (8) districts (population) in Ifelodun local government. Random sampling technique was adopted using statistical tables so as to give equal opportunity to all. 20% of the total population, as recommended by Borg and Gall (2007), was used for the study. This rationale allows for generalization of findings of the study to the studied population. The major instrument was questionnaire which was complemented with interview and observation so that information that was gotten from one instrument can be revealed with other instrument(s). Data analysis was done using statistical tools such as Statistical Percentages for Social Sciences (SPSS) with charts, diagrams among others. The findings of the research revealed some of the services rendered by the public library to rural communities to include bookmobile service, referring of users to sister libraries, outreach program, among others. Also revealed that orientation to the user with a given priority, keeping track of user needs on a regular basis, promoting information system through publicity to existing and potential users, are some of the framework for achieving rural community. The

study concluded that publicity is an important aspect of library development in rural communities and the role of library and librarians in the provision of information services to rural communities or dwellers should be prioritized. It was recommended that government need to be adequately supported in the form of provision of space and financial resources, adequate staffing in term of number and professional qualification needs to be provide, public libraries should strive to acquire information materials on the development of libraries and bring the materials to the awareness of library user, among others.

KEYWORDS: Impact, Publicity, Library services, Local government, Kwara state

I. INTRODUCTION

Publicity is often referred to as the result of public relation in teams of providing favorable information to media and any third party outlet; these may include bloggers mainstream media as well as new media forms such as podcast among others, all this is done to provide a message to users without having to pay for direct time or space. This is in-turn create awareness and carries out more credibility as well. After the message has been distributed the publisher in charge of the information will lose control on how the message is used and interpreted, much different to the way it works in advertising (Mersham, 2016). Gruning (2013) described public relation as a form of activity which should be associated with the sales promotion effort of a library in order to help aid advertising and personal salesmanship as well. The use of publicity is also known to be an important strategy elements and promotional tool due to its effect of intentional exposure that covered a user. This helps publicity gain a beneficial advantage

over other marketing aspect such as advertising (Kent, 2011).

Publicity of information has been a popular topic in the library and information profession in recent year but at the same time there has been much controversy regarding the concept of publicity in the profession that there is a residual feeling that marketing is inappropriate for public service institutions and thus seen no room for such practice In a no profit profession like librarianship, the emergency of information and communication technologies service and selective dissemination of information service are provided in library, Oluokun (2013) ICT has radically influenced the way knowledge and information are generated, developed and transmitted. The author reiterated that “ICT has also reduced the entire world into a global village and replace the use of physical strength in performing task with automation.

Statement of the Problem

Information dissemination cannot be over emphasis in the delivery of library services with the use of publicity. Awareness of existing information service in any community is a way of encouraging community to make use of the stocks of the life of different group of dwellers in the community and the larger society of Ifelodun Local Government. The preliminary investigation revealed that lack of inadequate advertisement and publicity of library materials and services has hamper the use of materials or stock in the library which invariably has negative effects on development of user especially meeting their various information needs in area such as education, health, electricity water culture, businesses among others.

Objectives of the Study

The general objective of the study examined the impact of publicity on library services in Ifelodun Local Government Area of Kwara State Nigeria.

The specific objectives are to:

1. identify the information needs of dwellers of Ifelodun Local Government Area of Kwara State, Nigeria;
2. examine the level of awareness of library service delivery to the people of Ifelodun local government area of Kwara State, Nigeria;
3. investigate the ways public libraries meet information needs of people in Ifelodun local government area of Kwara State, Nigeria;
4. investigate the impact of publicity on library service in Ifelodun Local Government area of Kwara State, Nigeria; and

5. know the challenges faced by library in the development of the communities in Ifelodun local Government area of Kwara State, Nigeria.

Research Questions

The following research questions guided this study:

1. What are the information needs of the dwellers of Ifelodun Local Government area of Kwara State, Nigeria?
2. What are the level of awareness of Publicizing Library Service in Ifelodun Local Government Area of Kwara State?
3. What are the ways public libraries meet information needs of people in Ifelodun local government area of Kwara State, Nigeria?
4. What are the impact of publicity of library service to the dwellers of Ifelodun local Government of Kwara State, Nigeria?
5. What are the challenges faced by library in the development of the communities in Ifelodun local Government area of Kwara State, Nigeria?

II. LITERATURE REVIEW

For our rural communities to be developed therefore, they have to be well informed in all aspect of life. Although Alegbeleye and Aina (2011) have previously provided information need categories of rural communities, Mchombu (2012) identified health, agriculture and income-generating activities as the areas most needed by rural people. For the purpose of this review therefore, the following information needs shall be discussed especially new methods in agriculture 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.

Due to the ever growing complexities of the modern society as against the simple society of the old, products of technological innovations have come to be quite useful to this end. This also led to the need for people specially trained in the handling and use of such technological instruments as the radio, television, newspaper and recently the satellite broadcast together with appropriate techniques for ensuring a satisfactory provision of information. These are hereby referred to as the information professionals, in whatever guise or disguise for so long as they perform those earlier stated basic functions of information provision.

Library services in the former Bendel state, which is the present day Delta and Edo states, was very important in the history of public libraries in Nigeria. It set the pace for many public libraries in Nigeria. The former Eastern region, which was part of the Niger Delta, also provided library services for adults, children, and schools. Through grants from UNESCO, mobile library service was provided to serve primary and secondary schools and reading rooms. In 1967, the region was split into seven states (Abia, Anambra, Akwa-Ibom, Cross River, Imo, Enugu, and Rivers states, and in 1996, Ebonyi and Bayelsa). Despite high expectations, library services did not develop widely in these areas.

Bookmobile service was introduced in Nigeria by the regional governments in the 1960s and 1970s. The level of success varied. According to Okiy (2014), mobile library service was launched in order to extend library services to everyone in Bendel state, irrespective of location. By the end of 1977, this service had a fleet of five vans with a total book stock of 12,500 volumes. The vans operated 220 service points in 140 towns and villages. Other library services provided by the state library service included prison and hospital trolley services, films for children, and reference services. Unfortunately these services are no longer in existence in the Niger Delta states. Kibat (2010), mobile services have reached segments of the rural population that would not otherwise have any library facilities at all. The bookmobile and its counterparts in the Philippines have brought improvements to rural areas, stimulated reading interest, and have increased general awareness on health, nutrition, child care, family planning, etc.

Agboola (2013) have documented the efforts of some libraries in information dissemination in rural areas of Nigeria. Nevertheless adequate attention has not been paid to library services in the rural areas of Nigeria. It is very important for the Librarian in charge of the rural Libraries to educate the rural populace on the need and the importance of the Libraries. The rural dwellers need to be told the types of Information they can get from the library.

Furthermore, Harande (2013) stated that the greatest area of information needs by rural Nigerians is in agriculture and such information needs include planting treated seeds, soil conservation, prevention of plants and animal diseases, fertilizer application, farm machineries, recommended thinning practices, proper storage of

farm products, marketing techniques, cooperative activities and other agro-cultural activities.

Public libraries play an important role in every society or community. For effective national development, a public library must have a vital impact on the community, in which it is established and must, as a matter of necessity, contribute to the promotion of information literacy and socio-cultural and educational services. Saliu (2012) posited that “public libraries can develop local economic capabilities by making available necessary information on income generating projects, self-employment activities, credit facilities, state assistance schemes, among others.”

Cheunwattanna (2014) stated that user needs are essential for the existence of any information services. Such a view, however, requires a conviction that the user needs can be clearly identified, and a commitment to identifying the kinds of information people need. In the case of rural information services, Aboyade (2012) suggested providing reference and referral services in the rural setting, to help identify the user’s needs and direct them to the needed information from appropriate sources. Kempson (2015) proposed a guideline for research needs, setting up services, and evaluating performance. She recommended three stages in researching information needs: creating the community profile; the information provider’s profile; and the information needs profile. She also suggests that the participatory or grassroots approach is needed to get the community involved in the design and conduct of the research.

III. METHODOLOGY

This study adopted the survey research design which is a research strategy that involves the collection of data using structured questionnaires and observation. The population of this study was drawn from the eight (8) districts in Ifelodun Local government which are: AgunjinOra, Idofian, Igbaja, Oke Ode, Omupo, Oro Ago, Ile Ire, and Share. The sample for this study is one hundred (100) the choice of the sample is recommended by Borg and Gall (1979) who said that 1% of the population thousands shall be adopted as sample. An adapted questionnaire was used for the study. The data collected in this study were analysed using Statistical Product and Service Solutions (SPSS). Specifically, frequency tables, simple percentages, mean and standard deviation was used to analyse research questions.

IV. FINDINGS

Table 1: Public Library Services in Rural Area

Option	Agree	Disagree	Undecided	Total
Bookmobile Services	70(70%)	28(28%)	2(2%)	100(100%)
Information and Referral Services	84(84%)	14(14%)	2(2%)	100(100%)
Outreach programs	72(72%)	26(26%)	2(2%)	100(100%)
Current Awareness Services	74(74%)	20(20%)	6(6%)	100(100%)
Library Services to Children	78(78%)	14(14%)	8(8%)	100(100%)
Selective Dissemination of Information (SDI)	54(54%)	30(30%)	16(6%)	100(100%)
Book Box Service	54(54%)	40(40%)	6(6%)	100(100%)
Photocopies of content page etc.	74(74%)	26(26%)	---	100(100%)

Source: Field Survey, 2022.

Table 1 shows the public library services in rural area, 70(70%) respondents agree that bookmobile services is one of the public library services in rural area, 28(28%) respondent disagree that bookmobile services is not part of public library service in rural area, while 2(2%) of respondent are undecided, 84(84%) respondent agree that information and referral services are public library services in rural area, 14(14%) respondent disagree while 2(2%) respondent are undecided, 72(72%) respondent agree that outreach program is also public library services in rural area 26(26%) respondent disagree, while 2(2%) respondent are undecided. 74(74%) of respondent agree that current awareness services is also part of public library services to rural area 20(20%) respondent disagree, while 6(6%) of respondent are undecided, 78(78%) of respondent agree that library services to children is one of the public library services to rural area, 14(14%) of the respondent disagree, while 8(8%) of respondent are

undecided, 54(54%) of respondent agree that selective dissemination of information is part of public library services to rural area, 30(30%) of respondent disagree while 16(16%) of respondent are undecided. Also, 54(54%) Of respondent agree that book box service is part of traditional library service, 40(40%) of respondent disagree, while 6(6%) of respondent are undecided, 74(74%) Of respondent agree that photocopy of content page is part of traditional library services and 26(26%) of respondent disagree. This implies that the traditional library services available in the public library include book box service, photocopies of content page etc.

The analysis above showed that there are several services rendered by the public library to rural communities such as bookmobile service, referring of users to sister libraries, outreach program, current awareness etc.

Table 2: The Role of Public Libraries

Option	Agree	Disagree	Undecided	Total
Encouraging reading culture	94(94%)	4(4%)	2(2%)	100(100%)
Expanding learning process	96(96%)	4(4%)	---	100(100%)
Developing learning skill	94(94%)	6(6%)	---	100(100%)
Developing appreciation for reading and learning	98(98%)	2(2%)	---	100(100%)
assisting with development task through searching for library collection	96(96%)	4(4%)	--	100(100%)
Educate the illiterate through adult education regular assignment	90(90%)	10(10%)	---	100(100%)

Source: Field Survey, 2022.

Table 2 shows the role of public libraries to rural area dwellers, 94(94%) of respondent agree that public library encourage reading culture,

4(4%) of respondent disagree, while 2(2%) Of respondent are undecided, 96(96%) of respondent agree that public library expand learning process,

4(4%) of respondent disagree to it, 94(94%) of respondent agree that public libraries help in development of learning skill, and 6(6%) of respondent disagree, 98(98%) of respondent agree that public libraries helps in the development, appreciation for learning, while 2(2%) of respondent disagree, 96(96%) of respondent agree that public libraries assist with the development of task through searching for library collection while 4(4%) of respondent disagree, 90(90%) of

respondent agree that public library assignment , while 10(10%) of respondent disagree, This implies that encouraging reading culture, Expanding learning process, Developing learning skill, Developing appreciation for reading and learning, assisting with development task through searching for library collection, Educate the illiterate through adult education regular assignment are some of the role of public libraries (Johnson &Lare, 2012).

Table 3: Ways Public Libraries Can Meet the Information Needs of Rural Communities

Option	Agree	Disagree	undecided	Total
Agricultural training	84(84%)	10(10%)	6(6%)	100(100%)
Education services	98(98%)	2(2%)	--	100(100%)
Health services	80(80%)	10(10%)	--	100(100%)
Policies on the use of library and its development	80(80%)	16(16%)	4(4%)	100(100%)
Socio-Economic information dissemination to user	62(62%)	20(20%)	18(18%)	100(100%)
Display of cultural and recreational centre	58(58%)	40(40%)	2(2%)	100(100%)

Source: Field Survey, 2022.

Table 3 above shows the way public libraries can meet the information needs of the rural communities, 84(84%) of respondent agree that public library can meet the need of rural communities through agricultural training and 10(10%) of the respondent disagree, while 6(6%) of the respondent are undecided, 98(98%) of the respondent agree that public library can meet the need of rural dwellers through educational service, while 2(2%) of the respondent disagree, 80(80%) of the respondent agree that health services is another way by which public library can meet the needs of rural communities, while 10(10%) of the respondents disagree, 80(80%) of the respondent agree that policies on the use of library and its development is another means of meeting the needs of rural communities and 16(16%) of the respondent disagree, while 4(4%) of the respondent

are undecided, 62(62%) of respondent agree that socio-economic information dissemination to user is another way to meeting the needs of the rural communities, and 20(20%) of the respondent disagree, while 18(18%) of respondent are undecided, 58(58%) of the respondent agree that display of cultural and recreational activities is a way of meeting the needs of rural communities, 40(40%) of respondent disagree, while 2(2%) of respondent are undecided. This implies that, Agricultural training, Education services, Health services, Politics on the use of library and its development, Socio-Economic information dissemination to user, Display of cultural and recreational centre are ways public libraries can meet the information needs of rural communities (Belshew, 2010).

Table 4 Framework for achieving rural community development through the provision of information services to rural dwellers

Option	Agree	Disagree	Undecided	Total
Adopting an orientation to the user with a given priority	76(76%)	24(24%)	-	100(100%)
Keeping track of user needs on a regular basis	80(80%)	16(16%)	4(4%)	100(100%)
Determining how the information provided is used	90(90%)	10(10%)	-	100(100%)
Ensuring the relevance and the	44(44%)	36(36%)	20(20%)	100(100%)

utility of the product and service				
Promoting information system through publicity to existing and potential users	20(20%)	44(44%)	36(36%)	100(100%)
Adopting effective management practices to ensure well formulated and efficient policy and its effective implementation	60(60%)	40(40%)	-	100(100%)
Developing and maintaining high levels of professionalism in library	40(40%)	56(56%)	4(4%)	100(100%)
Using where possible, appropriate information technologies to effectively manage information	84(84%)	10(10%)	6(6%)	100(100%)
Promoting among staff an outlook of self-reliance, resourcefulness and other positive attitudes to minimize the use of existing resources	70(70%)	30(30%)	-	100(100%)
Establishing and actively participating in cooperative schemes and resources sharing program	34(34%)	36(36%)	30(30%)	100(100%)

Source: Field Survey, 2022.

Table 4 above shows the framework for achieving rural community development through the provision of information service to rural dwellers, 76(76%) respondents agree that adopting on the orientation to the user with a given priority as part of the framework, 24 (24%) respondents disagree, 30(30%) respondents agree that keeping track of users' needs on a regular basis is also part of the framework, 16(16%) respondents disagree while 4 (4%) respondents are undecided, 90(90%) of respondents agree that determining how the information provided is used is another framework while 10 (10%) respondents disagree, 44(44%) respondents agree that ensuring the relevance and the utility of the product and service is part of the public library framework, 36(36%) respondents disagree while 20(20%) respondents are undecided. 20(20%) respondents agree that promoting information system through publicity to existing and potential user as a framework of public library services, 44(44%) respondents disagree while 36(36%) respondents are undecided. 60(60%) respondents agree that adopting effective management practice to ensure well formulated and efficient policy and its effective implementation is another framework of public library while 40(40%) respondents disagree, 40(40%) respondents agree that developing and maintaining high level of professionalism in library, 56(56%) respondents disagree while 4(4%) respondents are undecided; 84(84%) respondents agree that using where

possible, appropriate information technologies to effectively manage information is part of the public library framework, 10(10%) respondents disagree while 6(6%) respondents are undecided, 70(70%) respondents agree that promoting among staff an outlook of self – reliance, resourcefulness and other positive attitudes to minimize the use of existing resources is another framework of public library, 30(30%) respondents disagree; 34(34%) respondents agree that establishing and actively participating in cooperative schemes and resource sharing programs is part of public library framework, 36(36%) respondents disagree while 30(30%) respondents are undecided.

This is in line with a study conducted by Rowley (2014) where she concluded that Adopting an orientation to the user with a given priority, Keeping track of user needs on a regular basis, Promoting information system through publicity to existing and potential users, Adopting effective management practices to ensure well formulated and efficient policy and its effective implementation, Using where possible, appropriate information technologies to effectively manage information and Establishing and actively participating in cooperative schemes and resources sharing program; are some of the framework for achieving rural community development through the provision of information services to rural dwellers.

Table 5: Perceived Challenges in Library Services

Option	Agree	Disagree	Undecided	Total
Improper publicity service discourage libraries from applying marketing to libraries	60(60%)	30(30%)	10(10%)	100(100%)
Library management does not always support librarians in a bid to publicizing services	40(40%)	48(48%)	12(12%)	100(100%)
Publicity is associated with finance	64(64%)	34(34%)	2(2%)	100(100%)
Library's casual approach to supplying information to potential users affect the application of publicity	78(78%)	16(16%)	6(6%)	100(100%)
Users do not have the necessary skills for publicizing library service	58(58%)	42(42%)	-	100(100%)
Unqualified staff employed in the library	24(24%)	60(60%)	16(16%)	100(100%)
Publicity is difficult because some librarians do not want to part with information	82(82%)	10(10%)	8(8%)	100(100%)
Librarians feel awkward towards publicity services because they are afraid of commercial publicity.	76(76%)	18(18%)	6(6%)	100(100%)

Source: Field Survey, 2022.

Table 5 above shows the perceived challenges in library services, 60(60%) respondents agree that improper publicity service discourage libraries from applying marketing to libraries is one of the challenges face by library services, 30(30%) respondents disagree while 10(10%) of the respondents are undecided. 40(40%) respondents agree that library management does not always support librarians in a bid to publicizing services, 48(48%) respondents agree disagree, while 12(12%) of the respondent are undecided, 64(64%) of the respondent agree that publicity is associated with finance and 34(34%) of the respondent disagree, while 2(2%) of the respondent are undecided, 78(78%) of the respondent agree to library casual approach in supplying information to potential users affect the application of publicity as a challenge in publicizing library service, 16(16%) of the respondent disagree, while 6(6%) of the respondent are undecided, 58(58%) of the respondent agree that user do not have the necessary skills for publicizing library services as a perceive challenge in publicizing library services, while 42(42%) of respondent disagree, 24(24%) of respondent agree that unqualified staff employed in the library as a challenge in publicizing library services, 60(60%) of respondent disagree, while 16(16%) of respondent are undecided, 82(82%) of the respondent agree that publicity is difficult because some librarians do not want to part with information as a challenge in publicizing library

services, 10(10%) of the respondent disagree, while 8(8%) of the respondent are undecided, 76(76%) of the respondent agree that librarians fell awkward towards publicizing services because they are afraid of commercial publicity as a perceived challenge in publicizing library services, 18(18%) of respondent disagree, while 6(6%) of the respondent are undecided, while 12(12%) of the respondents are undecided. 64(64%) agree that publicity is associated with finance and 34(34%) of respondents disagree while 2(2%) of the respondent are undecided. 78(78%) respondents agree to library's casual approach supplying information to potential.

The analysis indicated that improper publicity service discourage libraries from applying marketing to libraries, lack of finance, library's casual approach to supplying information to users, lack of skill for publicizing are some of the challenges facing library services publicity. Although, library management give support for librarians bidding for publicity services and also has qualified staff for the job.

V. SUMMARY OF FINDINGS

This research was conducted to assess the roles of libraries and librarians in other to know the impact of publicity to rural dwellers and to know how information reach the rural communities, more so to know how important library development in

rural communities, After thorough investigation into the study, the following summary of findings was established.

1. This study observed that there are more female respondent than their male counterpart and that the majority of rural dwellers in the communities are youth, probably at home due to the recent ASUU strike.
2. It showed that there are several services rendered by the public library to rural communities such as bookmobile service, referring of users to sister libraries, outreach program, current awareness among others.
3. The study observed that encouraging reading culture, expanding learning process, developing learning skill, developing appreciation for reading and learning, assisting with development task through searching for library collection, Educate the illiterate through adult education regular assignment are some of the role of public libraries
4. Agricultural training, Education services, Health services, policies on the use of library and its development, Socio-Economic information dissemination to user, Display of cultural and recreational centre are ways public libraries can meet the information needs of rural communities
5. That adopting an orientation to the user with a given priority, Keeping track of user needs on a regular basis, Promoting information system through publicity to existing and potential users, Adopting effective management practices to ensure well formulated and efficient policies and it effective implementation, Using where possible, appropriate information technologies to effectively manage information and Establishing and actively participating in cooperative schemes and resources sharing program; are some of the framework for achieving rural community development through the provision of information services to rural dwellers.
6. Nonchalant attitude of some public library staff, Poor attitude of Nigeria policy maker towards provision information infrastructure, Power supply challenges, Power supply challenges Absent of government sponsored rural public library services/programs
7. The study indicated that improper publicity service discourage libraries from applying marketing to libraries, lack of finance, library's casual approach to supplying information to users, lack of skill for publicizing are some of the challenges facing library services publicity.

Although, library management give support for librarians bidding for publicity services and also has qualified staff for library services.

5.3 Conclusion

The study established the important of library development in rural communities. It shows the role of library and librarians in the provision of information services to rural communities or dwellers and how information can be pass across to them.

5.4 Recommendations

Base on the summary of findings, the following recommendations are made

1. Mobile library service must be available to rural communities
2. Government need to be adequately supported in the form of provision of space and financial resources, qualified and adequate staffing in term of number and professional qualification needs to be provided
3. Public libraries should strive to acquire information materials on the development of libraries and bring the materials to the awareness of library users.
4. Public libraries need to be more thorough and determine in running the service that will directly impact on the rural communities, awareness program, hosting local forums.
5. Government should also raise fund for the public libraries in the state in other to meet the development of libraries in rural areas
6. Information literacy education should also be taught in rural communities and encouraged in classes, this will enable students and the entire rural populace to have interest in reading thereby assisting in achieving rural library development.

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