

**INFLUENCE OF PUBLIC RELATIONS PRACTICE ON INFORMATION SERVICE
DELIVERY AND LIBRARIANS' IMAGE IN FEDERAL UNIVERSITY LIBRARIES IN
NORTH-CENTRAL, NIGERIA**

BY

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**A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, FEDERAL
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ABSTRACT

This study examined the influence of public relations practice on information service delivery and librarians' image in federal university libraries in North-central, Nigeria. The study was guided by five objectives and five corresponding research questions. Among the objectives of the study were to: determine the information services rendered by federal university libraries in North-central, Nigeria; identify how public relations practice promotes the librarian image among the library users in federal university libraries in North-central, Nigeria, determine the obstacles to effective application of public relations for enhanced information service delivery and librarians image in federal university libraries in North-central, Nigeria to mention but a few. Descriptive survey research design was adopted for the study. The total population of the study was one hundred and thirty eight (138) librarians drawn from the university libraries under study. Total enumeration of the subject of study was employed or used because the population was manageable. The questionnaire was the instrument used for data collection. Out of the one hundred and thirty eight (138) copies of questionnaire administered, one hundred and twenty-one (121) copies representing 88% were retrieved and used for the analysis. Descriptive statistical tools involving frequency counts, percentages and charts were used to analyse the data. The study revealed that lending services, inter-library loan services, exhibition displays, user education services, library publication, referral service, selective dissemination of information, consultancy services, reference services and others were the services rendered to users in the libraries studied. The study also indicated that public relations practice promotes the librarians' image among the library users by improving job performance of the librarians, librarians and users interpersonal relationship, creating awareness for the various information services available in the library, increasing library patronage, increasing use of information resources by users, user satisfaction. Furthermore, the study indicated that public relations help identify users' information needs easily and encourages provision of conducive environment for users. The study revealed further that the obstacles to effective application of public relations on information service delivery and librarians' image in federal university libraries studied are; use of ambiguous language terms; frustration due to poor working condition; lack of adequate listening skills; lack of funds; lack of passion for public relations activities; lack of good communication skills and lack of interpersonal skills and so on. The study recommended among others that the library management of the universities studied should organise seminars for librarians and training on work etiquettes, good communication skills and interpersonal relations and should also create platforms where users of the library can express their dissatisfaction with the services rendered by the librarians while monitory motivation should be given to librarians so as to get the best out of them.

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CHAPTER ONE

1.0

INTRODUCTION

1.1 Background to the Study

University libraries are conceived as libraries found in the universities for the purpose of providing effective information services to support the teaching, learning and research activities of its parent institution as well as community services to its operational community. Aliyu (2009) defined university library as a collection of relevant learning, teaching, research, viewing, reference books housed in a university reasonably and suitably organized by trained staff to supply materials for faculty members and students at relevant level to enrich the resources, teaching, learning, and research activities of the university.

A university library is useful in educational development because it encourages good reading and research culture for personal and national development. Nothing is as important as to the quality of library services provided to library patrons whether academic public, special, or school library as the quality and range of resources selected, acquired, and retained by a library. A university library may be seen by some to be small and inconsequential, but the fact that it is part of the overall university system, it becomes obvious that as much as the collection of other libraries are to their publics, so also is the collection of a university library to the university community (Badawi, 2014); the author stated further that the objectives of university libraries are to acquire, process, and make available to its users, a wide range of books and audio visual materials to supplement and enrich the teaching, learning and research activities of the university. Other objectives of university libraries are: to encourage the development of skills and self reliant man power; promote reading habits to some literacy appreciation; source for subject information centre and support the university curriculum and inculcate intellectual development.

According to Fayose (2013), owing to the expected academic gains in the use of university library resources and the changing nature of the resources themselves, print, non-print, and electronic, the term university libraries has changed over the years. The literature of library and information science today refers to university library as “Institutional Repository Centre”, “Media Resource Centre”, “Information Resource Centre”, “Learning Resource Centre”, and “University Library Media Centre” (ULMC). The narrow concept of libraries as store house, repositories or shrines is no longer tenable in our globalized world of information explosion. To cope with the changing realities and uncertainties of human life, present teaching, learning and research environment in universities, the misconception of university libraries as ordinary store house of old books has proved inadequate.

Librarians’ image is defined as the mental picture or image captured by the users towards librarians. This image perception can be measured through the attitude, commitment, approachability interpersonal skills of the librarians (Langridge *et al.*, 2014). The elements that can be scrutinized are attitudes that influence or impress library users, attitudes that influence promotion of library services, attitudes that influence colleagues, attitudes that make them approachable to library users. Questions that may arise as such are whether librarians can aid users’ advancement in their academic discipline, or librarian can enable library users to be more efficient in their academic pursuits, librarians help library users distinguish between trustworthy and untrustworthy information sources and librarian provide users with the information skills that they need. It is important for librarians to build positive image for themselves and their noble profession. Every profession is keen on building, protecting and portraying a positive image as well as making prospects through guiding principles.

The status of a profession is determined by its perceived value to society, ethical standards, educational qualifications and the level of professional commitments. The librarians' image must be perceived positively in the mind of users for it to be adjudged to be of high reputation and integrity. Studies by Fagan (2013) have found that students most frequently described librarian duties in academic libraries in relation to reference and circulation duties. Very few students in these studies appeared to recognize that academic librarians also have a teaching or instructional role. However, in research setting in Canada, Nilsen and McKechnie (2012) study found that users of academic libraries were guessing their answers about the work of librarians. The researchers concluded that the misconceptions of the library work could be attributed to its hidden nature. In contrast to the findings aforementioned, Nzivo (2012) found out that library services were perceived positively by many users. The librarians in particular were seen to be efficient, friendly, knowledgeable, honest and supportive.

Library professionals need to get over any misconception people have about them, try to correct those erroneous impressions through advocacy on platforms such as blogs, and on social media. Pagowski and Rigby (2014) argued that librarians cannot ignore the stereotype, and not worry about it, but it should be seen as a privilege to explain themselves to people. Jennings (2016) on the other hand observed that librarians responding to these negativities could create inferiority complex and would further degrade the decent profession and as a result deter young people from pursuing their profession. Research by Husain (2011) outlined factors that contribute to low image of librarians as follows: there is ignorance about the budget and personnel involved in library operations; people are unaware of the social responsibilities of librarians; librarians are not paid properly; library users cannot differentiate librarians from other staff; some libraries do

not offer quality services; libraries receive little funds from governments and the public has little awareness about the roles of librarians.

It is therefore necessary for librarians and information professionals to market and rebrand library services to conform to the current dispensation thereby building positive image or impression for themselves. More capacity training and innovative programmes can be introduced in library schools including workshops, seminars and conferences in order to expose, motivate and build understanding and interest of people towards the library profession. Jennings (2016) opined that librarians need to educate themselves to the level or above the levels of knowledge of their users in order to be more valuable to users, gain social recognition, and meet the ever growing information demands of users.

There is a considerable number of people who still consider librarianship as a career choice. Amongst such reasons are: because of the love for books and reading, the desire to serve people, for intellectual development, easy to get a job and to develop work experience of para-professionals (Husain, 2011; Olawanle & Abayomi, 2010). Manpower training in the use of newer technologies is another issue that the librarians should be concerned with, for this would aid them in the discharge of their duties effectively (Ekere *et al.*, 2016). This would help librarians to promote and expand their services and as well make them relevant as that will promote their image.

Collectively, librarians should rebrand themselves to change the image of their profession in the positive way. Husain (2011) stated further that efforts from consortia and library associations should intensify publicity programs to create awareness about library services so as to boost librarians' image and level of patronage of the users.

The term Information Services could be defined as a direct and personal help that a library gives to library users searching for information to aid their learning, knowledge acquisition, research, and also various library activities that are aimed at making information easily available to patrons. (Ademodi, 2011). Effective information service delivery is an important pursuit for every purposeful library that yearns to satisfy its users (Gronroos and Ravald, 2011). This means effectively that it is through effective information service delivery that the libraries can achieve increased users' satisfaction.

University libraries will achieve their objectives if the services rendered meet the needs, aspiration and expectations of their users; the services rendered by university libraries according to Cullen (2011) include: reference services, public relations services, lending services, user education services, indexing and abstracting services, current awareness services (SDI) and compilation of bibliographies, computer/reprographic services. All the services mentioned above can be classified broadly under reference services and public relation services. In order to provide high quality information services, the library needs to plan the delivery of their services to ensure the successful implementation of their actual plan thereby satisfying the information needs of their users. Therefore, good planning and effective implementation of the developed delivery plans of information services are key factors for the effective service delivery. Resources, services and facilities are necessary requirements in effective and efficient academic library service delivery. Resources and facilities are the combination of requirements such as the traditional resources, e-resources, and other physical facilities that contribute toward the successful provision and use of information services in academic libraries.

Librarians in academic libraries are passionate about information service delivery and have developed different means of taking advantage of the fast-growing technologies to provide

quality information services to their users. They have employed wider platforms such as social media to connect to users, share information, provide answers to queries, and learn more from users to determine their level of information expectations and how to satisfy them through effective information service delivery. The roles of librarians have become more relevant especially in the information age where the credibility of some information sources is questionable. This notwithstanding, librarians seem to be gaining less recognition in their job of information service delivery. This could be attributed to the fact that so many people have little awareness of the various services and products that librarians offer as well as their new roles following application of emerging technologies towards information service delivery. It again may stem from the fact that the abundance of information at the disposal of users leads to little regard for librarians as information experts. Cullen (2011) revealed that libraries need to pay more attention on meeting user expectations as this could be the major means to survive in this era of technology. Much is expected from information professionals, beside their popular roles of information provision, dissemination and serving the information needs of society. (Yoo-Seong, 2010).

Some people have predicted doom for library operations. In this reaction, librarians are key players to secure the future of libraries. Radical decisions are therefore required for libraries to embrace innovations and improve their current status, while sustaining their core values. For instance, libraries have rebranded and fused their core activities such as cataloguing, classification and circulation into innovative systems like KOHA, Sierra and other software, and continue to exploit newest technologies to carry out essential services to provide efficient information services to the users.

The rise in university education with large students numbers, along multi-disciplinary programmes and changes in teaching and learning patterns as well as new information seeking lifestyles of students have challenged librarians to diversify their services. Covert-Vail and Collard (2012) opined that libraries need to align and design their services for the full utilisation and appreciation of users. Librarians play unique roles to ensure provision of quality information services which according to the researcher include but not limited to: lending services, inter-library loan services, reservation service, user education service, referral service, selective dissemination of information, translation service to mention but a few. Elonye and Uzuegbu, (2013) have observed that librarians are now seen as information brokers in collection development and acquisition of information resources based on clientele requirements.

Academic librarians in a bid to provide quality information services liaise with faculty members to acquire standard, timely, relevant, adequate and current information resources. Besides their usual services, university librarians provide teaching and training services to equip users with requisite skills to use information effectively in print and electronic form for academic purposes (Agyekum, Ntiamoah-Sarpong, & Arthur, 2017; Brown & Mokgele, 2017; Tachie-Donkor & Dadzie, 2017). Librarians have adopted several platforms on the Internet to widen and enhance their service delivery to local and remote users. Online chats and e-mail messaging have been largely adopted by librarians to extend their services to different category of users to create and develop learning and networking opportunities for users to work and learn collaboratively as well as providing life-long learning opportunity for them.

Public relations practice is an indispensable tool for the survival and continuous relevance of any institution or organisation be it commercial and non-commercial including library institutions as well in service delivery in today's world of competitiveness. Public relations is multi-

disciplinary, this means that it penetrates into every human activity of life. This is because individuals, associations, institutions and cultures always aim at building impressive and positive image as well as strong good will and relationships with members of the society within which they operate. Nnadozie (2016) posited that public relations are the promotion of good rapport and beneficial collaboration between the library or information center and the public that populate its operational community. This can be achieved through deliberate policies and services, distribution of interpretative and promotional materials, development of neighborly interaction and the assessment of public opinion and their reaction. It is the art by which organisations such as libraries achieve social harmony and mutual understanding between the management and its publics.

Irrespective of the methods, practice, or strategies used by the public relations officer, it is always aimed at building a positive image and strong relationship with the organisation's publics. This fact corresponds with the preposition of Nnadozie and Okeke (2015) that despite noticeable variations in the methods, strategies and tools, the aim of public relations has always been anchored on the need to maintain good social standing, communicate activities effectively and facilitate mutual understanding among members of a community. Every organisation no matter how large or small ultimately depends on its reputation for survival and success. In today's competitive market, reputation can be a company's biggest asset. Public relations activities and practices always aim at protecting the reputation of an organisation. Public relations are therefore, defined as a planned, deliberate and sustained effort to establish and maintain mutual understanding between an organisation and its publics. (Aghadinuno, 2013). This definition was amplified by Nnadozie (2016) who highlighted some of the salient issues on which public relations is based. The first of these points is that public relations is not a haphazard

undertaking as it is an organised and implemented programme which is done on a continuous base with the intention of projecting a positive public image. Secondly, public relations is aimed at maintaining mutual understanding between the organisation and the various publics from which it draws support, goodwill and patronage. The third issue is that public relations are a veritable change agent through which poor perception and other negative attitudes can be converted into mutual understanding and cooperation. University libraries can take advantage of public relations proactively to correct the misconception of users who may stereotypically view librarians as mere custodians of old books, this misconception about them is capable of making the users to either jettison or seldom use the library services.

Through proper planning and implementation of public relations strategies, students and other users can be re-oriented so that they can realise that academic library is a conducive environment where they can obtain more effective learning strategies and resources as a means of acquiring relevant knowledge, skills, and habits for survival in the modern world and by so doing librarian's image is positively built and service delivery is enhanced. The university library provides information and ideas that are fundamental to functioning successfully in today's information and knowledge –based society. Public relations in no small measure publicizes the information services to the users therefore enabling the university library to equip students, lecturers and researchers with life-long learning skills and develops their imagination, which will help them to live as responsible citizens. This is achievable through the provision of functional university libraries and availability of professional librarians. The university librarian is a professionally qualified trained staff member responsible for planning and managing the university library, supported by an adequate staffing as possible working together with all members of the university community. As a collaborator, change agent and leader, the university

librarian develops, promotes, and implements programmes which definitely become a lifelong skill. However, university libraries over the years have projected a negative image due to the inadequate services and poor resources provided to its users. This is as a result of the problems discussed by Ajegbomogun and Salaam (2011) facing most university libraries in Nigeria include declining financial support, inadequate infrastructure and equipment, employment of unqualified personnel, poor public relation strategies, emptiness of book shelves and low level of information technology and also the misconception of the place of the library in the society.

According to Egbunike (2018), public relations is capable of solving the major problems that university libraries encounter in rendering effective information services as it help to correct the misconceptions that some users have about the library, project a positive image for the library and facilitate understanding and support of both users and parent institutions. Public relations is not exactly new in the practice of the librarianship. This claim is on the understanding that that library practitioners and administrators have always designed policies and implemented services to satisfy the users and project a good image of the library and information centers'. Public relations is also a means by which the library gains support from government. Even if a library has a beautiful building, trained staff, modern facilities, information delivery will not be effective if the users don't patronize the library. This explains why librarians should ensure that users are wooed to the library through effective public relation activities. Effective public relations can help manage the librarian's image by communicating and building good relationship with all the users as well as the organization's stakeholders and this will consequently lead to better information service delivery. Public relations in the library or library public relations try to shape the way the average citizen perceives the library and librarians. As such, it corrects the attitude of the general public towards the library (as a profession).

The primary objective of library public relations is to create, maintain and protect the reputation of librarianship, enhance its prestige and present a favourable image for the library profession and the librarians. Public relations practice is usually done by the reference librarian who deals directly with the users. Ademodi (2011) states that reference and information service involves working with individual information users who have difficulty articulating or even understanding their own information needs. University libraries engage in reference and information services for the purpose of providing a wide range of services and facilities, which will enhance exploitative use of the library resources and services through the medium of public relation practices and self-direction, instructional guide; referral; ready reference; directional; interlibrary loan, quick reference guide; literature search; Current Awareness Services; Selective Dissemination of Information (SDI); information brokering and document delivery.

To meet the users information needs, today's librarians especially the reference librarians need to not only understand but also embrace effective public relation strategies, the current and emerging technologies affecting reference functions and the information needs of library users. In any capacity librarians provide reference services, they should take cognizance of the major changes in libraries – changes that stem from countless cultural, economic, legal and social developments that have impacted, and continue to impact on library work (Mitchell, 2011).

Information needs and expectations are continuously changing in the rapidly changing information scenario; therefore, libraries need to use effective public relation practice to services, to keep pace with the recent advancements. This means that the reference librarian must have good interpersonal communication skills so as to relate well with the library users. Interpersonal communication is an interactive process through which man exchanges information with his

fellow man in the society in a manner that engenders mutuality, rapport and understanding. Interpersonal communication in reference services is the process through which information, knowledge, idea, message are interpreted and conveyed from reference librarian to library user or from library user to reference librarian with perfect understanding of each other in a consistent manner.

Yildiz (2012) posits that the social function of interpersonal communication is stressed in the public relations perspective of organization by capturing the hearts and minds of organizational members (librarians and users) for effective coordination of organizational action in the pursuit of collective organizational goals. Similarly, Owoye & Dhunsi (2014) states that interpersonal communication is an indispensable force towards achieving individuals and organizational goal, an objective that facilitates the sharing of information, experience and knowledge, transmission of ideas, decision making, coordination and interpretation of activities.

The university library undertakes the responsibility of locating, procuring and supplying the right type of information to students, researcher and lecturers at the right time and made information constantly available to users. Nevertheless, for these resources in university to be effectively utilized by the users, the resources must not just be readily available but must be brought to the knowledge of the library users and capturing their minds using effective public relation strategies such as corporate communication; media communication; community relation; event management and crises management.

In order to do well in modern public relations practice, the librarians must embrace and adopt marketing strategies in executing public relations programmes. Marketing as opined by Busari, Ayankola and Ladipo (2015) helps show a library staff's expertise, further an organization's

mission, promote productivity by quickly and efficiently finding the right information at the right time, and add value to an organization's product and reputation. The purpose of marketing is to increase the consumer satisfaction and identify the better way to achieve organizational goals. Considering the marketing goal of promoting products and services for enhanced patronage.

It is not out of place to incorporate marketing strategies into public relations practices which also has the sole aim of promoting the library services for better patronage and user's satisfaction. Kumar (2017) opined that marketing offers both a theory and process by which academic libraries can reach students, it has the advantage of creating room to reach a wider community and provides an avenue of catching the students' young and getting them familiarized with the library and its resources on time. Experience has shown that most students, especially, the first year students may be fully engrossed with their registration process in order to meet up with the deadline usually given to them. In most cases, they are not regularly available to be part of the orientation programmes. The implication is that, most students miss out of this rare opportunity of being acquainted with library services provided. For them to meet up with their academic expectations there is need for effective public relations/marketing strategies that would bring them back to the library thereby portraying library as a good place to satisfy their information needs, getting them acquainted to the real worth of librarians and enhancing information service delivery.

1.2 Statement of the Research Problem

Librarians play unique roles in gathering, organizing and coordinating access to the best available information sources for the users, institutions and organizations as a whole (Abels *et al.*, 2013). The efforts put in place by the librarians in providing information to enhance

education, research, individual lives, and aid national development. These crucial roles of the librarians deserve full appreciation and utilisation by users, library managements, government and the general public.

However, despite the crucial roles of the librarians, there is still under-utilisation of library services; so many users seldom use the library services due to stereotypical and derogatory misperception that they have about librarians' personality. Another problem is lack of recognition of the librarians; unlike other professionals, librarians are not still given the recognition and respect that they deserve from users and even society at large. It is on this note that the researcher seeks to investigate into the influence of public relations practices on information services delivery and enhanced librarians' image in federal university libraries in North-central, Nigeria.

1.3 Objectives of the Study

The main objective of this research is to investigate how public relations practice affect effective information service delivery and enhanced librarians' image in federal university libraries in north central Nigeria while the specific objectives are to:

1. determine the information services rendered by federal university libraries in north-central, Nigeria;
2. identify how public relations practice promotes the librarian image among the library users in federal university libraries in north-central, Nigeria;
3. identify the public relations strategies employed for enhanced information service delivery and librarians image in federal university libraries in North-central, Nigeria;

4. identify how public relations promotes information service delivery in federal university libraries in North-central, Nigeria and
5. determine the obstacles to effective application of public relations for enhanced information service delivery and librarians image in federal university libraries in North-central, Nigeria.

1.4 Research Questions

The following questions are formulated to guide this study:

1. What information services are rendered by Federal university libraries in north central Nigeria?
2. How does public relations practice promotes the librarian image among the library users in Federal university libraries in North-central, Nigeria?
3. Which public relations strategies are employed for enhanced information service delivery and librarians' image in Federal university libraries in North-central, Nigeria?
4. How do public relations promote information service delivery in Federal university libraries in North-central, Nigeria?
5. What are the obstacles to effective application of public relations for enhanced information service delivery and librarians image in Federal university libraries in North-central, Nigeria?

1.5 Hypotheses

The following null hypotheses are formulated to guide this study and will be tested at 0.05 level of significance:

1. There is no significant relationship between public relations and information service delivery in Federal university libraries, North-central, Nigeria.
2. There is no significant relationship between public relations and librarians' image in Federal university libraries, North-central, Nigeria.
3. There is no significant relationship between the application of public relations strategies and public relations promoting information service delivery in Federal university libraries in North-central, Nigeria.

1.6 Significance of the Study

The study when completed will be of benefit to library users, library personnel, future researchers as well as library administrators/management.

Library users will benefit from efficient and effective library service delivery from the library resources. The users will be able to access the information materials without any form of problem because of the mutual understanding and friendly interaction between both the librarians and the users.

Library personnel would benefit from this research as it will enable them create awareness for library services using public relations strategies to communicate and advertise the information materials to users. It will expose them to the competences and strategies they need to carry out information marketing and promotional activities. It will also enable them prove their worth as professionals and promote their reputation thereby building positive image for themselves and their profession.

Students/future researchers will find this research helpful as it will add to the number of empirical studies that are related to this research and it will help them in terms of citation and referencing in their research studies.

Library administrators /management will also benefit from the findings as it will assist them identify the skills needed to improve information service delivery. It will enable them to recognise public relations strategies as indispensable tools for enhanced information service delivery and means of promoting the corporate image of the library.

The library management especially federal university libraries in North-central, Nigeria would find it helpful as it will enable them recommend the necessary training and retraining of library personnel on public relations strategies needed for enhanced information service delivery.

1.7 Scope of the Study

The study basically covered seven (7) federal university libraries in North-central, Nigeria namely: Federal University of Technology, Minna Library; University of Agriculture Makurdi Library; Federal University Lafia Library; Federal University Lokoja University Library; University of Ilorin Library; University of Jos Library and University of Abuja Library. However, the professional staff of these libraries are the subject of the study and the content scope will be limited to influence of public relations practices on effective information service delivery and enhanced librarians' image in North-central, Nigeria. This is due to some constraints, which include the spread and distance of the university libraries, shortage of fund required to tour the study areas, time within which to complete the study and the delay that may be caused by respondents.

1.8 Operational Definition of Terms

The following terms are defined operationally to ease their understanding and usage in the study:

Image is the reputation and worth of the librarians in Federal universities in North-central Nigeria.

Information service is any service intended to provide information for timely, effective and efficient use in Federal university libraries in North-central, Nigeria.

Libraries are buildings or room containing collections of books, periodicals, and sometimes films and recorded music for users to read, borrow, or refer to in Federal university libraries in North-central, Nigeria.

Public relation (PR) is the act of creating a sustained good relationship between the library and its users in Federal university libraries in North-central, Nigeria.

Strategies are careful plans or methods for achieving a particular goal in Federal university libraries in North-central, Nigeria.

CHAPTER TWO

2.0 LITERATURE REVIEW

This chapter is presented and discussed under the following sub-headings:

2.1 Conceptual Framework

2.2 Concept of Information Service Delivery

2.3 Concept of Librarians' Image

2.4 Concept of University Library

2.5 Concept of Public Relations

2.6 Theoretical Framework

2.6.1 The Melvin Sharpe's Behavioural Model of Public Relations

2.6.2 The Two Ways Symmetric Models

2.7 Information Services Rendered by Federal University Libraries

2.8 The Public Relations Strategies Employed in Promoting the Librarians' Image.

2.9 Effects of Public Relations on Information Service Delivery

2.2.0 Effects of Public Relations on Librarians' Image

2.2.1 Obstacles to Effective application of Public Relations for enhanced Information Service Delivery and Librarians' Image

2.2.3 Review of Related Empirical Studies

2.2.4 Summary of Literature Review

2.1 Conceptual Framework

The model connecting the variables of this research work is given thus:

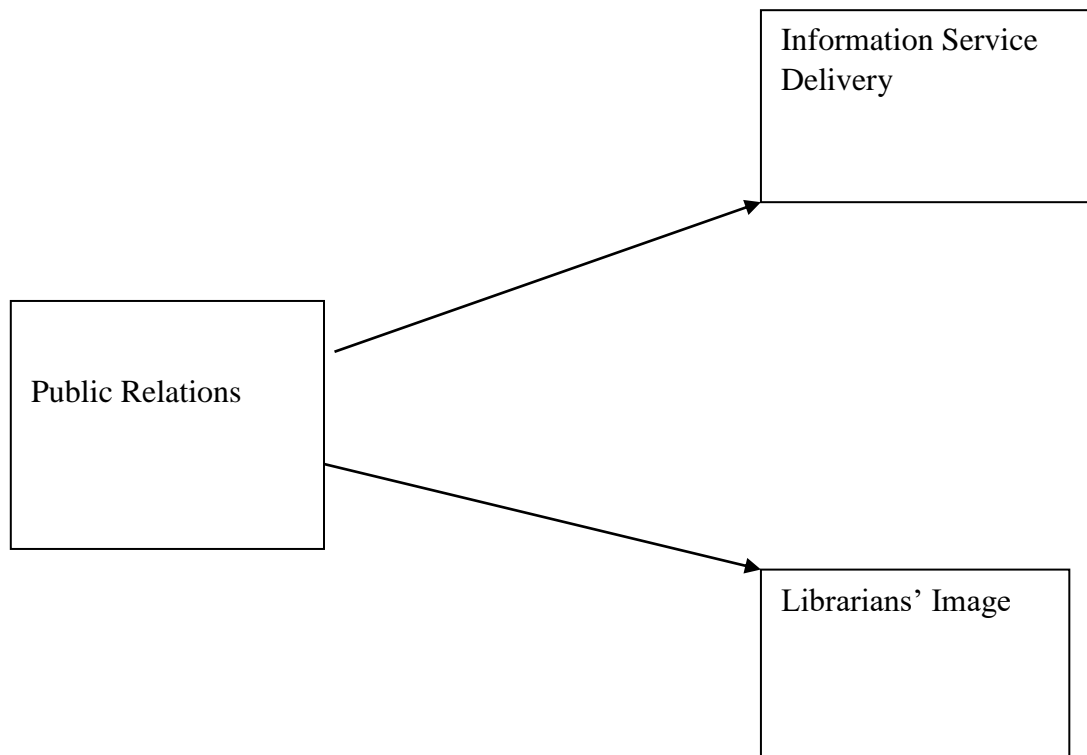


Fig. 1.0 Researcher Designed Conceptual Framework (2019)

Figure 1.0 shows a natural flow among the various components/parts of the researcher's conceptual framework. Information service delivery refers to the services such as lending, interlibrary loan, referrer, selective dissemination of information and so on that librarians provide to the users who come to the library to seek information for different purposes ranging from assignment, teaching, learning or research. Librarians' image on the other hand is the mental perception that users have towards the librarians who provide information services to them. Public relations is a planned, deliberate and sustained efforts concerted towards establishing and maintaining mutual understanding between an organization such as library and its publics (i.e. users in the case of libraries).

Public relations is the tool in the hands of the librarians with which they can promote their image positively which will in turn have a multiplication effect on the rate at which users patronize the library. This means effectively that the more effective public relations strategies; the more librarians' image is positively projected and the more information service delivery is enhanced.

2.2 Concept of University Library

Universities do not exist without a functional library. University libraries are established within the university to support the teaching, learning and research purpose of the university. Dodworth (2012) asserted that university libraries assist the universities in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions of their parent institutions. In a university environment, students are provided with information resources and services and they make use of these varying kinds of information services depending on their area of specialization. Specifically, they use information services that provide them with such information resources as factual,

biographical, graphical, statistical, products, patents, research, professional, online and digital among others (Northern Virginia Resource Centre, 2013). The Centre further stated that these varying information materials ranging from books, journals, reference materials, patents, to non-prints material which students extensively use are encapsulated in the varying types of information use pattern. The university library undertakes the responsibility of locating, procuring and supplying the right type of information to students, researcher and lecturers at the right time and made information constantly available to users (Igbokwe *et al.*, 2010).

2.3 Concept of Librarians' Image

Libraries depend largely on their reputation/image to attract overwhelming patronage in a competitive society of today. A library with strong positive image would attract users while people tend to refrain from using the library of weak repute or negative image. Walker (2010) defined library image/reputation as the collective perception of the organization's past actions and expectations regarding its future actions, in view of its efficiency in relation to the main competitors. This means that the perception of the public about the library *modus operandi* must be positive in order to gain the goodwill of the users. Some authors state that library reputation affects organizational performance, while others argue the opposite: organizational performance affects corporate reputation. Scholars and managers believe that a good reputation or positive image is library's most valuable intangible resource, for the following reasons: it reduces stakeholders' uncertainty about the library's future performance; it strengthens competitive advantage; and it contributes to the target audience's trust and to value creation, maximizing the ability to offer products and services with high added value (Ozkaya, 2011). Charles Fombrun was a pioneer author on the topic of library image/reputation. For him, it is a subjective concept,

which can be defined as the collective (aggregate) judgment about the effectiveness of a library, comparing its past actions and future projections based on a pre-established pattern. (Walker, 2010). Similarly, Chetthamrongchai (2010) described that library image should be seen as the result of perceptions and evaluations from customers, investors, employees and the general public, regarding performance, products and services; therefore, considering the view of just one stakeholder is not sufficient. This is to say that the image of the library should be adjudged to be positive or negative base on the opinions of all the publics of the library which in the case of university libraries include the students, faculty members, researchers and members of its operational community.

2.4 Concept of Information Service Delivery

Efficiency in service delivery to library users is the aim of all libraries as this era of globalization vis-à-vis information explosion has necessitated the increase of library patron's desire for information. Service delivery is a service a supplier gives to his or her customers. Service delivery also is getting services as effectively and quickly as possible to the intended recipient. Service delivery as used in this context is referred to as the availability of information resources and services in the university library for use by the library users.

University libraries have been developing various products and services in order to cultivate, build and maintain relationships with their numerous users. Among these efforts according to Musa (2016) are the introduction of services and products such as current awareness service; selective dissemination of information: bulletin boards; complaints/suggestion boxes; exhibitions, user education, etc. Also, many University libraries have embraced the Internet technology by establishing their presence on the web. This has tremendously created another opportunity for University libraries through their websites to provide wide range of information

services to thousands of users. Additionally, library website is to guide to the physical facilities that delivers detailed information about the library as well as providing access to all computer base services. Khan (2012) stated that university libraries provide services such as Contents, Abstracts and Photocopying Services (CAPS), the standing order abstract services, and the Full Text Journal Services (FTJS). These services serve to reduce the financial burden of subscribing to expensive journals without compromising access to these resources. According to Simon (2012) university libraries also provide Online Public Access Catalogue (OPAC) service. This searchable digital catalogue of library holdings is available on the campus-wide intranet which gives the bibliographical information of a particular material and on the Web. Also, digital information services are services which the library offers which give access to reference materials such as general and subject encyclopedias. The main focus of the digital information service is to get the right information at the right time to the right users in the right format at the right place.

Khan (2012) stressed that Youtube is another strategy of information service delivery in libraries in Nigeria; the librarian can use Youtube to provide services to their users or events such as important highlights of inaugural lectures, conferences and workshops and Flickr service which librarians can use to share and distribute new images of library collections cover page of new arrivals of both books and journals which can be disseminated to users via flick. Flickr can also be used to enlighten users on topical issues such as the different pictures of emblems of the political leaders of association like Nigerian Library Association, Librarian Registration Council of Nigeria, many Public and academic libraries put this to great use according to this author. Odede (2012) stated that A university library which is to support the teaching and learning process will naturally have a more extensive programme and services such as exhibition/ display,

provision of information literacy programme, provision of specialized services, extension and outreach services, users education, adequate provision of seating and study facilities, inter-library loan, document delivery service, regular assessment of staff attitude, etc. this means that information service delivery are those efforts made by librarians to provide the right users with access to the right information materials in the right format at the right time.

2.5 Concept of Public Relations

Public relations practices are those planned activities, tools, methods, and programmes put in place by libraries to ensure that they remain relevant and communicate a positive image of themselves and the services they provide. Nnadozie (2016) defined public relations practices as those functions/activities used by the library to build a bridge between the library and its users. These programmes and practices are meant to attract people to the library. Public relations practice would be more effective if plans are for the specific users the library serve, which in the case of university library are; library staff, lecturers, students, researchers and the members of the whole community.

He further posited that there are three categories of public relations practice which include: internal public relations practice, external public relations practice and media public relations practice. Internal public relations practices are those Public Relations programmes and activities that take place within or around the library complex to attract users to the library. External public relations practice on the other hand are those programmes and activities that are organized outside the immediate environment or physical facilities of the library. Media public relations practices are Public Relations programmes used by the library to reach its target audience through the use of media platforms such as radio, news papers, television, socio media like facebook, twitter, usenet etc . The following are public relations practices that are predominant in

university libraries; readers' services, library display and exhibitions, organized events, use of library notice boards, directional guides, lounge for light reading materials, refreshment/relaxation corners, and library publications (Odede, 2012).

Musa (2016) perceived the concept of public relations as a planned management function, through which public and private organizations such as the libraries seek to win and retain the understanding, sympathy, and support of their potential and active customers. It is a deliberate planned and sustained effort to establish and maintain mutual understanding between the library and its customers. Public relation activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's resources, programs, and services. Israel (2012) opined that public relations are an activities geared toward human relationships to enhance good services.

Public relations consist of all forms of planned communications, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding. Therefore, librarians as image makers, and indeed, the gateway through which people get in contact with the information rich environment of the library must identify and provide those library activities that are essential and capable of promoting public relations to its fullest. In order to proffer lasting panaceas to the challenges faced by most libraries in their quest to promote the library services and portray her positive image for an enhanced information service delivery, effective public relations programmes would in no small measure contribute to their success. There should be promotional activities concerning the services offered by the library, the environment, the worth and value of the library should also be publicized, apart from these, friendliness on the part of the librarians as the public relation officers who yearn to

enhance service delivery is necessary. According to Tom (2011), friendly and attractive environment will attract users and more questions. In a nut shell public relations activities if properly planned and effectively implemented would promote effective service delivery and enhance librarians' image.

2.6 Theoretical Framework

To have a better understanding of this work, the Melvin Sharpe's Behavioural model of public relations and two- way symmetric models are chosen to provide the theoretical frame work for this work. Theories are of great relevance in every academic endeavor. Asemah (2010) observes that public relations theories generally refers to generalisations that are put forward to explain, describe, prescribe, or predict the behavior of the publics to an organization.

2.6.1 Melvin sharpe's behavioural model of public relations

The model as cited in Asemah (2010) was propounded by Melvin L Sharpe. The model is premised on the assumption that, certain behavioral actions are necessary for good public relations as those behaviors lubricate relationship and communication is a tool for creating awareness of those actions. Sharpe notes that, such behaviours are necessary if the organization must achieve it aims and objectives. This is because, when such behaviors are exhibited, it brings about mutual understanding between the organization and its publics. According to him, there are five behavioural principles necessary for the performance of public relations. Those principles are given thus:

Honesty: this theory believes that there is no point deceiving the publics because when you deceive them, they lose confidence in you. Honesty builds trust between the organization and its publics. It brings about credibility. That is, it makes the public's believe in the organisation's

policies and programmes. This in turn lubricates relationships between the organisation and the publics for the achievement of organizational and the public's goals.

Openness: the organisation needs to operate an open- door policy, as this will bring about mutual understanding. There is need to allow the publics to express their views concerning the organisation, as this will give room for consistency of actions for confidence.

Fairness: the organisation has to be fair to the publics. This can be done through corporate social responsibility and other infrastructure as well as incorporating the opinions and interest of the publics into the organisation policies.

Continuous communication: there is need for organisation to communicate to the publics on a regular basis. This will make the public's understand the prospects alienation and builds relationship between the organisation and the publics.

Continuous analysis: this entails carrying out research so as to know what the public's feel about the organisation. The organizations should constantly carry out image research so as to know whether the image is positively or negatively, favourably or unfavourably perceived by the publics. Continuous image analysis is therefore necessary for corrective adjustment in behaviour or communication.

This model is related to the study, because library as an organisation must build trust between them and the users, operate an open door policies in order to bring about mutual understanding between them and the users, fair to the users, communicate with the users on a regular basis and carry out image research so as to know what users feel about them. this theory believes that there is no point deceiving the publics (user) because when you deceive them, they lose confidence in the librarians and their services. Honesty builds trust between the organization (library) and its

publics (user). It brings about credibility. That is, if those principles are adhered to in the library, it projects positive image for librarians and makes the users believe in the library's policies as well as their services. This in turn lubricates relationships between the librarians and the users for the achievement of the overall objectives of the library which is majorly provision of information services for users satisfaction.

2.6.2 The two –ways symmetric models

This model also as cited by Asemah (2010) was propounded by Gruni and Hunt (1984). The duo posited that public relations must be based on the principle of give and take. The model depicts a communication relationship where the sender/the source and the public share initiative and power more equally. The two way-communication model lays emphasis on the need for two way communication between an organisation and its publics. That is, it calls for feedback. The organisation needs to know about publics and public needs to know about organisation. In this way, mutual understanding and goodwill will be achieved and this will lead to the achievement of the objectives set by the organisation. The concept envisages the existence of two-way communication with inbuilt feedback between an organization and its publics with examination communication coming from both parties, there will be an attainment of parity and this will lead to mutual understanding. Asemah (2010).

The two ways communication model uses communication to negotiate with the publics to resolve crises and to promote mutual understanding and respect between the organisation and publics to resolve crises. The researcher further posits that public relations is all about people learning about each other and developing a mutual understanding. One of the ways to do that is through the two –ways symmetric model. The model is basically a way for two-way symmetric. The model lays emphasis on dialogue. The two way symmetric model is sine qua non to mutual

goodwill between the organisation and its publics in the sense, it helps the organisation and the publics to better understand each other, through two –way communication process, members of the publics are kept abreast organisation policies and programs and they are able to access them and react to them.

This model is related to the present study because it is the duty of the librarian to understand the users' needs, let them know what the library have in stock for them and at the same time inform the management about the needs of the users and how those needs can be quickly met. Librarians play the role of public relations officer of the library they serve. They are the image booster to the library they are working for because of their duties which deal directly with the users. They are the intermediary between the users and the library. They can easily know what the users need and what the library has. The researcher is carrying out a research on how these can be achieved in the university libraries studied.

2.7 Information Services Rendered by Federal University Libraries

There are many services offered by the university library to enable the users make maximum use of its resources. It is therefore pertinent to highlight the services available to library users. However, the types of services differ from library to library. According to Aniebo (2014), most university libraries offer the following services: instruction in use of the library; provision of the reference and advisory services; provision of adequate and conducive environment for study; lending of book for home reading; book reservation services; reprographic services; current awareness services; selective dissemination of information; displays and interlibrary loan.

The university library is an integral part of its parent institution which is vested with the responsibility of supporting the core mission of the university's teaching, learning and research

activities. According to a research conducted by Maidabino and Ladan, (2015) university library has been set-up to build up a need-based, balanced and up-to-date collection of reading materials in both print and electronic formats as this will enable the library to serve as a reservoir of scholarly literature. Aina (2011) states that, the main purpose of a university library is the delivery of information services to support the objectives of a university in areas of teaching, research and service. Mabawonku (2013) points out that university library exist for the benefit of students and faculty members and researchers. In order to function and serve the information needs of users, the library needs to have information resources (both print and electronic materials like CD-ROM data base, e-journals, Internet, e.t.c), render different services and provide facilities for effective service delivery.

Onifade, Ogbuiyi, and Omeluzor (2013) argue that, for libraries to add to the advancement of knowledge, they must not only provide resources but also ensure that the resources are effectively used. This means effectively that the more accessible information sources are, the more they are likely to be used. Shodele (2013) pointed out that, generally library provide accessibility to their information materials through Online Public Access Catalogue (OPAC), author or subject catalogue cabinet, open access sources, site map, shelf guides, information about holdings, self explanatory signage, help desk, web page of the library, current contents, and display of new arrivals.

Cook and Heath (2011) also stressed the need for extensive hours and reliable catalogue for any user oriented library. With the help of technology libraries are providing not only access to the bibliographic information but also full text databases, e-journals and e-books, online search facilities and delivery services, access to local, national, and international databases for users of

their library. In an attempt to know the types of information resources used by the students in a Nigerian private university Onifade, Ogbuiyi, and Omeluzor (2013) revealed that students used more of internet facilities than any other library resources. This represented 65 (20%) of the total responses, followed by textbooks and monograph resources which accounted for 60 (18%) of the total responses; while e-journals and e-books were the next most used resources representing 56 (17.1%) of the total responses. This also means effectively that university libraries should provide more internet facilities in order to enhance their service delivery to their users.

Sohail, Pandye and Upadhyay (2012) studied the use of library resources by the students of University of Kalyani. The authors found that, guidance in the use of library resources and services was necessary to help students to meet their information needs. They also found that journals, textbook and lecture notes were the most popular sources of information for the students. They suggested that the latest edition of text book and reference materials should be added to the library collection and users should be guided to use the resources of the library. Library facilities are the resources needed in the library in order to facilitate effective service delivery.

Facilities such as library building, photocopying and ICT network facilities, computers, micro film readers/ printers add quality to service delivery in the library. Availability of library facilities means ensuring their presence in the library for immediate use (Aguolu and Aguolu, 2012). Abubakar (2011) opined that library facilities comprised of reading carrels, air conditioners, fans, shelves, kardex, toilets facilities, projectors, television, radio, journal display racks, circulation desks, kicks-steps, trolleys, pick up vans/trucks, periodical racks, signage, and translators. Others includes computing facilities, film /tape based facilities –microfiche reader,

micro card reader, video machine, reproduction facilities- photocopying machine, duplicating machine, telecommunication facilities- telephone, GSM, Telex, telegram, Fax machine, satellite, broad casting facilities- radio, television, cable transmission (Gama, 2010). All the facilities mentioned above are necessary for every purposeful library that yearn for effective information service delivery and that is user oriented.

2.8 The Public Relations Strategies Employed in Promoting the Librarians' Image

Strategies are simple fact of business procedure by organisation or individuals for certain objectives. According to Loius (2011) Most organisations such as libraries are obsessed with getting new customers which they advertise, plead, cajole, bribe, bend over and sometimes beg to get a new customer build an unbeatable bundle of products and services, give customers an incentive to come back, tap into the power of communities of interest, stand behind your work and reap the rewards of trust, support good works and your customers will support you, show your appreciation to every customer, know your trophy customers and treat them the best of all, find out what your customers want and strive hard to satisfy them. This will help in promoting the librarians image.

The success of any library is getting users to use the library. This is achieved by creating awareness and educating users on benefits of using the library's resources and services. In order to achieve this, various public relations strategies have to be adopted by librarians and information professionals which are: negotiation, complex problem solving, lobbying, propaganda, press agent, advertising to mention but a few. Other strategies as specified by Adewusi (2014) include; making libraries available to users. Adding that libraries whether in reference, serial or circulation, in technical or library operation, have a responsibility to assist

students when they seek help or obviously need it; distribution of library handbook or guide to the library and its resources to the users and general publics; exhibitions, book sales and other special events, displays of inexpensive books which students may buy. Fully equipped art galleries are necessary public relations strategies for showcasing library value and resources; library should participate as much as possible in campus activities including students sponsored events and organizations. Such manifestation of interest helps dispel the stereotypes impression held by students who seldom see or talk with librarians and manifestation of friendly interest in various departments of the university is a viable public relation strategy that can stimulate or revive a users' interest in services offered by the library. They can also get out and join their colleagues for lunch occasionally, or meet in some other eatery or coffee joints. They can attend departmental, divisional and faculty meetings, in so far as time allows; they can also support lectures, concerts and other events in which other colleagues are interested and should be prepared at all times to give extra help in a crises situation and even manage the crisis that may occur in the university.

Corporate social responsibility is also a good PR strategy. According to Jefkins (2012), corporate social responsibility emphasises the need for every organization, including the library to be sensitive to the needs and interest of the members of the society or community in which they exist and operate, as a way of eliciting and keeping their goodwill and support. It is a social investment or involvement actions that may make it to be seen by its target publics as caring or sensitive to their needs and interest. Jefkins (2002) also notes that corporate social responsibility is the intelligent and objective concern for the welfare of the people and society, which restraints individuals and corporate entities (library) from engaging in policies and activities, no matter how profitable or attractive that will portray their image negatively but engaging in activities that

will contribute to the betterment of customers (library users) and society. According to the UN Committee for Economic Development (CED), cited in Asemah (2010), a good corporate social responsibility program usually focuses on some or all of these areas; economic growth and efficiency, education pollution abatement, conservation and recreation, culture and arts, medical care and other organization activities.

Crisis management is a very important public relations strategy in library organization. The public relations officers of an organization must conduct research so as to know if there is any problem that may lead to crisis, so that it will be nipped in the bud. There is the known-unknown crisis and there is unknown to unknown crisis. There is the need to make conscious efforts to manage crisis through effective communication. According to Asemah and Asogwa (2012), a very special type strategy that public relations practitioners use is helping their organisations to resolve crises or kerfuffle whenever they occur. They do this essentially by managing the flow of information between the organization and the public, via the mass media and by advising the management on what to do and how to do it, so that the crisis is not aggravated.

A public relations practitioner is a liaison between his institution and the public's. He is responsible for setting public relations policy to represent the corporation or agency to the publics and for conducting research to provide adequate feedback from the public's to the institution. Usually, a public relations practitioner works closely with the top level management and is instrumental in influencing management's policy changes. Asemah and Asogwa (2012) opine that, the public relations person can be described as a strategist who plans and executes large scale public relations efforts and strategies. It is the duty of the public relations practitioners of an organisation to communicate the policies of its organization to the internal and external publics, so as to make them know such policies.

Research is another public relations strategy which involves a fact finding exercise. Asemah and Asogwa (2012), argued that the public relations practitioner in the course of his practice, engages in a lot of public relations research. This is done before, during and after public relations campaigns. Public relations practitioners carry out research before campaigns so as to know the major problems on ground. Research according to public relations is done during the campaign so as to find out when the campaign is going while research is done after the campaign so as to evaluate the campaign either in success or failure. This is what is simply referred to as evaluation. Research provides the information with which the public relations decisions are taken and programs are planned. Public relations research helps in understanding the terrain upon which to operate and how to tread cautiously and carefully in a bid to sustain goodwill for an organization. Research is very important in public relations as it is an activity that aimed at obtaining facts about the feeling of the public's of an organization. The data obtained from research is used as a yard stick for taking decision.

Users' orientation as pointed out by Popoola (2008) is another way of promoting information literacy. This is also one of the strategies for enhancing effective service delivery in university libraries. It entails introducing new students and users to the organization of library and the services the library provides. This can help arouse students interest in the library services.

2.9 Influence of Public Relations on Information Service Delivery

Public relations activities in libraries help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's materials, programs, and services for more patronage. A library without users is useless. To succeed, there is need to let the users be aware of the benefits of the library to provision of information resources and services that match their interests. Noel and Waugh (2002) opines that, the success of university

library lies mainly on convincing the clients that library services are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful. Libraries need to make their services and resources known to students and potential users to create awareness of the university library's value. Major sectors of the potential market for the library's services are probably not aware of all the services available or have no understanding at all of what is offered. That is why public relations is vital to advertise the existence of the university libraries and promote their service. The main focus of every library should be good customer services. Good service can equal a good marketing campaign, which is another reason why public relations are important for libraries.

The general functions of public relations in university libraries according to Aiyegunle and Moneme (2006) is to increase and expand membership for the exploitation and use of materials. There is need for public relations activities in the libraries in order to carry out this function effectively. When users' needs are met, they will want to patronise the library and even tell others about the library services and how they can meet their needs. According to Isaac (2012), Librarians as professionals have a duty to be much more deeply involved in the creation and distribution of tools for the efficient exploitation of knowledge and also in the dissemination of information to a wide range of users - the learned and the illiterates, the professionals and non-professionals and of course to all categories of people in the community. This is necessary for the creation of a well-informed society and in the eradication of illiteracy; and can only be achieved through a well-organized Public Relations strategy.

According to Babafemi (2012), Librarians are the libraries public relations officers because they deal directly with the users. Ademolekun and Ekundayo (2015) opines that librarians as public relations personnel should aim at service; they should be vigilant and conscientious to keeping

existing high ideas alive. It is desirable that they build even healthier traditions for the steady growth of the profession. In line with this, Babafemi (2012) notes that the public relations officer advertises the library services through print and electronic media as well as physical contacts canvassing for higher patronage.

As noted by Sherman (2015), a good information delivery service is obtainable when the librarian exhibits good public relations. Good and genuine public relations can be possible in the library when librarians' possess the ability of assessing the situation and analyzing the publics' that should be served by bringing out long term program of action to achieve a realistic relationship with the past, present and potential library users. Gupta (2013) sees public relations in a different way. To her, public relations means disseminating information to both its internal and external publics. This is in line with the words of Schorah (2012) who stated that good manner, patience, small landless, sympathetic attitude towards unreasonableness of human beings is the qualities needed in a librarian for good public relations program as that will lead to improved service delivery in the library. Babafemi (2010) opines that the best way to enhance information service delivery is through good public relations activities. The author stated further that, it is not too much for librarians as public relations officers to follow up request form given to department requesting them to write titles of journals and books needed, and ensure that they select good ones, avoid duplication of materials and irrelevant ones. This inclusiveness of the users will enhance information service delivery.

The effectiveness and efficiency of services provided by university libraries are mainly determined by library users. Aina (2010) recognizes this fact when he stated that the user is very critical in the practice of librarianship. No library can exist without patrons. This is regarded as the most logical source to determine whether the library should be the provision of excellent

services to its users. This can only be effective through good public relations programme in the organisation formation, research and curriculum needs of its students, faculty and staff. Hallow (2010) opines that having services that no-one knows about is as bad as having no service at all. Sharnnan (2015) opines the need for public relations is inherent in the very nature of the modern society. Society is made up of many groups of people, each with its own interest which is sometimes conflicting. The harmonious functioning of such a society needs the help of public relations.

According to Adewusi (2014), librarians should be active in their work as information disseminators. They should be involved in giving people what they need as defined by the profession, instead of viewing their duty as assisting those who come to the library to get what they want. Librarians use their department to enhance the functions of university by making available relevant information resources both in print and non- print. i.e., the university cannot achieve its objectives without a functional library and functional library cannot be in place without good public relations. Babafemi (2012) opines that, all professional librarians should be involved in public relations activities. The librarians are part of the overall professionals working to bring the required desire to fulfillment and therefore they have a lot to contribute to make the services of the library a success. For librarians to achieve this they must engage in public relations activities.

Some librarians complain of low patronage of the library without realizing the power of this public relations practice. Information rules the world and only those who are trained and skilled in the art of public relations can use and manage information to motivate the customers. When users informational needs are met, they are positively motivated and this results to effective performance and great investment of effort. Adewusi 2014, opines that the librarians must

possess the following skills for effective public relations activities in university libraries: communication skill, computer literacy, sound management practices, questioning and evaluating skills, patience and listening skills, marketing skills, research skills, organizing skills, etc.

A good number of libraries especially university libraries offer so many commercial services unknown to users; it is the duty of the librarian to inform the public about these services. To enhance service delivery through public relations activities, the librarian may use handbills to pass on information to people and advertise library services. The Librarians' attitudes to a very great extent, determines the patronage of users to the library.

2.10 Effects of Public Relations on Librarians' Image

Public relations activities has significant effects on librarians image. Adewusi (2014) posits that, the importance of public relations activities cannot be overlooked in any library organisation, especially in university libraries. Any library activity, directly or indirectly, is an act of public relations and it helps to promote the librarians' image and use. University libraries assist the universities in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions of their universities. Any institution is secured only as long as it commands the fullest measure of public understanding and support.

In line with this, Isaac (2012) notes that, public relations in libraries concentrates more on promoting the libraries as a whole, developing a corporate identity or image and disseminating a clear message to the community about library missions and goals. Library public relations performs the important functions of communicating necessary information to various publics. This is achieved by informing faculty, staff, students and the entire campus community about

new or existing library services, resources and materials. The image and goodwill of library has become one of the cardinal objectives in modern library management. This is because in the course of library operations, it deals with numerous “publics”. These publics are like pressure groups whose actions and opinions can determine the growth and survival or the failure of organization.

In line with this, Okeke *et al.* (2014) noted that library Public relations entails building positive image for librarians by establishing a good relationship between an organization and its customers through excellent service provision/delivery in order to: create an impressive impression in the minds of the users; improve the image and generate goodwill of the librarians, effective public relations helps in improving the image and generating good will of the library. Libraries need to effectively engage in public relations activities in order to promote the image of the librarians; increase the morale of staff, build loyalty and improve job performance. In other for the libraries to meet up with the expectations of the users in this digital age of information, there is need to increase the morale of staff, build loyalty and improve job performance and this can be done through public relations activities; function by means of propaganda to enlist support, financial or otherwise and to give political and social awareness to the library users, get people recognise that the library has something for them and is willing and able to perform the services they need; interpret library policy and earn its acceptance.

This can be done by explaining the role of the library in the affairs of the community it serves and to shape and reshape the image of the librarians in a given situation. Library operations are successfully carried out when public relations is done to promote the library image and use. This is necessary for the creation of a well -informed society and in the eradication of illiteracy; and can only be achieved through a well-organized public relations strategy. Public relations is

recognized as a management function and its emergence as a management function led to further improvement on public relations tools like public opinion, publicity, advertising propaganda, press release, conference to mention but a few and increase in the use of library information resources such as directories, encyclopedia, textbooks, pictures, posters, compact disc, computers etc. since public relations activities deal with effective communication management between the organization (library administrators) and the users, it therefore gives the librarians ample opportunity to showcase their worth to the library users by being purposeful, diligent, approachable, cheerful, and friendly thereby building a positive image for themselves and also change or correct any possible misperception that users may have in mind concerning their personality as mere book store keepers.

2.10.1 Obstacles to effective application of public relations for enhanced information service delivery and librarians' image

Public relations in libraries do not exist without challenges which tend to deter information services provided in the library. Hindrances to effective public relations programmes activities in libraries may be attributed to inability of users to frame queries correctly, lack of adequate listening skills, stereotype and inferiority complex of librarians, lack of passion for public relations in information service delivery, physical distractions in the library and frustration due to poor working condition among others. This assertion is in agreement with the findings of Ifidon and Ugwuanyi (2013) who posited that inappropriate structured reference queries can lead to bridge of understanding and misconstrue or meaning hindering accurate information provision to users.

The result of the study also agrees with Katz (2012) who opines that frustration due to poor working conditions constitutes barriers to effective utilization of interpersonal communication in

reference services. He asserts that if the librarians as public relation officers are not happy with the system they work for or are not well-motivated as a result of poor remuneration, there is a tendency to take it out on clients through transfer of aggression. The study also identified stereotype and inferiority complex of reference staff and users as one of the major hindrances to effective utilization of interpersonal communication. The research findings agrees with McKay, Davis and Fanning (2013) who observed that stereotypes in reference services introduce background noise and interference in communication which makes decoding of queries difficult. This implies that public relation officer must be calm in attending to users to enable him/her decode whatever query or information that the users convey to him even with little or no noise. Similarly, Iroaganachi and Ilogho (2012) stated that engaging in public relation activities at the reference unit and provision of information services to students lays the foundation upon which literacy skills among students can be built as they advance their career in the education ladder.

However, despite the significant role that the public relation programme play in information services as noted in Nigeria, the situation remains a pipe dream. Apart from aforementioned, the penetration rate of Information and Communication Technology (ICT) in Nigeria remain one of the lowest on the African Continent due to the country's weak economy (Moyo & Chapota, 2012). The situation has also worsened due to erratic power supply in most parts of Nigeria including university library buildings. Even in urban areas, where computers and internet exist, they are very few and affected by frequent power interruptions. As result, public relation service in most university libraries is traditional compared to modern times when most university libraries in the developed world have already shifted to digital public relations practice, using socio media such as face book, twitter, you tube to mention but a few to communicate with the users. Besides, due to the absence of electricity, sometimes it becomes very difficult for students

to visit the libraries during night time to access information of their choice. In addition, effective public relations activities require well trained and experienced library personnel to manage, however, due to the lack of qualified personnel and poor funding in university libraries in the country, most university libraries have no well trained personnel to handle this responsibility. (Nabuyanda, 2011)

Some of the challenges to effective public relations activities in university libraries include: management and librarians poor attitudes toward public relations activities, users' negative attitudes towards librarians, lack of or poor communication between users and librarians, intangibility of services, telecommunication infrastructure etc. According to Breeding (2010) the use of Twitter and Face book as marketing tools "creates momentum of activity toward the organization's web presence and strategic services". The key challenge of the public relations in this regard involves cultivating a critical mass of interest on the social networking site that can be leveraged for marketing and promotion of the library services". Despite the importance of library instruction on library users, several challenges have been identified in research as factors militating against it in academic libraries. Esse (2014) observed that library users all over the world face various challenges which to an extent affected the way library resources are put to maximum and effective use. Agyen-Gyasi (2013) in his assessment of user education at the Kwame Nkrumah University of Science and Technology found out that students' low turnout in user education programme was a challenge. Finding in Agyen-Gyasi's study shows that out of 1000 students from the Faculty of Social Sciences, only 250 students attended the user education programme in 2004/2005 session.

Similarly, Anyaoku, Ezeani and Osuigwe (2015) identified students' apathy to information literacy skill programme as a problem in academic libraries. This means that students lack

interest in user education; in this puzzling circumstance, even if librarians as public relation officer organizes user education programme or other good programmes that can educate, motivate or capture the minds of the users, the low turnout of users due to students' apathy would render the programmes less effective, this explains why modern technology should be incorporated into the programme as the means of communication in order to reach large number of users at the same time. Suleiman (2012) explored user education program in academic libraries in International Islamic University, Malaysia. He stated that majority of the new students entering universities are seriously facing problems of understanding new environment and therefore need special guidance to help them to deal with various sources of information independently.

A study conducted by Idoko, Asogwa and Ugwuanyi (2015) on the problems of library user education in Nigerian Unity Schools showed several challenges as noted by staff and students including lack of confidence in the use of library, librarians mode of instruction not adequate to help students, school libraries not adequately equipped with current text books, lack of adequately equipped school library, inadequate information resources for learning for example, computers, internet connections, among others. Similarly, Maduako (2013) study showed that an average mean of 2.99 and 3.51 strongly agreed that inadequate library staff to handle library instruction was an impediment. This in turn undermines the library's ability to plan and implement other public relation programmes. Findings in her study also revealed that short time span, inappropriate provision for user education, lack of interest by students and resource constraint were among the challenges facing public relations programmes. Head (2013) study on how freshmen conduct course research once they enter college revealed that 70 percent of university students frequently turned to social networks, such as Facebook on information-

seeking for personal needs. Search engines such as Google received the highest patronage with 95 percent while friends had 87 percent as sources consulted by students for information. Okoye (2013) on public relations in selected federal university libraries across Nigeria revealed that the major challenges facing the program include lack of practical and demonstration on the use of the Internet to conduct researches, inadequate ICT facilities in teaching, and inadequate number of professional staff to handle public relations programmes.

2.10.2 Review of related empirical studies

This section deals with empirical studies related to this research work conducted by different authors. (Ozioko and Usman 2019) conducted a research to investigate Public Relations Practices for enhanced Service Delivery and Librarians' image in School Libraries in Abia State, South East Nigeria. A descriptive survey design was used for the study. The population was 135 teacher librarians in the selected secondary schools in the state. Questionnaire was the instrument used for data collection. Data generated was analysed using descriptive statistics consisting of frequency tables and mean scores. The findings of the study showed that the services offered to school library users are lending services to teachers and students, provision of seating and study facilities and user education. Also the dominant public relations practices in school libraries in the state include readers' services, use of library's notice board, book talks, library displays and exhibitions. It was also revealed that the requisite competences of teacher librarians as public relations officers are good communication skills, professional experience, knowledge of ICT, and good marketing skills. The recommended strategies to enhance service delivery and librarians' image include reorientation of users and the society at large on the relevance of the library, provision of adequate infrastructure, provision of materials that are relevant to school

library users, provision of user education and organisation of library week to enlighten new or potential users and training and retraining of teacher librarians, among others.

However, the research only covered school libraries and dealt with only one state in Nigeria, hence the need for a related research in different part of the country. This prompted the research work at hand as it seeks to study federal university libraries in north central Nigeria.

Anyim (2018) conducted a related study that dwells on application of interpersonal communication in reference and information services in university libraries. Four research questions in line with the objective of the study were formulated to guide the study. The study adopted descriptive survey research design with the total population of 1,116. The sample size of the study was 330 students while 16 reference staff were studied without sampling due to their manageable size. Data was collected using questionnaire. A total number of 346 copies of questionnaire distributed were correctly filled and returned by the respondents who comprised entire reference staff, postgraduates and undergraduates' library users of university of Nigeria, Nsukka; Michael Okpara University of Agriculture, Umudike and Nnamdi Azikiwe University, Awka. Data were analyzed using mean scores. Result shows that face to face communication, simplified language, customer relations were among the major interpersonal communication patterns in reference services in university libraries.

It was found that interpersonal communication to a great extent contributes to effective reference and information services in university libraries by making exchange of message easier, and enhancing understanding of users information needs. Major hindrances to effective application of interpersonal communication in reference and information services include inability to frame queries correctly, lack of adequate listening skills, stereotype and interiority

complex of librarians, to mention but few. Strategies for enhancing interpersonal communication include carefully listening, right framing of reference queries and many more.

The study recommended effective user education program while reference staff should be well educated to be able to communicate effectively with users of different background. This research dealt with interpersonal communication which is relevant to the study at hand, though it is just one out of many aspects of public relations, it also concentrated on selected university libraries in south-east of the country, while this research focuses on federal university libraries in North Central Nigeria.

In another related study Enweani (2018) conducted a research to survey the strategies used in marketing library and Information services in Chukwuemeka Odumegwu Ojukwu University Teaching Hospital, Amaku, Awka, Anambra State Nigeria. It was discovered that the strategies used in marketing are ineffective compared to the changing situations in contemporary university environment. Personal experiences as a staff in the library were used to draw inferences for the study. The major marketing strategy used were face-to-face interaction with library user, good communication skills, use of library notice board, display and exhibition, institutions website and use of library as a course. All these strategies though utilized are not really effective in reaching out to non-library users. It was recommended that marketing strategies should be all inclusive in its approach and methodology.

There is hope, if the library can explore online marketing through facebook and other social media, this will make it easier to reach out to a wider audience. Also, innovative practices should be embedded so as to bring the users to the library. This research work is also related to the ongoing investigation, though not completely the same, they both seek to promote the library

services and to encourage more patronage. It also covered just one university library while the investigation at hand yearn to cover federal universities in North-central, Nigeria.

Similarly, Ameen (2015) carried out a study which aimed to explore the use of public relations and publicity (PRP) by the public libraries in Lahore, Pakistan. It also intended to create awareness among the information professionals regarding the use of PRP. Qualitative design, based on the interview method as data collection technique, was used to get the opinions and perceptions of the selected public librarians. The content analysis of the responses was made to answer the research questions. The findings revealed that Public Relations and Publicity (PRP) were hardly used by the public libraries in Lahore. It was recommended that learning what, why and how Public Relation and Publicity is fundamentally important for senior and middle management public librarians to be able to execute these strategies.

The Library and Information Science schools and professional associations are also admonished to offer regular and continuous education plans for Public Relations and Publicity strategies and that convincing Public Relation and Publicity policies and plans should be made to get approval from the higher authorities. The research at hand will therefore serve as a guideline for further research in quantitative and qualitative manner, as it is intended to address an untouched area. It is likely that the research at hand may spark awareness among the librarians in North Central Nigeria regarding the use of Public Relation and Publicity for creating and maintaining a strong positive image of the libraries and librarians thereby enhancing their information service delivery.

Musa (2016) in a much related research investigated Public Relations Strategies for Information Service Provision in North Western States of Nigeria. Just like this research work, five research

questions were raised. A survey research method was used for the study. The overall total number of one hundred and forty six (146) library staff were drawn as population and used as sample size for the study. Questionnaire was used to collect data for the study. The data collected were presented and analyzed using frequency distribution tables percentages, and histograms. The study found among others providing information at the right possible time politeness with customers, uplifting the standard and status of the library and given full attention to the customers were the major Public Relations techniques use in the selected university libraries in the north western state of Nigeria. It was revealed that notice board library newsletter hand book, news bulleting poster were the popular types of communication media used for communication with the customers in the selected university libraries studied. Also it was found that library Facebook, library website, and television were used; while television radio blogs electronic mailshot, mobile phone were not used in the university libraries studied.

Also the application of public relation has significant influence on the information service provision in the selected university libraries in the north western state of Nigeria. The study concluded that public relations has indeed improved relationship and has lead to mutual collaboration among university libraries and that it has also help establish better contact between libraries and customers this give the librarian opportunity to create good image of the library which has not only lead to an increase in the utilization of library resources but also improved information service provision. Lastly, the need for intensified efforts at attracting customers based by university libraries through quality information service provision, training and retraining of library staff, regular communication and feedback from the customers and customers' forum should be established so that potential customers would be free to make suggestion on how to improve the library services have been recommended. The use of public

relation strategies like beautifying the library environment and the introduction of information literacy skills should be made compulsory for all categories of academic program in the university was also advocated. The research work is similar to the study at hand, though it only covered north east while the ongoing research covers north central Nigeria. Makori (2010) also researched on the concept of marketing of information products and services in university libraries in Kenya. The research is similar to this investigation as five research questions were raised. Survey methodology was used while questionnaire was the research instrument adopted. Findings revealed that marketing is a basic and essential management process for promoting information products and services in university libraries in Kenya, but it is not given the attention it deserves and/ or is poorly coordinated. It was revealed that marketing avails university libraries the unique opportunity to provide quality, and demand-based and user-oriented information products and services.

The paper offers reasons, strategies or initiatives and recommendations on how to make university libraries the destination for the user population. It was recommended that university libraries should be proactively involved in marketing of information products and services to the user population for this helps to create awareness among the user population leading to increased use of information products and services in the libraries. The research highlighted various marketing initiatives of making university libraries in Kenya the destination for the user population. Also, the paper explores recent innovative strategies for marketing information products and services. Marketing helps university libraries to: market and promote information products and services, provide innovative products and services, understand the needs and demands of the information audience or user population, plan service delivery, and provide

efficient and effective information products and services. However, the study defer from this research did not cover North Central Nigeria which this study seeks to cover.

Israel (2012) also embarked on a study on Public Relations Practices in Academic Libraries in delta state the research examined factors that increase awareness on library activities that can help in promoting public relations in academic libraries. It also aimed at x-raying the roles of librarians as public relations officers in the academic libraries. Two research questions were posed. The researcher used descriptive survey research method for the investigation.

Questionnaire was administered to 62 librarians in the selected academic libraries in Delta State. The investigation revealed that the major activities put in place in the libraries to promote public relations are exhibition and display, selective dissemination of information, user education as well as referral services. While extension and outreach services, regular assessment of staff attitude, regular library publications and Participating in campus extra curriculum activities yielded a low result. Also, the study revealed that librarians play the role of public relations officers in the libraries due to the nature of their services centered on mutual relationship for effective service delivery.

It was also revealed that there are many activities in the library which if provided fully and effectively will help to promote public relations in the library. These activities includes exhibition/ display, provision of information literacy programme, provision of specialized services, extension and outreach services, users education, adequate provision of seating and study facilities, inter-library loan, document delivery, regular assessment of staff attitude, the researcher recommended that librarians playing the roles of public relations officer must be exposed to training regularly to acquire modern techniques in public relations practices and that

library management should equip librarians with basic skills in the field of public relations through seminars, workshop, etc. as this will help librarians in discharging their duties effectively. The research is very relevant to the research at hand, though, they defer in terms of coverage as it covered just one state while this research is intended to cover the entire North Central Nigeria because it is justifiable to replicate a similar study in other parts of the country.

Umeozor (2013) conducted a research to assess the utilization of library displays, library exhibitions, and library publications as marketing strategies in four Federal University libraries in the South-South zone of Nigeria and their influence on students' use of the library using an Ex-post-facto research design. Librarians, who are the marketers, indicated a higher utilization of these marketing strategies than the students because they scored a mean % utilization ranging from 49.4 to 72.8, 15.4 to 60.7, and 44.4 to 72.9 for library displays, library exhibitions, and library publications, respectively in the Universities studied. This is not in agreement with the student users, whose mean % utilization ranged from 26.7 to 40.0, 23.8 to 33.6, and 23.8 to 40.3 for library displays, library exhibitions, and library publications, respectively indicating a poor utilization of these strategies.

He used an Independent t-test indicating that these three marketing strategies exerted a significant influence on students' use of the library indicating that the more frequent and effective use of these marketing strategies, the more the students' use of the library. This research is related to the study at hand as the both aimed at investigating utilization promotional strategies in university libraries, though they defer in coverage; the author's coverage was South-South zone of Nigeria while the research at hand hopes to cover north central zone of Nigeria.

Another disparity is that Ex-post-facto research design was used by the researcher while descriptive survey would be adopted by the ongoing researcher.

2.11 Summary of Literature Review

This chapter explains the various key concepts of the research topic including the concept of information service delivery, librarians' image and public relation practices in federal university libraries in North Central Nigeria. It also reviews various researches conducted that are related to information service delivery, librarian's image and public relations practice in libraries. Under some subheadings including: information services rendered by federal university libraries; public relations practice used to promote the librarians' image among the library users; types of communication media that are used for public relations activities; competences required of librarians to perform the roles of a public relations officer and the challenges facing public relations service in federal university libraries in North-central, Nigeria. It also covers review of related empirical studies by different authors and it pointed out the similarities and differences between the empirical studies and this research. Having reviewed related literature, it is apparent that no research has been carried out on the topic and study area that this research work seeks to cover.

CHAPTER THREE

3.0. RESEARCH METHODOLOGY

3.1 Research Design

Descriptive survey research design was adopted for this study. Descriptive survey research design is considered appropriate for this research because it is an efficient way of gathering data to assist in handling research questions, just as it is also a useful tool for evaluating or assessing opinions. Oyedum *et al.* (2015) asserted that survey is used to assess a situation with the aim of correcting inadequacies or effecting improvements and describing relationship among variables. Survey research design is therefore considered suitable for this study because data were gathered analysed and used to determine the influence of public relations on information service delivery and enhanced librarians' image. Moreover, survey research method can be used for both large and small population. According to Kothary and Garg (2014), descriptive research method is concerned with description of the characteristics of a particular individual or group of individuals.

3.2 Population of the Study

The population of the study was one hundred and thirty eight (138) library staff drawn from the university libraries under study. Below is the table which shows the breakdown of the numbers of staff in each of the selected Nigerian federal university libraries:

Table 3.0 Names of Universities and their Population

S/ N	University Libraries	Number of Librarians
1	Federal University Lafia Library (FULA)	9
2	Federal University of Technology Minna Library (FUTML)	29
3	University of Abuja Library (UNIABUJAL)	12
4	University of Agriculture Makurdi Library (UNIMAKL)	28
5	University of Ilorin library (UNILORINL)	23
6	University of Jos library (UNIJOSL)	25
7	Federal University Lokoja Library (FULOL)	12
	Total	138

Source: Research survey (2019)

3.3 Sample and Sampling Techniques

The study adopted the total population of the subject of the study. This means that the researcher used complete enumeration with reason being that the population of the study areas is not too enormous. This is in conformity with Benard (2012) who asserted that if the population of a study is less than two hundred (200), the researcher should adopt the entire population without sampling. Hence, the researcher used the entire population without sampling since it is manageable.

3.4 Instruments for Data Collection

The researcher adopted questionnaire and observation check list as research instruments for this study. The questionnaire was close-ended as it provided options to help respondents provide relevant answers. On its significance, Sambo (2015) argued that questionnaire is more economical for reasons of time or funds and are directly associated to survey research design. Muranda (2016) described the adoption of questionnaire as the most common instrument for data collection in survey research. The questionnaire is divided into seven (7) sections. Section A consisted of items on personal data of the respondents; Section B consisted of the types of information services offered; while Section C was on the public relation strategies employed; Section D focused on effects of public relations practice on information service delivery; Section E addressed the effects of public relations practice on librarians' image; Section F was on the obstacles to effective application of public relations for enhanced information service delivery in federal university libraries in North-central, Nigeria.

3.5 Validity and Reliability of the Instrument

The questionnaire developed for this study was validated by the researcher's supervisor and two experts in the field of Library and Information Science to determine the quality of the contents. The reliability of the instrument was established by conducting a pilot study within three (3) weeks at Kogi State University Library, Anyigba. The purpose of the pilot study is to determine the reliability and validity of the instruments and also the choice of this University is because it is not part of research population of the study. The researcher personally administered the instrument on (30) library staff. This is in line with Adigun (2011) who noted that pilot study is usually done on a much smaller scale than the main study but under the same or similar

condition. The reliability coefficient of the questionnaire was 0.81 and it was therefore considered reliable.

3.6 Procedure for Data Collection

The researcher went to the university libraries under study with a letter of introduction from the Head of Department of Library and Information Technology, Federal University of Technology, Minna, to solicit the consent and approval of the authority of the University Librarians and head of divisions of the selected university libraries for the administration of questionnaire to their respective staff. Also, the researcher administered the questionnaire personally with the help of three research assistants, who were mainly staff of the respective libraries under study. However, the respondents were given enough time to fill the questionnaire. The researcher spent about three (3) weeks in distributing the questionnaire in the selected federal university libraries.

3.7 Procedure for Data Analysis

The data collected for this research is presented and analysed using descriptive statistics in order to obtain answers to the research questions formulated. In this regard, frequency distribution tables, percentage tables and charts were used to analyse the data and PPMC was used to test the null hypothesis at 0.05 level of significance.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Response Rate

A total of one hundred and thirty eight (138) copies of the questionnaire were administered on librarians in Federal University, Lafia library, Federal University of Technology, Minna Library, University of Abuja library, University of Agriculture, Makurdi Library, University of Ilorin library, University of Jos library and Federal University Lokoja Library. One hundred and twentyone (121) copies were filled, returned and found usable representing 88% response rate.

Table 4.1 shows the breakdown of the response rate thus;

Table 4.1 Response Rate

S/N	University Libraries	No of Administered Questionnaire	No of Returned Questionnaire	Percentages (%) of Returned Questionnaire
1	Federal University Lafia Library	9	7	77
2	Federal University of Technology Minna Library	29	25	86
3	University of Abuja library	12	10	83
4	University of Agriculture Makurdi Library	28	26	92
5	University of Ilorin Library	23	19	83
6	University of Jos Library	25	23	92
7	Federal University Lokoja Library	12	11	92
Total		138	121	88

From Table 4.1, it is depicted that 7(77%) copies of the questionnaire were retrieved from Federal University Lafia library, 25(86%) copies of the questionnaire were retrieved from Federal University of Technology Minna Library, 10(83%) copies of the questionnaire were retrieved from University of Abuja library, 26(92%) copies of the questionnaire were retrieved

from University of Agriculture Makurdi Library, 19(83%) copies of the questionnaire were retrieved from University of Ilorin library 23(92%) copies of the questionnaire were retrieved from University of Jos library and 11(92%) copies of the questionnaire were retrieved from Federal University Lokoja Library.

Table 4.2: Respondents Distribution of Demographic Information by Gender, Qualification, Years of experience and Designation respectively.

S/N	Gender	Frequency	Percentage (%)
1	Male	76	63
2	Female	45	37
	Total	121	100

3	Reference	16	13
4	Serial	26	22
5	Circulation	45	37
6	ICT/E-library	19	16
7	Cataloguing and Classification	15	12
	Total	121	100
8	BLS	67	55
9	MLS	36	30
10	PhD	18	15
	Total	121	100
11	0 – 4	16	13
12	5 – 9	22	18
13	10 – 14	19	16
14	15 – 19	40	33
15	21 Above	24	20
	Total	121	100
16	Assistant Librarian	42	35
17	Librarian II	30	25
18	Librarian I	28	23
19	Principal Librarian	15	12
20	Deputy University Librarian	4	3
21	University Librarian	2	2
	Total	121	100

Table 4.2 indicates that 76(63%) of the respondents were males while 45(37%) were females.

Also 16(13%) of the respondents are in reference section, 26(22%) are in serial section, 45(37%) are in circulation section, 19(16%) are in ICT/E-library section and 15(12%) are in cataloguing and classification section. Furthermore, 67(55%) have BLS, 36(30%) have MLS and 18(18%) have PhD. The table also reveals that 16(13%) have 0-4 years of working experience, 22(18%)

have 5 -9 years of working experience, 19(16%) have 10 -14 years of working experience, 40(33%) have 15-19 years of working experience and 24(20%) have 21 and above years of working experience. Finally, the table shows that 42(35%) of the respondents are Assistant Librarians, 30(25%) are Librarian II, 28(23%) are Librarian I, 15(12%) are Principal Librarian and 4(3%) are Deputy University Librarians and 2(2%) are University Librarians.

4.3 Research Questions 1: What types of information services are rendered by federal university libraries in North-central, Nigeria?

Table 4.3 shows the information services rendered to library staff in the federal universities studied.

Table 4.3: Information Services Rendered to the respondents

S/No	Types of Information Services Offered to Users	FULA	FUTMX	UNL. ABUJA	UNL. MAK	UNL. ILORIN	UNL. JOS	FULO	TOTAL
1.	Lending services	1	1	1	1	1	1	1	7
2	Inter-library loan services	0	1	1	1	1	1	0	5
3.	Reservation services	1	1	1	1	1	1	0	6
4.	Exhibitions display	1	1	1	1	1	0	1	6
5.	User education service	1	1	1	1	1	1	1	7
6.	Library publication	1	1	1	1	1	1	1	7
7.	Referral service	1	1	1	1	1	1	1	7
8.	Selective dissemination of information	1	1	1	1	1	1	1	7
9.	Translation service	0	0	0	0	1	1	0	2
10.	Abstracting and indexing services	0	1	1	1	1	1	0	5
11.	Consultancy services	1	1	1	1	1	1	1	7
12.	Provision of seating and study facilities	1	1	1	1	1	1	1	7
13.	Reference services	1	1	1	1	1	1	1	7
TOTAL		10	12	12	12	13	12	9	

Key: 0 = Not Available, 1 = Available

Table 4.3 shows that in Federal University Lafia, Lending services, Reservation services, Exhibitions display, User education service, Library publication, Referral service, Selective Dissemination of Information, Consultancy services, Provision of seating and study facilities and Reference services are available; also in Federal University of Technology Minna, University of Abuja and University of Agriculture Makurdi, Lending services, Inter-library loan services, Reservation services, Exhibitions display, User education service, Library publication, Referral

service, Selective Dissemination of Information, Consultancy services, Provision of seating and study facilities, Abstracting and Indexing and Reference services are available; furthermore, in University of Ilorin all the services listed for the study are available, while in University of Jos, Lending services, Inter-library loan services, Reservation services, User education service, Translation service Abstracting and Indexing services, Library publication, Referral service, Selective Dissemination of Information, Consultancy services, Provision of seating and study facilities and Reference services are available and in Federal University of Lokoja Lending services, Exhibitions display, User education service, Library publication, Referral service, Selective Dissemination of Information, Consultancy services, Provision of seating and study facilities and Reference services are available

4.4 Research Questions 2: How does public relations practice promotes the librarian image among the library users in federal university libraries in North Central States of Nigeria?

Table 4.4 shows the effect on public relation on information services to library staff

Table 4.4: Effects of Public Relations on Information Services to the Respondents

S/No	Effects of PR on information service delivery	SA 4	A 3	D 2	SD 1	N	FX	\bar{X}	StD	Decision
1.	improves job performance	60	41	15	5	121	398	3.29	0.79	Agreed

2	improves librarians and users interpersonal relationship	53	38	17	13	121	373	3.08	0.58	Agreed
3.	Creates awareness for the various information services available in the library	54	35	22	10	121	375	3.1	0.60	Agreed
4.	Increases library patronage	53	28	22	18	121	358	2.96	0.46	Agreed
5.	Increases the use of information resources by users	44	31	26	20	121	341	2.82	0.32	Agreed
6.	Enhances user satisfaction	51	23	27	20	121	347	2.87	0.37	Agreed
7.	Helps identify users information needs easily	47	35	25	14	121	357	2.95	0.45	Agreed
8.	Helps provide conducive environment for users	46	33	20	22	121	345	2.85	0.35	Agreed

Key: SA = Strongly Agree, A = Agree, D =Disagree, SD = Strongly Disagree

Table 4.4 shows that all eight items listed have a mean score greater than the bench mark mean of 2.5 on a 4 point Likert scale. These are: It improves job performance (\bar{x} =3.29; SD=0.79); It improve librarians and users interpersonal relationship (\bar{x} =3.08; SD=0.58); It creates awareness for the various information services available in the library (\bar{x} =3.10; SD=0.60); It increases library patronage(\bar{x} =2.96; SD=0.46); It increases the use of information resources by users (\bar{x} =2.82 SD=0.32); It enhances user satisfaction (\bar{x} =2.87; SD=0.37); It helps identify users information needs easily (\bar{x} =2.95; SD=0.45) and It helps provide conducive environment for users (\bar{x} =2.85; SD=0.35).

4.5 Research Question 3: Which public relations strategies are employed for enhanced information service delivery and librarians' image in federal university libraries in North-central, Nigeria?

Table 4.5 shows the responses of library staff on how public relation strategies enhances their information service delivery and image in the federal universities studied

Table 4.4: Public Relations Strategies Employed by the Libraries

S/No	Public Relations Strategies Employed	SA 4	A 3	D 2	SD 1	N	FX	\bar{X}	StD	Decision
1.	Library publications	30	27	28	36	121	293	2.42	0.08	Disagree
2	Media activities	49	38	20	14	121	364	3.01	0.51	Agreed
3.	Book fairs	20	35	42	24	121	293	2.42	0.08	Disagree
4.	Book talks	25	35	25	36	121	291	2.4	0.10	Disagree
5.	Film hours	7	15	35	64	121	207	1.71	0.79	Disagree
6.	Story hours	27	38	19	37	121	297	2.45	0.05	Disagree

7.	Refreshment/relaxation corners	22	30	25	44	121	272	2.25	0.25	Agreed
8.	Lounge for light reading materials	39	41	25	16	121	345	2.85	0.35	Agreed
9.	Directional guides	30	36	24	31	121	307	2.54	0.04	Agreed
10.	Library week	46	28	21	26	121	336	2.78	0.28	Agreed
11.	Use of library notice boards	51	32	21	17	121	359	2.97	0.47	Agreed
12.	Library display and exhibitions	49	30	21	21	121	349	2.88	0.38	Agreed
13.	Readers services	54	43	14	10	121	383	3.17	0.67	Agreed
14.	Special events	27	23	39	32	121	287	2.37	0.13	Disagree
15.	Provision of Current Awareness Services	54	37	20	10	121	377	3.12	0.62	Agreed
16.	Provision of Selective Dissemination of Information	51	36	20	14	121	366	3.02	0.53	Agreed
17.	Giving full attention to library users in the library	26	21	34	40	121	275	2.27	0.23	Disagree
18.	Politeness with the users	46	38	24	13	121	359	2.97	0.47	Agreed
19.	Time consciousness	38	32	26	25	121	325	2.69	0.19	Agreed
20.	Actively looking for a way to help people	24	29	38	30	121	289	2.39	0.11	Disagree
21.	Regular Exhibition of library Materials and services	50	30	25	16	121	356	2.94	0.44	Agreed
22.	Regular Communication with Customers	30	26	30	35	121	293	2.42	0.09	Disagree

Table 4.4 shows that twelve out of the twenty-two items listed have a mean score greater than the bench mark mean of 2.5 on a 4 point Likert scale. These are: Media activities (\bar{x} =3.01; SD=0.51), Lounge for light reading materials (\bar{x} =2.85; SD=0.35); Directional guides (\bar{x} =2.85; SD=0.04); Library week (\bar{x} =2.54; SD=0.04); Use of library notice boards (\bar{x} =2.78; SD=0.28); Library display and exhibitions (\bar{x} =2.97; SD=0.47); Readers services (\bar{x} =2.88; SD=0.38); Special events (\bar{x} =3.17; SD=0.67); Provision of Current Awareness Services (\bar{x} =3.12; SD=0.67); Provision of Selective Dissemination of Information (\bar{x} =3.02; SD=0.53); Politeness with the users (\bar{x} =2.97; SD=0.47), Time consciousness (\bar{x} =2.69; SD=0.19) and Regular Exhibition of library Materials and services (\bar{x} =2.94; SD=0.44). While the remaining ten items have a mean

score lesser than the benchmark mean of 2.5 on a four point Likert scale, signifying they are not part of the strategies employed by the university libraries study in promoting public relation. These are: Library publication (\bar{x} =2.42; SD=0.08); Book fairs (\bar{x} =2.42; SD=0.08); Book talks (\bar{x} =2.40; SD=0.10); Film hours (\bar{x} =1.71; SD=0.79); Story hours (\bar{x} =2.45; SD=0.05); Refreshment/relaxation corners (\bar{x} =2.25; SD=0.25); Giving full attention to library users in the library (\bar{x} =2.27; SD=0.23); Actively looking for a way to help people (\bar{x} =2.39; SD=0.11) and Regular Communication with Customers (\bar{x} =2.42; SD=0.09).

Table 4.6 shows how public relations promote information service delivery among the respondents in federal university libraries

4.6 Research Question 4: How does public relations promote information service delivery in federal university libraries in North Central Nigeria?

Table 4.6: Effects of Public Relations Activities in Federal University libraries

S/No	Effects of PR Activities in Federal University libraries	SA 4	A 3	D 2	SD 1	N	FX	\bar{X}	StD	Dicision
1.	It promotes librarians' image	47	38	21	15	121	359	2.97	0.47	Agreed
2	It changes users misperception about librarians	49	24	31	17	121	347	2.87	0.37	Agreed

3.	It helps gain financial support from parents institution	51	30	28	12	121	362	2.99	0.49	Agreed
4.	It makes users to view librarians as professionals	53	22	34	12	121	358	2.96	0.46	Agreed
5.	It makes users build confidence in librarians	41	31	28	21	121	334	2.76	0.26	Agreed
6.	It publicises library profession	48	33	22	18	121	353	2.92	0.42	Agreed
7.	It makes the librarians to be friendly	52	28	21	20	121	354	2.93	0.43	Agreed
8.	It arouse librarians willingness to collaborate with others	45	31	29	16	121	347	2.87	0.37	Agreed
9.	It boosts librarians self esteem	54	28	21	18	121	360	2.98	0.47	Agreed
10.	It enables librarians to get the goodwill of user	36	45	23	17	121	342	2.83	0.32	Agreed

Key: SA = Strongly Agree, A = Agree, D =Disagree, SD = Strongly Disagree

Table 4.6 shows that all ten items listed have a mean score greater than the bench mark mean of 2.5 on a 4 point Likert scale. These are:It promotes librarians' image (\bar{x} =2.97; SD=0.47); It changes users misperception about librarians (\bar{x} =2.87; SD=0.37); It helps gain financial support from parents institution (\bar{x} =2.99; SD=0.49); It makes users to view librarians as professionals (\bar{x} =2.96; SD=0.46); It makes users build confidence in librarians (\bar{x} =2.76; SD=0.26); It publicises library profession (\bar{x} =2.92; SD=0.42); It makes the librarians to be friendly (\bar{x} =2.93; SD=0.43); It arouse librarians willingness to collaborate with others (\bar{x} =2.87; SD=0.37); It boosts librarians self-esteem (\bar{x} =2.98; SD=0.47); It enables librarians to get the goodwill of user (\bar{x} =2.83; SD=0.32).

Table 4.7 shows the responses of library staff on the obstacles to effective application of public relations for enhanced information service delivery in the federal universities under study.

4.7 Research Question 5: What are the obstacles to effective application of public relations for enhanced information service delivery and librarians' image in federal university libraries in North-central, Nigeria?

Table 4.7: Obstacles to effective Public Relations Applications

S/No	Obstacle to effective PR applications	SA 4	A 3	D 2	SD 1	N	FX	\bar{X}	StD	Decision
1.	Academic stress and frustration	26	24	33	38	121	280	2.31	0.19	Disagreed
2	Mental deformities and other health challenges	25	22	35	39	121	275	2.27	0.23	Disagreed
3.	Frustration due to family challenges	30	18	39	34	121	286	2.36	0.14	Disagreed
4.	Lack of emotional control	54	28	22	17	121	361	2.98	0.48	Agreed
5.	Use of ambiguous language terms	45	22	37	17	121	337	2.79	0.29	Agreed
6.	Pride and pomposity of librarians	34	30	28	29	121	311	2.57	0.07	Agreed
7.	Low self-esteem of	28	37	25	31	121	304	2.51	0.01	Agreed

	librarians									
8.	Frustration due to poor working condition	39	34	25	23	121	331	2.74	0.24	Agreed
9.	Lack of adequate listening skills	41	38	20	22	121	340	2.81	0.31	Agreed
10.	Lack of funds	40	35	25	21	121	336	2.78	0.28	Agreed
11.	Lack of passion for PR activities	45	38	20	18	121	352	2.91	0.41	Agreed
12.	Lack of Good communication skills	41	36	24	20	121	340	2.81	0.31	Agreed
13.	Lack of Interpersonal skills	38	34	27	22	121	330	2.73	0.23	Agreed
14.	Lack of Good writing skills	42	38	22	19	121	345	2.85	0.35	Agreed
15.	Lack of professional experience	23	28	33	37	121	279	2.31	0.19	Disagreed
16.	Inability of librarians to interpret users query	37	30	24	30	121	316	2.61	0.11	Agreed

Key: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Table 4.7 shows that twelve of out of the sixteen items listed have a mean score greater than the bench mark mean of 2.5 on a 4 point Likert scale. These are: Lack of emotional control (\bar{x} =2.98; SD=0.48); Use of ambiguous language terms (\bar{x} =2.79; SD=0.29); Pride and pomposity of librarians (\bar{x} =2.57; SD=0.07); Low self-esteem of librarians (\bar{x} =2.51; SD=0.01); Frustration due to poor working condition (\bar{x} =2.74; SD=0.24); Lack of adequate listening skills (\bar{x} =2.81; SD=0.31); Lack of funds (\bar{x} =2.78; SD=0.28); Lack of passion for PR activities (\bar{x} =2.91; SD=0.41); Lack of Good communication skills (\bar{x} =2.81; SD=0.31); Lack of Interpersonal skills (\bar{x} =2.73; SD=0.23); Lack of Good writing skills (\bar{x} =2.85; SD=0.35); Inability of librarians to interpret users query (\bar{x} =2.61; SD=0.11); While the remaining four items have a mean score lesser than the benchmark mean of 2.5 on a four point Likert scale, signifying they are not part of the strategies employed by the university libraries study in public relation application. These are: Academic stress and frustration (\bar{x} =2.31; SD=0.19); Mental deformities and other health challenges (\bar{x} =2.27; SD=0.23); Frustration due to family challenges (\bar{x} =2.36; SD=0.14); Lack of professional experience (\bar{x} =2.31; SD=0.19).

4.8 Hypothesis Testing

H₀₁ There is no significant relationship between public relations and information service delivery in federal university libraries in North Central Nigeria.

Table 4.8: Relationship Between Public Relations and Information Service Delivery

Variable	n	df	Mean	SD	R	P
Public Relations			21.14	4.09		
		119			0.483	0.05
	121					
Information Service Delivery			17.89	3.92		

Table 4.8.1 showed that the Pearson Product Moment Correlation coefficient = 0.483 is greater than P value of 0.05. This shows that there is a positive relationship between public relations and information service delivery. Therefore, the null hypothesis which states that there is no significant relationship between public relations and information service delivery in federal university libraries, North Central Nigeria is rejected.

H₀₂ There is no significant relationship between public relations and librarians' image in federal university libraries in North Central Nigeria

Table 4.9: Relationship Between Public Relations and Librarians' Image in Federal University Libraries in North Central Nigeria

Variable	n	df	Mean	SD	R	P
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Public Relations		21.14	4.09		
	121	119		0.105	0.05
Librarians' Image		11.43	1.17		

Table 4.8.2 showed that the Pearson Product Moment Correlation coefficient = 0.105 is greater than P value of 0.05. This reveals that there is a positive relationship between public relations and librarians' image. It could be concluded that public relations influences librarians' image. Therefore, the null hypothesis which states that there is no significant relationship between public relations and librarians' image in federal university libraries, North Central Nigeria is rejected.

H₀₃ There is no significant relationship between the application of public relations strategies and public relations promoting information service delivery in federal university libraries in North Central Nigeria.

Table 4.10: Relationship Between Public Relations Strategies and Public relations Promoting Information Service Delivery in Federal University Libraries, North-central, Nigeria

Variable	n	df	Mean	SD	R	P
Public Relations Strategies			13.06	1.81		
	121	119			0.605	0.05
Public relations Promoting Information Service			16.92	1.34		

Table 4.8.3 showed that the Pearson Product Moment Correlation coefficient= 0.605 is greater than P value of 0.05. This shows that there is a high difference in the application of public relationship in promoting information service delivery between federal university libraries in North Central Nigeria. Therefore, the hypothesis which states that there is no significant difference in the application of public relations strategies in promoting information service delivery between federal university libraries in North Central Nigeria is rejected.

4.9 Summary of Major Findings

The major findings of the study are as follows:

1. The study revealed that lending services, inter-library loan services, reservation services, exhibitions display, user education service, library publication, referral service, selective dissemination of information, consultancy services, provision of seating and study facilities and reference services are the services rendered to users in the libraries studied in North Central Nigeria.
2. Public relations practice promotes the librarians' image among the library users by improving job performance of the librarians, improve librarians and users' interpersonal relationship, creating awareness for the various information services available in the library, increasing library patronage, it increases the use of information resources by

users, it enhances user satisfaction; it helps identify users information needs easily and it helps provide conducive environment for users.

3. Public relations strategies employed for enhanced information service delivery and librarians image in federal university libraries in North Central Nigeria are media activities, lounge for light reading materials, directional guides, library week, use of library notice boards, library display and exhibitions, readers services, special events, provision of current awareness services, provision of selective dissemination of information, politeness with the users, time consciousness, and regular exhibition of library materials and services.
4. Public relations promotes librarians' image, changes users misperception about librarians, helps gain financial support from parents institution. it makes users to view librarians as professionals, It makes users build confidence in librarians, it publicises library profession, it makes the librarians to be friendly, it arouse librarians willingness to collaborate with others, it boosts librarians self-esteem and it enables librarians to get the goodwill of user.
5. The obstacles to effective application of public relations for enhanced information service delivery and librarians image in federal university libraries studied are lack of emotional control; use of ambiguous language terms; pride and pomposity of librarians; low self-esteem of librarians; frustration due to poor working condition; lack of adequate listening skills; lack of funds; lack of passion for public relations activities; lack of good communication skills; lack of interpersonal skills; lack of good writing skills and inability of librarians to interpret users query.

6. There is a significant relationship between public relations and information service delivery in federal university libraries, North Central Nigeria.
7. There is a significant relationship between public relations and librarians' image in federal university libraries, North Central Nigeria.
8. There is no significant relationship between the application of public relations strategies and public relations promoting information service delivery in federal university libraries in North Central Nigeria.

4.10 Discussion of the Findings

4.10.1: Research question 1: What information services are rendered by federal university libraries in North-central, Nigeria?

The result of the study revealed that lending services, inter-library loan services, reservation services, exhibitions display, user education service, library publication, referral service, selective dissemination of information, consultancy services, provision of seating and study facilities and reference services are the services rendered to users in the libraries studied in North Central Nigeria. This could be attributed to the adequate funds available to the university libraries through TETFund and contributions from donor organisations. The findings of the study is similar to that of Ozioko & Usman (2019) who conducted a research to investigate Public Relations Practices for enhanced Service Delivery and Librarians' image in School Libraries in Abia State, South East Nigeria. Ozioko & Usman found out that the information services rendered in school libraries are lending services to teachers and students, provision of seating and study facilities and user education. Though, the dominant public relations practices in school libraries in the state include readers' services, use of library's notice board, book talks, library displays and exhibitions.

4.10.2: Research question 2: How does public relations practice promotes the librarian image among the library users in federal university libraries in North-central, States of Nigeria?

Results from research question two portrayed that public relations practice promotes the librarian image among the library users by improving job performance of the librarians, improve librarians and users interpersonal relationship, creating awareness for the various information services available in the library, increasing library patronage, it increases the use of information resources by users, it enhances user satisfaction, it helps identify users information needs easily and it helps provide conducive environment for users. Corollary, Israel (2012) in a study on public relations practices in academic libraries in Delta State, while examining factors that increase awareness on library activities that can help in promoting public relations in academic libraries. The study revealed that the major activities put in place in the libraries to promote public relations are exhibition and display, selective dissemination of information, user education as well as referral services. While extension and outreach services, regular assessment of staff attitude, regular library publications and participating in campus extra curriculum activities yielded a low result. Also, the study revealed that librarians play the role of public relations officers in the libraries due to the nature of their services centered on mutual relationship for effective service delivery. It was also revealed that activities such as exhibition/ display, provision of information literacy programme, provision of specialized services, extension and outreach services, users' education, adequate provision of seating and study facilities, inter-library loan, document delivery, regular assessment of staff attitude promotes librarians public relations.

4.10.3: Research Question 3: Which public relations strategies are employed for enhanced information service delivery and librarians image in federal university libraries in North-Central, Nigeria?

Analysis of results in Table 4.6 shows that public relations strategies employed for enhanced information service delivery and librarians image in federal university libraries in North Central Nigeria are media activities, lounge for light reading materials, directional guides, library week, use of library notice boards, library display and exhibitions, readers services, special events, provision of current awareness services, provision of selective dissemination of information, politeness with the users, time consciousness, and regular exhibition of library materials and services. This findings are somehow similar to that of Enweani (2018) who conducted a research to survey the strategies used in marketing library and Information services in Chukwuemeka Odumegwu Ojukwu University Teaching Hospital, Amaku, Awka, Anambra State, Nigeria. It was discovered that the strategies used in marketing are ineffective compared to the changing situations in contemporary university environment. The major marketing strategy used were face-to-face interaction with library user, good communication skills, use of library notice board, display and exhibition, institutions website and use of library as a course. All these strategies though utilised are not really effective in reaching out to non-library users. It was recommended that marketing strategies should be all inclusive in its approach and methodology. This present study showed that the library can explore online marketing through facebook and other social media, this will make it easier to reach out to a wider users.

4.10.4: Research Question 4: How does public relations promote information service delivery in federal university libraries in North Central Nigeria?

The study revealed that public relations promotes librarians' image, changes users misperception about librarians, helps gain financial support from parents institution. it makes users to view librarians as professionals, It makes users build confidence in librarians, it publicises library profession, it makes the librarians to be friendly, it arouse librarians willingness to collaborate with others and it boosts librarians self-esteem and it enables librarians to get the goodwill of user. This disagrees with the findings of Ameen (2015) who examined the use of public relations and publicity (PRP) by the public libraries in Lahore, Pakistan, his findings revealed that Public Relations and Publicity (PRP) were hardly used by the public libraries in Lahore. It was recommended that learning what, why and how Public Relation and Publicity is fundamentally important for senior and middle management public librarians to be able to execute these strategies. The Library and Information Science schools and professional associations are also admonished to offer regular and continuous education plans for Public Relations and Publicity strategies and that convincing Public Relation and Publicity policies and plans should be made to get approval from the higher authorities.

4.10.5: Research Question 5: What are the obstacles to effective application of public relations for enhanced information service delivery and librarians image in federal university libraries in North Central Nigeria?

Analysis of research question 5 revealed that the obstacles to effective application of public relations for enhanced information service delivery and librarians image in federal university libraries studied are lack of emotional control; use of ambiguous language terms; pride and pomposity of librarians; low self-esteem of librarians; frustration due to poor working condition;

lack of adequate listening skills; lack of funds; lack of passion for PR activities; lack of good communication skills; lack of interpersonal skills; lack of good writing skills and inability of librarians to interpret users query. Similarly, Anyim (2018) conducted a related study that dwells on application of interpersonal communication in reference and information services in university libraries discovered that the major hindrances to effective application of interpersonal communication in reference and information services include inability to frame queries correctly, lack of adequate listening skills, stereotype and inferiority complex of librarians, to mention but few. Strategies for enhancing interpersonal communication include carefully listening, right framing of reference queries and many more.

CHAPTER FIVE

5.1 CONCLUSION AND RECOMMENDATIONS

5.2 Conclusion

From the findings of the study, it concludes that federal university libraries in North-central, Nigeria render services that facilitate good Public Relations such as lending services, inter-library loan services, reservation services, exhibitions display, user education service, library publication, referral service, selective dissemination of information, consultancy services and so on. From the study it was also deduced that public relations practice promotes the librarians' image among the library users. It is also concluded that some of the strategies employed for enhanced information service delivery and librarians' image are media activities, lounge for light reading

materials, directional guides library notice board to mention but a few, are effective. It is also concluded that public relations practice promotes librarians' image, changes users' misperception about librarians, helps gain financial support from parents institution etc. it is concluded further that problems such as lack of emotional control, use of ambiguous language terms, frustration due to poor working condition; lack of funds, lack of passion for Public Relations activities, lack of good communication skills; lack of interpersonal skills and others undermines planning and implementation of good public relations in federal university libraries in North-central, Nigeria.

5.2 Recommendations

Based on the findings of the study, the following recommendations are hereby made:

1. The library management of the universities studied should encourage and organise seminars for users on the use of simple language terms to avoid ambiguity;
2. The library management of the university under study should send their library staff for training and re-training on job etiquette, communication skills and interpersonal relations;
3. Working environment of the librarians in the federal universities studied should be made more conducive;
4. Creation of platforms where the library users can express their dissatisfaction with the services rendered by the librarians and
5. Monetary motivation should be given to librarians in the university libraries studied so as to get the best out of them.

5.3 Contribution to Knowledge

This research has contributed to knowledge in the following ways:

1. This study has contributed to knowledge by exposing the benefits of the application of public relations in library services.
2. The study established the mutual relationship between public relations and information service delivery in federal university libraries in North Central Nigeria.
3. The study established the relationship between public relations and librarians' image in federal university libraries in North Central Nigeria.
4. The study established the relationship between the application of public relations strategies and public relations promoting information service delivery in federal university libraries in North Central Nigeria.
5. The study has also contributed to the existing literature in the field of library administration and user studies.

5.4 Suggestion for Further Research

This study examined public relations practice as it affects information service delivery and librarians' image in federal university libraries in North-central, Nigeria. This has necessitated the researcher to suggest further research on similar topics as follows: Influence of Public Relations and Information Technology on Utilisation of Information Services in School Libraries in Southwest, Nigeria; it is suggested further to study Public Relations and Marketing Strategies as Correlates of Information Technology Utilisation in Academic Libraries in Nigeria; and Influence of Public Relations on Staff Job Performance and Job Users' Satisfaction in Public Libraries in South-east, Nigeria.

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APPENDIX B

Department of Library and Information Technology,
School of Information and Communication Technology,
Federal University of Technology,
Minna, Niger state.
10TH September, 2019.

Dear Sir,

I am a post graduate student in the above mentioned department, faculty and institution carrying out a research on the influence of public relations on information service delivery and librarians' image in federal university libraries in the North central states of Nigeria.

Your library has been selected for the study. I therefore urge you to kindly assist to respond to the questions raised in the questionnaire. Your responses will be used for research purpose only.

Thank you for your cooperation.

GABRIEL, Job Temitope

Mobile: 08134320859

email: agudatemitope88@gmail.com

**QUESTIONNAIRE ON INFLUENCE OF PUBLIC RELATIONS PRACTICE ON
INFORMATION SERVICE DELIVERY AND LIBRARIANS' IMAGE IN FEDERAL
UNIVERSITY LIBRARIES IN NORT CENTRAL - NIGERIA**

Instruction: Kindly tick the appropriate box (es)

SECTION A: Demographic Information

1) Gender (a) Male [] (b) Female []

2) Name of Institution:

3) Which section of the library do you work?

(a) Reference service Section [] (b) Serial Section [] (c) Customer Services Section (Circulation) [] (d) ICT Section/Automation/ e-library [] Cataloguing and Classification Section []. Others (please specify).....

4) What is your highest educational qualification?

(a) BLS [] (b) MLS [] (c) PhD [] Others (please specify).....

5) What is your working experience?

(a) 0-4 years [] (b) 5-9 years [] (c) 10-14 years [] (d) 15-19 years [] (e) 21 years and above []

(6) What is your designation?

(a) Higher library officer [] (b). Assistant librarian [] (c) Librarian II [] (d) Librarian I []
(e) Principal librarian [] (f) Deputy university librarian [] (g) University librarian []

SECTION B: Information Services Offered in Federal University Libraries in North Central Nigeria. Research Questions 1: What types of information services are rendered by federal university libraries in North Central Nigeria?

Key: 0 = Not Available, 1 = Available

S/No	Types of Information Services Offered to Users	FULAL	FUTML	UNI ABUJAL	UNIMAL	UNI ILORINL	UNIJOSL	FULOL	TOTAL
1.	Lending services								
2.	Inter-library loan services								
3.	Reservation services								

-
4. Exhibitions display
 5. User education service
 6. Library publication
 7. Referral service
 8. Selective dissemination of information
 9. Translation service
 10. Abstracting and indexing services
 11. Consultancy services
 12. Provision of seating and study facilities
 13. Reference services

TOTAL

Others (please specify).....

Section C: Public Relations Strategies in Federal University Libraries in North Central States of Nigeria.

What public relations strategy does your library employ?

Please tick the appropriate option that corresponds to your opinion about each question using a four (4) point rating scale of SA = Strongly Agreed, A = Agreed, D = Disagreed, SD = Strongly Disagree.

S/N	Statement	SA 4	A 3	D 2	SD 1
1	Library publications				
2	Media activities				
3	Book fairs				
4	Book talks				
5	Film hours				

6	Story hours				
7	Refreshment/relaxation corners				
8	Lounge for light reading materials				
9	Directional guides				
10	Library week				
11	Use of library notice boards				
12	Library display and exhibitions				
13	Readers services				
14	Special events				
15	Giving full attention to library users in the library				
16	Regular Exhibition of library Materials and services				
17	Regular Communication with Customers				
18	Provision of Current Awareness Services				
19	Time consciousness				
20	Provision of Selective Dissemination of Information				
21	Politeness with the users				
22	Actively looking for a way to help people				

Others (please specify).....

Section D: The Effects of Public Relations practice on Information Service Delivery in Federal University Libraries in North Central States of Nigeria.

How does public relations practice affect information service delivery in your library?

Please tick the appropriate option that corresponds to your opinion about each question using a four (4) point rating scale of SA = Strongly Agreed, A = Agreed, D = Disagreed, SD = Strongly Disagree.

S/N	Statement	SA 4	A 3	D 2	SD 1
1	It improves job performance				
2	It improves librarians and users interpersonal relationship				

3	It creates awareness for the various information services available in the library				
4	It increases library patronage				
5	It increases the use of information resources by users				
6	It enhances users' satisfaction				
7	It helps identify users information needs easily				
8	It helps provide conducive environment for users				
9	It aids librarians understanding of users query				
10	It encourages better cooperation among library staff while rendering information services to users				

Others please specify.....

Section E: Effects of Public Relations Activities in Federal University libraries in Federal University libraries in North Central Nigeria.

What are the effects of public relations activities on librarians' image in your library?

Please tick the appropriate option that corresponds to your opinion about each question using a four (4) point rating scale of SA = Strongly Agreed, A = Agreed, D = Disagreed, SD = Strongly Disagree.

S/N	Statement	SA 4	A 3	D 2	SD 1
01	It portrays good image of librarians				
02	It changes users misperception about librarians personality				
03	It helps gain financial support from parents institution				
04	It makes users to view librarians as professionals				

05	It builds users confidence in librarians				
06	It publicises/announces the importance of librarians and their roles within academic community.				
07	It makes the librarians to appear more friendly and approachable to users				
08	It arouse librarians willingness to collaborate with others				
09	It boosts librarians self esteem				
10	It enables librarians to get the goodwill and support of user				
11	It increases librarians influence within the academic community				
12	It can lead to improved condition of service of librarians				
13	It leads to general success of librarians				

Others (please specify)

Section F: Obstacles to Effective Application of Public Relations for Enhanced Information

Service Delivery in Federal University Libraries in North Central Nigeria.

What are the obstacles to effective application of public relations in your library?

Please tick the appropriate option that corresponds to your opinion about each question using a four (4) point rating scale of SA = Strongly Agreed, A = Agreed, D = Disagreed, SD = Strongly Disagree.

S/N	Statement	SA 4	A 3	D 2	SD 1
01	Academic stress and frustration				
02	Mental deformities and other health challenges				
03	Frustration due to family challenges				
04	Lack of emotional control				
05	Use of ambiguous language terms by users				

06	Pride and pomposity of librarians				
07	Low self-esteem of librarians				
08	Frustration due to poor working condition				
09	Lack of adequate listening skills				
10	Lack of funds and management support				
11	Lack of passion for public relations activities				
12	Lack of Good communication skills by library staff				
13	Lack of Interpersonal skills by library staff				
14	Lack of Good writing skills by library staff				
15	Lack of Professional experience by library staff				
16	Inability of librarians to interpret users query				

Others (please specify).....

Appendix C

Cronbach Alpha Reliability Analysis Result

Notes

Output Created	23-SEP-2019 21:16:24				
Comments					
Input	Data	C:\Users\dell\Desktop\DEFAULT BACKUP\ANALYSIS\Tope.sav			
	Active Dataset	DataSet1			
	Filter	<none>			
	Weight	<none>			
	Split File	<none>			
	N of Rows in Working Data File	24			

	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SB1 SB2 SB3 SB4 SB5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Scale: ALL VARIABLES

Section C

Reliability Statistics

Cronbach's Alpha	N of Items
.793	24

Section D

Reliability Statistics

Cronbach's Alpha	N of Items
.848	14

Section E

Reliability Statistics

Cronbach's Alpha	N of Items
.697	8

Section F

Reliability Statistics

Cronbach's Alpha	N of Items
.905	17

$$\text{Average} = \frac{0.793 + 0.848 + 0.697 + 0.905}{4} = \frac{3.124}{4} = 0.81$$

The result of the analysis shows that the instrument is fit for the study.