# Influence of Library Resources Display on Users' Choice of Information in University of Agriculture Makurdi and University of Abuja Libraries

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**Abstract**

*The purpose of the study was to ascertain the influence of library resources display on users' information choice in University of Agriculture Makurdi and University of Abuja libraries. The study adopts an ex-post facto research design. The population of the study is 15,000 respondents. The total sample of 390 was drawn from registered users of the libraries under study based on Taro Yamane sample table. The instrument for data collection was structured questionnaire. The instrument was tested using Cronbach's Alpha to determine internal consistency of items and the reliability coefficient. Data collected was presented in tables and analyzed using descriptive statistics such as mean and standard deviations. Results showed that books, periodicals, special collections, online resources, reports, theses and audiovisual resources were displayed in the libraries.Users paid attention to library resources display in the libraries to a very large extent. The test of hypothesis also established that library resources display had significant influence on users' choice of information in the libraries. The study recommended that more information resources be displayed in the libraries while users should also pay more attention to other resources displayed in their libraries such as United Nations documents and grey literature.*

**Keywords:** University libraries, influence, library resources display, users, information choice

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## Introduction

University libraries are social institutions instituted in universities to support teaching, learning and research. To achieve this, they provide information resources in different format for information needs of users. The information resources may be in printed, non printed or digital format. Print materials are those materials that are paper based (in form of books or monographs). Ozioko (2016) identified print materials as textbooks, novels, students' projects as well as technical reports. Other print materials are serials which are journals, newspapers, magazines and some reference materials such as indexes, abstracts, maps, atlases, gazettes, handbook, almanacs, yearbooks and directories. Non print materials are materials that are used for effective and efficient communication with learners in order to gain understanding, retention and application of experience to achieve learning objectives. Reitz (2004) refers to it as a combination of two or more media (text graphics studio, video etc). Dike (1993) described non print materials as those resources that do not depend solely upon reading to convey meaning i.e. resources through which useful information could be communicated. Uzoigwe in Ozioko (2016) identified non print materials such as microform reader, audio materials, realia, models, slides, film strips and recordings. Digital materials are those that are stored and made accessible through electronic device connected to the internet. They include e-books, e-journals, online data bases, subject gateways, e-thesis, e-government documents, e-biographies, e-maps, e-atlases, etc. These materials are expected to make significant impact to users' academic and research development. According to recent surveys in the field of librarianship, libraries need to be able to demonstrate that their resources and services are making a significant contribution to the educational and research activities of their clientele (Whitemire, 2002).

However, for users to know about the existence or availability of library resources and judiciously make use of them for their information choice, the resources are displayed by university libraries. Washington and Lee University Library (2017) see a display as a selection of items (either physical or virtual) with little or no accompanying text or provided interpretation. The purpose of library display according to Lord and Piacente (2014) is to transform some

aspect of visitor's interest, attitudes, or values affectively, due to the visitor's discovery of some level of meaning in the objects or content on display. Above all, library resources display is aim at publicizing and drawing users' attention to the newly acquired and processed materials ready circulation and use. Aina (2004) revealed that it publicizes the services through illustrative materials on display stands, display boards, etc.

Although, the creation and maintenance of library resources display may be time and effort taking, high commitment is required for its success. The University of Agriculture Makurdi and University of Abuja libraries which were established to support teaching, learning, research and community services has been displaying resources in the main and branch libraries. However, the influence of library resources display on users' choice of information in the University of Agriculture Makurdi and University of Abuja librariesis not known hence the thrust of this study.

**Statement of the Problem**

Library resources displays are an integral part of university libraries' work. It is a wonderful tool of raising universities' visibility and attracting new customers and at the same time retaining old ones. This made the University of Agriculture Makurdi and University of Abuja libraries to create and maintain library resources display customer relationship and image repositioning.

Consequently, the influence of library resources display on users' choice of information in University of Agriculture Makurdi and University of Abuja libraries may not be known. The implication of this is that, if this is not known, the library may be wasting its precious time to create and maintain library resources display which may not yield or attract new users (customers) and retain old ones.

In spite of this, it has been observed that there is scarcity of empirical investigations on influence of library resources display on users' choice of information in University of Agriculture Makurdi and University of Abuja libraries. This creates a lacuna in the literature which heightened the researcher's desire to look into a promising research problem so as to bridge the gap.

## Purpose of the Study

The purpose of this study is to ascertain the influence of library resources display on users' choice of information in University of Agriculture Makurdi and University of Abuja libraries respectively. Specifically, the study sought to

1. Identified the kind of materials that are displayed in the University of Agriculture Makurdi and University of Abuja libraries

2. Determine the extent to which users pay attention to library resources displays in University of Agriculture Makurdi and University of Abuja libraries

3. Ascertain the influence of library resources display on users' choice of information in University of Agriculture Makurdi and University of Abuja libraries

## Research Questions

The following were formulated from the research objectives to guide the study:

1. What kind of materials are displayed in University of Agriculture Makurdi and University of Abuja libraries?

2. What is the extent to which users pay attention to library resources displays in the Federal University of Agriculture Makurdi and University of Abuja libraries?

2. How can library resources display influence users' choice of information in University of Agriculture Makurdi and University of Abuja libraries?

## Research Hypothesis

The study was guided by one research hypothesis which was tested at 0.05 level of significance.

$HO_1$: Display of library materials do not significantly influence users' choice of information in University of Agriculture Makurdi and University of Abuja libraries

## Literature Reviews

In order to review literature related to the influence of library resources display on users' choice of information, it is pertinent to examine the concept of

university library and display or library materials display. University libraries are libraries found in universities. According to Adegoke (2015) university libraries are established to provide information resources and services in order to support the purpose of the universities. Vijeyaluxmy (2015) posits that the libraries hold printed materials including books, periodicals, newspapers, thesis collection, reports, and special collection of government documents and wide range of electronic resources among others. For the university public to know about the availability of information resources provided by the university libraries, the information resources must be displayed. The term display has numerous meaning. It has a lot of ordinary or general and professional meanings. Velarde (2001) described such term as semantic jungle meaning a word that has numerous meanings in both the public and professional context. Display simply means to present something to the generality of the public to view and be aware of its existence. The materials are displayed in strategic areas where it would attract users' attention, for example, on racks, etc. Library materials display is a tool of advertising materials' availability in university libraries. It serves as a form of communication between the library and its users. Shapiro (1999) is of the opinion that display racks are good forms of advertisement in the library.

Williams (2010) found out that exhibition work takes place across all sectors in a wide variety of libraries; however it most commonly occurs in special collections, universities and public libraries. Yi (2016) indicated that librarians used a variety of techniques to promote services and resources. Demographic variables, human capital variables and library variables were significant predictors of perceptions of the effective promotion techniques used. Asaolu, Fagbohun and Osinulu (2015) revealed that majority of Nigerian libraries (62.1%) were currently involved in exhibition and displays, 69% of libraries hold only physical exhibition, 45% frequently hold exhibitions between 3 – 6 months while others (58.6%) lasted between 1 – 4 weeks.

In another survey, Rehman (2011) indicated that although respondents have shown their overall satisfaction with the reference collection, staff, facilities and services provided by their libraries but they did not rank highly satisfied to category of reference service.Nzivo (2012) submitted that KNLS library services and information resources are very positively perceived by most respondents. Ashaver and Bem-Bura (2013) revealed that students in these universities have

a negative perception on the library services rendered by these university libraries. This perception arises from lack of awareness by the students on how to search for library services in universities in Benue State. In a study of students' perceived effectiveness in the use of library resources in Nigerian universities, Edem, Ani and Ocheibi (2009) revealed that majority of the users source their information through the catalogue indexes. Namugera (2014) noted that there is need for MakLib to put more emphasis on promoting and marketing all the services that are offered, especially the least known to users such as document delivery services, digitization services, secretarial services, current awareness services, and selective dissemination of information services.

In university of Nairobi Mombasa library, Mwatela (2013) reported that awareness and familiarity of library and information resources, including their organization and retrieval tools, library skills and information literacy are the main factors that influence utilization of libraries' resources.In a related study, Lindlbauer, Lilija, Walter and Uller (2016) revealed that transparent and horizontal displays increase the ability of participants to observe the background while keeping primary task performance constant**.** Beiyu, Hashim, Osman and Bakar (2015) indicate that, except for perceived search cost on the Internet, other factors do significantly contribute to online information search, including perceived risk, product knowledge, and extent of offline information usage. Uluocha (2010) suggested that librarians should be exposed to knowledge of marketing through conferences, seminars, workshops and symposiums, and that exhibitions centers should be created to create awareness of various services offered by the libraries and that facilities needed for effective marketing of library products and services should be provided.

In summarizing the review of literature, it is necessary to point out that there exists some empirical evidence on library resources display. However, influence of library resources display on users' information search which is the thrust of this research work is givenno attention by librarians, scholars, and researchers in the field particularly in University of Agriculture Makurdi and University of Abuja libraries. This creates a gap that this study stands to fill.

## Research Method

The study adopted an ex-post facto research design. The population of the study is 15,000 respondents. This is categorized as University of Agriculture, Makurdi 7,119 and University of Abuja 7,881 registered users for 2018/2019 academic session. The total sample of 390 was drawn from registered users of the libraries under study. This is based on Taro Yamane sample table which says that at + or – 5 precision levels, where confidence level is 95% and P=0.5, a population of 15,000 should have a sample size of 390.The instrument for data collection was structured questionnaire. The instrument for data collection was validated by four experts. The instrument was tested using Cronbach's Alpha to determine internal consistency of items and the reliability coefficient. Data collected was presented in tables and analyze using descriptive statistics such as mean and standard deviations. Items 1-16are opinion based with response options of VHE= Very High Extent, HE = High Extent, LE= Low Extent, NE=No Extent and SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree. The researchers considered the average mean of 3.25 - 4.00 as VHE/SA, 2.50 - 3.24 as HE/A, and 1.75 - 2.49 as LE/D and 1.00 - 1.74 as NE/SD. This means that only average mean of 2.50 and above was acceptable while the mean below 2.50 is not acceptable.

## Results

A total of 390 copies of questionnaire were administered to respondents out of which 357 representing 91% were filled and returned and found usable for the study.

**Table 1: Kinds of materials Displayed in University of Abuja and University of Agriculture Makurdi Libraries**

| S/N | Kinds of Materials Displayed | SA | A | D | SD | $\bar{X}$ | Std | Decision |
|-----|------------------------------|-----|-----|----|----|------|------|----------|
| 1 | Books | 320 | 24 | 7 | 6 | 3.84 | .523 | Accepted |
| 2 | Periodicals | 267 | 78 | 12 | - | 3.71 | .522 | Accepted |
| 3 | Special collections | 244 | 102 | 11 | - | 3.65 | .538 | Accepted |
| 4 | Online resources | 191 | 137 | 17 | 12 | 3.42 | .736 | Accepted |
| 5 | Reports | 168 | 164 | 12 | 13 | 3.36 | .720 | Accepted |
| 6 | Thesis collection | 120 | 225 | 12 | - | 3.30 | .528 | Accepted |
| 7 | Audiovisual resources | 124 | 211 | 11 | 11 | 3.25 | .662 | Accepted |

*KEY: SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree*
 *Source: Fieldwork 2020*

Table 1 show mean responses of respondents on the kinds of materials displayed in the University of Agriculture Makurdi and University of Abuja libraries. Results indicate that books, periodicals, special collections, online resources, reports, theses and audiovisual resources with mean and standard deviation of 3.84 (.523), 3.71 (.522), 3.65 (.538), 3.42 (.736), 3.36 (.720), 3.30 (.528) and 3.25 (.662) were displayed in the libraries.

Table 2: Extent to which Users' Pay Attention to Library Resources Display

| S/N | Resources displayed | VHE | HE | LE | NE | $\overline{X}$ | Std | Decision |
|-----|---------------------|-----|-----|-----|-----|------|------|----------|
| 1 | Textbooks | 309 | 36 | 12 | - | 3.83 | .456 | Accepted |
| 2 | Journals | 321 | 12 | 24 | - | 3.83 | .524 | Accepted |
| 3 | Magazines | 231 | 114 | 12 | - | 3.61 | .552 | Accepted |
| 4 | Newspapers | 243 | 78 | 24 | 12 | 3.55 | .765 | Accepted |
| 5 | Audiovisual | 144 | 201 | 12 | - | 3.37 | .549 | Accepted |
| 6 | Government document/archives | 132 | 201 | 24 | - | 3.30 | .589 | Accepted |
| 7 | United Nations Document | 20 | 12 | 166 | 159 | 1.70 | .784 | Not Accepted |
| 8 | Grey literature | 12 | 12 | 166 | 167 | 1.63 | .709 | Not Accepted |

KEY: VHE=Very High Extent, HE=High Extent, LE=Low Extent, NE=No Extent
*Source: Fieldwork 2020*

Table 2 presents responses of respondents on the extent to which they pay attention to library resources display in the libraries. Results showed that users paid attention to library resources display such as textbooks with a mean and standard deviation of 3.83 (.456), journals with 3.83 (.524), magazines with 3.61 (.552), newspapers with 3.55 (.765), audiovisual with 3.37 (.549)and government documents with 3.30 (.589)to a very high extent while users paid attention to United Nations documents with a mean of 1.70 (.784) and grey literature with 1.63 (.709) to no extent.

**Table 3: Influence of Library Resources Display on Users' Choice of Information**

| S/N | Influence | SA | A | D | SD | | Std | Decision |
|---|---|---|---|---|---|---|---|---|
| 9 | Display of textbooks stimulate my interest and curiosity to new terms for my choice of information | 333 | 24 | - | - | 3.93 | .251 | Accepted |
| 10 | Displayed journals improved the scope of my information choice | 255 | 90 | 12 | - | 3.68 | .534 | Accepted |
| 11 | Magazines display presents current and up to date information for my information choice | 233 | 100 | 12 | 12 | 3.55 | .719 | Accepted |
| 12 | Newspapers display expose and attract my interest for my choice of information | 154 | 113 | 90 | - | 3.18 | .808 | Accepted |
| 13 | Audiovisual display allow me browse for my information choice | 102 | 167 | 12 | 76 | 2.83 | 1.069 | Accepted |
| 14 | United Nations Document display promote newly acquired documents for my information choice | 78 | 90 | 89 | 100 | 2.41 | 1.115 | Not Accepted |
| 15 | Government documents display allow me discover and select information of my choice | - | 12 | 255 | 90 | 1.78 | .489 | Not Accepted |
| 16 | Grey literature display allow me to get unpublished information for my information need | 24 | 36 | 155 | 142 | 1.84 | .862 | Not Accepted |

*KEY: SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree*
*Source: Fieldwork 2020*

Table 3 above presentedrespondents' level of agreement on how library resources display influenced users' choice of information in the libraries.Results revealed that users of the libraries agreed that display of library resources such as textbooks with 3.93 (.251), journals with3.68 (.534), magazines with 3.55 (.719), newspapers with 3.18 (.808) and audiovisual with 2.83 (.1.069) has influence on their choice of information. On the other hand, United Nations document display, government documents display and grey literature display with mean and standard deviation of 2.41 (1.115), 1.84 (.862) and 1.78 (.489) were rejected as having no influence on users information choice.

**Testing of Hypotheses**

In order to obtain the result of the null hypotheses of this study, Chi-Square ($X^2$) was used to test the opinions of respondents at 0.05 level of significance.

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**Table 4:  Chi-square test on the influence of Library Resources Display on Users' Choice of Information in University of Agriculture Makurdi and University of Abuja Libraries**

| Response | O | E | df | Level of sign. | $X^2_{cal}$ | P-Value | Remark |
|---|---|---|---|---|---|---|---|
| **SA** | 1179 | 714 | | | | | |
| **A** | 632 | 714 | 3 | 0.05 | 444.41 | .000 | **Rejected** |
| **D** | 625 | 714 | | | | | |
| **SD** | 420 | 714 | | | | | |

*P<0.05*

Table 4 showed that the chi-square was =444.41, df=3; P=0.000<0.05. Since the probability value of 0.000 was less than alpha level of 0.05, the null hypothesis which states that library resources display do not significantly influence users' choice of information in University of Agriculture Makurdi and University of Abuja libraries was rejected. This meant that library resources display has significant influence on users' choice of information.

**Discussion of Results**

Results of this study were discussed in relation to research questions and hypothesis that guided the study. In view of the kind of materials displayed in the University of Agriculture Makurdi and University of Abuja libraries, results showed that the university libraries displayed various kinds of resources. These included books, periodicals, special collections, online resources, reports, theses and audiovisual resources. The finding was in agreement with Vijeyaluxmy (2015) who revealed that the libraries held printed materials including books, periodicals, newspapers, theses collection, reports, and special collection of government documents and wide range of electronic resources among others and Asaolu, Fagbohun and Osinulu (2015) who revealed that majority of Nigerian libraries (62.1%) were currently involved in exhibition and displays, 69% of libraries hold only physical exhibition, 45% frequently hold exhibitions between 3 – 6 months while others (58.6%) lasted between 1 – 4 weeks.

Regarding the extent to which users paid attention to library resources display in the libraries, results showed that users paid attention to library resources display such as textbooks, journals, magazines, newspapers, audiovisual and government documents to a very high extent. This finding agreed with the

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findings of Mwatela (2013) who reported that awareness and familiarity of library and information resources, including their organization and retrieval tools, library skills and information literacy were the main factors that influenced utilization of libraries' resources.

Regarding the influence of library resources display on users' choice of information in the University of Agriculture Makurdi and University of Abuja libraries, the study revealed that users of the libraries agreed that display of library resources such as textbooks, journals, magazines, newspapers and audiovisual has influence on their choice of information. This is in line with Beiyu, Hashim, Osman and Bakar (2015) who indicate that, except for perceived search cost on the Internet, other factors do significantly contribute to online information search, including perceived risk, product knowledge, and extent of offline information usage. The test of hypothesis also established that library resources display had significant influence on users' choice of information in the libraries. This is consistent with Lindlbauer, Lilija, Walter and Uller (2016) who reported that transparent and horizontal displays increased the ability of participants to observe the background while keeping primary task performance constant.

## Conclusion

One of the efficient ways of showcasing library resources for users' information choice is display. Its presence in the libraries means users of the libraries should pay attention to it for their information choice. This is because it has significant influence on their choice of information. The study therefore concludes that display of library materials is very important to users' choice of information. Library users in general and the libraries in question in particular should therefore be anxious to browse display materials in their libraries as it stimulates their interest and curiosity to new terms for their choice of information.

## Recommendation

Based on the findings of the study, two recommendations were made

1. More information resources be displayed in the libraries

2. Users should also pay more attention to other information resources displayed in their libraries such as United Nations documents and grey literature.

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