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Instructions for authors

The PNLA Quarterly publishes both peer-reviewed and high-quality non-peer reviewed articles. Please indicate whether you would like your article to go through blind peer review when you submit it.

Authors should include a 100-word biography and mailing address with their submissions. Submit feature articles of approximately 1,000-6,000 words on any topic in librarianship or a related field. Issue deadlines are

Peer-reviewed articles:

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Please email submissions to mbolin2@unl.edu in rtf or doc format.

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President’s Message

Michael Burris

On Wednesday June 29th, I attended a celebration of 100 years of library service in British Columbia. This year, the British Columbia Library Association celebrates its centenary. At that event, I was struck not only by the amazing history of dedicated service provided across the province for the past century, but also what an important role library staff from British Columbia have played in the development of PNLA. The establishment of BCLA came at an annual gathering of PNLA members. Past presidents of PNLA from BC have included such luminaries as John Ridington, Helen Gordon Stewart, W. Kaye Lamb and Samuel Rothstein.

That shared history and sense of community is what drew me to PNLA. Of course, it was originally a part of my position as BCLA Executive Director that led to my being “assigned” as BC’s representative to the Board, but it was an assignment I lobbied for. I had known a number of PNLA members from my travels and was struck at what “true believers” they were in the need for a cross-border regional association such as PNLA. I too quickly became a true believer.

The issue for PNLA is that the roster of true believers is getting smaller each year and is not being replenished by new members who see value in an association that transcends borders and brings a unique perspective to the library association world. That is not to blame the people coming into the profession. Much has changed since even those days long ago when I became a librarian. To say that the way people share and connect has changed is a complete understatement. Also the way we work: contracts, on-call, part-time, mean that traditional professional development models are rapidly becoming outdated. Add this to what seems to be continual budget crises and you have a recipe for hard times for library associations. Some weather these rough times better than others. That is not due to a lack of effort. The PNLA Board has had numerous discussions both around the board table and with our state and provincial partners about how we can revitalize the association. We believe we have services of value, namely PNLA Leads, YRCA, the Quarterly and the annual conference.

As I have detailed in past writings, for those services of value to continue, we need to be able to count on revenue from a healthy conference. The 2010 joint conference with WLA lost money. We are working very hard to ensure a successful conference in Spokane next
month. If the 2011 conference does not result in substantial revenue, continuing to provide those other services will be very difficult. If we cannot continue to provide those services, the continued viability of PNLA is in question.

The Board faces some tough decisions at its August meeting. Our discussions will include whether PNLA can continue on as a viable association. The Board had discussed changes to the conference to be implemented in 2013. Those changes were predicated on a strong Washington conference providing sufficient revenue to “see us through”. As I mentioned earlier in this column, the Board strongly feels PNLA still has a niche in the crowded association market. We hope to report positive conference news this August at the conference.

From the Editor

Mary Bolin

We are looking forward to another outstanding annual conference as this issue is being published. I wish I could be there, especially because it is in Spokane, which was the big city to me and my family all the years we lived in Moscow, Idaho. I can’t wait to publish the papers and presentations from this conference in the fall issue of the Quarterly.

Meanwhile, the summer issue has a great lineup of papers from North American and international authors. There are two papers that explore issues in metadata creation and sharing, and papers on a spectrum of topics that include library services for university faculty, the role of information in sustainable development, and the impact of conferences on professional development. It’s a lot for us to think about and enjoy.
An Empirical Study of the Impact of NLA Conference Attendance on Librarians' Professional Development

Helen Nneka Eke

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Introduction

Among the most important events that professional event managers organize are conferences. There are a variety of gatherings, from researchers who meet to discuss scientific results to sales people who are training. Conferences are filled with presentations which are followed by discussion. The difference between a conference and a workshop is the number of attendees involved. A large meeting is usually called a conference, while a smaller one is termed a workshop. Conferences may be called seminars, which are usually smaller groups of delegates, or symposiums – a conference or meeting to discuss a particular subject. One thing is instrumental to them all: communication.

The Nigerian Library Association (NLA) annual conference is a typical academic conference. The NLA website says that the association started as a division of the West African Library Association (WALA). The second out of the six objectives of NLA is to safeguard and promote the professional interests of librarians. One fundamental interest is professional development, which refers to skills and knowledge attained for both personal development and career advancement. The NLA organizes an annual conference intended to allow for the convergence of all librarians, student librarians, library practitioners, book vendors, publishers, and friends of the association. At this conference, issues are raised and discussed during the paper presentations and the Annual General Meeting, which occurs at least twice during the conference. Vega and Connel (2009) note that "conference attendance is a requirement for the career advancement of many librarians, particularly those who work in colleges or universities."

NLA in Brief

As earlier stated, the association under study is one meant to bring together, all Nigerian practicing and intended librarians, book vendors, publishers, and friends of the libraries. The association website (http://www.nla-ng.org/aboutus.html) states that the objectives of NLA are:
To unite persons interested in Libraries, Librarianship and Information services;
To safeguard and promote the professional interests of librarians;
To promote the establishment and development of libraries and information centres;
To watch legislation affecting libraries and assist in the promotion of such legislation as may be considered necessary for the establishment, regulation and management of libraries within Nigeria;
To promote and encourage bibliographical study, research and library cooperation and;
To do all lawful things as are incidental and conducive to the attainment of the above objectives.

NLA began in 1962 as a division of the West African Library Association (WALA). The NLA website has it that WALA was established in 1954 as an offshoot of a UNESCO Seminar on the Development of Public Libraries in Africa, held at Ibadan in 1953. With the political independence from colonial rule of Anglophone West African countries in the late 1950s and early 1960s, WALA national divisions transformed into national library associations of their respective countries. This led to the birth of NLA in 1962.

Since then, 39 NLA conferences have taken place and have been well-attended. People attend conferences as a requirement for career advancement and many other reasons, which are discussed in this paper.

**Literature Review**

A literature review on the impact of conference attendance on professional development identified few articles. Tmaszewski and MacDonald (2006) observe that librarians attend library conferences for professional development and continuing education, to learn about new trends, new technologies, and to build a professional network. They further remark that the American Library Association (ALA), Special Libraries Association (SLA), and the Association of College and Research Libraries (ACRL) conferences provide essential tools for growth in the profession.

Most articles consulted focused on general benefits of conference attendance, such as discussed in Crum (2008). Tmaszewski and MacDonald (2009), also note Pavilna (2009), Natarajan (2008), Alaimo (2008), Abram (2008), Morse (2008), Morese (2008), and Pesko (2006). These articles deal with the benefits of attending conferences and the conclusion that people attend conferences for professional development, including knowledge exchange, peer-to-peer communication, and technology updates (Tmaszewski and MacDonald, 2006).

**Library Conference Attendance**

There are different ways to attend conferences. Not only do people attend physically, there is also virtual conferencing, especially in this age where the computer is used to facilitate events. Tmaszewski and MacDonald (2009) give examples of discussions relevant to this trend, which include Bell and Shank (2006), Farkas (2006), and Cakir (2002). All these forms of conference attendances are in a bid to achieve a purpose some of which are:

Collaboration: Collaboration opportunities come primarily through networking and secondarily through attending specific events (Tysick, 2002). People meet at conferences in order to locate researchers they can work with. Conference centres offer grounds for researchers of like interest to meet and agree on topics about which to write. As stated by
Tysick (2002) in Tomaszweski and MacDonald (2009), "conferences are a fertile ground for socializing, which in turn leads to building friendships based on common interests. One thing leads to another and you find yourself discussing a collaboration project with a scholar or fellow librarians."

Networking: Another great benefit of attending conferences is to meet with colleagues in the same profession. Networking is human-to-human interactions that spur action. Olubola (2007) states that "the themes of the conferences and workshops more often than not provide a platform for delegates to exchange views, share experiences, learn from best practices, and develop sustainable network with colleagues outside the country".

Motivation: Motivation comes from listening and interacting with senior colleagues in same field. When the more experienced librarians are presenting papers or giving a talk, the newer ones listen. The years of experience of senior colleagues help motivate newer librarians to strive to reach farther. Tysick (2002) wrote that, "immersing yourself in a discipline that you have a connection to, either through academic or work-related experience, is energizing...Without renewed motivation you may become stagnant and even alienated from the discipline you support".

Collection development: Conferences give librarians a chance to interact with vendors. Lyons (2007) ponders the question of librarians attending conferences not oriented to the collection subject areas. According to Tysick (2002), "when [faculty and students] learn that the library has thought it important to send a librarian to 'their' conference, they begin to realize the library is genuinely interested in their needs."

All these reasons for attending conferences involve professional development.

**Review of Related Empirical Studies**

Ngamson and Beck (2000) examined motivation, inhibitors, and facilitators of association members in attending international conferences. A survey questionnaire was used to measure the importance of those factors in influencing the subjects during the conference attendance decision process. The study revealed that opportunities for travel to overseas destinations, outdoor recreation, business or political activities, change of pace, networking, and education were important factors which motivated the respondents in attending international conferences. Perceived risks of safety, inconvenience, and unfamiliarity with overseas destinations, distance, time, money, health problems, and possible security problems of overseas destinations inhibit people from attending conferences. The respondents considered deals on overseas travel packages, opportunities to do activities with family at overseas destinations, and costs covered by their employer as important factors that facilitate their attendance at international conferences.

Adomi, Alakpodia, and Akporhonor (2006) surveyed patterns of conference attendance among LIS professionals in Nigeria. Findings revealed that the respondents attend a variety of conferences, although a majority attend the NLA National Conferences only occasionally; most of them attend conferences in order to keep up-to-date with developments in the profession; most of them obtain conference information from websites; the main factors which determine conference attendance are the reputation of the organizers and early notification of conference date and venue; conference attendance results in improved productivity in the organization; lack of organizational funding for conference attendance is a problem for most of the respondents. In general, the results indicate that, for most
respondents and their employing organizations, participating in conferences produces real benefits.

Rotkin (2008) reports on a professional development fund survey. Of those responding, almost three-quarters (73%) said they had spent money out of pocket to support attendance at professional meetings or for other professional development activities. Of those responding, almost two-thirds (64%) said they had decided not to attend otherwise important or appropriate conferences or not to pursue other job-related professional development opportunities because of the lack of available sufficient professional development funding.

Yoo and Chon (2008) developed a measurement scale to examine factors affecting convention participation decision-making. Five underlying dimensions of convention participation decision-making were labeled: (a) destination stimuli, (b) professional and social networking opportunities, (c) educational opportunities, (d) safety and health situation, and (e) travelability. The implications of the scale are discussed for future research as well as convention marketing strategy.

Vega and Connell (2009) tried to determine why professional librarians attend conferences and to consider their attitudes toward various conference offerings and whether conference attendance is important to their careers. The study found the main reason the respondents attended conferences which was to achieve professional rejuvenation (56%) and networking (40%).

More recently, Yoo and Zhao (2010) validated previous studies. Four determinants were identified (networking, destination, travelability, education), which are in line with the factors suggested in the literature.

**Problems Associated with Conference Attendance**

Before an individual embarks on a conference journey, there is a decision-making process. The factors hindering conference attendance by librarians as identified by the researcher and other researchers are:

Cost of participation: According to Ramirez, Laing and Weiler (nd.), cost is important to the convention attendance decision (Mair & Thompson, 2009; Oppermann & Chon, 1997; Rittichainuwat, et al., 2001; Yoo & Chon, 2008; Yoo & Zhao, 2010; Zhang, et al., 2007). Rittichainuwat, et al. (2001) suggest that both affordability and availability of time are considered under the cost factor. Cost of participation in a conference includes cost of registration, transportation, accommodation, and food.

Lack of sponsorship: If a librarian is not sponsored to the national conference, which might be expensive, it discourages the person from attending. Sponsorship could come from the institution where the librarian serves or from NLA as a means of encouraging people to be active members of the association. Ramirez, et al. (n.d.), say that, "in some cases, a company offers a limited number of places for their employees to attend a convention and many may apply for this support which can often become competitive between colleagues."

Lack of interest: Lack of interest in a conference might be due to stale programme, poor quality, unattractive conference venue, poor quality of invited keynote speakers, lack of
rapport among association members, poor quality of food and accommodation provided, lack of social activities, unavailability of conference resources for purchase.

Unacceptance of Submitted Papers: Papers for NLA are accepted primarily because of quality. When some papers are rejected and others are accepted, those whose papers were rejected may not wish to attend the conference.

Lack of awareness: Some librarians say that they do not hear about the NLA annual conference/AGM and the call for papers. They do not have an opportunity to submit a paper and this may negatively affect their decision to attend the conference.

**Statement of the Problem**

Librarians attend conferences that relate to their profession, but some librarians attend conferences, especially the NLA conference, without a clear objective. The question posed by this study is: why do librarians attend NLA conferences?

**Research Questions**

The study aimed to answer the following questions:

- How often do librarians attend NLA conferences? [frequency of attendance]
- Why do librarians attend NLA conferences? [reasons for attending]
- What benefits are derived from these conferences? [benefits derived]
- What problems hinder librarians from attending NLA conferences? [problems faced]
- What strategies could be adopted in ameliorating these problems? [solutions]

**Population and Sample**

More than 700 people attended the 48th National Conference/AGM of NLA, held at International Conference Centre, Abuja, from 18th – 23rd July 2010. Those attendees are the population for the study. A sample of 200 was chosen. Data was collected using a questionnaire. A total of 185 copies were retrieved and found usable, a 92.5% response rate.

**Methodology**

The quantitative and qualitative data gathered from the survey were analyzed using percentages, frequencies, and means, where applicable. The quantitative items on the questionnaire were: gender, age, years of professional experience as a librarian, rank, and frequency of NLA conference attendance. For qualitative analysis, a four-point Likert scale was used to determine mean scores of respondents' perception of issues raised. The values assigned to the different scaling statements were as follows:

SA - Strongly Agree 4
A - Agree 3
D - Disagree 2
SD - Strongly Disagree 1
On a 4-point Likert scale, the cut-off point was obtained by adding the values in the scale (1+2+3+4=10) and dividing by 4 to obtain a mean of 2.50 (10/4). Any item rated 2.51 and above was regarded as positive, while any from 2.5 and below was regarded as negative. The scores given to any item were computed by adding the values of the ratings by the respondents. The means were computed from the sum of the value points and divided by the number of the responses. The formula that was used in calculating the means was \( X = \frac{\sum x}{n} \).

Where: 
- \( X \) = Mean 
- \( x \) = Value 
- \( n \) = number of responses 
- \( \sum x \) = sum of values.

**Analysis**

Data for each research question was analyzed in order to ease comprehension of respondents' responses.

**Research Question 1:** How often do librarians attend NLA conferences?

Data in this respect were collected using questionnaire item 2 and the analyses are shown in chart 1:

Chart 1: Number of times respondents have attended NLA since inception

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Once</th>
<th>2-5 times</th>
<th>6-10 times</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>29</td>
<td>128</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>%</td>
<td>15.60%</td>
<td>69.10%</td>
<td>10.80%</td>
<td>4.30%</td>
</tr>
</tbody>
</table>

F = Frequency  \( \% = \) percentage

Data in chart 1 reveals that many of the librarians (128) have attended NLA conference 2-5 times (69.1%) and only few (8) have attended more than 10 times (4.3%). Those with more experience in the profession have attended more than ten times, especially academic librarians. Newer librarians are most of those who have attended once (15.6%).
Research Question 2: Why do librarians attend NLA conferences?

This second research question was answered using questionnaire item 3. See chart 2:

Chart 2: Reasons why librarians attend NLA conferences

![Chart 2: Reasons for attending NLA Conferences](chart2.png)

Drawn from chart 2, the result presented indicates that four ratings are above the criterion mean of 2.5. From the responses given, most librarians (3.67) attend NLA to learn about professional issues. That is, issues that pertain to the profession which may relate to the professional development of the individual. Responses on "to brainstorm with colleagues" were rated 3.23 which is another good reason why librarians attend NLA conferences as they indicated. It is seen also that librarians attend conferences to meet with colleagues (3.23) and elites (3.01) in the profession. The least of the reasons why librarians attend NLA conferences is "to participate in elections" (2.03), and to attend group meetings (2.4).

Research Question 3: What benefits are derived from these conferences?

Chart 3 was used to represent data received and analyzed on research question 3:

![Chart 3: Benefits of Attending NLA Conference](chart3.png)

Chart 3: Benefits derived from attending NLA conferences
From chart 3, it is seen that benefits librarians derive from attending NLA conferences in order of ranking are: "to learn new occurrences in the profession (4.05)“, "to update existing knowledge (3.72)“, "to learn how to serve clients better (3.51)“, "to learn how to write scholarly papers (3.50)“, and "to learn how to speak in public (3.45)".

Research Question 4: What problems hinder librarians from attending NLA conferences?

Data received was analyzed and represented in chart 4:

Chart 4: Problems hindering librarians from attending NLA Conference

Chart 4 explains vividly that the major problem hindering librarians from attending NLA conference is "lack of sponsorship" (4.01). Another notable problem is "lack of awareness" (3.91), followed by "cost of participation" (3.82). Some librarians claimed "unacceptance of submitted papers" (3.5) poses a threat while "lack of interest" (1.57) was the least problem remarked.

Research Question 5: What strategies could be adopted in ameliorating these problems?

Chart 5 represents the analysis of research question 5:

Chart 5: Strategies in ameliorating hindrances to conference attendance

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The data presented in chart 5 interprets the responses of librarians towards strategies in ameliorating hindrances to conference attendance. The major point identified by the respondents is "sponsorship by institutions/libraries/NLA" (4.2). Respondents also noted "reduction of registration cost" (3.9) and "proper awareness of NLA conference" (3.61) as good strategies, followed by "publication of presented papers" (3.56), "acceptance of more papers" (3.52), and "more professional activities" (3.12).

**Discussion of Findings**

Most librarians attend the NLA conference to learn about professional issues and to brainstorm with colleagues and elites in the profession. This is in line with Yoo and Chon’s (2008) finding that professional and social networking opportunities are one of the five underlying dimensions of convention participation decision-making. In addition, Adomi, et al. (2006) surveyed patterns of conference attendance among LIS professionals in Nigeria, and their findings revealed that most NLA conferees attend the conference in order to keep up-to-date with developments in the profession. Vega and Connel (2009) also noted that conference attendance is a requirement for the career advancement of many librarians, particularly those who work in colleges or universities. According to Ramirez, et al. (n.d.), another important driver of association convention decisions identified by existing studies is educational opportunities (Grant & Weaver, 1996; Mair & Thompson, 2009; Ngamson & Beck, 2000; Oppermann & Chon, 1997; Rittichainuwat, et al., 2001; Severt, et al., 2007; Yoo & Chon, 2008; Yoo & Zhao, 2010; Zhang, et al., 2007). Ramirez, et al (n.d) stated further that the "educational" factor has also been referred to in other studies as encompassing personal and professional development, career enhancement, the desire to learn, keeping up with changes in the profession/field, updating knowledge, hearing eminent speakers and learning new skills (Oppermann & Chon, 1997).

With regard to the benefits derived from attending NLA annual conferences, a majority of the respondents indicated that they learn about new occurrences in the profession and update their knowledge. These major benefits are yet in line with the findings of Adomi, et al. (2006), whose study revealed that most NLA conferees attend the conference in order to keep up-to-date with developments in the profession.

The analysis done on the problems hindering librarians from attending NLA annual conference reveals that the major problems are lack of sponsorship, lack of awareness, cost of participation, non-acceptance of papers, and lack of interest. Ramirez, et al. (n.d.) supports this, noting that, "in some cases, a company offers a limited number of places for their employees to attend a convention and many may apply for this support which can often become competitive between colleagues." Cost of registration is also a threat to conference attendance (Mair & Thompson, 2009; Oppermann & Chon, 1997; Rittichainuwat, et al., 2001; Yoo & Chon, 2008; Yoo & Zhao, 2010; Zhang, et al., 2007).

Research question 5 sought strategies to alleviate conference attendance hindrance factors. Chart 5 shows the points identified by the respondent, including sponsorship by institutions/libraries/NLA, reduction of registration cost, and creating proper awareness of NLA conference.

**Conclusion and Recommendations**

Based on the findings of the study, the following recommendations were made:
• Librarians are urged to attend the NLA annual conference to learn more about professional issues and to brainstorm with colleagues and elites in the profession, as this is a major reason noted by most of the respondents.
• Librarians should note the benefits derived in attending NLA annual conference as identified by the respondents. There should be provision by institutions/ libraries and NLA for sponsoring librarians to attend the annual conference. These bodies should encourage librarians to attend conferences pertaining to their profession by making financial provisions available to them so they can attend and be active members of their profession. It is worthy of note that the Nigerian Library Association has made provisions for prizes which have been established to be competed for annually (sourced from http://www.nla-ng.org/nlaawards.html):
  • The Award for Young Library and Information Professionals (yLIPs) – instituted by NLA in 2006 and includes full sponsorship to the annual national conference;
  • NLA Award for Innovation in Libraries;
  • The E. B. Bankole Librarian of the Year – Endowed by a former President of the NLA, Alhaji Mauzu H. Wali in 2001, this carries a prize of twenty thousand naira (N20,000.00);
  • Dr. James O. Daniel Award for the Most Innovative Library-Based ICT Project of the Year – was instituted in 2006 and carries a prize of twenty thousand naira (N20,000.00) and a plaque;
  • T.M. Salisu Award for the Most Published Librarian – instituted in 2008 and carries a cash prize of twenty thousand naira (N20,000.00) and a plaque;
  • Dr. Mrs Rose Bini Okiy Award for the Most Innovative Librarian in the use of Information for Creation of Awareness of HIV/AIDS Pandemic – initiated by the 2nd VP of the NLA in 2009. It carries a plaque and a cash prize of twenty thousand naira (N20,000.00);
• The forms for the awards could be obtained from the NLA website. This is a pace which all library associations should set in order to encourage librarians to attend library conferences where cost of participation is assessed as high by the participants.
• In addition, the NLA conference committee should endeavour to be accepting more papers and split the conference sessions into lead paper presentations and discussion groups as opposed to the ongoing tradition where only few papers are accepted for presentation in a large annual gathering of elites. This action will encourage mentoring instead of giving chance to only the good ones to present papers.
• There should be activities that will stir up interest in librarians to be attending NLA annual conference meetings, and it is the responsibility of the conference organizers and the executive members of the association to ensure this. Factors like poor choice of conference venue, stale programmes, poor feeding and accommodation, poor caliber of invited keynote speakers and guests, etc can kill the interest of librarians in attending subsequent meetings.
• There should be adequate awareness creation of each upcoming NLA conference, not only via the online forums platform (nla-online-forum@yahoogroups.com; nlanewlibrarian@yahoogroups.com; and nlalittcentral@yahoogroups.com), but through letters to institutions and paid-up members or any category of member. This will keep everybody informed about upcoming conferences.
• Efforts should be made where possible, to reduce registration cost of the conference as this is a major problem faced by most librarians in attending NLA conference.

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Generation and Dissemination of Local Content Using ICT for Sustainable Development

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Introduction

Globally, there has been an increasing emphasis on the local content generation. In practice, there is scarce record of different cultural values, indigenous knowledge and heritage material especially in developing countries; unlike the developed countries of the world which have the highest contribution of their local content on the Internet hosts. The need for local content development is quite crucial for sustainable national development. Locally generated content is hardly visible at the Global Information Network (GIN). This rising concern on the paucity of local content arises from its potential. Mutula (2007) noted that Africa faces the problem of limited availability of information and knowledge systems that address African needs. This is as a result of the fact that most consumption of information is external. On this note, the United Nations Economic Commission for Africa (UNICA) indicated that surveys had shown that Africa generates only 0.4% of global
content, and if South Africa's contribution was excluded, the figure would be a mere 0.02% (UNICA, 1999). Hence, "the creation, production and formulation of content must be encouraged at all levels, not only at the national level of all developing countries but, within the same nation, at the local and community levels, to ensure that developing nations do not remain information consumers of a content conceived by others" (Vosloo, 2005).

Local content is the totality of the culture, values, heritage materials, and indigenous knowledge of a group of people with common interest in a given locality. Local content refers to what a community creates, owns, or adapts in terms of knowledge (Ballantyne, 2002). It is a vital platform for local people to express, share, and communicate locally-relevant knowledge on the issues that affect their lives. Mutula (2007) posits that local content could be referred to as locally-owned, locally adapted, produced, or published content. In the context of Africa, local content may be taken to refer to among other things: artifacts, traditional medicine, music, arts, handcraft, local attire, etc. Local content is "an expression and communication of a community's locally generated, owned and adapted knowledge and experience that is relevant to the community's situation (Khan, 2010).

The potentials of local content development are quite indispensable to sustainable national development. Local content is important in any society as it is crucial in bridging the digital divide through empowering the people to link and communicate with the rest of the world. It is a powerful force and driver to national development as it is closely tied to human development and empowerment of local communities. According to Mutula (2008), "absence of local content can lead to capital flight in terms of goods and services purchased from abroad". Raven (2005) articulated the importance of local content by observing that local content enhances equal access and engages communities by creating customized communication strategies and outreach solutions, which address the most critical problems affecting people in the developing world. Harnessing local content helps to increase the sense of pride and value to our local languages, cultural heritage and indigenous practices. Vosloo (2005) asserts that "a local content project that is entirely based on arts, culture, heritage or indigenous knowledge, e.g., training indigenous peoples to publish their stories on a website, also contributes to sustainable development. In the context of Africa's contribution to global information, UNICA (1996) in Mutula, 2007 posit that such content would: make African people producers of indigenous information and knowledge and not simply consumers of imported information; enable Africa to export information and knowledge, and to participate pro-actively in the development of the global information infrastructure; provide African researchers and scientists with access to information on Africa generated from within the continent; enable African researchers and scientists to collaborate on equal footing with their peers around the world, irrespective of distance; and promote African cultural heritage, including the modern cultural sector of its rich and growing film and music industries. The creation and dissemination of local content reflecting the values, heritage, and experience of local communities and culture is imperative for the preservation of cultural diversity. On a general note, local content is a useful tool in promoting African languages and a positive attitude towards the use of technology. Local content, when disseminated widely, allows members of a community to express their values and be identified as unique entity, thus enhancing their political and economic bargaining power.

The overall objective of local content development is to promote knowledge creation, preservation, dissemination, and use of locally generated knowledge. Local content is a form of cultural expression and it is therefore an essential element of cultural diversity. Cultural diversity can only be achieved on the platforms where there is a broad co-existence of various cultural values and expression. The culture, language, and practice of any group of
people is their identity. The loss of our culture, heritage, and indigenous knowledge is a loss to humanity. There is need to take a pragmatic step towards the generation, organization, and dissemination of our local content reflecting the values and experience of local communities. Culture takes different forms, manifested by the groups and societies of humans. Cultural diversity is as essential as biodiversity and is a benefit for present and future generations. (UNESCO’s Universal Declaration on Cultural Diversity, 2010).

The broad understanding of the roles of librarians in capturing our rare heritage materials, preserving and disseminating them is a very crucial. As information professionals, the primary roles of librarians in local content development are to select, retrieve, repackage, preserve and disseminate our local content in a form that could be accessible beyond the physical walls of the library. Ensuring easy access to indigenous knowledge promote free flow of information and wide spread of cultural diversity, reflecting language, values and lifestyles which are vastly different from various cultural groups. The issue of local content development is a complex one as it involves the selection, retrieving, repackaging, organizing, preservation and dissemination of our locally produced materials and heritage resources such as folklore wisdom, festivals, traditional medical practices, music, crafts, local attire and art productions. These locally cultural practices should be preserved as they are gradually going into extinct if not jealously guarded. To ensure a dynamic, coherent and effective dissemination of our local content at a global level, librarians are required to possess a new set of technical competencies and skills such as web page creation, digitization skills, metadata management and web linking.

**Local Content in Africa**

Africa has long suffered from a paucity of information resources, arising out of undeveloped information and book trade infrastructure. Moreover, despite the fact that in the last two decades, there has been a dramatic increase in the global production and dissemination of information through electronic means spurred by the Internet and the World Wide Web, the majority of people in sub-Saharan Africa still lack access to critical information needed to address problems affecting their livelihood (Mutula, 2008).

The government of Ghana has set up Community Information Centres (telecentres) across the country. These centres are expected to generate locally relevant content. There is a strong need to create local ICT based content, relevant and accessible to the wider community, in order other to make CICs truly a Community Information Centre. Most of the African contents are still in their traditional form and are not accessible. ICT based content must be innovative in making use of both traditional means of communication and information sharing as well as take advantage of the latest advances in computer application development (Agbenyo, 2011).

There are several factors constraining the development of local content in Africa as listed by Mutula (2008) as lack of access to electricity and telephone, illiteracy and limited skills, language barriers, low technology penetration, low PC density, lack of content developers, lack of appropriate policies, diversity of languages, lack of cultural policies, poor reading habits and brain drain.

**ICTs and Generation of Local Content**

The present revolution in Information and Communication Technology (ICT) has brought about a paradigm shift in information management. ICT includes computer hardware and software; digital broadcast and telecommunications technologies as well as electronic
information repositories (Selwyn, 2002). Librarians have been confronted with the challenges of the new technologies for quality and effective service delivery. As noted by Ballantyne (2002), "to a large extent, ICTs need to be conveyors of locally relevant messages and information. They need to provide opportunities for local people to interact and communicate with each other, expressing their own ideas, knowledge and culture in their own languages". ICTs provide the opportunity to digitize analogue materials, videos, audio, or oral information for simultaneous, unlimited, and remote access. The process of generation, storage, and dissemination can be facilitated by the application of ICTs. Our local content and heritage resources, when digitized, could be uploaded to the Internet for global access. This will undoubtedly make Nigeria and Africa active producers of local information rather than being passive consumers of foreign information which may not be relevant to our local needs. This will enhance our impact on the Global Information Network (GIN), encourage tourism, broaden the opportunities for knowledge sharing and co-existence of various cultural values and generally improve on our national economic development. The application of ICTs to local content development facilitates local expressions and the visibility of developing countries on the GIN. These technologies such as digital cameras, films, audio tapes, computers are veritable tools to capture, preserve and disseminate local contents. These are the basis of innovative activities that will catalyze the creation and exchange of our local content beyond the physical walls of the library. Local content when exchanged and shared via the electronic or digital media could be called e-content.

Access to relevant information is a vital and integral aspect of sustainable development. On this note, Agarwal (2010) stressed that in the current world of globalization, access to information is a vital key to the development of a society. The increasing amount of information on the Web is a reflection of this fact. In recent years, there has been a growing recognition that a key success factor for the building of a healthy information system is when people fully appropriate ICTs and use them to create their own local electronic content (Surman and Reilly, 2003).

**Challenges of Local Content Development**

Local contents are always available but the critical issue is capturing, repackaging, storing and disseminating them to a wider group of users. Content does not flow on its own accord; it needs owners or originators with motivation and innovative mind to create, adapt or exchange it. This has posed a lot of challenges as a result of lack of technical skills needed to capture, repackage, store and disseminate the local content. Some of the reasons for lack of local content as noted by Khan, (2007) include:

- Limited financial resources of developing countries for content production;
- Inappropriate training opportunities for content creators;
- Lack of access to advanced technology (production units, digital cameras, digital studios);
- Low motivation and commitment at the decision-making level to change the situation; and
- Market forces, which do not encourage diversity.

**Purpose of the Study**

The overall purpose of the study is on the generation and dissemination of local content using Information and Communication Technology (ICT) for sustainable development. The specific objective is:
To capture, preserve, and disseminate some cultural heritage and indigenous knowledge possessed by local people in the South Eastern Nigeria.

Methodology

The design of the study was a survey. The population of the study comprises of young people (youth) and the elderly men and women living in the local areas in the study area. Three states namely: Enugu, Anambra and Abia states were randomly selected for the study. In addition, the researchers selected people who are useful for the study purposively. Oral interview schedule was developed by the researchers for the purpose of data collection for the study. An observation checklist was developed. These instruments were face validated through expert opinions. One of the researchers covered each of the states selected for the study. Each of the researchers visited the state more than three times to capture data for this study. Each of the researchers was armed with a camera, tape recorder, and a video camera. Each of the persons used for the study was interviewed and the interview recorded. In addition, the researcher took time to observe how what has been described during the interview was done practically. The observation was captured with a camera or video camera. The data generated was qualitatively analyzed and described.

Results

The researchers were able to identify the following cultural heritage and indigenous knowledge of the local people as follows:

Pottery work in Igbo-Ukwu, Anambra State

This is a craft of the adult men in the community. However, the youth are also involved in this crafts as was observed in the course of the project. Pottery works require absolute craftiness and skill. The procedure in the making of aluminum pot, which was observed is as follows: preparation stage making moulds, heating stage or smelting stage, pouring stage, dismantling stage and finishing stage. Making mould requires absolute craftiness. The moulds are made of sand prank wood fitted to the size of the pot. Also, a hole is made at the top of the mould where the liquid heated aluminum will be poured to make a pot. Then, fire is made, not with pieces of firewood but with heavy trunks of trees. The squeezed aluminum will be put inside the pot. The aluminum is heated until it becomes watery. A quantity of the smelted aluminum is collected from the iron pot, quantity enough for a particular mould. It is then carried and poured into the mould until filled. After about five to ten minutes the mould will be dismantled and the moulded pot emerges; after removing the moulded pot from the patterns, it will be filled so as to make it look real and attractive. At this stage also, foreign bodies are removed and the finished pot emerges.

Bone Setting

The bone setter (traditional orthopedic surgeon) is an elderly man and he was able to grant interview to the researcher but he kept certain information concerning the process of bone setting to himself, for reasons best known to him. The herbs and other ingredients include tree-leaf and root, which is cut into pieces and added to local gin and taken "half gin glass twice daily for stomach aches and stomach poisoning, catapult tree root for waist pain and back-ache." There are other herbs used whose name he could not tell the researcher. Other instruments he uses are bandage, locally made plaster of Paris (POP). It was observed that he tries to find out the extent of bone damage or breakage before he starts treatment. Alternatively, he may instruct a patient to get an x-ray of the part involved to enable him
know the extent of damage. If the fracture happens on the leg, he uses the POP to hold the part involved firm and tighten it with bandage. He uses root herb crushed and mixed with unidentified liquid to rub on the area. He stated that it is for muscle treatment. It is administered twice daily. There is also another herbal drink given to the patient which is taken twice daily. After about two months of treatment, the patient will start to do exercise by walking with crutches if the fracture was in the leg. According to the World Health Organizations (WHO) in Jain (2007), traditional medicine (TM) serves the health needs of almost 80% of people in developing countries, because other medical facilities are expensive and beyond affordability for the common person.

Traditional Adornment among the Igbos

The materials used for adorning a young lady are as follows: wrapper, beads, "nzu" (local powder), anklets, bangles, wrist beads, lipsticks, lip gloss, powder, and eye pencil. The first stage of adornment involves fixing her hair, which can take different styles depending on the choice of the young lady. The wrappers are tied to her chest, a little above her breasts, and then the local powder (nzu), which is optional, is applied. She may decide to use the modern powder for the same purpose. She wears the beads on her head, ears, neck, wrists, and ankles. Her body can be painted with local ink (uli) in addition to the makeup on her face. On her waist, the local beads called (jigida) are worn. At the end of the decoration an "nza" (horse tail) will then be given to her, which she will hold or put across her shoulder as she moves about. Kimani, in Jain (2007) noted that traditional attire plays an important role in the identification of a particular culture, tribe, and country, and sustains indigenous culture. In Nigerian presidential politics, "khaki" signifies military, while "agdada" denotes civilian rules.

Omabe Festival

Omabe festival according to Onah (2011) of Amaji Umukashi in Nkpunano Autonomous community in Nsukka Local Government Area is an age-old festival. The festival rotates among the three autonomous communities in Nsukka town, which are Nkpunano, the oldest, Nru, and Ihe-na-Owerre, which is the youngest. The festival is an annual event, which means that each participating autonomous community celebrates the festival once every three years. There is a particular village in Nguru which is in Nkpunano autonomous community that fixes the date for the festival. In this village, it is the duty of the oldest living man to perform the function. The man is a titled man and he is addressed and called Attama Ezoguda, for Ezeoguda is the name of the village. This festival used to last for four months in all the three participating communities but this is no longer the case, as it is only Nkpunano that still maintains this, while Nru and Ihe-na-Owerre used to celebrate the festival for seven to eight months. One important feature of Omabe celebration is the parade of different types of masquerades on the main day of the festival. Such masquerades include Echericha (ego-ego) mma, Oriokpa, Edi-Ogbene, Ogari, etc., and usually parade the major roads and markets, entertaining audiences. The period of the festival features musical performances by the Omabe at its house, which is usually located at the village square.

ICT Use in Capturing, Storing, and Disseminating Local Content

In the process of generating data for this study, some ICT facilities such as tape recorder, digital camera, and digital video camera were used. The tape recorder was used to record the interview held with the resource persons and the digital video camera was used to capture and record the processes involved in pottery work, bone setting, and traditional
adornment. It was used to capture the parade of the Omabe masquerades during the festival. These ICT facilities can be used to preserve the local content for a very long time and can be used to disseminate the content to different parts of the world via the Internet. This is in line with Ballantyne (2003), who stated that ICTs can only be instrumental in the process of production, storage, and dissemination of local knowledge if the capacities are in place to make effective use of them.

Access to relevant information is crucial for sustainable development. In the current world of globalization, access to information is the key to the development of a society. Local content is always available, but the critical issue is capturing, repackaging, storing, and disseminating it to a wider group of users. The application of ICTs in the capturing, storage, and dissemination of local content facilitates local expressions and the visibility of developing countries.

Conclusion

Local content is indispensable to sustainable national development. Harnessing local content helps increase the sense of pride and value to local languages, cultural heritage, and indigenous practices. This project research identified four forms of cultural heritage and indigenous knowledge in south east Nigeria, which includes traditional medicine, crafts, attire, and festivals. These have been captured and stored using ICT and can be disseminated to any part of the world.

References


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University Faculty Use of Electronic Resources: A Review of the Recent Literature

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Introduction

Technology has penetrated all areas of life and the use of information and communication technology (ICT) is commonplace in the 21st century. Libraries use ICT for better service and satisfying diverse user needs. Libraries have transformed into digital and virtual libraries where books, journals, and magazines have changed into e-books, e-journals, and e-zines. This has increased the global dissemination of information. Electronic resources are easily accessible in remote areas. Electronic resources solve storage problems and control the flood of information. Print sources are being digitized.

The rapid growth of new technologies has changed the communication process and reduced the cost of communication for individuals. Electronic information sources can be seen as the most recent development in information technology and are among the most powerful tools ever invented in human history. Electronic information sources are becoming more and more important for the academic community (Kumar and Kumar, 2008).

University academics are a unique population and rely on recent and timely information. Electronic resources are now used more often than print resources (Morse and Clintworth, 2000). There is a great need to study the use of electronic resources and investigate the level of satisfaction among academics.

Objectives of the Study

The objectives of this paper are to:

- ascertain the ability of academics to use electronic resources
- discover the type of sources which are used most often among academics
- explore the purpose for using electronic resources
- ascertain the satisfaction level of academics with electronic resources