

Summer 7-3-2019

# Management of Media and Electronic Resources in Nigerian Libraries

Millie Nne Horsfall

*University of Port-Harcourt*, [millie.horsfall@uniport.edu.ng](mailto:millie.horsfall@uniport.edu.ng)

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

---

Horsfall, Millie Nne, "Management of Media and Electronic Resources in Nigerian Libraries" (2019). *Library Philosophy and Practice (e-journal)*. 2839.

<https://digitalcommons.unl.edu/libphilprac/2839>

# Management of Media and Electronic Resources in Nigerian Libraries

By

Millie N. Horsfall (Ph. D, CLN)  
Department of Library and Information Science,  
University of Port Harcourt,  
[millie.horsfall@uniport.edu.ng](mailto:millie.horsfall@uniport.edu.ng)

## Abstract

*This paper addresses the management of social media and electronic resources in Nigerian libraries and the issues associated with their use which could be because of human and /or material resources. Participants were acquainted with intentional approach on how to use and manage social media and electronic information resources to promote e-resources to library community for effective library and information service delivery. However, some challenges were encountered, and strategies proffered. Conclusion and recommendation were drawn that Social media and electronic resources are used for innovative library and information service delivery. Policy framework and policy guideline should be provided for selection and acquisition of e-resources. Libraries should ensure that they train librarians who will be experts in handling and Managing media and electronic resource systems which are more complex than library management systems.*

**Key words:** *Social Media, Electronic Resources, Management, Library, Information Service Delivery, Nigeria.*

## Introduction

The emergence of social media and electronic information resources have tremendously transformed handling and management of information in Nigerian academic environments and libraries as these resources have grown exponentially. Most libraries (be it School, Public, Academic, National or Special libraries) are partially automated. Breeding, (2017) opined that there are two fundamental aspects to managing electronic resources:

- a. the front-end details of delivering the content to the library user (traditional online catalogue approach) and
- b. managing the business details of the back-end staff functions related to acquisitions, payment and licensing.

The library (automated) environment require Integrated Library Software (ILS) for the management of the traditional content and Electronic Resource Management Systems (ERMS)

for the management of the electronic content. There is no single product that provide comprehensive management of electronic resources that exist.

### **Statement of the Problem**

The library as an information-based institution play a very great role in the use and management of social media and electronic resources in electronic media format. Librarians and libraries have devised means through which information is accessed either on e-resources or social media via internet and made it easier to use. Finding ways to manage them efficiently becomes a major challenge. Challenges such as funding, lack of maintenance of ICT facilities, lack of provision of policy guideline for selection and acquisition of electronic resources, lack of security measures against virus to mention a few. The extent of managing social media and e-resources determine the efficiency and effectiveness of library and information service delivery in the 21<sup>st</sup> century, from preservation through to the retrieval of information sources. How do [we as] librarians manage information in the electronic media format?

### **Purpose of the Study**

The purpose of this study is to acquaint librarians with intentional approach on how to use and manage social media and electronic information resources to promote the activities and services of libraries for effective and efficient library and information service delivery in Nigeria.

### **Literature Review**

#### **What is management?**

Management is the process of achieving organizational objectives, within a changing environment, by balancing efficiency, effectiveness and equity, obtaining the most from limited resources, and working with and through other people (Naylor, 2004). Therefore, the

management of social media and electronic resources entail planning, organizing, staffing, leading and controlling of media and electronic information resources in the library. Jones, George and Hill (2005) opined that “Management is the planning, organizing, staffing, leading and controlling of resources to achieve organizational goals effectively and efficiently”. The process is commonly categorized into five namely; planning, organizing, staffing, leading, and controlling. *Planning* is very important for implementing social media and/ or e-resource presence. It helps in anticipating any problem and craft library presence that will meet future needs of users. It involves choosing social network sites. Planning has to do with deciding the objectives or goals of the organization and preparing to meet them. *Organizing* has to do with determining activities and allocating responsibilities into an appropriate structure. *Staffing* is very relevant in the use and management of social media and e-resources. It is apposite to have a well-trained and highly motivated staff, made up of a sufficient number or members according to the size of the library and its special needs in the use and management of social media and electronic resources for effective library and information service delivery. As a service organization, the success or failure of any library depends on the type of staff it has. *Leading* motivates, aims at meeting the social and psychological needs of librarians in the fulfilment of organizational goals. *Controlling* aims at mentoring and evaluating activities and providing corrective mechanisms. The job of management is to help an organization make the best use of its resources to achieve its goals.

### **Social Media and Electronic Resource management for Library and Information Service Delivery**

Social media and electronic information resources management are fields that are emerging in academic research and organizational practice. They are concerned with the operational issues, managerial challenges, and comparative advantages that arise from their adoption and use for organizational functions such as marketing and sales, customer support, product innovation

and meeting information users' need for effective and efficient library and information service delivery.

### **Social media as an important tool for interaction in libraries**

Social media are technological tools used to enhance interaction socially. They refer to mobile and web-based technologies that are applied to generate and discuss information in textual, video, audio or pictorial forms. Social media as an instrument of communication is a broad term which covers a range of websites. These websites enable interaction between and among people and it is viewed as an important tool for enticing and retaining users who are relevant to this contemporary society. As libraries strive to remain or maintain their relevance in this era of change, social media is used to optimize web-based content that needs to be shared on social media. Librarians can use social media in their libraries to interact and connect with their schools, organizations, associations (like the Nigerian Library Associations) and communities, to support reading, inquiry and digital resources.

Social media can be used to publicize e-library materials. Accordingly, Issa, Igwe and Uzuegbu (2013) added that publicizing available library resources on social media will avail library users the opportunity to know what a library has in her online database to access such collection from remote terminals. Social media can be used for receiving/answering users' queries, for announcing the arrival of new information materials in the library, communicating with library users, current awareness services, selective dissemination of information, user' orientation, surveying users' satisfaction periodically, receiving feedback/suggestion from users of the library, for announcement and publicity of library materials, sharing links to articles, answering Frequently Asked Questions (FAQs), online document delivery etc.

Social media tools such as Facebook, Tweeter, LinkedIn, WhatsApp etc, are used among information users increasingly in this 21<sup>st</sup> century. This helps to promote e-resources effectively by identifying which social media channel/ tools to be used to assess the efforts of

libraries/librarians in the promotion of e-resources and services as it facilitates learning in schools and libraries. Different applications of social media are helpful for promoting e-resources and library services among online community.

Some of these social media tools as enumerated by Khan and Bhatt (2012) are as follows; Facebook, myspace, YouTube, Flickr, Twitter, LinkedIn, Wikis, Blogs, Library Thing, RSS (Really Simply Syndication). WhatsApp and messenger are also social media tools that are useful in facilitating collaboration with librarians and these could be used to promote e-resources, social functions and other library activities and services. It helps to accomplish task more quickly and improves job performance.

Horsfall and Ukaegbu (2015) asserted that in the Application of Social Media Tools, academic librarians stay connected to the society they serve and disseminate their resources via the Internet. The social network 2.0 has been a challenge. It is not about devoting many hours of our work to the Internet, but it is necessary to keep up with the tools and resources of social networks, taking part in them purposefully, knowing how to communicate the essential ideas, and maintaining a consistent and regular presence. However, social networking tools have been the most applicable social media tools librarians use to interact with their users to study their needs and give feedback as affirmed by Elonye (2013, p.473). Librarians, who are specialist in working with bibliographic information, have a vast world of new applications at their disposition. The institutions of learning benefits greatly as these applications are implemented for effective and efficient library and information service delivery.

Khan and Bhatti emphasized that libraries are using social media tools like Facebook to inform users about major events, activities and recent acquisitions through posting photos, videos and links to resources in the library. Twitter is used to send brief updates to librarians and users of information on library and information services. Library Thing is a tool that enriches the library OPAC (Online Public Access Catalogue). Librarians use it to send a list of current publication

to library users once an account is created and a list of books with ISBN is sent to library thing, it sends back a piece of code which is pasted at the footer of the library OPAC. Library users' need for easy access to information and resources is the library priority and there is need to meet their 'need' by following the trends in technology change to be relevant. Ani and Ahiazu, (2008) affirmed that these dramatic changes include the way in which information is provided to the university communities, the school library community is also inclusive. This information that are provided in social media and electronic format need to be managed properly for effective library and information service delivery.

### **Social Media Management in libraries**

Social Media Management is the act of monitoring and participating in social conversations across platforms. Each library handles social networking differently, some have filters on their computers in the library. At the workshop, participants are being acquainted with intentional approach on how to use social media to promote e-resources to library community. Librarians can use social media to promote e-resources effectively for their library community, they can identify which social media channels to use in e-resource promotion, social media can be used to optimize library's web-based content that needs to be shared on social networks. Also, libraries/librarians can access their efforts by using social media to promote e-resources. Social media and electronic resources are used for innovative library and information service delivery. Nevertheless, there are numerous problems associated with their (social media and e-resources) use and management which are discussed in the course of this workshop paper presentation.

### **Electronic resource management for effective library service delivery**

Electronic resource management (ERM) as defined by Digital Library Federation (2004), is the practices and techniques used by librarians and library staff to track the selection, acquisition, licensing, access, maintenance, usage, evaluation, retention, and de-selection of a library's

electronic information resources. These resources include, but are not limited to, electronic journals, electronic books, streaming media, databases, datasets, CD-ROMs, and computer software. Electronic Resource management is a practice carried out by librarians to keep track of important information in the media about electronic information resources, especially internet based resources such as e-book, e-journal, databases and their likes. It refers to the ability to manage information in an electronic media format for effective library and information service delivery. Electronic resources are those materials in the library and information Centre that are in machine readable format and these require electricity to make them usable (Horsfall and Ordumah, 2012).

Vijayakumar and Antony (2015) added that librarians need ICT skills for managing e-resources. Such e-resources include OPAC, Bibliographic database, full text database, e-books, e-journals, e-mails, search engines, library networks, library websites, digital libraries etc.

### **The effects of managing social media and electronic resources in libraries**

The management of social media and electronic resources result to achieving organizational objectives within a changing library environment. It balances efficiency and effectiveness of Library and Information Services (LIS) as librarians work with and through other librarians and users of information. Effective management of social media and electronic resources are essential for librarians to carryout their job more efficiently.

Jewell (2001), revealed that digital collection development was considered the greatest source of anxiety and uncertainty among librarians, and that knowledge regarding the handling of electronic resources was rarely shared outside individual libraries. As a result, the Collection Practices Initiative (CPI) was created by the Digital Library Federation and the goal of documenting effective practices in electronic resource management was commissioned. In course of this workshop, some of these management practices are unfolding as part of training

the trainer on building effective libraries in the 21<sup>st</sup> century. Jewell however, opined that “existing library management systems and software lack important features and functionality” to track electronic resources. Management of electronic resources often refers to the tools and process used to organize administrative metadata, such as license terms, vendor contract and usage statistics (Okoye and Ugwuanyi, 2012). Systems that are more complex than the Library Management Systems requires experts to handle them. Pinfield in Okoye and Ugwuanyi, (2012) put it thus; *Management of electronic resources demand experts in handling systems which are more complex than library management systems (LMS). It requires setting priority on staff times, deciding how and who presides over the functionality of all things electronic such as A-Z-lists, federated search engines, e-journals, abstracting and indexing databases, dark archives and Electronic Resource Management Systems.* Convenient ways to find information for library users are provided, also, library staff are provided with tools to keep track of these information.

Features of some ERM systems as enumerated by Wikipedia (2010) includes:

- i. Supporting acquisition and management of licensed e-resources
- ii. May be integrated into other library system modules or may be a standalone system
- iii. May have a public interface, either separate or integrated into the OPAC
- iv. Providing descriptions of resources at the package (database) level and relate package contents (e.g. e-journals) to the package record
- v. Encoding and perhaps publicly displaying licensed rights such as e-reserves, course packs, and interlibrary loan
- vi. Tracking electronic resources from point of order through licensing and final access
- vii. Providing information about the data providers, consortia arrangements, access platform

- viii. Providing contact information for all content providers
- ix. Logging problems with resources and providers
- x. Providing customizable e-mail alerting systems (e.g. notices to managers when actions are expected or required)
- xi. Linking license documents to resource records
- xii. Supports retrieval of usage statistics

Okoye and Ugwuanyi (2012) posited that ERMS help libraries keep track of their online subscription and license agreements. However, the electronic management system will no doubt arrest the issue of management of e-resources for easy service delivery.

The role of specialized personnel (staff) in carrying out specific processes in electronic libraries is one major policy and management recruitment and maintenance professionals must be rigorous about. It is necessary to have the analysis of the entire organizational structure to best carry out the mission of library service. Since librarianship has undergone transformations due to developments and information technologies, Libraries have been forced to rethink specialized modules for specialists both locally and nationally.

Ugwu and Onyegiri (2013) identified the challenges to electronic resources management in libraries as consisting of planning, policies and workflow. The planning challenges were found to include staffing, budgeting, change, communication and management tools. In addition, the barriers to policy development were identified as change, decision making and communication.

### **Challenges associated with social media and electronic resources management**

Challenges associated with social media and electronic resources management in media are numerous. However, major challenges include the following:

- Unstable electric power supply / generator set
- Inadequate availability of funds / insufficient budget to cover high cost of e-resources

- Poorly developed ICT infrastructure/lack of maintenance of ICT facilities
- Improper ventilation/ poor lighting systems (unconducive environment)
- Inadequate tooling and re-tooling of facilities
- Lack of policy framework/ guideline for selection and acquisition of e-resources
- Inadequate skills/lack of acquisition of skills to handle current e- tools
- Connectivity problem-low bandwidth/download delay
- Lack of good storage system
- Lack of training and re-training
- Poor security measures against virus attack
- Too many media tools to learn; there are too many media tools available for unique library services delivery and most librarians do not know the application of these tools.

### **Strategies to meetup with the 21<sup>st</sup> century demand of social media and e-resources management**

So many emphases have been made on strategies, but more must be intensified in this era of evolving technology change. These strategies are as follows:

- There is need for the Provision of stable electric power supply/ generator set.
- There is need for adequate availability of enough budget to cover high cost of e-resources
- ICT infrastructures should be fully developed for efficient library and information service delivery
- There is need for tooling and re-tooling for effective library service delivery
- Policy framework/ guideline should be provided for selection and acquisition of e-resources
- Bandwidth should be increased to speedup download delay

- There is need for skilling and re-skilling; adequate acquisition of skills to handle current e- tools will help librarians develop strategic plans in the management of social media and electronic resources.
- Librarians and other paraprofessionals should be trained and re-trained to be effective in functions of social media and e-resources in this technology driven environment. Attendance to conference, workshop and seminar is mandatory.
- Good security measures against virus attack.

### **Conclusion and Recommendations**

Social media and electronic resources are used for innovative library and information service delivery. Libraries should ensure that they train librarians who will be experts in the handling and Management of media and electronic resources systems which are more complex than library management systems (LMS). It requires setting priority on staff times, deciding how and who presides over the functionality of all things electronic such as A-Z-lists, federated search engines, e-journals, abstracting and indexing databases, dark archives and Electronic Resource Management Systems. However, Library staff should be provided with convenient ways to find information for library users and provided with tools to keep track of these information in social media and electronic information resources.

### **References**

- Ani, O. E. and Ahiazu, B. (2008). Towards Effective Development of Electronic Information Resources in Nigerian University Libraries. *Library Management*, 29(6&7), 504 –514.
- Breeding, Marshall (2017). The Many Facets of Managing Electronic Resources. *The Library Innovation Conference* 17 & 18 October 2017. London. Retrieved from [www.infotoday.com](http://www.infotoday.com) 25-10-2017
- "Electronic Resource Management". *Digital Library Federation. Digital Library Federation. 2004.* <https://old.diglib.org> Retrieved 21-10-2017

- Horsfall, M. N. and Ordumah, F. (2012) Availability and Use of e-resources in Rivers State University of Science and Technology Library PH. *Omoku Journal of Library and Information Science* vol. 2(1) pp 11-23.
- Issa, A. O., Igwe, K. N. and Uzuegbu, C. P. (2013). Provision of Library and Information Service to Users in the Era of Globalization. Lagos, Waltodanny Visual Concept. p315
- Jewell, Timothy D. (2001). *Selection and Presentation of Commercially Available Electronic Resources: Issues and Practices* (PDF) (Report). Digital Library Federation. p. iv. Retrieved 2016-06-30.
- Jones, G. R., George, G. M. and Hill, C. W. L. (2005). *Contemporary Management*. Boston: Irwin McGraw-Hill
- Khan, S. A. & Bhatti, R. (2012). Application of social media in marketing of library and information services: A case study from Pakistan. Retrieved from <http://www.webology.org/2012/v9n1/a93.html>.
- Naylor, J. (2004). 'Management' 2<sup>nd</sup> Ed, *Financial Times Pitman Publishing*. Accessed 14 /03/16
- Okoye, M. O. and Ugwuanyi, C. F. (2012). Management of Electronic Resources by Cataloguers in Nigerian Federal University Libraries *Library Philosophy and Practice*. ISSN 1522-0222 Available at <http://unllib.unl.edu/LPP/>
- Ugwu C. I. and Onyegiri, D. C. (2013) Management problems of electronic information resources: A case study of Nnamdi Azikiwe Library, University of Nigeria, Nsukka, Nigeria. 5(5), 126-133, Academic Journals. *International Journal of Library and Information Science* <http://www.academicjournal.org/IJLIS> Retrieved 22-10-17