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USERS' PERCEPTION OF PRINT MEDIA RETENTION IN A DIGITAL ERA.

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ABSTRACT

Print media usage presented some important qualities overtime, which have made it an advantageous medium of study regardless of the technological advancements of the contemporary times popularly described as the information age. The value, as perceived by scholars in training (users of academic libraries especially), were sort by this research to analyze why prints are still glamour for, in a digital era with all the improvements made by digital adoptions. This study revealed that 378 respondents returned their questionnaire copies out of the 500 sent out and constituted 75.6% returns. Results for objective 1, revealed among others that, clients' have developed deeper relationships with prints media over a long time targeted around users' study interest areas. Users revealed that these prints have brought enlightenment, education and enabled a smooth running of the global economy as well as its civil societies. It also revealed that users' value for prints have been built on a strength that prints form the foundation for reading and learning. Users were loyal to prints publications as they provide high quality content on areas that settle their specific interest. Respondents further revealed prints as being friendly, flexible for accessibility and utilization, encouraging sequential personal study with ease and without posing health challenges. Objective 2 indicated users' perceived value as associated to the library revealing that librarians' who were once seen as obsolete can now develop new skills, perform their jobs better, become friendly to their clients, improve and update services while streamlining academic standards. Regrettably, in objective 3, users revealed a catalogue of challenges posed on them while utilizing print materials. They are, overcrowding the prints record library during examination time because of few copies of information materials, non-replacement of mutilated pages, disorganized catalogues, missing entries and outright un-even distribution of prints. The researchers believe that if these challenges were addressed, users would be more satisfied with utilization of prints resources

KEY: Information perception, Information media, Users' relationship with information system, Print media value, Information seeking, Information communication, Print media challenges, digital era, Academic libraries, Utilization.

INTRODUCTION AND BACKGROUND

Prints are evidence write-ups that could be used to attest to the good and bad aspects of the daily activities of different professions. In academic libraries, these activities include acquisition, processing, organization and discharges of information resources to different divisions and or inter-library loans to other libraries. In the manufacturing industries, it gives product information

as in content makeup, manufacturing dates, expirations and durability. They grant documentary information on the specific standard; which customers of a product see to believe and purchase or see and refuse to be interested in its usage. The products of the print media value chain significantly contribute to a democratic and knowledge-based humanity. Print media includes textbooks, journals, reference books, pamphlets, magazines, newspapers, dictionaries, encyclopedias, maps, brochures, booklets and atlases. Specifically, newspapers and magazines serve as a major facilitator of integration in society for various social groups. Resource efficiency, climate change, raw materials, energy and innovation are challenges where the inherent characteristics of the paper value chain can play a unique part in bringing improvements and solutions.

Informed citizenry depends on the products of the print media value chain and play a fundamental role in disseminating information both in print and online environment. These media are an essential element of the knowledge budget and contribute to the development of cultural economy. The press informs citizens and raises awareness about all the issues that are relevant to the society. Publishers offer a wide range of titles linked to the political, social, economic, environmental matters and their diverse content educate, inform and entertain citizens of nations.

The entire print media value chain is enthusiastically committed to education as illustrated by its investment in academic institutes and universities that undertake researches. Knowledge access is an important factor for any press that could be called effective. Those who are media illiterates have encounters with crucial tasks such as filling forms for job applications and reading articles in newspapers or books. Because reading is the key to knowledge, the print media through its literacy programs fight for more effective reading and help to bridge the social divide that exist throughout the globe where the libraries show impact.

Libraries expend considerable effort to be perceived as vital by education stakeholders, students, faculty and researchers. They apply the continual promotion of their potentials to enhance teaching, learning and facilitate research with appropriate resources and expertise. They try to gain credibility in a world that competes for the attention of information consumers. Hence, every era comes with a mark to alter changes in the information ministry. Today, the digital media speaks in authority because it had been confirmed that most University libraries face space constraints which further the pressure of purchasing a significant portion of their collection in electronic form (Corlett-Rivera & Hackman, 2014).

In the digital era, communications are increasing via e-mail and telephone without taking into consideration the cost of the computer and its accessories like hardware, software, network infrastructure, cost of access and maintenance. The average information users consider e-mail as free yet; they are paying a monthly internet access fee, electricity, equipment, software cost and some part of their phone charges. Thus, more consumers pay online bills every year and based on income levels and other factors, an estimate of at least 60% of a nation's population may not have internet access. No one has projected that there will be a universal electronic device /system for all the information and promotion that is in print media format. For the near future, there will still be need for universal distribution of information even if increasing parts of the information users adopt digital tools for competitive access.

It is noteworthy and interesting that physical print mail delivery was the domineering standard and online access was a supplement. Now, online methods are becoming the norm and physical mail is the supplement but the question is; are information users going to be disaster-prone by the digital system? While it is pertinent to note that indeed, digital media is extensively used in papermaking and printing, providing continuous efficiency improvements, this study seeks to find out users' perception of print media retention in a digital era with the following objectives.

1. Find out users' perception of print media outstanding value in a digital era.

2. To identify users' perceived value of prints in a digital era associated with the library.

3. To investigate users' challenges of utilizing prints in a digital era.

STATEMENT OF THE PROBLEM

It is easy to assume that digital media is always better in contemporary era when comparing print to electronic media. After all, it was the limitations of the print media that necessitated the called for the adoption of the hybrid media. Digital media are faster conquering the issue of time and space in sourcing information, cheaper, wider reaching, and appeal to more people as being current and innovative technology. In either case, it would be unwise to underestimate print media as inherently inferior to the other. Both have advantages and disadvantages that must be conquered for a balanced information environment. For example, Technology excels at being fast and cheap while print succeeds in building meaningful connections. People generally think of print as being more sincere and eliciting a more emotional response than a digital advertisement. While

electronic ads can be found scattered everywhere, print media seems intentional. However, users'
of the two media in libraries are in the right position to ascertain whether the meaningfulness of
print media is still proving its worth in the digital environment hence, through this research, the
opinion of users' would enable for decision on why prints be retained within digitals.

LITERATURE REVIEW

Yamson, Appiah and Tsegeh (2019) studied Electronic vs Prints resources; A survey of
Perception, Usage and Preferences among undergraduate students and in trying to find reasons
for why patrons preferred some resources above others, they set some parameters which included
accessibility, completeness, ease of use, accuracy, and currency. Results revealed that 118(50.2%)
respondents preferred print resources because of its accessibility, 107(45.3%) agreed that print
resources were complete in itself, while 147(63.6%) asserted that they found it(print) easy to use
for their preferred resources. In terms of accuracy, majority 115(48.9%) agreed that print
resources were more accurate than its counterparts.

Earlier studies revealed that participants in their study reported that print documents not
only facilitate annotations but enable easier comparisons to be made among all gathered sources.
Again, Marshall (1997) noted that support for a smooth integration of annotating with reading is
the most difficult to interpret from a design point of view yet it is potentially the most important.
Thus, it is very likely that people will continue to print out electronic documents for annotation,
even as they read materials in a digital library. Hence, Yamson et al (2018) citing Liu (2010)
asserted that because of the proliferation of electronic resources which had affected and changed
the way students and researchers utilize print resources and traditional libraries, there is a start of
another flood of writing on the perception and preferences of prints and electronic resources.

MacColl (2010) noted that print materials were still in use because of portability value and
relative ease of access and use thus, libraries should provide comfortable places for both types of
information resources to strive. On the other hand, Onwuka (2007) opined that print and electronic
resources and services would continue to co-exist and digital libraries would not obliterate books
and print media. Romano (2002) recounted how the United States postal office faced competition
between 1839-1851, which was so successful that a number of congressional representatives
feared postal services was on the verge of an involuntary privatization. To eliminate private
competition, the government was forced to reduce postage rates drastically and adopt many

important reforms. These was copied by developing countries (where Nigeria belongs) and there was the introduction of payment -by–weight, postal stamps, prepayments and home delivery services.

Romano (2002) thus upheld that the development of the virtual world would not replace the physical goods but rather, will both co-exist and enhance each other. This is because, the development of electronic media had allowed united parcel service (UPS) to offer "value added services" that enhanced core business of package and delivery. UPS helps clients to solve their transportation and logistics needs, which include *movement of goods, information and funds*. It also help to develop new products and services that enhance the three flows of commerce as already mentioned.

However, Cumaoglu, Sacici & Torun (2013) have rightly observed that in this age most printed resources are being displaced with electronic version and the tendencies identified with daily paper, magazine, course material and book reading have experienced changes. Thus, the habits of some lecturers and the current crop of University students born in the 21st century further demonstrate this variance. Stabel (2015) asserted that it was expected for electronic communications to grow 15.9% annually until 2018, while print is only growing 2.8% each year.

This huge difference of 13.1% could perhaps be inferred since this is called the digital era, marked with many advantages of computer application in many fields of endeavor including the library but A study by Omeluzor, Akibu & Akinwoye (2016) revealed four issues relating to perception of students towards the usage of information resources. They found that students strongly perceive e-resources in their study area to be insufficient and as such the Internet sites and other database are better than the library subscribed e-resources. Electronic Resources are not well structured and finally searching through the computer system for e-book and e-journal is time consuming.

Inyang and Lawal (2015) upheld the success of any library to depend on its ability to satisfy its users and entice them to keep coming back to use the resources regardless of the name of the age. This assertion is supported with an old adage which held that, 'no child is more beautiful than his parent for he/she is only a part of them".

Vij, Soni, and Makhdumi (2009) upheld numerous reasons why print media lived on. The reasons included, its sensual appearance, the smells of the pages as users' open to read, its pages'

crackle, and the joy of running one's fingers over its pages. This according to them physically helped to encourage collaboration since a user could chat to a friend across the table, return to the page and as well retain the comfort and friendship of a good book on a cold night in contrast to that of a computer taken to bed. Dayton (2016) stressed some compensations of both mediums and revealed that people generally think of print as being more sincere and eliciting a more emotional response than a digital advertisement. While electronic ads can be found scattered everywhere, print media seems to be intentional in addressing the information meant for the users. Also, from streaming music and videos to social media, people are always being bombarded with corporate ads that can become irritating and tiresome. While print can sometimes be viewed as a dated form of advertising, it is still a very strong force in terms of meaningful interactions, which more and more consumers are searching for. Author further publicized that print media used some new techniques such as quick-response (QR) codes that direct users to websites or a personalization component that keep users' excited while feeling special.

However, as Fry, (2015) emphasized that in this new generation, the Millennials, are in the process of growing up and making important decisions like college choices, Dayton (2016) advised that in order for print to remain relevant and exciting, it does need to recognize the changes in the industry and consumers and be willing to innovate. This strengthen the fact that users' want to feel special with a note that their business matters to information providers.

Some authors (Armah, 2009) and (Adesoye and Oyintola, 2009), identified obstacles impeding access to digital resources and services to include; poor power supply, lack of skilled work force, inadequate computer services and inadequate technical support. These therefore encourage the retention of prints in digital environment. Haliso's and Toyosi's (2013) study found library resource effectiveness based on adequacy of books, journals, and abstracts in means and standard deviations of: 3.26 (SD 1.22), 3.18 (SD 1.28) and 3.07 (SD 1.21) correspondingly.

Majid and Tan (2002) attested to the fact that most of the computer engineering undergraduate students they investigated were considering print materials more convenient to their schoolwork connected needs than electronic ones. When patrons were asked to specify how repeatedly they had used dissimilar electronic resources throughout the preceding six months, nearly half of the users responded that they were using the library catalog quite frequently. On the conflicting side, the use of databases files, automated journals and other electronic information sources was surprisingly low." (p. 324).

In the same order, Ayop (2011) showed effectiveness of library resources based on frequency distribution of E-journals –mean 4.10, SD 1.18, Abstracts- mean 3.65, SD 1.28, e-books-mean 3.04, SD 1.45, printed books- mean 3.04, SD1.11, current printed journal –mean 2.76, SD 1.32, and old printed journals- mean 2.67, SD 1.25. Idiodi and Igbinosa (2003) reported a low library use patronage as only 20% of respondents used the library in a sufficiently anticipated way, while 53.6% never used library resources at all. Unfortunately, Ukachi (2009) had reiterated that nowadays, many users' especially students preferred the use of electronic resources to prints versions, because e-resources tended to give them satisfaction and improved their attitude towards library utilization.

Again, concerning strategizing, in the lecture already cited for August 5th 2015, Prof Lawal outlined the following steps to enhance utilization of print media e-resources. They include Book exhibition that would show the downloaded and printed titles of e-resources at least 2-3 times a year, hosting of book display, and improving relationship with e-journal vendors, booksellers as well as owners as donors. These enabled the library to have better leaflets, which vendors had already produced for linking with library management in cases of acquisition and or subscription. Odine (2011) advised that those who made the library and held the budgetary powers must be aware of the activities that were going on in the library. Smith and Sakar (1992) stated that their library informed council members for twenty years about its activities. This they did by relaying three or four press releases every week to members. In his opinion since the council members hold the budgetary powers, they must know everything about the activities of the library.

A variety of print media techniques had been used to promote library services and resources. James-Gilboe (2010) study found that 86% library customers were often unaware of services available to them, although 94% of them thought of the collections so carefully assembled and funded but not explored to the fullest. Thus, Mohammed (2014) asserted that the provision of print and digital information resources and services by University libraries are imperative because academic institutions in Nigeria are part of the global community of academics. According to the author, there is no justifiable reason why Universities in Nigeria should lag behind their counterparts in developed countries in the provision of needed information resources for users.

Moreover, scholars accepted the total quality management theory supporting library usage as a management philosophy hence, Jurrow and Bernard (1993) viewed TQM to be a system for

continuous improvement of services in an organization by employing participatory management techniques that are concerned with the needs of clients. In addition, Brown (2008) had reasoned that, the survival in today's world of work depends on what one can offer, his potentials and ability to take charge of his career therefore, this theory has relevance in the form that, active and strategized marketing of resources and services would enhance meeting users' needs regardless of the times.

Akpom (2010) suggested that leaflets and posters to be used to market library services. They, according to him should be used to publicize various products and services available in the library, to ensure effective marketing of library services and create awareness to patrons. Mathews (2009) as well as Webreck Alman (2007) at different studies identified posters, handouts, giveaways, library publications, contest, brochures, direct mail, web 2.0 application and display as tools for marketing resources in academic libraries. Yemi- Peters, Omoniwa and Achunmu (2013) held that with the advent of technologies like the internet, electronic books and CD-ROM, library services were made easily available and accessible to users who were faced with multiple channels of information delivery.

Adeloye (2003) presented a number of practical ideas: the use of promotional techniques comprising online brochures, library guides and blog exhibitions. Inazu (2009) suggested libraries produce and circulate newsletters, which would contain information on new services and list of tittles. This corroborated the works of Bhat (1998) who reported the British Council Network in India to use mail outs, personal visits, and presentation at institutions, brochures, leaflets, newsletters, extension activities, cultivating the press and media were used to promote library and information services in order to increase its customer base (p. 32-33).

Further, on promotional techniques, Nkanga (2002) presented personal contacts newsletter, circulars, library tours, memos, telephone calls, meetings, direct mailing, displays, talks, and leaflets means widely used to promote or market the library. Jackson (2001) considered how to promote the interfaces, how to choose the right time to promote the service, and found that a variety of promotional methods such as business cards, meetings, leaflets, phone calls, personal contact, letters e-mails, newsletters, and interactive presentation could also be used to attract users.

Yi (2016) equally reiterated the use of prints in library marketing as per posters, handouts, contests, giveaway, brochures, direct mail, display and library publication. Kumbhar (2011) cited by Anyadighibe (2016) study concluded ease of use, convenience,

security/assurance and responsiveness as important factors in customers' satisfaction. This is especially for the ICT illiterate customers who still needed to do transactions in this era.

Mollel (2013) analyzed the use of the print media in marketing mix sale of library to involve price, product, promotion and place. The author explained that with growth and recognition of marketing strategies means by which marketing mix have become redefined, sells the library and adopted to include services and not only products. These makes marketing mix as a dual functional strategy offering products (e-resources) and services that influence utilization of academic libraries regardless of how the resources were presented.

Again, Mollel (2013) and Germano (2010) cited in Yi 2016) reported the use of mix-media methods to provide information to users about the library's services and resources and ensuring that users were conscious of the services and possessions available. This approach comprised print and online advertising (for example bookmarks, brochures, booklets, mail outs and Website announcements), microelectronic methods (for example digital signage, e-mail, alerts tools and screen-savers information), and merchandise for giveaways and static marketing collateral (for example, pens, fridge magnets and water bottles) (P 4).

Again, some media could be cross-functional in that they could serve more than one purpose. For instance, flyers, brochures, and posters being used as marketing tools could be programs themselves, while newsletters which introduce new developments could also highlight current services; hence, library target audience could be easily and effectively reached through e-mail list, and the internet since these services could be cost effective and require little investment in resources to directly link up with intended clients. Adegoke (2015) identified bulletin boards as well as complaints and suggestion boxes to allow users to freely make inputs concerning what meets their fancy, things they needed for change and their opinion situations. They make them aware of what was obtainable for users in other places.

METHODOLOGY

Survey research design was used for the study carried out in University of Calabar Library. The population was 1804 registered users. A simple random sampling technique was adopted in selecting 500 undergraduate registered users. Accordingly, 500 questionnaires were distributed in the reader services units. These units, named according to subject departmentalization include: Social Sciences, Medical, Humanities, Reference and Bibliography division, as well as Science and Technology Divisions of the library. Questionnaire was distributed with a condition that only

registered users who use the library often (at least thrice a week) were eligible to respond. Only 378 usable copies were returned and analyzed for the study.

FINDINGS AND DISCUSSION

Table 1: Demographic information of users'.

Study Divisions	Discipline involved with all their sub-divisions	Questionnaire distributed	Quest. returned	% of returns
Social science	Geography. Anthropology, folklore, manners, customs, recreation, sports, social sciences, political science, & Education.	100	86	17.2
Medical lib	Medicine, medical ethics, hematology, dentistry, radiology, anesthesiology, pediatrics and all related areas.	100	59	11.8
Humanities	General works, polygraphy, philosophy, psychology, religion, history (old & new world), languages and literatures of German, Dutch etc	100	83	16.6
Referenc & Bibliograp	All reference materials from Generalia to Library & Information science.	100	72	14.4
Science &Techno.	Mathematics, Astronomy, physics, chemistry, Geology, Biology, Botany, Zoology, Human anatomy, physiology and Microbiology with all their sub-divisions.	100	78	15.6
Total		500	378	75.6

OBJECTIVE 1: Respondents' opinion for Users' perceived value for prints in a digital era

are recorded herewith.

Respondent 6: We have developed deeper relationships with print media over time, around targeted interest areas.

Respondent 9: Print survival is no small matter (especially newspapers and magazines) which have enlightened, educated and enabled the smooth running of the global economy and its civil societies.

Respondent 42: Users' value for prints is built on a strength that had always been at the heart of publishing which was the foundation of reading and studying.

Respondent 65: Readers are loyal to print publications because they provide high quality content about specific interest areas.

Respondent 87: Much as we can run to embrace digitals today, prints had a foundation in us.

Respondent 99: Digital media only afforded the opportunity to deepen and expand the relationship which the prints had already created.

Respondent 121: The use of editions for new information have helped prints to win their stay.

Respondent 152: Print media is very flexible for accessibility and utilization.

Respondent 183: The print media is friendly to all. For example, print media had moved from tabloid in journalism to photojournalism to slick magazines to the earliest online forums. Therefore, they have a way of responding to any new technology and can shift their audience successfully.

Respondent 204: No one media is absolutely perfect. In our Nigerian sector, power still pose a Serious challenge therefore, to depend on digitals would not help the poor to move to the next mile academically.

Respondent 256: Print media have a privileged relationship with readers who trust them (publication content) and value their credibility. The decision to read is often triggered by that relationship.

Respondent 287: Prints like newspapers are a bundle of interest areas such as entertainments, politics, auto, food, wine, technology, and travel.

Respondent 300: It is the quality of branded environments around targeted interest areas that make print media, valuable for readers and those advertisers.

Respondent 337: Print media has employed an effort that rest on their profitable core – print content that most drives audience engagement around well-defined interest areas.

Respondent 351: Saved documents in the digital media can still not be read where the user has no light/battery in his system but a print material could be read at the reader's convenience (relaxing or bedtime).

Respondent 395: Even if one has a good phone to read from the net, there are other constrains that may disallow such. They are; low battery problem, unstable network, lack of data and information at payable sites.

Respondent 444: Print media do not pose any health challenges to readers.

Respondent 463: Prints encourage sequential reading and studying.

Respondent 488: Reading a printed book grants you the opportunity to read and relax at one's convenience. It is not like the computer where you struggle to read on, even when over stressed, for fear of pending power outage.

The responses from objective 1, are summed to mean that Users' revealed that these prints had

brought enlightenment, education and enabled a smooth running of the global economy as well

as its civil societies. They also revealed that users' value for prints have been built on a strength that prints form the foundation for reading and learning. Again, user's loyalty to prints publications as is because prints provide high quality content on areas that settle users' specific interests. Users' further revealed prints as being friendly, flexible for accessibility and utilization, encouraging sequential personal and group study with ease and without posing health challenges. This study connected with the study of Dalton (2016) who revealed that the sincere and emotional aspects of prints relationship with readers at all times, is a 'sine qua non' to readership hence, users' adherences.

OBJECTIVE 2: To identify users' perceived value of prints in a digital era associated with the library.

Key = *Definitely* **-** Without question, beyond doubt.
     Probably – Easy to believe on the basis of available evidence
     Neutral ---Do not care which media the library uses to present information materials.

S/n	Value items	Definitely (%)	Probably (%)	Neutral (%)
1.	Retaining prints in digital era challenged librarians' who were once seen as obsolete to prove themselves in acquisition of new skills.	357(94.44)	13(3.44)	9(2.38)
2.	Motivated job performance and encouraged librarians towards friendliness.	339(89.68)	12(3.17)	27(7.14)
3.	Made way for expanded roles and responsibilities.	190(50.26)	19(5.03)	169(44.71)
4.	Created new nomenclature in library designations.	70(18.52)	305(80.69)	3(0.79)
5.	Enabled librarians to see where to improve in services to suit modern practices.	366(96.83)	12(3.17)	-
6.	Enable Librarians' to search for updated versions to suit e- documents.	36(7.2)	18(3.6)	324(64.8)
7.	Help for streamlining academic standards.	371(74.2)	3(0.6)	4(0.8)
8.	Help to show the importance of prints that were never seen nor appreciated in the past.	289(57.8)	72(14.4)	17(3.4)

| 9 | Made complaining users' to be quiet as they also were challenged to see that every media has its shortcomings. | 303(60.6) | 39(7.8) | 36(7.2) |
| 10. | Revealed the importance of local content to academic pursuits and achievements. | 258(51.6) | 43(8.6) | 77(15.4) |

Result from objective 2 tallied with Inyang and Lawal's findings of 2015 which stress that the success of any library was to satisfy its users' and entice them to keep checking the library for their information needs.

OBJECTIVE 3: To investigate users' challenges of utilizing prints in a digital era

S/n	Challenges	Agree (%)	Disagree (%)	Don't know (%)
1.	Overcrowding the prints library during exams period because of few copies of information materials.	362(95.77)	6(1.59)	10(2.65)
2.	Inability of Management to discipline users who mutilate materials causing haphazard reading of such information.	318(84.13)	13(3.44)	57(15.08)
3	There is no replacement of those mutilated pages thus, some prints are left useless**.**	348(92.06)	15(3.97)	15(3.97)
4.	Some reference prints have few copies, which cannot be loaned out hence, open ways for delinquent behaviors.	297(78.57)	61(16.14)	20(5.29)
5	There exists disorganized catalogue that increases the time to access /utilize materials.	350(92.59)	10(2.65)	18(4.76)
6.	Staff demotivation displaying in non-dusting or proper shelving of materials.	36(9.52)	10(2.65)	5(1.32)
7.	There is the challenge of missing entries	359(94.97)	7(1.85)	12(.17)

8	This era, named with digitals provide funds for private pockets of Government officials. Therefore, they frustrate the purchase of prints in order to continue to have these funds.	286(75.66)	22(5.82)	70(18.52)
9.	Prints are threatened because this era of ICT would naturally have a rush for the in vogue.	378(100)	-	-
10.	There is un-even distribution of print materials.	300(79.37)	199(5.03)	59(15.61)

The result in objective 3 tallied with Dalton (2015), who advised that for prints to remain relevant and exciting to users', the changes (challenges) pointed out by users be recognized and faced for solutions.

SUGGESTION AND CONCLUSION

People get involved in information seeking to enable them meet their needs and much as many reasons can be highlighted on the advantages of using the new technology to get information from the internet, it is basically important to source information from the library. This would afford the users, the advantage of the librarian's empathy by not only receiving answers to their need, but also having an explanation that would help to evaluate the materials for user's proper understanding and consumption. The fact that a book or journal was held in the library represented a conscious set of decisions about the validity of the information contained therein and the materials have undergone peer-review processes to authenticate generic, developmental and current status before being released for users' access. This is not necessarily true of internet materials and information- anybody having a computer knowledge could post whatever he dims fit on the net; this does not indicate the authority level or guarantee professional /ethical standards for publications to have been met.

Physical sources of the library are more truthful and saver for the eyes than reading on the screen - you can check the authenticity of the information they hold since the author is always named, and so is the house of publication. All what is needed for the entire reference is shown at the beginning of the physical work whereas, the electronic source is usually not authentic, the author can be unnamed, the house and year of publication can be dropped. In addition, wandering the stacks in search of that perfect book or material would often make serendipitous discoveries for a user.

The interest in using the library for information seeking is that, it is possible for a user to crawl quickly amongst dozens of papers from other fields, looking for what benefits his needs and as he persists in the search, it is possible to find new connections and /or ways of thinking about the problem desired to solve. A research librarian/staff could proffer explanation to issues the user does not understand in such a way that he breaks down even an internet information that was previously not evaluated by professionals.

Working with a research librarian affords a user, the privilege of making use of the librarian's wealth of experience – he knows many of the sources, has experience with diverse tools and more importantly, can reformulate a question with less domain-related biases, which would bring the needed materials quicker that the user assumed. Moreover, unless a user intends to pirate everything, the library remains invaluable for information seeking. Finally, the study concludes that the prints would always be valuable for use because there is no time in history that all men would be literate in the technology in vogue or for all nations of the world to be equally developed as to face on single technology. Again, all economies would not be all-round affluent to cater for the needs of all its citizenry and provide a perfect technological base in product, facilities and expertise – the print remains a more friendly stay in many economies.

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