

UTILIZATION OF LIBRARY BLOGS FOR MARKETING OF INFORMATION SERVICES IN PUBLIC UNIVERSITY LIBRARIES IN ABIA STATE, NIGERIA

By

ROBERTS IROHA UCHE

and

PRISCILLA ODEYOVWI OSIEBE

Abstract

This study examined the essence of library blogs for marketing of information services in public university libraries in Abia State, Nigeria. It adopted a descriptive research design, with a population of fifty-five (55) academic and non-academic librarians from Abia State University and Michael Okpara University of Agriculture, Umudike libraries. The total enumeration sampling technique was considered, while the validated and pretested researchers' developed questionnaire was used for collecting data. The data collected were analysed using descriptive statistics of frequency counts, mean scores and standard deviation. The study revealed that the librarians are highly aware of the usefulness of library blogs for marketing of current awareness services, research services, information literacy services, among others. It showed that library blogs were not utilized for marketing of information services in the public university libraries due to lack of dedicated technological devices such as laptop and desktop computers, tablets, smartphones, etc., problem of Internet accessibility, inadequate skilled librarians to create library blogs due to poor training, etc. The study recommended that management of public universities should adequately fund university libraries to enable them acquire necessary innovative technological devices, while management of university libraries should prioritize the training and retraining of librarians to enable them acquire new and emerging skills for the adoption of library blogs for marketing of information services in the university libraries.

Keywords: Library Blogs, Innovative Technologies, Marketing, Information Services, Public University Libraries.

Introduction

The advancement in information and communication technology (ICT) including the emergence of library blogs as innovative technologies has brought about changing ways of marketing information services in university libraries. In other words, the use of library blogs has the potential to transform information services marketing, making it easier, faster and more convenient to reach wider audiences and user groups of the university libraries. University libraries, irrespective of their ownership and administrative structures are crucial

agents for facilitating the acquisition and dissemination of information and knowledge for the benefit of various categories of users (Amadi et al., 2020; Arua & Udoh, 2019; Kumar & Kumar, 2024). They are specialized institutions manned by trained professionals for the actualization of learning, teaching and research purposes. University libraries are characteristically operating in an era of digital transformation, shaped by various innovations such as library blogs.

Library blogs are critical and cutting-edge innovative technologies. They are the products of advancement in information and communication technology (ICT) with special features for enhanced two-way communication and interactivity. According to Waral (2021), library blogs are effective means of communication, which can be created, managed and updated by university libraries and librarians to give timely information to users. Library blogs are transformative technologies for library access through information dissemination and community engagement, which have become dynamic online platforms for university librarians to display multiple virtual interactive venues for students, and other categories of library users (Pandey, 2023). Library blogs are described as user-generated websites where entries are made in journal style and displayed in a reverse chronological order which allows users to have access to recent updates before older ones (Trivedi & Patel, as cited in Ogonwa 2022). They are web applications and versatile platforms for presenting and sharing information by university libraries to users.

Library blogs as component of the social media paradigms, are web platforms where library staff and users from various geographical locations and social contexts can connect, share, exchange, and engage with one another. They are adopted in industries and individuals for marketing their products and services for wider audiences (Pandey, 2023; Gupta, 2013). Library blogs are powerful embodiment of innovative technologies, representing new, creative, inventive, and modern platforms for enhancing the quality, efficiency and effectiveness of marketing or promoting information services by university libraries (Mensa et al, 2023). They are used for communication, business networking, marketing, entertainment, and service generation, with faster and quicker feedbacks. In university libraries, library blogs are beneficial for enhanced academic activities and research by facilitating seamless access to information, especially about the activities, programmes and services of the university libraries. They can enhance university libraries' ability to easily and

more conveniently reach a larger user group across various geographical location and time zone. In fact, through library blogs, services and programmes of the university libraries can become more visible, accessible and acceptable to users. They are critical and fundamental tools for marketing of information services to users for enhanced acceptability and improved patronage.

Marketing refers to all the processes involved in creating awareness and ensuring effective exchange of goods and services to end users. According to Onyenachi et al. (2024), marketing is the planning and management of organization exchange relation with clients and it consists of studying the target market's needs for the purpose of designing appropriate products and services using effective pricing and communication techniques. It is also an ongoing process of creating a connection between the library information products and the potential users, with the librarians matching the products and services of the library with users' wants and expectations (Obiamalu et al., 2024). With these perspectives, library blogs are essential tools in enhancing marketing of information services such as current awareness, reference services, lending services, etc., in the university libraries. Library blogs can facilitate marketing of information services, by helping university libraries and librarians to sensitize, create awareness, promote and bring to the notice of library users available information services in the university libraries. University libraries can also effectively use library blogs to be current with developments in the field of librarianship, promote lifelong learning, inform users about new arrivals, library hours, lending information, fine and loan details, as well as other vital information services that would benefit the users.

However, to effectively leverage the potentials of library blogs, university libraries and librarians need to acquire dedicated technological devices such as laptop and desktops computers with Internet access, Tablets, iPad, iPods, Android phones, and other mobile devices. This will facilitate the creation and management of contents, as well as access and share information services to user groups. Librarians on their part need to acquire necessary skills, competencies and knowledge to enable them create well-secured library blogs for efficient management of contents and marketing of information services. When this is done, the university libraries will effectively play their roles as information hubs, become more visible and accessible and also as catalysts for teaching, learning and research. Therefore,

based on this background, the study investigated the utilization of library blogs for marketing of information services in public university libraries in Abia State, Nigeria.

Statement of the Problem

Marketing of information services in university libraries are typically taking new and changing approaches as a means of effectively and efficiently reaching target audiences. In fact, marketing of information services in modern university libraries is becoming more reliance on emerging innovative technologies such as library blogs due to their ease of use and regular update of contents, less skills' requirements, minimal capital involvement and overall possibility of reaching larger users at the same time, notwithstanding their geographical locations. However, despite, the advantages offered by library blog technologies, it is obvious that most university libraries and librarians do not adopt library blogs in marketing their information services to the users. As a matter of fact, observation has shown that librarians in most university libraries are less concerned about and not interested in the potentials and usefulness of library blogs as innovative technologies for marketing of information services. This observation is even more glaring owing to the obvious dearth of literature on issues and trends pertaining to the use of library blogs for marketing of information services in university libraries. Therefore, based on this backdrop, it becomes pertinent to conduct an empirical study on the utilization of library blogs as innovative technologies for marketing of information services in public university libraries in Abia State, Nigeria.

Objective of the Study

This study primarily examined the utilization of library blogs as innovative technologies for marketing of information services in public university libraries in Abia State, Nigeria. The specific objectives were to:

- i. Determine librarians' level of awareness of the usefulness of library blogs in marketing of information services in public university libraries in Abia State.
- ii. Determine the extent to which library blogs are utilized by librarians in marketing of information services in public university libraries in Abia State.
- iii. Identify factors militating against the use of library blogs for marketing of information services in public university libraries in Abia State.

Research Questions

This study was guided by the following research questions:

- i. What is librarians' level of awareness of the usefulness of library blogs in marketing of information services in public university libraries in Abia State?
- ii. What is the extent to which library blogs are utilized by librarians in marketing of information services in public university libraries in Abia State?
- iii. What are the factors militating against the use of library blogs for marketing of information services in public university libraries in Abia State?

Review of Literature

Library blogs is a relatively new research area in librarianship. The concept of blog, which is an abbreviation for weblog was coined by Jorn Barger in December 1997 and was developed from simple online journals to sophisticated content management systems that can be used as a platform for learning (Aacharya, 2021; Ogonwa, 2022). According to Pradeepa and Priyanka (2023), weblog or library blog is a user-generated website to present their opinions, ideas, texts, and information on a specific subject to the target community or audience, and which provides the opportunity for users to make comments on a particular post that influence others to discuss about the topic. Similarly, Aacharya (2021) posited that library blogs are the medium that takes on ideas, views, and suggestions from everyone. They contain information in the forms of images, texts, photographs (photoblogs), sketch blogs, video blogs (vblogs), audio blogs (podcasting) and even web link to other related subjects written in a reverse chronological order (Ogonwa, 2022; Pradeepa & Priyanka, 2023).

Library blogs are web applications and versatile platforms for presenting and sharing information by university libraries to users. They have great potentials for enhancing the marketing of information services to members of the university communities. Library blogs are created and used as a type of social media platforms like Facebook, WhatsApp, LinkedIn, Twitter, YouTube, Flickr, Wikis, RSS feeds, audio-podcasting, etc., for easy sharing of information and enhanced interactivity (Akwang, 2021; Mbagwu & Iroeze, 2021; Omeluzor et al., 2020; Nkiru, 2018). As a part of the social media paradigms, library blogs have great

impact on information promotional activities, bringing remarkable changes to the information landscape and connecting library staff with users on real-time basis (Parihar & Amte, 2024).

According to Omeluzor et al. (2020), university libraries can create blog page on the Internet to reach out to library users about their activities, programmes, up-coming events, and available services, including current awareness services. They can be created and hosted freely using Google and WordPress applications on the Internet for ensuring library services accessibility and visibility. They enhance easy and faster online interaction between library staff and users, providing opportunities for obtaining instant feedbacks for better marketing of information services in university libraries (Ogonwa, 2022). Library blogs are veritable innovative technologies for showcasing new acquisitions, highlighting community events, organising research webinars and offering valuable insights through their blog posts (Pandey, 2023). Library blogs represent digital presence for enhanced library services accessibility, fostering a sense of community, and encouraging interaction between libraries and their users. (Steven, as cited in Pandey, 2023).

Library blogs as innovative technologies are powerful tools in facilitating knowledge exchange, networking, and collaboration, overcoming geographical barriers and allowing diverse communities to come together and exchange a wide range of information services, as well as promoting the identification, organization and sharing information services for users' timely access, retrieval and utilization (Aacharya, 2021). They are of great essence in marketing of information services. In fact, underscoring the importance of library blogs as viable innovative technologies for marketing of information services.

Pradeepa and Priyanka (2023) opined that by using library blogs, librarians can easily communicate and share their ideas and information to the users, so that the end users can succeed in using the library effectively. The authors further noted that library weblogs are effective platform for marketing of information to the target users, describing it as the best platform to share the library resources and services, and for enhanced communication among library staff and users. This, however implies that leveraging the gains of library blogs for marketing of information services, librarians need to have the necessary skills and competence such as information literacy skills, technology literacy skills, communication skills, writing skills, marketing skills, etc. (Aloysius et al., 2025; Akwang & Udoh, 2024; Emiri, 2015; Udoh & Okafor, 2022). These skills are essential for creating, updating and

ensuring the security of the library blogs against abuses, while developing useful and reliable contents for all categories of users such as students, lecturers, researchers, non-academic staff and other members of the university community.

Moreover, Abubakar and Buba (2025) examined the use of information technologies in marketing and promotion of library services in university libraries in North-East, Nigeria. The study revealed the range of technologies that can be employed in marketing of library services for improved service provision to include websites, social networks like library blogs, email, and mobile applications. It identified inadequate funds for proper marketing, insufficiently qualified staff, lack of sustained reliable internet connections and frequent electricity supply as factors that hindered effective integration of ICT in marketing of library services. It recommended the need for proper planning, access to funds, and staff development as measures to enhance marketing of library services.

Similarly, Sobalaje et al. (2023) investigated the use of ICT tools for marketing library information services in university libraries in Oyo State Nigeria, covering University of Ibadan (federal), Ladoke Akintola University of Technology, Ogbomosho (state), and Ajayi Crowther University, Oyo (private). The study adopted the survey-design approach, with a population of one hundred twenty (120) librarians. It discovered that internet facilities, videoconferencing, email, social media, telephone, OPAC and websites are tools for marketing library information services. It indicated that the benefits of marketing of library information services include raising awareness of the library's functions and significance, portraying the library as the heart of the institution, helping the library to render effective and efficient library profession, promoting the library services as well as increasing and strengthening the information base of the library, while promoting the library profession. It identified inadequate funding, poor ICT tools, lack of modern skills due to inadequate training, and the mindset of users who see the library as weak and unable to support research as the problems militating against the development of good market strategies in the university libraries. It concluded that there is no significant relationship between the ICT tools used in marketing university library services and the benefits of marketing library services. It recommended improved marketing channels, effective information product designs, adequate ICT training for library staff and users, and improved librarians' skills as the measures for

enhancing the use of ICT tools for marketing of library information services in university libraries.

In another related study, Kumar and Kumar (2024) explored the use of social media for marketing of library and information services in academic libraries. The study adopted a quantitative approach, of a survey type, with 165 participants. It revealed the significance of leveraging social media platforms to amplify the visibility and utility of academic libraries. It showed that social media including library blogs help in enhancing engagement and outreach within the academic community.

Okusaga et al. (2021) also assessed different applications of social media for marketing of library and information resources and services in public tertiary institution libraries in Lagos State. The study adopted a survey research method, with a peer-reviewed and pilot-tested questionnaire. It showed that respondent's attitude was positive towards application of social media for marketing library and information resources and services as the use of social media helps in capturing the attention of online users, distance learning and knowledge sharing. It identified inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure as the problems militating against the application of social media in marketing library resources and services in the university libraries. The study recommended trainings on social media usage and development of social media page like Facebook, Wikis, LinkedIn, Blogging, YouTube for maximum exploitation in marketing library services. It also recommended that libraries should develop their marketing plan for utilizing social media for news, service alerts and quick updates to online library users.

Another similar study was conducted on systematic analysis of adoption of innovative technologies in the provision of electronic information services in public university libraries in Akwa Ibom State, Nigeria, by Mensa et al. (2023). The study adopted the descriptive survey design, with a population of eighty-nine (89) librarians from Akwa Ibom State University (AKSU) and University of Uyo (UNIUYO) libraries. It revealed a low level of adoption of innovative technologies, including blog technologies in the public university libraries, attributing it poor internet connectivity, inadequate innovative technologies like dedicated computer for social media, inadequate skills of librarians, inadequate funding of public university libraries, poor training of librarians to acquire requisite skills, etc. It

revealed that innovative technologies like library blogs are useful in dealing with the ever-growing complexity of information services, saving the time of users as well as enhancing efficiency and effectiveness in promoting information services and communicating decisions to users.

Furthermore, Ogonwa (2022) investigated the extent of the use of blogs in rendering library and information services by librarians and library officers in university libraries in South-South, Nigeria. The study adopted a descriptive survey design, with 526 librarians. It discovered that blogs are used to a high extent in rendering services but some services such as news and announcement among others are not yet to be rendered with blogs in the university libraries. It recommended the need for training and retraining of librarians on the application of blogs in rendering library and information services in order to better serve their users. Again, Omeluzor et al. (2020) studied the use of innovative tools for library instruction and services in federal universities libraries in South-South, Nigeria. The study revealed that majority of the respondents have not adopted and/or used innovative tools for library services. It indicated that a few of the respondents sparingly used social media like library blog, text messaging, email, website and OPAC to provide circulation services, current awareness services, interlibrary loan services, internet services, reference services and SDI services. It indicated that inadequate use of innovative tools like library blogs has negatively affected patronage and adequate delivery of library instruction services to the library patrons.

From the above reviewed studies, it was observed that library blogs as innovative technologies for marketing of information services is a budding research area. Practically, library blogs have great promises for enhanced marketing and promotion of information services in the university libraries but there is an obvious dearth of empirical studies. Thus, this study was conducted to fill the gap.

Methodology

The study adopted a descriptive research design. The population of the study consists of fifty-five (55) academic and non-academic librarians, comprising 12 librarians from Abia State University (ABSU) Library, and 43 from Michael Okpara University of Agriculture, Umudike (MOUUAU) Library, both in Abia State, Nigeria. The population covered only those with a minimum of Bachelor of Science Degree in Library Science (BLS) or Library and Information Science (B.LIS), and those with higher academic qualifications like Masters and

PhD in the university libraries. The choice of this population was informed by the assumption that they have the training and positive disposition in the skills required in using library blogs as innovative technologies for marketing information services in the university libraries.

The total enumeration sampling technique was considered since the entire study population was small and manageable, which implied that the researchers adopted a complete population survey of the 55 librarians for the study. The researchers' structured questionnaire was developed with closed-ended questions on a 4-point rating scale and used for eliciting data for the study. The questionnaire is entitled, "**Utilization of Library Blogs for Marketing of Information Services Questionnaire (ULBMISQ)**". It has a total of 36 item statements designed under three (3) clusters in line with the specific objectives and corresponding research questions. The questionnaire was subjected to face and content validation by two research experts from Clifford University to ascertain its appropriateness and suitability for the research objectives. It was also pretested for reliability using 5 librarians from Imo State University (IMSU) library, and their responses were tested with the use of Cronbach Alpha formula. The pretest responses yielded a reliability coefficient of 0.81, which was high enough to measure the intended outcomes with consistency.

For data collection, a total of 55 copies of the questionnaire were distributed to the librarians in their offices by the researchers. Out of the 55 copies, 51 were completed and returned. However, 49 copies representing 89.10% response rate were valid and useful for the analysis. This implied that 2 copies were mutilated because of multiple ticking, while 4 copies were not returned at all. Thus, 6 copies representing 10.91% were lost. The data collected were analysed using descriptive statistics of percentage frequency counts, mean scores and standard deviation with a criterion mean of 2.50. The raw data were coded with the use of Statistical Package for Social Science (SPSS) version 29.

Results and Discussion

The results of this study were presented in line with the specific objectives and research questions. The results were based on the responses obtained from the 49 valid and useful copies of the questionnaire as shown in Table 1 below:

Table 1: Questionnaire Distribution, Response Rate by University Libraries

S/N	Institutions	Institutional Status	No. of QD	No. of QR	Percentage (%) of QR
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1	MOUAU	Federal	43	39	80%
2	ABSU	State	12	10	20%
Total			55	49	100

Source: Researchers' Field Survey, 2025

The data in Tabel 1 above shows the questionnaire distribution and retrieval rate across the public university libraries under investigation. It indicated that out of the 55 copies of the questionnaire distributed, a total of 49 copies were retrieved. The result further indicates that out of the 43 and 12 copies distributed to the academic librarians in MOUAU and ABSU libraries, 39 (80%) and 10 (20%) copies, respectively, were completed and returned. This result was further simplified via a graphical representation as shown:

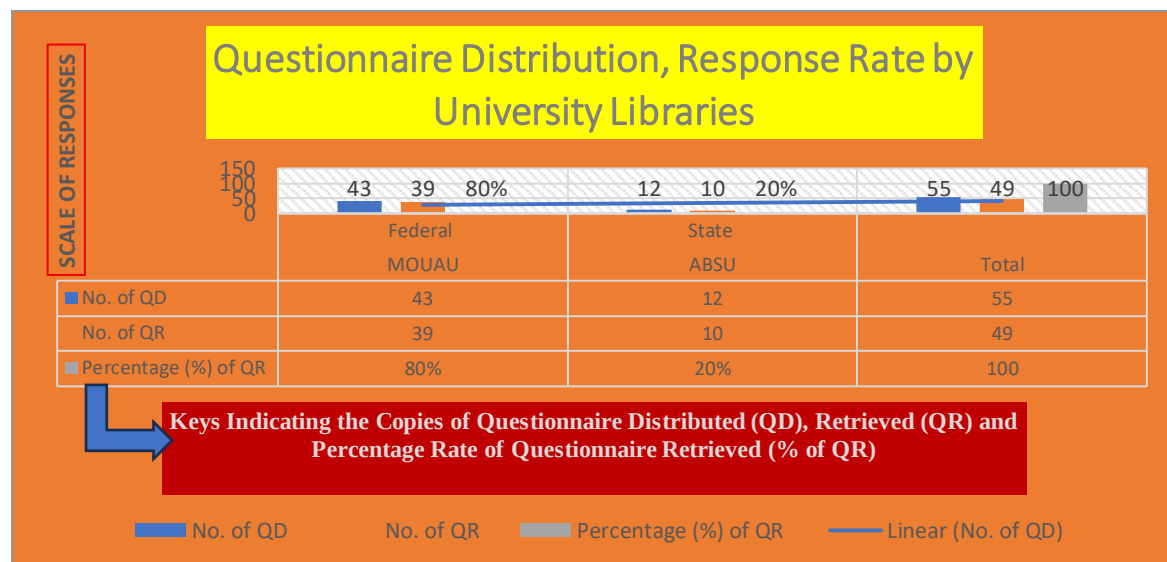


Figure 1: Simple chart indicating the copies of questionnaire distributed and retrieval rate in the university libraries. The chat aims at simplifying the data in Table 1 above for better understanding of the results of the study.

Research Question 1: What is librarians' level of awareness of the usefulness of library blogs in marketing of information services in public university libraries in Abia State?

Table 2: Mean and standard deviation responses on the librarians' level of awareness of the usefulness of library blogs in marketing of information services in public university libraries in Abia State (n = 49)

S/N.	Item Statements	HA	A	LA	NA	Mean	Std. Dev.	Remarks
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1.	Library blogs are useful for marketing outreach programmes	21	12	16	0	3.10	0.87	Aware
2.	Library blogs are useful for marketing library events and activities like orientation services to users	11	27	10	1	2.98	0.72	Aware
3.	Library blogs are useful for marketing new materials (new arrivals) added to the library collections	16	33	0	0	3.33	0.47	Aware
4.	Library blogs are useful for marketing literature search services in the library	13	23	8	5	2.90	0.92	Aware
5.	Library blogs are useful for marketing referral services	27	11	8	3	3.27	0.95	Aware
6.	Library blogs are useful for marketing current awareness services in the library	33	12	4	0	3.59	0.64	Aware
7.	Library blogs are useful for marketing subject guides about sources of information in a particular field for users	17	22	10	0	3.14	0.74	Aware
8.	Library blogs are useful for marketing research services of the library	28	15	6	0	3.45	0.71	Aware
9.	Library blogs are useful for reference services by providing instant responses to users' queries	13	29	7	0	3.12	0.63	Aware
10.	Library blogs are useful for marketing information literacy services in the library	28	11	10	0	3.37	0.81	Aware
11.	Library blogs are useful for marketing lending services in the library	24	18	6	1	3.33	0.77	Aware
12.	Library blogs are useful in marketing indexing and abstraction services in the library	23	20	6	0	3.35	0.70	Aware
13.	Library blogs are useful for marketing interlibrary loan services in the library	18	23	5	3	3.14	0.84	Aware

<i>Grand mean</i>	<i>3.24</i>	<i>0.75</i>	<i>Aware</i>
<i>Criterion mean</i>	<i>2.50</i>		

Source: Researchers' Field Survey, 2025: Keys: HA = Highly Aware; A = Aware; LA = Less Aware & NA = Not Aware

The data in Table 2 reveals the mean and standard deviation responses on the librarians' level of awareness of the usefulness of library blogs in marketing of information services in public university libraries in Abia State. The result shows that the librarians are aware of the usefulness of library blogs as essential innovative technologies for marketing of information services in the university libraries. It specifically indicates that the librarians agreed that library blogs are useful for marketing current awareness services (3.59, 0.64); useful for marketing research services (3.45, 0.71); useful for marketing information literacy services (3.37, 0.81); useful in marketing indexing and abstracting services (3.35, 0.70); useful for marketing new materials (new arrivals) added to the library collections (3.33, 0.47); useful for marketing lending services (3.33, 0.77), amongst other usefulness. The higher grand mean of 3.24 against the 2.50 criterion mean confirms the result, which indicates the need for adoption of library blogs as helpful and useful innovation for better and more effective marketing of information services in university libraries. This finding is in line with Kumar and Kumar (2024), who studied the use of social media for marketing of library and information services in academic libraries, and discovered that social media including library blogs help in enhancing engagement and outreach activities within the academic community. It also gives credence to Okusaga et al. (2021) who found that librarians' attitude was positive towards application of social media for marketing library and information resources and services as the use of social media helps in capturing the attention of online users, distance learning and knowledge sharing.

Research Question 2: What is the extent to which library blogs are utilized by librarians in marketing of information services in public university libraries in Abia State?

Table 3: Mean and standard deviation responses on the extent to which library blogs are utilized by librarians in marketing of information services in public university libraries

in Abia State (n = 49)

S/N.	Item Statements	VHE	HE	LE	NE	Mean	Std. Dev.	Remarks
1.	Library blogs are utilized for marketing outreach programmes	8	6	12	23	1.98	1.13	No Extent
2.	Library blogs are utilized for marketing library events and activities like orientation services to users	2	6	17	24	1.71	0.84	No Extent
3.	Library blogs are utilized for marketing new materials (new arrivals) added to the library collections	5	8	23	13	2.10	0.92	No Extent
4.	Library blogs are utilized for marketing literature search services in the library	2	5	13	29	1.59	0.84	No Extent
5.	Library blogs are utilized for marketing referral services	2	13	19	15	2.04	0.87	No Extent
6.	Library blogs are utilized for marketing current awareness services in the library	4	4	25	16	1.92	0.86	No Extent
7.	Library blogs are utilized marketing subject guides about sources of information in a particular field for users	2	1	31	15	1.80	0.68	No Extent
8.	Library blogs are utilized for marketing research services of the library	1	6	24	18	1.80	0.74	No Extent
9.	Library blogs are utilized for reference services by providing instant responses to users' queries	4	14	6	25	1.94	1.07	No Extent
10.	Library blogs are utilized for marketing information literacy services in the library	3	10	30	6	2.20	0.74	No Extent
11.	Library blogs are utilized for marketing lending services in the library	0	8	7	34	1.47	0.77	No Extent
12.	Library blogs are utilized in marketing indexing and abstraction services in the	7	11	11	20	2.10	1.10	No Extent

13.	library Library blogs are utilized for marketing interlibrary loan services in the library	1	3	19	26	1.57	0.71	No Extent
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Grand mean	1.86	0.87	No Extent
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Criterion mean	2.50
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Source: Researchers' Field Survey, 2025: Keys: VHE = Very High Extent; HE = High Extent; LE = Low Extent; NE = No Extent

Data presented in Table 3 reveals the mean and standard deviation responses on the extent to which library blogs are utilized by librarians in marketing of information services in public university libraries in Abia State. It shows a lower grand mean of 1.86 against the 2.50 criterion mean. The result specifically shows that all the items of investigation were below the 2.50 benchmark mean, which indicates that library blogs were not utilized for marketing of information services in the public university libraries. This result is attributed to some major inadequacies in the university libraries, which requires some deliberate actions by the management and the librarians in order to leverage library blogs as cutting-edge innovative technologies with strong potentials for enhanced marketing of information services in the libraries. This finding disagrees with Ogonwa (2022), who investigated the extent of use of blogs in rendering library and information services by librarians and library officers in university libraries in South-South, Nigeria, and reported that blogs are used to a high extent in rendering some services in the university libraries.

Research Question 3: What are the factors militating against the use of library blogs for marketing of information services in public university libraries in Abia State?

Table 4: Mean and standard deviation responses on the factors militating against the use of library blogs for marketing of information services in public university libraries in Abia State (n = 49)

S/N.	Item Statements	SA	A	D	SD	Mean	Std. Dev.	Remarks
1.	Poor funding of university	30	13	4	2	3.45	0.82	Agreed

	libraries								
2.	Inadequate skilled librarians to create library blogs due to poor training	26	23	0	0	3.53	0.50	Agreed	
3.	Lack of dedication by librarians to develop and update contents	12	27	10	0	3.04	0.68	Agreed	
4.	Lack of dedicated technological devices such as laptop and desktop computers, tablets, smartphones, etc., for library blogs	32	16	16	1	3.63	0.53	Agreed	
5.	Fear of abuse of library blogs by users	14	28	7	0	3.14	0.65	Agreed	
6.	Lack of organizational supports	11	29	9	0	3.04	0.64	Agreed	
7.	Lack of policy to guide usage of library blogs	19	20	10	0	3.18	0.76	Agreed	
8.	Problem of Internet accessibility	30	19	0	0	3.61	0.50	Agreed	
9.	Lack of interest in creating and managing library blogs by librarians	14	29	4	2	3.12	0.73	Agreed	
10.	Resistance to change by librarians	1	24	23	1	2.51	0.58	Agreed	
Grand mean						3.23	0.64	Agreed	
Criterion mean						2.50			

Source: Researchers' Field Survey, 2025: Keys: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

The data presented in Table 4 shows the mean and standard deviation responses on the factors militating against the utilization of library blogs for marketing of information services in public university libraries in Abia State. The result reveals that the respondents unanimously agreed with the items of investigation, which indicates that the librarians' possibility of utilizing library blogs for marketing of information services in the public university libraries in Abia State, is highly hampered by several factors. The major factors as indicated by their mean scores and standard deviation values include lack of dedicated technological devices such as laptop and desktop computers, tablets, smartphones, etc. (3.63, 0.53); problem of Internet accessibility (3.61, 0.50); inadequate skilled librarians to create library blogs due to poor training (3.53, 0.50); poor funding of university libraries (3.45,

0.82); lack of policy to guide usage of library blogs (3.18, 0.76); fear of abuse of library blogs by users (3.14, 0.65), amongst others. The higher grand mean of 3.23 against the criterion mean of 2.50, confirms the magnitude of the negative effect of the investigated factors on the possibility of librarians to capitalize on the efficacy of library blogs as veritable innovative technologies for marketing of information services in the public university libraries.

This finding agrees with previous studies by Mensa et al. (2023); Okusaga et al. (2021), which revealed inadequate training opportunities, lack of adequate knowledge and skills of librarians, slow speed of internet, etc., as the problems militating against the application of social media such as library blogs in marketing library resources and services in the university libraries. The finding also corroborates Abubakar and Buba (2025); Sobalaje et al. (2023), which discovered that inadequate funds for proper marketing, insufficiently qualified staff, and lack of sustained reliable internet connections are the major factors hindering effective integration of information and communication technologies (ICT) in marketing of library information services in university libraries.

Recommendations

Based on the findings of this study, the following recommendations were made:

- i. Management of public universities should adequately fund university libraries to enable them acquire necessary innovative technological devices like laptop and desktop computers, tablets and other mobile devices for creation and management of library blogs to facilitate marketing of information services.
- ii. Management of university libraries and librarians should collaborate with donor agencies and private organizations especially Information Technology (IT) organizations for donations of innovative tools like iPad, Tablets, laptops and other devices as well as benefit from unlimited Internet subscription in order to facilitate marketing of information services in the university libraries.
- iii. Management of university libraries should prioritize the training and retraining of librarians to enable them acquire new and emerging skills such as social media skills for the adoption of library blogs for marketing of information services in the university libraries.

- iv. Management of university libraries should formulate and ensure meticulous implementation of policies to guard against abuse and facilitate effective administration of social media platforms such as library blogs for enhanced communication and marketing of information services and other activities of the university libraries.
- v. Librarians in the public university libraries should develop strong interest in and acceptance of innovative technologies such as library blogs in order to carry out effective services delivery including marketing of information services in the university libraries.

Conclusion

The study examined library blogs as innovative technologies for marketing of information services in public university libraries in Abia State, Nigeria. Library blogs are powerful and veritable innovative technologies for enhanced effectiveness and efficiency in marketing of information services in university libraries. They have the potentials of accelerating the possibility of librarians in successful marketing of information services in university libraries. Based on the results, it was concluded that librarians are highly aware of the usefulness of library blogs for marketing current awareness services, research services, information literacy services, indexing and abstracting services, new materials (new arrivals) added to the library collections, lending services, etc. It revealed that library blogs were not utilized for marketing of information services in the public university libraries under investigation. This was attributable to several factors such as lack of dedicated technological devices such as laptop and desktop computers, tablets, smartphones, etc., problem of Internet accessibility, inadequate skilled librarians to create library blogs due to poor training, poor funding of university libraries, lack of policy to guide usage of library blogs, fear of abuse of library blogs by users, amongst others.

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