

Publishers' Reputation and Users' Satisfaction with the Information Resources in Government Owned University Libraries in the South-South Zone of Nigeria

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ABSTRACT

Survey research method is adopted in this study to determine the influence of publishers' reputation on users' satisfaction with information resources in university libraries in South-South zone of Nigeria. The population of this study consisted of 83 library staff and 7426 lecturers in the 11 university libraries in the zone during the 2012/2013 academic session. A sample of 36 library staff and 4627 lecturers from 6 of the 13 government-owned universities in the zone is used. Publishers' Reputation and Users' Satisfaction with Information Resources (PRUSIRQ) questionnaire is used to collect data. Means and standard deviations were used in answering the research questions while the hypothesis was tested using t-Test in IBM SPSS for Window version 20 at $p = 0.05$ level of significance. The findings reveal that there was significant influence of publishers' reputation on users' satisfaction with information resources. The inference is that this variable publishers' reputation has a strong influence on users' satisfaction with information resources in university libraries in the South-South zone of Nigeria. It is therefore recommended among others that librarians should take cognizance of the variable, publishers' reputation when acquiring information resources for the libraries.

Keywords: *Publishers' Reputation; Users' Satisfaction; Information Resources, University library*

INTRODUCTION

The university libraries are mandated to support their parents institutions in the discharge of their functions of teaching, research and community service. It is on this basis therefore that Aguolu (1996) notes that university libraries, being an integral academic part of the universities, generally emerged simultaneously with their parent institutions. In other words, there are as many university libraries as there are universities to serve teaching and research needs of students and staff. The objectives of these university libraries can only be achieved by the selection and acquisition of relevant information resources that are built around the courses offered in the institution (Edoka and Okafor, 2002), so as to satisfy the professional requirements of their users. According to Aina (2004), a library has achieved its mandate when

its users are satisfied with the services offered them. The quality of a library's information sources has been identified as one of the yardsticks for measuring the library users' satisfaction of library services (Ologbonsaiye, 1994). The concept of user satisfaction as a surrogate of system success is based on Cyart and March's suggestion cited in James, Thog and Yap (1996), who posit that the ability of an information system to meet the needs of its users would reinforce satisfaction, as a consequence, enhances users' research and productivity output. Conversely, if the services do not provide the needed information, the users will be dissatisfied, thereby diminish their research and productivity output. Users' satisfaction is a product of information satisfaction, which is affected by the quality of information resources as attributed to some factors. These factors according to the collection development policy of Wayne State University (2003) in no particular order are: authoritativeness of the publisher or producer; significance of the subject matter; importance/reputation of the author; accuracy of the information; potential for known use by patrons and appearance of the title in important bibliographies. Haruna (2002) states that for users' satisfaction with information resources to be achieved, there should be a sustained process of collection evaluation.

The customers (students, lecturers and researchers) are the centres of the university library services. There should therefore be a continuous tracking of customers' needs. Librarians usually use various strategies to determine the needs of the users and these include: questionnaire, informal discussion, interview, suggestion box, graffiti and reading list. Surveys have often been used as a device to assess service quality and user satisfaction. Rapid changes in library services and operations, demands for internal institutional accountability, and assessment expectations by external accrediting agencies like National Universities Commission (NUC) have contributed to further development and application of user studies within university libraries during the past decades.

The responsibility of library during accreditation cannot be overemphasized. The National Universities Commission (NUC) team considers the quality of the holdings and currency of the information materials in stock in the library (NUC, 2012). During the accreditation exercise, if the university library is scored less than 70%, but all other components are scored 100%; those programmes will not get full accreditation. Consequently, the university library is used in evaluating and scoring academic programmes. Academic worth, intellectual vitality, and effectiveness of any university depend on the state of its library (Aguolu, 1984). The library has much role to play in order to ensure that the quality and credible information resources are acquired for the successful accreditation result.

Based on the above premise therefore, there is the need for a periodic evaluation of the university libraries so as to determine how well they are meeting the objectives for which they were established. Such an evaluation should determine how well the acquired information resources satisfy the needs of its users. The present study is therefore an attempt to ascertain the influence of publishers'

reputation on users' satisfaction with the acquired information resources in the university libraries in the South-South zone of Nigeria. The independent variable is the collection development criterion of publishing reputation while users' satisfaction with the information resources in the university libraries in the South-South zone of Nigeria is the dependent variable. This study is an attempt to assess the strengths and weaknesses of information resources acquired by university libraries in the South-South zone of Nigeria. Gaps and deficiencies are addressed and filled through collection development. Apart from the usefulness of the results for collection development, it is also a valuable tool in determining the university libraries' future direction. In this study, users' satisfaction refers to the extent to which the users of the information resources in university libraries in the South-South zone of Nigeria are satisfied with such resources in terms of publishers' reputation.

It can be seen that the works reviewed, although significant contribution to existing body of knowledge in collection development criterion of publishers' reputation of information resources and users' satisfaction, failed to cover both despite its management importance. This is the gap in knowledge of collection development that this study intends to fill. To examine the influence of publishers' reputation on users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria. To guide this study, the question below was raised: How does publishers' reputation influence users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria? Based on the the above, the hypothesis below was formulated:

H₀1: Mean response score on publishers' reputation does not significantly influence users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria.

Publishers' Reputation and Information Resources in University Libraries

Publisher is an entity responsible for making information resources available. It is no longer news that publishers in Nigeria have resorted to the use of low-grade materials (e.g., newsprint instead of high grammage wood-free paper) in book production while editorial and design proficiency have declined drastically due to inadequate training facilities (Oyedokun, 2013). Furthermore, there are now many instances of books published in the country, even those produced by some of the major publishing houses, where pages are not straight and are smudged with large blobs of ink. Also, uneven print density and print images, barely legible half-tones, poor finishing/binding and various other production flaws are now common in Nigeria. Ifaturoti (1997) earlier posits that the majority of books produced in the country do not meet internationally acceptable standards in physical and visual quality, or in the quality of contents. What is the influence of these substandard published information resources on users' satisfaction with such resources? Nigerian University libraries (those in the South-South zone inclusive) are established to provide information resources to meet users' information needs. The purpose of

these libraries therefore will be defeated if their users are not satisfied with the information resources they provide. Will this situation negatively affect the image and quality of university services leading to users' dissatisfaction? Sources and methods of acquisition of library materials are very essential in ensuring that users obtain the appropriate information resources they need. But, when some libraries choose to acquire information resources through book stores/retailers they may run the risk of getting pirated materials instead of original publishers' copy. This is the case when university management single handedly select and acquire information resources. Will the users be satisfied with the substandard nature of such resources? Data from research also show library users' frustration, low patronage of university library information resources as some of the factors that affect information service delivery in Nigeria (university libraries in the South-South inclusive) and as a consequence user satisfaction (Phiri, 1996 and Ogunleye, 1997). The question arising from these is how can university libraries' information resources yield satisfaction to library patrons? Besides, the Education Trust Fund (ETF) now Tertiary Education Trust Fund (TETFund) allocation to each university library in Nigeria has risen from 3.5 million in 2001 to 10 million in 2009 (ETF, 2010).

There is no doubt that these funds if discreetly used will have a positive effect on the provision of information resources' needs of the users. The study was delimited to the library staff of the above named university libraries who were involved in selection and acquisition of information resources and the lecturers (users) of these universities who make use of information resources in the university libraries. Nnadozie (2006) lists the factors that influence the acquisition of information resources as follows: affordability; authors' (inventors') credibility; publishers' competence; currency of material; and desire to stock materials in school subjects. The relevance of the contents of a book to topical issues is also one of the factors that influence the acquisition of the material. This is in agreement with the collection development policy of Wayne State University (2003) wherein the selection criteria among others include: authoritativeness of the publisher or producer; significance of the subject matter and appearance of the title in important bibliographies, lists and reviewing media. Books are packaged information by publishers. Publishing is not complete until what is produced gets to the last consumer. Bingley (1970) defines publishing as a chain of activities which takes place between an idea in the mind of an author, and a book on the shelf in the library or on the table at home. The publishers' mass production of books creates a selection problem for the librarian.

The reputation of the publisher serves as indispensable shorthand in book selection. Rarely is there enough time to assess each monograph for quality or to wait for reviews to appear. Indeed, the publisher's name often provides the only known quality that selectors have to use in making the decision. It had been reported that the growth rate in publishing in Nigeria is low when compared with advanced countries like Britain and America. Altbach (1992) says Africa has in many ways fallen further behind in terms of book development, and there is now a major crisis

in terms of both the supply of adequate numbers of books in schools and to the society and in the development of a viable publishing industry in most countries. This may be attributed in a way to the fact that most part of the African nations such as Nigeria have very poor reading culture. Altbach (1992) further laments the Africa's ugly state of research in publishing. He says "the publishing of books and other printed materials have never received the attention that it deserves from development specialists, government authorities, or the research community". Moreso, there are no viable university presses in Nigeria in spite of its numerous universities. Efforts towards scholarly publishing are not commensurate with this growth.

Universities all over the world are established to undergo teaching and research. Such research findings are to be made public for use far and wide. Most tertiary books used in these schools and universities are not locally published. With the knowledge explosion, books need to be made available to meet the needs of the growing populace. Of course, publishing is good evidence of information explosion. Research in librarianship and publishing, like other disciplines, is low. Self publishing is common. Lack of fund is not helping matters with the currency of modern presses while established publishers go mostly for textbooks usable only in primary and secondary schools. Phantom writing is also common while its attendant book launch commonly takes the place of book distribution.

As soon as these publishers break even at book launch ceremonies, they are satisfied with what they have made and seek other opportunities. That is to say that there is no loyalty to the entire chain. Bookshops for instance are left out of the business. Writing is also not encouraged. Writers cannot take good advantage of the situation as electric power supplies cannot be relied on. Access to recent information in one's field of endeavour is low. A number of writers and scholars in publishing and librarianship have lamented lack of funding and other sad stories in their research findings (Adesanoye, 1995, Ikara, 2000, Uwalaka, 2000). Lack of funding and poor power supply equally explains the slow pace of use of the information and communication technologies (ICT).

Most scholarly publishing have turned to electronic publication and this is still a mirage of practices in Nigeria. The Editor of the *Lagos Journal of Library and Information Science* laments this situation when comparing the situation in Nigeria to practices abroad. He said: Increasingly, title change will also become necessary to reflect contents and new directions as the profession tries to keep pace with technological developments. For instance, Journal of American Society of Information Science (JASIS) has changed to Journal of American Society of Information Science and Technology (JASIST) (Omekwu, 2003). He adds that the Lagos Journal cannot help but keep pace with this new innovation. Lagos Librarian, according to Omekwu has also changed title to Lagos Journal of Library and Information Science (LJIS) (Omekwu, 2003). However, growth achieved in this new direction has not been ascertained. Adesanoye (1995) identifies many other problems which are responsible for this: economic problems facing Africa as

a continent such as political instabilities, international debt crises, overpopulation, mismanagement of resources and low prices for African exports. He says these factors affect university presses since they, like other organizations, cannot exist in a vacuum. Growth in academic publishing leaves a sad experience for Africa. Most African countries still do not have the adequate technology for quality book production and so depend on advanced countries for most books that have to be used in many tertiary institutions. For comparative cost, it is easier for Nigerians to depend on book importation. Publishing in Nigeria is not strong enough to cater for all areas of knowledge. The intricacies required for books on science and technology is still beyond what Nigerians can cope with. The implication of this is book importation. The publisher is responsible for the quality and quantity of works that are published and for publicizing, marketing and disseminating them.

Popular publishers are the ones that build up a good image for themselves based on the quality of works produced. In some cases, publishers send their catalogues and announcements to libraries to make selections from. These materials are very useful in identifying information resources for university libraries. Ifidon (1997) states that the reputation of the publisher is the primary feature in the evaluation of indexes and abstracts. For instance, H.W. Wilson Company and University Microfilms & Information Access Company are perhaps the best known producers of general indexes. Another publisher that has reputation for science and technology books is McGraw-Hill Company based in Chicago, USA. In Nigeria, Spectrum Publishing Company has a good reputation for publications in all subjects. However, less known publications could be acquired if the publications are relevant to the needs of potential users. Nigerian publications are lacking in the libraries because there are few accredited publishers in the country (Etuk, 2004). The existing publishers do not feel that they should be linked with the National Bibliography of Nigeria (NBN) by Legal Deposit Law and to get their books listed in the NBN for library awareness and acquisition. This hinders the development of university libraries in the South-South zone of Nigeria.

Jordy, McGrath and Rutledge's (1999) article entitled "Book review as a tool for assessing publishers' reputation" report on the authors' efforts to develop a method of using book reviews to establish the reputations of publishers. The authors examined the quality of books published by de Gruyter, Greenwood, Doubleday, University of Georgia Press, and Louisiana State University Press as it is expressed in abstracts of book reviews published in the online version of *Book Review Digest*. The authors extracted a sample for each publisher from *Book Review Digest*, examined the sample, and compared each publisher sample against a control sample. Although it is true that most book reviews are positive, there are discernible variations in how reviewers express themselves about books. The study also looked at *Choice* as a source of book reviews, and briefly examined the relationship between price and quality. This study adds to the literature of the use of book reviews as a selection tool.

Librarians and the Reputation of the Publisher

Librarians use the reputation of the publisher as a prominent criterion in the selection of books. Indeed, selection criteria found in collection development policy statements place the reputation of the publisher high on the list (Jordy, McGrath and Rutledge, 1999). The American Library Association (ALA, 1994) itself issued a publication entitled *Evaluating Information: A Basic Checklist* that asks the question: What is the reputation of the publisher, producer, or distributor? This infers that The American Library Association justly and necessarily approves using reputation as a selection category. Specialized studies of selection methodology also recommend the reputation of the publisher as a consideration.

A study by Rutledge and Swindler (1987) cited “distinguished publisher” as a primary bibliographical consideration among other criteria for the selection of monographs. Librarians affirm the importance of the publisher’s reputation because they know how much the publisher can add to the quality of a published book, from the initial selection of manuscripts to the distribution for external review, the provision of editorial suggestions, and copy editing. A meticulous editor can significantly improve a manuscript in many ways. Okwilagwe (2001) recognizes the three components of book publishing as book editing, book design and book production. Book production is therefore a teamwork whereby a very close connection exists between the editorial and production requirements.

User satisfaction is defined as the sum of a user’s attitudes toward a variety of factors of management information systems (Bailey and Pearson, 1983). The quality of information is typically evaluated by measuring information attributes. Ologbonsaiye (1994) posits that the quality of a library’s information sources has been identified as one of the yardsticks for measuring the library users’ satisfaction of library services. Maigari (1985) has earlier described poor library services as a national problem, which he attributed to lack of quality information sources.

Ogunrombi (2004) appraises the status of library information resources in Nigerian university libraries (those in the South-South University libraries inclusive) based on the assessment of the National Universities Commission (NUC) and reveals that most universities missed the accreditation because of poor quality information resources. The argument is that the quality of education and research depends on the quality of library services, which in turn depends on the quality of information resources. Questions about how far the entire library resources and services meet users’ needs are answered during library evaluation. Nwalo (1997) defines library evaluation as the quantification and comparison with laid down standards of library provisions and services. Lancaster (1978) also sees library evaluation as an evaluation of user satisfaction, which can be checked at three possible levels: effectiveness evaluation, cost-effectiveness evaluation; and cost-benefit evaluation. In simple terms, library evaluation is carried out to check and balance library activities with its mandate. This helps to see how the library is meeting its users’ needs and what decision to take and those to be revised. This is the reason why library assessment has been referred to by some scholars as a management activity.

PARTICIPANTS AND PROCEDURE

The design for this study was a descriptive survey. Data were collected from librarians and library officers who work or had worked in the acquisition unit of the university libraries under study. Data were also collected from lecturers who are the users of the university libraries under study. This design is deemed appropriate because the variables are not subjected to manipulation by the researcher. The study area is the university libraries located in the South-South zone of Nigeria.

There are six states in the zone. The study was restricted to Federal and State-owned university libraries hence, the private university libraries in the zone were not considered for the study. There are six federal universities, seven State Universities and Five private Universities. The federal universities are University of Benin in Edo State, University of Calabar in Cross River State, University of Port Harcourt in Rivers State, Federal University Otuoke in Bayelsa State, Federal University of Petroleum Resources, Efurrum in Delta State and University of Uyo in Akwa Ibom State. The State universities are Akwa Ibom State University of Technology, Uyo; Niger Delta University, Wilberforce Island, Bayelsa State; Cross River State University of Technology, Calabar; Delta State University, Abraka; Ambrose Ali University, Ekpoma, Edo State; Rivers State University of Science and Technology, Port Harcourt and Ignatius Ajulu University of Education, Rivers State, Port Harcourt. Each of the universities has its own university library.

Three Federal as well as State university libraries were selected for the study. These are the libraries in University of Calabar, Calabar, University of Port Harcourt, Port Harcourt and University of Uyo, Uyo. Others are libraries in Niger Delta University, Wilberforce Island, Cross River State University of Technology, Calabar and Rivers State University of Science and Technology, Port Harcourt. The libraries selected for the study are a fair representation of other university libraries in the South-South zone, Nigeria since sources of funds for Nigerian university libraries are the same (Akinyemi, 2013). The population of the study is made up of lecturers and library staff (librarians and library officers involved in the selection and acquisition of information resources) in the South-South zone of Nigeria. The breakdown is made up of 7426 lecturers teaching in the universities as the users of the university libraries and 83 library staff working in the acquisition departments of the university libraries. A sample of 4627 lecturers and 36 library staff in the university were selected for the study. The sample was selected using multistage sampling technique.

The sample for Section A concerning Publishers' reputation of information resources consisted of all librarians and library officers who had worked and those presently working in the Acquisition units of the universities under study. The entire sample of thirty-six (36) library staff was used as the sample size. The target respondents for Section B on users' satisfaction were the lecturers of the universities under study with a sample of 4627. As for the lecturers, the numerical quota sampling

method was adopted and a sample size of three hundred and sixty-eight (368) was obtained and used. This size was obtained from an arithmetic mean of the result of Yaro Yameni's formula (Baridam, 2001) for sample size determination. The instrument used in this study was Likert-scale type of questionnaire. Likert scales are widely used and very common because of easy construction, high reliability, and successful adaptation to measure many types of affirmative characteristics (Soncu, 1998).

The instrument for data collection in this study was a researcher designed questionnaire entitled, 'Publishers' Reputation and Users' Satisfaction with the Information Resources Questionnaire (PRUSIRQ) that was divided into two sections A and B. Section A presented item statements of Publishers' Reputation considered by librarians in the acquisition of information resources. There were 5 item statements (for library staff). Section B was related to A and focused on users' satisfaction with 5 item statements (for lecturers). The subjects (library staff and lecturers) responded to each item on the following response mode: where 5 represented Very High; 4, High; 3, Average; 2, Low; and 1, Very Low. Copies of the instrument were distributed to library staff and lecturers with the assistance of colleagues working in the six university libraries under study during the 2012/2013 academic session. It should be noted that every questionnaire was personally handed over and instructions were given to each respondent before completing the questionnaire. Most respondents complied with the request for immediate completion and return of the research instrument.

The completed copies of the questionnaire collected formed the basis for data analysis. Analysis based on research question was done using mean and standard deviation statistics. Data analysis based on tested hypothesis was done using t-Test statistics in Statistical Package for the Social Sciences (SPSS). This is an already prepared programme in the computer for data analysis used by social and behavioural scientists (Borg and Gall, 1997). The t-Test statistics is a statistical application which permits the researcher to measure the differences between samples and to make an inference about the population from which they were drawn (Osuala, 2005). Data obtained from the field work were structurally arranged in Microsoft excel and exported to SPSS (IBM SPSS, 2011) for Window version 20 at $p = 0.05$ level of significance. This is the level of significance usually preferred by researchers in the fields of education and social studies because; their researches involve human beings who can be influenced by several factors within and outside the research structure (Onwioduokit, 2000).

RESULTS AND DISCUSSION

Table 1 presents data from responses by library staff on publishers' reputation of information resources. Items 1-5 are the different statements pertaining to the variable; publishers' reputation under the five categories of Very High, High, Average, Low and Very Low. Table 1 further shows the respondents mean scores for the

items 1-5 statements are consistent ranging from 3.78, (SD 0.68 and 0.65) (the library acquires popular titles as they are published and the library acquires relevant series by reputable publisher) to 4.03, SD 0.83 (the library acquires new editions of popular publisher's work to replace old titles). The mean scores of 3.92 (SD 0.72) and 3.83 (SD 0.68) for the rest of the items are as shown on the table. The mean score for each of the five item statements is higher than the criterion score of 3.00; an indication that the information resources in the South-South university libraries are built taking cognizance of the variable, publishers' reputation of information resources. The overall mean score for the five item statements is 3.87 with a standard deviation of 0.11 as table 3 indicates.

Table 2 shows data from responses by lecturers on users' satisfaction with information resources based on publishers' reputation. Items 1-5 are the different statements pertaining to the variable; users' satisfaction based on publishers' reputation under the five categories of Very High, High, Average, Low and Very Low. Table 2 further shows that the respondents are consistent in their opinion about their level of satisfaction with information resources based on publishers' reputation. This is indicated by the mean values which range from 2.31 (SD 0.035) to 2.95 (SD 0.41) for the following 1-5 item-statements of: books published by reputable publishers in my area are available in the library; new editions of popular publisher's work in my field are available in my library to replace old titles; popular titles in my field are available in the library; relevant series by reputable publishers in my field are available; and I am satisfied with relevant reviewed titles in my subject area in the library respectively. The overall mean score for the five item statements is 2.58 with a standard deviation of 0.24 as shown on table 3.

The overall mean score of 2.58 is an indication that the users of the information resources in the South-South university libraries are unsatisfied with those resources based on the variable, publishers' reputation of information resources. On table 3, the overall mean score for publishers' reputation 3.87 (SD, 0.11) is greater than the criterion score of 3.00. This indicates high level of publishers' reputation of the information resources in the university libraries in the South-South zone, Nigeria. The inference is that university libraries in the South-South zone, Nigeria highly consider the criterion, publishers' reputation while acquiring information resources for the libraries. Table 3 also shows that the overall mean score for users' satisfaction with information resources based on publishers' reputation is 2.58 (SD, 0.24); a value lower than the criterion score of 3.00. This infers low level of users' satisfaction with information resources in university libraries in the South-South zone of Nigeria based on publishers' reputation. The deduction is that the users of the university libraries in the South-South zone, Nigeria are not satisfied with the information resources in those libraries in terms of publishers' reputation. The overall mean score of 3.87 for publishers' reputation is higher than the overall mean score of 2.58 for users' satisfaction with information resources. Therefore publishers' reputation and users' satisfaction with the information resources

in university libraries in the South-South zone of Nigeria are not the same. On table 4, the t-test was run to determine the influence of publishers' reputation on users' satisfaction with information resources in university libraries in the South-South zone, Nigeria. Table 4 shows the influence of publishers' reputation of information resources on users' satisfaction. The mean and standard deviation scores of the respondents' responses with regard to the influence of publishers' reputation on users' satisfaction with information resources in the university libraries in South-South zone, Nigeria are presented on table 4. The table shows that the mean score for the publishers' reputation is 3.87, which is greater than the criterion score of 3.00. This shows that librarians in the zone build their library collection taking cognizance of the variable, publishers' reputation. The table also provides that the mean score for users' satisfaction is 2.58, which is less than the criterion score of 3.00. This reveals that users of the university libraries in the South-South zone of Nigeria are unsatisfied with the libraries' information resources based on publishers' reputation. From the table 4, the *p* (*sig, 2-tailed*) value is 0.00 and is less than the pre-specified alpha level of 0.05. The indication is that there is significant influence of mean response score of publishers' reputation on users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria. According to this, results indicate that there was a glaring influence of publishers' reputation on users' satisfaction which was statistically significant $\{t(402) = 10.863, p = 0.00 < 0.05\}$. The t-statistics is 10.863 with 402 degrees of freedom. The corresponding two-tailed *p*-value is 0.00, which is less than 0.05, the pre-set alpha level. Therefore, the null hypothesis is rejected and the conclusion is that there is a significant influence of mean response score of publishers' reputation on users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria.

In addition to using a *Sig* (2-tailed) value to determine whether to reject or retain the null hypothesis, the *t*-calculated for publishers' reputation and users' satisfaction with information resources is 10.863, while the *t*-critical value at 0.05 level of significance is 1.960 at 402 degrees of freedom (df). The *t*-calculated was found to be greater than the *t*-critical. The calculated *t* is statistically significant at alpha ($\hat{\alpha}$) = 0.05 level of significance, since it is greater than the critical value of *t*. This infers that there is a significant influence of mean response score of publishers' reputation on users' satisfaction with information resources in university libraries in the South-South zone of Nigeria. It therefore follows that the hypothesis that mean response score of publishers' reputation does not significantly influence users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria is rejected. Therefore, mean response score on publishers' reputation significantly influences users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria ($P < 0.05$). There is a significant influence of publishers' reputation on users' satisfaction with information resources. This result infers that there exists a significant influence of publishers' reputation on users'

satisfaction with information resources in university libraries in the South-South zone of Nigeria. Users' satisfaction is influenced/enhanced by publishers' reputation of the information resources. Librarians use the reputation of the publisher as a prominent criterion in the selection of books. Indeed, selection criteria found in collection development policy statements place the reputation of the publisher high on the list (Jordy, McGrath and Rutledge, 1999). This is in conformity with the American Library Association (ALA, 1994) itself which issued a publication entitled: Evaluating Information: A Basic Checklist, that asks the question: What is the reputation of the publisher, producer, or distributor? Specialized studies of selection methodology also recommend the reputation of the publisher as a consideration. A study by Rutledge and Swindler (1987) cited "distinguished publisher" as a primary bibliographical consideration among other criteria for the selection of monographs. Librarians affirm the importance of the publisher's reputation because they know how much the publisher can add to the quality of a published book, from the initial selection of manuscripts to the distribution for external review, the provision of editorial suggestions, and copy editing. A meticulous editor can significantly improve a manuscript in many ways. The reputation of the publisher serves as indispensable shorthand in book selection.

Table 1: Means and Standard Deviations of Responses by the Library Staff on Publishers' Reputation of the Information Resources in University Libraries under Study (N = 36)

Publishers' Reputation of the Information Resources	Categories	Total Score	Mean (\bar{T})	Std Dev (SD)					
					(5)	(4)	(3)	(2)	(1)
The reputation of the publisher is a factor when library acquires books	Freq	12	12	9	3	0	141	3.92	0.72
	Score	60	48	27	6	0			
The library acquires new editions of popular publisher's work to replace old titles	Freq	15	10	8	3	0	145	4.03	0.83
	Score	75	40	24	6	0			
The library acquires popular titles as they are published	Freq	7	17	9	3	0	136	3.78	0.75
	Score	35	68	27	6	0			
The library acquires relevant series by reputable publisher	Freq	10	10	14	2	0	136	3.78	0.65
	Score	50	40	42	4	0			
The library acquires relevant reviewed titles.	Freq	9	13	13	1	0	138	3.83	0.68
	Score	45	52	39	2	0			

Note: (5) = Very High, (4) = High, (3) = Average, (2) = Low, (1) = Very Low. **Source:** Field Survey, 2013

Table 2: Means and Standard Deviations of Responses by the Lecturers on Users' Satisfaction Based on Publishers' Reputation of the Information Resources in Universities under Study (N = 368)

Publishers' Reputation of the Information Resources	Categories	Total Score	Mean (\bar{T})	Std Dev					
					(5)	(4)	(3)	(2)	(1)
Books published by reputable publishers in my area are available in the library	Freq	27	89	131	80	41	1085	2.95	0.41
	Score	135	356	393	160	41			
New editions of popular publisher's work in my field are available in my library to replace old titles	Freq	6	47	146	101	68	926	2.52	0.43
	Score	30	188	438	202	68			

Popular titles in my field are available in the library	Freq	3	86	131	83	65	983	2.67	0.45
	Score	15	344	393	166	65			
Relevant series by reputable publishers in my field are available	Freq	0	53	143	95	77	908	2.47	0.44
	Score	0	212	429	190	77			
I am satisfied with relevant reviewed titles in my subject area in the library.	Freq	0	48	115	107	98	849	2.31	0.35
	Score	0	192	345	214	98			

Note: (5) = Very High, (4) = High, (3) = Average, (2) = Low, (1) = Very Low. **Source:** Field Survey, 2013

Table 3: Descriptive Statistics of Mean Scores and Standard Deviations of Respondents Concerning the Influence of Publishers' Reputation on Users' Satisfaction with Information Resources

Variable	Mean Score	Standard Deviation	Remarks
Publishers' Reputation	3.87	0.11	High Level of Publishers' Reputation
Users' Satisfaction	2.58	0.24	Low Level of Users' Satisfaction

* Criterion Score = 3.00

Mean response score on publishers' reputation does not significantly influence users' satisfaction with the information resources in university libraries in the South-South zone of Nigeria ($P < 0.05$). The test of the hypothesis is presented on table 4.

Table 4: t-Test Analysis of the Influence of Publishers' Reputation on Users' Satisfaction with Information Resources

Variable	N	Mean Score	SD Score	$p = \text{Sig} (2\text{tailed})$	t-Statistics Calculated	t-Critical	Remarks
Publishers' Reputation	36	3.87	0.11	0.00	10.863	1.960	Reject Ho
Users' Satisfaction	368	2.58	0.24				
Total N = 404. DF = 404-2= 402 (Level of significance set for this study is 0.05 alpha)							

CONCLUSION AND RECOMMENDATIONS

It can be concluded from the findings of this study that the acquisition of balanced information resources for university libraries will help the universities achieve their basic functions of teaching, research and community service. The results of the study revealed that there is a significant influence of the collection development criterion of publishing reputation on users' satisfaction with information resources in the university libraries in the South-South zone of Nigeria. The saddening thing in the case of utilization of book contents is in the part of the government who so believes in paper work yet uses no idea in paper to develop society. A lot of reports have been written and submitted to government based on its request but none of the ideas put forward by way of recommendations and the like are taken serious.

Since the study ascertained that there is significant influence of publishers' reputation on users' satisfaction with information resources in university libraries in the South-South zone of Nigeria, it is therefore recommended that librarians should take cognizance of the collection development criterion of publisher's reputation when acquiring information resources for the libraries. The implication of this finding is that users of university libraries in the zone will get satisfaction from the use of information resources that are balanced in terms of highly-rated publishers' reputation of such resources. Also, recommendations of this study are carried out in the procurement of information resources, the users of the university libraries will derive

satisfaction from their use. Similar study should be carried out in other geopolitical zones of Nigeria, in order to have a well-rounded perception of users' satisfaction with information resources in university libraries in the South-South zone of Nigeria. Similar research should also be conducted using students as users.

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