Trending Technologies in
LIBRARY AND INFORMATION SCIENCE

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CHAPTER THREE

INFORMATION TRANSFER AND DISSEMINATION IN ACADEMIC LIBRARY COMMUNITY

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Introduction

Academic library is the heart of the university; it is in the central unit of the university system. It emerges simultaneously with their parent institutions. As such we have many academic libraries as there are many universities. Academic library provides the information needs of students, faculty and other researchers. It is the largest single academic resources of a university; it is therefore located centrally and its building is easy to identify. According to Okoro (2010), academic libraries are established in universities, colleges of Education, Polytechnics and other institution of higher learning. They house records that support the student programme of instruction and encourage the habit of reading and the use of the library.

Udoh (2014), supports that an academic community or environment aim is to gather enough information resources to supplement the curricula activities in the institution. An example of academic community is that of University of Uyo. The University of Uyo Library is an academic library in academic community, designed to provide accumulated recorded knowledge in the form of electronic, book and non-book materials that are relevant to the prescribed disciplines of the academic institution. In the same manner are librarians from other institutions like College of Education Afaha Nsit, Akwa Ibom State Polytechnic, Ikot Osurua, College of Technology, School of Accountancy, Bible Colleges and others situated conspicuously within the campus of such academic community.

Ezekwe and Muokebe (2012), note that academic libraries differ greatly in range and size but possess certain characteristics in common which differentiate them from public libraries. As such the academic librarian should develop an awareness of the culture of her library and the culture in which the library exists. The librarian must know the objectives of her work and the need to participate in the intellectual discourse that is so vital to the university community, which is in dynamic and challenging environment. Academic library can also be seen as a research or an information center.

Academic libraries provide advanced bibliographic services to support research, and work in partnership with the various faculties of the institution to carry out their role. The library supports the teaching - learning of students and other researchers through the wider range of collections and preservation of materials. Academic libraries provide to their institution study space, carrels, photocopying and audio - visual equipment to members. And some academics libraries provide recreational activities like film show seminars', exhibitions and internet browsing to their users.

Information is defined by different authors in different ways, it can be defined as any knowledge given or received from someone, or any message in coded form. Aina (2013) defines information as accumulation of knowledge by human beings in all areas of endeavor that is used to solve problems and reduce uncertainty. Arua, Uzuegbu & Ugah (2014), state that great importance is attached to information because it can be exploited to advance man's progress in all fields of human endeavor. Devarajan, and Pulikuthiel (2011), view informatics as the

science of information that studies the representation, processing and communication of information in natural, and artificial systems. In this study information can be view as ideas, something learned, fact, that are gathered from massage, to assist other researchers in academic field to obtain knowledge, Information are carried out by people from various backgrounds, such as information professionals, ordinary users of information, traders, scientists, company executives and others.

Wide publicity is given to library products and services by various advertising methods. The library conducts and gave a wider publicity for all the training in the field of information technology, library automation and networking. As a modern world, most crucial and challenging job are handled by the librarians, better information sources brochures, leaflets, and CD-ROM are distributed to reach the wider academic community users. In academic library community the library and information professionals have a vital role to play in transferring and disseminating of information, in order to bridge the information gap. With the help of internet, some new and different services operation has been created, example:

(i)   Designing, clearly organised, easily accessible and well published library web sites, librarians extend the traditional librarianship to the use of information technology.
(ii)   Ready reference service provided in shorter time and with greater speed.
(iii)   Technical processing of the documents, books and journals are ordered online with less effort.
(iv)   Complete information regarding services, products, and any other various events organised by the libraries are initiated in the Bulletin Board service.

(v)   For information delivery to users and communicating with the fellow information professionals, these are making easy through the use of e-mail.
(vi)   Selective dissemination of information services is used for delivery information to the user.
(vii)   Online public access catalogue (OPAC), and access to database of other libraries in remote areas are provided to assist information transfer /dissemination, this can function by the use of internet, e-mail and others to integrate nearly all academic library activities. It can take the form of inter-library loan. Searching of remote databases, exploiting the catalogue of other institutions, ordering books and journals, inter library resources sharing and cooperative functioning of the libraries through internet has also become vital in information transfer and dissemination in academic library community.

(viii) Local newspapers and magazines are used for dissemination of information related to the various programme and activities being performed by the library including the specific venture such as conducting of the conferences, workshops/ seminars/refresher courses. Extension activities on various occasions such as National Library week, yearbook programme etc., can be conducted in order to improve upon the image of the library and invite the attention of the large community of the users of the library.

This is because the professionals such as librarians are being better recognised as information disseminators or communicators rather than custodians of resources (Okiy, 2011).

When the issue of information transfer and dissemination in academic library community is mentioned, one has t know that it is the services within the organization which concerns itself with channeling of new items of information from various sources t thse points within the organization where they can usefully serve someone's interest. It endeavours to prevent indiscriminate distribution of new information and avert the resulting danger of not communicating at all. It is used to supply information directly to exact individual or group of users keeping the users informed of developments in their field of interest.

The Role of Libraries in Information Transfer

Information transfer is the extension or means of distribution of factual or propaganda materials, it is the process of making available to the people facts to meet their individual needs. Library is one of the most important channels in which information is transferred to different users. Information is transferred as a signal or a stimulus, it assumes a response in the receiver and therefore possesses a response potential.

Several ways, strategies and methods abound whereby this is carried out by librarians in the library. At the initial stage, the concept of information in the library had been through the many writings represented in books, journals and other such materials. What is written in the books is then received and read by users and then utilized in the events, needs and objectives that warrant the transfer of the information or knowledge so acquired,

Knowledge increases and new techniques cum technology emerge by the day, the library also keys into the new ways of having information transferred to the user and the society as the case may be, The library follows the model, the structure on ground to transfer information highlighting stages where there are information needs and uses new techniques to get the best of the

results. For instance, in Shannon-Weaver communication model as may be adapted by the library. The author of the book represents the source of information which he transferred into a book/journal, these are later channeled to the library and received by users (who are receptive to new information that comes to the library); once they receive and read the information, that information is transferred and a knowledge gap is closed. The newly acquired information is destined to be used for the betterment or otherwise of the community. The transferred information has a destination which eventually will be the academic community and the society because the users are integral part of the community. The general flow of activities in the larger society or academic community will reflect the feed back of the information that was transferred.

Library → journals, books → Library → Users → Academic
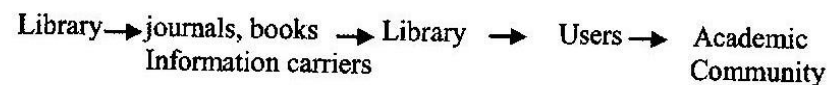　　　　　Information carriers　　　　　　　　　　　Community

Fig. 1: Model of transferring information t users by the library (Adapted from Shannon-Weaver Communication Model), Source: Middleton, 2002

The types of information materials selected from the authors by the library and the way they are organized for easy access by the users, determines if the library is carrying out a good transferring process or not.

From the beginning of time, libraries have been involved in the process transferring information. The whole library routines from behind the scene (activities) to the public domain is an information transferring cycle especially in the academic community. When new researches emerge, it is based n the already existing one. The newly popularised information from the

new research is as a result of the library's ability to map out needed data queries, of the information need of the user thereby bringing the materials together to make the meeting of that need a reality. The library therefore, transfers the information either from electronic or manual databases to the users by restructuring the information from complex to an easily recognized format that can be retrieved, read, interpreted, reviewed, and then utilized by the users. This restructuring and transfer for easy accessibility can be in the form of research profile updates for users and notification of current information materials for use by patrons.

A good qualitative university depends on the library for its research and expansion of knowledge (Ezekwe and Muokebe, 2012). The composition of information is essential to ensure that the message is comprehensive and interpretable. In this regard, the medium in which the massage is conveyed is an important consideration, and the primary purpose of information processing to the grassroots advocacy is to ensure that it is useful to the receiver.

For effective transfer and dissemination of information in academic libraries, people are employed in library and information centers with the responsibility of gathering pieces of data and later packaging them into information. This packaging is what is known as processing and it involves a number of facets including:

(a) *Facts:* it is the duty of an information processor to ensure that any piece of data is ascertained to be factional before it is passed across as information.

(b) *Comprehensiveness:* to meet the need of the target audience in disseminating and transferring information in an academic library, human processor should do all

within his power to ensure that all the facts and ingredients needed in any piece of information are present.

(c) · *Appropriate language:* one has to choose appropriate language format, and medium for the benefit and purpose of understanding by the person for whom it is meant.

(d) *Specific audience:* Particular information is designed for specific audience; the information must satisfy the targeted group.

Conclusion
In Nigeria, libraries and information services began to realize that they can no longer be self-sufficient to fulfill the constantly growing needs of their library users, therefore alternatives methods such as resource sharing or networking between different libraries to take care of different information needs of library users was adopted. Hence information transfer and dissemination, policy process in facilitating information flow and utilisation in an information society is necessary.

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