

User Expectations and Innovative Strategies for Improved Patronage in University Libraries in Nigeria

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Abstract

Users of university libraries in this modern age demand quick and alternative means of accessing current information resources for teaching, learning and research. University libraries need to re-strategise their policies and apply innovative strategies for improved patronage. This study aimed to identify user's expectations, which when applied will improve library patronage. The descriptive survey research was adopted for the research using the instruments of questionnaire and structured. Two hundred and twenty practising librarians across twelve university libraries in Nigeria constituted the population. The responses of 201 librarians (89%) were received and used for analysis. Results show that availing Open Access database (89.5%), creating user awareness of available Open Access Resources (87.8%) and acquisition of e-resources for multiple and concurrent access (85.5%) were highly rated as the current expectations of users. Digitisation of the bibliographic tools (85.7%); provision of wireless

access and plug-in points for laptops (85.2%) were ways of applying user centered strategies. Provision of Internet facility (89.5%), storage of library resource content on local servers (85.5%) and incorporating selective dissemination of information (85.0%) were the accepted market-oriented approaches for readers' retention. Expanding computer laboratories in libraries (90.7%), and granting users free, unlimited Internet access in libraries (90.7%), were technology-based strategies. Providing these highly rated needs of library users are innovative strategies capable of satisfying library patrons. This agrees with Keller's principle that a highly satisfied customer generally stays loyal longer. The paper concludes that libraries should remain relevant. It recommends collaboration with peer information systems and obtaining licence from reputable databases.

Keywords: University libraries, Resource provision, Library patronage, User satisfaction, Information digitisation

Introduction

Many libraries in sub-Saharan Africa have problems keeping up-to-date with information resources procurement, especially print books and journals. This is mainly due to budgetary inadequacies. The mission of academic libraries is building and maintaining collections that support and enhance instructional needs of groups and various programmes taught in their institutions. Budgetary inadequacies disallow libraries from fulfilling this mission. The continued use of traditional library management systems which restrict users to the use of only the available resources within their library collections, combine to

force library users to look for alternative means of sourcing current information resources elsewhere. This problem may not be peculiar to libraries in developing countries alone. Woodward (2009) had noted that the inability of libraries to keep up with the ever-increasing amount of published journals has been an enduring topic in library literature for many years. He observed that lean budgets have badly affected resource provision in many libraries. In view of this, affected libraries negate their primary objectives of adequately supporting teaching, learning and research in universities.

With time, the problem of many libraries has moved from low level patronage to total flight of users from library usage. A research carried out by Umar on libraries in North West Nigeria in 2011 confirms this point (Umar, 2011). Users found various information providers such as: Internet, social network services, Google, etc, quicker to access and more beneficial. This has left affected the university libraries to function as classrooms, meeting points for students after lectures rather than information resource centres they were supposed to be. Given the appropriate digital linkage, libraries can also provide information desired by users. Indeed, many of these libraries are struggling to bring back their patrons. Feldman (2006) stated that the important need for today's libraries is to examine the change in the needs and demands of library patrons. This is in order to serve them better and have them return to library usage. University libraries can only remain relevant to the academic community when their services are centred on their patron's needs. To do this more appropriately, a user-centred information needs assessment survey of users and libraries needs to be carried out by library researchers to determine user expectations and the innovative strategies that can help to improve patronage of university libraries in Nigeria. The highest expectation of most academic library patrons is to find relevant literature to support their research and academic outputs.

Development in technology has opened up avenues for sourcing scholarly communication outputs, through access to digital information. The library as an information provider is expected to be equipped and to provide opportunity for users to log in and access information resources anywhere in the world, without limitation to the four walls of the

library (Okebukola, 2003). A whole range of collaborative activities are available to libraries to access data banks and databases of information centres, many of which are open access. Libraries can also collaborate to acquire enhanced bargaining power with suppliers for resources that are not on open access. They can have shared services within the banded group to utilise resources so acquired jointly. This is possible when the libraries are linked together in a 'wired world' as noted by Woodward (2009).

Electronic publishing has also made it possible for authors to make their publications freely available through the Internet. Many academic institutions across the globe now have their own institutional repositories (IR), which contains the research outputs of their scholars and researchers. These IRs consist of: journal articles, book chapters, theses/dissertations and research reports. These are veritable research outputs that patrons of academic libraries require, and expect the libraries to provide for them. In view of the importance of these items to education and research, Aina and Adekanye (2003) have stressed the need for libraries to make faster response to the challenging market where resources will never be out on loan, but available at any time anywhere. It is the strength of this that this study aims to present to university libraries in Nigeria innovative strategies which could be adopted in order to improve the patronage of users by satisfying their total information needs.

Objectives of the Study

The study objectives are to:

1. find out the current expectations of patrons of university libraries in Nigeria.
2. determine ways university libraries in Nigeria could apply user-centred strategies to attract better patronage.
3. find out the appropriate market-oriented strategies that university libraries in Nigeria could apply to improve patronage of their users.
4. ascertain the technology-based strategies needed in university libraries in Nigeria for improved patronage in Nigerian university libraries.

Research Questions

1. What are the current expectations of users of university libraries in Nigeria?
2. In what ways could university libraries in Nigeria apply user-centred strategies for improved library patronage?
3. What market-oriented strategies could university libraries in Nigeria apply for improved patronage to their libraries?
4. What technology-based strategies could be applied to bring innovative and improved patronage in university libraries in Nigeria?

Literature Review

Electronic Publishing offers authors and scholars the opportunity of making their research contributions freely available on the Internet (Woodward, 2015). It is referred to as Open Access (OA) and allows librarians free access to current publications of many authors and publishers all over the world. Indeed, in 2005, Bindley had predicted that by 2020, forty per cent of the UK research monographs will be produced in both print and digital platforms (Bindley in Woodward, 2015). A research by Norris et al. (2008) showed that in some subject disciplines, well over 50% of all published papers were already freely available. This shows that the prediction of Bindley was close to reality. Publishers themselves had seen the growing demand for e-books and journals and therefore are providing their current titles and back catalogues in e-formats. They are also responding to the student and consumer demand for e-books to be read on mobile devices such as: Sonny e-book reader; Amazon's Kindle and now i-phones (Woodward, 2015). Even Online Booksellers Amazon.com had stated that their site had books available both in print and e-books; and that the electronic versions have sales of 35% of the same book in print.

The electronic environment has also simplified the method of accessing institutional repositories (IR), especially those from other institutions, using theses metadata harvesting as opposed to using Dissertation Abstracts (in print) to locate them, and inter-library loan to bring them to users, which takes such a long time to achieve. These vital research resources are

now freely available on the Internet. Overseas students had no difficulty locating and using UK theses and dissertations through simple Internet search. These are the dividends of electronic environment and access to information resources in the new age.

A study by the OCLC (2005) on perceptions of libraries and information resources indicated that patrons viewed libraries as places to get traditional resources such as books, reference materials and research assistance. Generally, they did not see libraries as the first place to access electronic resources (OCLC, 2005b). This perception appears to continue to hold among contemporary users of libraries in Nigeria. Not all academic libraries in Nigeria have full or steady access to electronic resources where most recent information resources are found. Indeed, many libraries in Nigeria, as in various parts of Africa, have problem of Internet access to e-resources. Many cannot access free open access journals in the web because of their low library budgets to carry such expenditure. Umar (2011) alluded to low level use of university libraries in his study. He stated that library use and patronage have dramatically reduced in most university libraries. Other writers such as Osinulu (1998), Ekpenyong (2003) and Ugah (2007) have variously observed the same problem in various libraries in Nigeria. Libraries are therefore trying what they could do to remain relevant to their users. According to Umar (2011), university libraries today need to become relevant in information service delivery and to provide an optimum level of services to reach more potential users and encourage the use of library resources.

According to Bodi and Maiev-O'shea, (2005), the demands of the digital environment are at odds with traditional library structures. This is because technology provides numerous platforms for providing information services to academics and researchers. Librarians who are library's 'ears' and 'eyes' understand user's needs and perceptions. They know what readers need, how to help, inform, persuade and teach users to access information. It is therefore essential that they be involved in planning and implementation of efficient services to library users, (Bailey, 2005).

The main objectives of libraries today according to Mukerjee (2007) are to become relevant in information service delivery and provide an optimum

level of services to reach more potential users. In order to create a dynamic university library system that strives towards high customers' value delivery, it is necessary to cultivate and manage relationship with customers (Sharp, 2000). Relationship marketing can be achieved by creating a good working relationship by librarians among all the community of users, such as departments and employees and students of university communities. It can also be achieved by identifying exactly what the preferences, needs and desires of the library customers are. Umar (2011) added that another strategy is to capture the notion of customer-centric philosophy in their (library's) organisational values which has to be embedded in the library's mission and vision statement. In his outline of strategies suggested for libraries, Vtrenz (2004) listed the following: building awareness of user brand of information media; building customer trust by putting their needs first; communicating regularly with users and measuring customer satisfaction periodically. According to Keller (2006), a highly satisfied customer generally stays loyal longer [with his library].

The Council on Library and Information Resources (2005) clearly defined library administrative principles of services to users. According to them, organising and providing access to information is a classic role of libraries. The twin function of cataloguing and classification has allowed published works to be given multiple access points for easy retrieval by users. Nevertheless, the shifts in library user behaviour and interests prompt the libraries to extend traditional services in the networked environment where the users are migrating to. Undeniably, the highest impact on the entire library profession has been technology (Bodi and Maier-Oshea, 2000 and Manoff, 2000).

Digital technologies also opened the door to a

host of new possibilities for sharing knowledge and generating entirely new forms of content that must be made broadly available (Lynch 2009). These shifts demand that university libraries take on a much more active role in sharing and dissemination of knowledge produced by researchers. A research study conducted by Higher Education Consultancy Group (HECG) in 2006 showed that students used e-book in huge numbers at all times of day and night in the university libraries. The way forward in university libraries is therefore to continue the digitisation of their valuable heritage materials and also work towards improving the flow of digital content into their holdings and allow users to interact with digital data (Woodward 2009). Another initiative adopted by the European Digital Library is aimed at linking users directly to digitised heritage content accessible in a web 2.0 environment. As the digital technology continued to open up, a range of other collaborative activities which enable libraries to band together to acquire enhanced bargaining power with suppliers has emerged to provide shared services. Such cooperation is only possible in a wired world. Libraries in the developing world should look forward to sharing such services.

Based on the extant literature there is need for a study on user expectations and innovative strategies in Nigerian university libraries.

Methodology

The study adopted a survey research design which utilised a questionnaire to elicit data from librarians in university libraries in the six geopolitical zones of Nigeria. Two universities were selected from each geopolitical zone, making a total of twelve universities. Two hundred and twenty-five librarians drawn from their university libraries constituted the sample population. The list of universities selected from the six geopolitical zones is presented in Table 1.

Table 1: Nigerian University Selected for the Study

GeoPolitical Zone	Name of University	Generation
North East	Federal University of Technology, Yola	3 rd
	Abubakar Tafawa Balewa University Bauchi	3 rd
North West	Ahmadu Bello University, Zaria	1 st
	Usman Danfodio University, Sokoto	2 nd
North Central	University of Ilorin	2 nd
	University of Jos	2 nd
South East	University of Nigeria, Nsukka	1 st
	Nnamdi Azikiwe University, Awka	3 rd
South West	University of Ibadan	1 st
	University of Lagos	1 st
South South	University of Port Harcourt	3 rd
	University of Benin, Benin City	2 nd

The basis of selecting these universities was to make the study holistic by covering the entire six geopolitical zones of Nigeria. Also, the coverage ensured that the dates of establishment of the universities were taken into account. Universities that were established before 1970 are tagged as first generation universities. Those that were established between 1970 and 1980 are categorised as second generation universities. The third generation universities are those that were established after 1980. Thus, the universities used for this study consisted of all the zones and all the generations.

The distribution and collection of the questionnaire took two months due to the large

expanse of the geographical area. Copies of the questionnaire were distributed through contact librarians who were in attendance at the 53rd edition of the Nigerian Library Association Conference/ Annual General Meeting held in July 2015 in Oshogbo, Osun State, Nigeria. Some were distributed by the researchers in the universities closer by. A total of 225 librarians who worked in the selected libraries constituted the sample population. Out of the 225 copies of the questionnaire distributed, 201 were returned fully completed and useable. This gives a return rate of 89%. Data were analysed using SPSS as it is useful for creating frequency tables and providing percentage ratings for each of the variables.

Table 2: Distribution of Respondents per University Library

S/N	Name of University Library	Respondents	Proportion
1	University of Lagos, Library (Unilag)	18	8.95%
2	University of Ilorin, Library (unilorin)	15	7.46%
3	University of Jos, Library (Unijos)	16	7.96%
4	University of Ibadan, Library (UI)	18	8.95%
5	Ahmadu Bello University Zaria, Library (ABU)	18	8.95%
6	Abubakar Tafawa Balewa University Bauchi, Library (ATBU)	15	7.46%
7	University of Benin, Library (Uniben)	18	8.95%
8	Federal University of Technology Yola, Library (FUT Yola)	15	7.46%
9	University of Port Harcourt, Library (UNIPORT)	16	7.96%
10	Usman Danfodio University Sokoto, Library (UDU)	18	8.95%
11	Nnamdi Azikiwe University Awka, Library (NAU)	16	7.96%
12	University of Nigeria Nsukka, Library (UNN)	18	8.95%
	Total	201	100%

Data Analysis and Discussion of Results

The findings of the study are presented, analysed and discussed on the basis of the research questions raised in the research work as follows:

Library Users' Expectations

Looking at the changing nature of information needs of users as one of the objectives, the study set out to find the current expectations of users. Respondents were given a list of current expectations and asked to pick as many as are applicable in their libraries. Table 3 shows the response rate in percentages.

Table 3: Expectations of Library Users

Items	Uni Lag	Uni. Ilorin	Uni Jos	UI	ABU Zaria	ATBU Bauchi	Uni. Ben.	FUT Yola	Uni Port	UDU Sokoto	NAU Awka	UNN	Overall %
Availing open access databases to enable readers have access to current information resources	90.8	80.0	90.8	87.5	92.0	89.2	90.8	93.8	89.8	89.0	91.2	89.2	89.5
Subscribing to subject specialised open access databases such as: Biomed Central, VET, Bib; Sci. ELO; AGRIS; Astrophysics Data System; Social Science Research Resource network etc	93.8	76.5	86.8	87.5	83.0	82.2	85.5	87.5	82.2	91.8	85.0	87.5	85.2
Creating awareness of open access resources (OAR) available for readers	90.8	77.8	85.5	87.5	90.8	85.8	90.8	92.2	88.2	91.8	86.2	89.2	87.8
Training different categories of users for skill on digital information access.	81.2	77.8	86.8	85.8	90.8	80.2	88.2	82.8	81.0	83.2	82.5	84.8	84.0
Employing marketing strategies for selective information dissemination to user categories through E-mailing; blogging; institutional websites, hand bills etc.	82.5	69.5	80.2	87.5	77.8	84.0	79.0	87.5	78.0	91.8	80.0	77.8	80.2
Developing institutional repositories bibliography to assist users	84.5	80.5	89.5	82.2	92.0	80.2	81.5	89.0	76.5	83.2	85.0	84.8	84.2
Providing online institutional repositories of other organisations for meta data harvesting	81.2	75.0	83.0	82.2	83.0	80.2	76.2	81.2	79.5	80.5	82.5	76.8	79.8
Acquisition of e-resources for multiple and concurrent access by library user.	84.5	77.8	85.5	89.2	85.5	84.0	84.2	86.0	86.8	91.9	88.8	84.8	85.5
Moving away from expensive library management systems such as OPAC to easier information management access such as Google	84.5	59.8	64.5	66.0	76.2	62.5	58.0	76.5	76.5	64.0	78.8	74.0	70.0
Building library services around user workflows	84.5	75.0	76.2	78.5	83.0	78.5	75.0	87.5	76.5	66.8	78.8	85.8	79.2

It was observed that availing of open access database, creating awareness of open access resources (OAR), and acquisition of e-resources for multiple and concurrent access for users were rated highly by respondents with percentage values of 89.5, 87.8, and 85.5 % respectively. On the other hand, moving away from expensive library management system was rated lowest with percentage value of 70.0 %. It nevertheless showed that the percentage rating of the ten items that ranged between 89.5 and 70% implies that the respondents agreed that all the identified items were current expectations of library users in academic libraries. Looking at the universities specifically, it reveals that librarians from all the universities agreed that all the ten items were the current expectations of library users in academic libraries used for the study.

The finding shows that a higher percentage of respondents agreed to availing open access databases, creating awareness of open access resources (OAR) available for users and subscribing to subject specialised open access databases and providing online institutional repositories. This means that academic libraries in Nigeria are changing faster than at any time in their history. The emerging

technologies have afforded users the opportunity to access information resources in different formats. This finding is in line with Lynch (2009) who noted that online databases and catalogues and digitised archives have put the library back at the heart of teaching, learning and academic research on campus. Digital technologies have opened the door to a host of new possibilities for sharing knowledge and generating new forms of content that must be made broadly available rather than rely on the available resources in the library. It is also in line with Wright (2015) who ascertained that in this 21st century, most of the resources that users need are online. The onus is on the library to organise a training session whereby the use of popular database can be taught to its users.

User- Centred Strategies

Looking at user-centred strategies that can attract users back to library as one of the objectives, the study set out to consider factors that can attract users back to the library. Respondents were given a list of factors that can translate to user-centered strategies and asked to pick as many as are applicable. Table 4 shows the response rate in percentage values.

Table 4: User- Centered Strategies

Items	Uni Lag	Uni. of Ilorin	Uni Jos	UI	ABU Zaria	TBU Bauchi	Uni. Ben.	FUT Yola	Uni Port	UDU Sokoto	NAU Awka	UNN	Overall %
Expansion of library e-resource for multiple and concurrent access to information resources by readers	87.5	83.5	88.0	85.7	81.5	89.2	81.5	90.7	86.7	80.0	90.0	83.0	85.5
Digitisation of library bibliographic tools for easy access to essential books and other collections of libraries	84.5	82.0	89.2	84.0	94.7	85.7	77.7	82.7	89.7	91.7	88.7	81.2	85.7
Clearing large number of back runs of journals from the shelves and replacing them with digitised back files.	78.2	75.0	72.2	76.7	73.7	73.2	65.7	68.7	76.5	72.2	82.5	74.0	74
Large areas of library space should be reshaped for IT provisions	84.5	83.5	84.0	89.2	84.2	76.7	71.0	72.0	78.0	75.0	82.5	77.7	79.7
Libraries should make provision for the use of wireless access and plug-in points for laptops and other mobile devices	84.5	82.0	86.7	87.5	86.7	89.2	81.5	92.2	82.2	80.5	87.5	83.0	85.2
Discarding all book materials and acquiring only digital resources	59.5	57.0	60.5	48.2	56.5	42.7	42.0	54.7	57.2	61.0	50.0	48.2	52.5
Stop subscription to physical journals and acquire only digital online journals	59.5	57.5	48.5	53.5	64.7	34.0	48.7	50.0	57.2	61.0	43.7	49.0	51.5

From the responses in Table 4, it could be observed that digitisation of library bibliographic tools for easy access to essential books, expansion of library e-resources for multiple and concurrent access and provision of wireless access and plug-in points for laptops were rated highly with percentage values of: 85.7, 85.5 and 85.2 respectively, while discarding all book materials, and acquiring only digital resources were rated low with percentage values of 52.5 and 51.5 respectively. Specifically, all the universities disagreed with discarding of all materials and to stop subscription to physical journals, with particular reference to: ATBU, UNIBEN, and UNN with 34, 48.7, and 49 percent respectively.

The finding shows that a higher number of respondents indicated that expansion of library e-resource, digitisation of library bibliographic tools for easy access and provision of wireless access and space for plug-in points for laptops and other mobile devices, are user-centred services that will attract users to the library. This is in line with Higher Education Consultancy Group (HECG) (2006) which indicated that students used e-book in huge numbers at all times of day and night in the UK university libraries. It means that university libraries should therefore continue to digitise their valuable heritage materials and also work towards improving the flow of digital content into their holdings and allow users

to interact with digital data. The finding also showed that libraries are no longer a silence zone because provision of space for plug in and information common is a noisy venture. This is in consonance with Diana (2015) who stated that such spaces could be equipped with varieties of technologies, computers and projectors, smart boards, video editing equipment, films, and café's. When a user remembers that he can come to the library to charge his phone and laptops, discuss with his colleagues, watch films, play games and at the same time carryout group learning/discussion, he/she will be keen and enthusiastic to come to the library. The respondents who disagreed with discard of all books and stoppage of physical journals subscription with the percentage rates of 50.0 and 52.5 reflect that physical materials are still very important especially in a developing country such as ours, where lack of infrastructure and irregular supply of power is the order of the day.

Market-Oriented Approach for Reader Retention

The study sets to find out market-oriented approach for readers' retention in academic libraries. Respondents were given a list of marketing strategies and asked to pick as many as are applicable to their libraries. Table 5 shows the response rates in percentage values.

Table 5: Market-Oriented Approach for Readers' Retention

Items	Uni Lag	Uni. of Ilorin	Uni Jos		ABU Zaria	ATBU Bauchi	Uni. Ben.	FUT Yola	Uni Port	UDU Sokoto	NAU Awka	UNN	Overall (%)
Academic libraries in Nigeria should engage in consortia in other to have enhanced bargaining power with suppliers	81.2	73.5	86.8	82.2	84.2	75.0	75.0	86.0	76.5	80.5	85.0	88.5	81.8
Consortium would facilitate shared services among libraries and benefit their users maximally	84.5	79.8	81.5	85.8	94.8	82.2	79.0	89.0	86.8	86.0	76.2	85.8	84.0
Libraries should work hard to avail steady internet facility for the benefit of providing access to electronic content to their readers	87.5	83.2	92.0	94.8	93.5	87.5	88.2	92.2	94.0	86.0	87.5	87.5	89.5
Libraries should acquire and secure ownership of digital content through licences, to enrich users' needs.	84.5	80.5	81.5	82.2	89.5	85.8	86.8	90.8	85.2	83.2	88.8	81.2	85.0
Libraries should store resource contents on their local servers and make them regularly accessible on line to their community of users.	84.5	80.5	89.5	83.5	92.0	84.0	79.0	95.2	83.8	94.5	83.8	81.2	85.5
Academic libraries should operate a federated system in order to acquire and distribute content which they neither own nor manage	78.2	76.5	86.8	76.8	90.8	66.0	80.2	89.0	73.5	77.8	75.0	76.8	79.2
Engaging in collaborative digital reference services (CDRS) will enable libraries effectively manage enquiries submitted by users.	87.5	79.2	89.5	82.2	90.8	82.2	76.2	87.5	81.0	75.0	80.0	85.8	83.2
Incorporating selective dissemination of information (SDI) for better information delivery to users.	87.5	83.2	85.5	85.8	89.5	84.0	83.0	90.8	85.2	83.2	81.2	84.0	85.0

Data from Table 5 shows that all the respondents agreed that all the eight (8) items listed in the table were market-oriented approach for readers' retention in libraries. Ranking top on the list are: provision of Internet facility, storage of resources contents on their local servers, acquiring and securing ownership of digital content through licences and incorporation of selective dissemination of information (SDI) for better information delivery. These have percentage values of 89.5, 85.2, 85.0 and 85.0 respectively. Looking at the data of the university libraries specifically, they agreed on all

the above strategies as relevant for readers' retention, as indicated by their scores.

The finding shows also that greater number of respondents agreed that: providing Internet facilities, engaging in consortium, selective dissemination of information and acquiring and owning digital content as market strategies will help to retain users in the library. With the lean budget and expensive cost of both physical and e-resources, libraries need to engage in consortium to enable them to share information resources they would not have been able to acquire. For instance, Science Direct was

purchased through consortium by many federal universities in Nigeria. As we write, users in these university libraries in Nigeria are enjoying access to this all important database. Internet facilities are paramount without which the consortium and SDI will be a fruitless endeavour. This is because online marketing is driven by technology according to Komolafe-Opadeji and Haliso (2012). In support of the above finding, Luqya (2011) counsels libraries to strive towards providing access to electronic content that they neither own nor manage. This statement is in line with Woodward (2009), who opined that European digital library adopted an initiative aimed at linking users directly to digitised heritage content accessible in a web 2.0 environment. As the digital technology continued to

open up, a range of other collaborative activities which enable libraries to band together to acquire enhanced bargaining power with suppliers has emerged to provide shared services. Such cooperation is only possible in a 'wired world'.

Technology-Based Strategies needed to Attract Users back to the Library

The study sets out to find out technology-based strategies needed to attract users back to the library as one of the objectives. Respondents were given a list of items that translate to technology-based strategies and asked to pick as many as are applicable to them. Table 6 shows the response rate in percentage values.

Table 6: Technology-based strategies needed to attract users back to library

Items	Uni Lag	Uni. of Ilorin	Uni Jos	UI	ABU Zaria	ATBU Bauchi	Uni. Ben.	FUT Yola	Uni Port	UDU Sokoto	NAU Awka	UNN	Overall %
Expanded computer laboratories in libraries	84.0	83.5	94.7	84.0	93.5	87.5	90.7	90.7	88.2	83.5	93.7	94.7	90.7
Free internet access in libraries	93.7	85.0	94.7	87.5	96.0	87.5	85.5	95.2	88.2	85.0	91.2	90.2	90.7
High density computer servers	93.7	83.5	90.7	92.7	92.0	89.2	88.2	95.2	89.7	83.5	85.0	88.5	89.2
Scanners for resource digitisation	81.2	73.5	90.7	91.0	90.7	89.2	85.5	93.7	91.2	86.0	81.2	91.0	87
Available space for plug-in points for wireless computers	90.7	80.5	89.5	91.0	94.7	89.2	93.5	92.2	83.7	80.5	81.2	91.0	87.2
Open access databases such as: AGORA; HINARI; DOAJ; Sci ELO; SSRN; PubChem; PubMed etc	93.7	84.7	92.0	91.0	93.5	92.7	83.0	92.2	82.2	83.5	87.5	91.0	88.2
Creating Open Access Resource services for users	84.5	83.5	92.0	85.7	89.5	91.0	84.2	92.2	93.5	83.5	90.0	84.7	87.5
Creating Electronic Reference Services (ERS) operation for users (distant and resident)	93.7	84.7	89.5	87.5	92.0	85.7	93.5	92.2	79.5	86.0	85.0	80.2	86.2
Publication of current collections (books, journal and special collections)	93.7	77.7	90.7	82.2	90.7	87.5	85.5	90.7	88.2	83.5	86.2	83.0	86.2
Exhibition of current holdings of specialised resources	97.0	77.7	85.5	85.7	88.2	87.5	93.5	86.0	93.5	83.5	92.5	91.0	86.7

The respondents from all the universities agreed on the 10 items on Table 6 as technology-based strategies needed to attract users back to the library. The highest percentage values were expanded computer laboratories in libraries, free internet access in libraries, followed by high density computer servers, open access databases such as AGORA, DOAJ, etc, with 90.7, 90.7, 89.2 and 88.2 percent respectively.

The finding also shows that the shifts in library user behavior and interests prompt the libraries to extend traditional services in the networked environment where the users are migrating to. Undeniably, the highest impact on the entire library profession has been technology (Bodi and Maier-Oshea, 2005 and Manoff, 2000). Technology avails numerous platforms for providing services, such as online chat and e-mail. Without these facilities, research, teaching, learning and scholarship will be an uphill task in institutions of higher learning. Current expectations, user friendly services, and marketing strategies are obviously driven by technology. The finding is also in line with the study done by Gbaje and Kotso, (2014) who posited that technology has given individuals access to unlimited information in cyberspace such that with broadband connection, mobile phones, laptops and other ICTs, people are no longer bound by time or space as information can be accessed from the comfort of their homes and offices almost at the speed of light.

Conclusion and Recommendations

The findings of this study have shown that users of Nigerian university libraries currently demand quick means of accessing current information for their teaching, learning and research. Open access and electronic-driven resources, digitisation of library bibliographic tools, availing wireless access and providing plug-ins for laptops are acceptable user centred strategies. Providing Internet facilities, storage of resources on local servers and SDI services were market-oriented strategies. Users demand expansion of computer laboratories and generating user free and unlimited Internet access as technology based strategies. These are considered to be capable of satisfying patrons.

University libraries, which do not meet their users' needs face the danger of losing customers.

Their libraries will become reading centres rather than resource centres. Availability of current information resources on the Internet and digital platforms accessible online are pulling library patrons away from library use. To remain relevant to their users, libraries need to join the global race for digital information access. This way, they would have the capacity to provide the current needs of their patrons and retain their users. One of the surest and most economic ways of providing these resources, as recommended in this paper, is that university libraries need collaborate with their counterparts globally to access relevant databanks for resource provision to their numerous users. Another way is by licensing to open access databases which have abundant information resources. All these are possible with the aid of computers and Internet access. Application of the appropriate strategies as outlined in this paper will enable Nigerian university libraries to ensure that they attract back their users and give them better treatment than what is obtainable in Google and Yahoo Internet surfing.

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