Relationship between Information Repackaging and Service Delivery by Academic Librarians in Donald Ekong Library, University of Port Harcourt

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Abstract
This study examined the relationship between information repackaging and service delivery in Donald Ekong library, University of Port Harcourt. Two specific objectives, two research questions and two null hypotheses were formulated to guide the study. The hypotheses were tested at 0.05 level of significance. The study adopted correlational research design. Population of the study comprised 104 professional and paraprofessional library staff of University of Port Harcourt. Sample size consisted of 104 professional and paraprofessional staff. Census sampling method was adopted. Data was collected using a questionnaire. Data collected was analysed using Pearson product-moment correlation (PPMC). The findings showed that there is a significant relationship between language repackaging and service delivery in library. Moreover, there is a significant relationship between content repackaging and service delivery in library. The study concluded that there is a significant relationship between the language repackaging and service delivery in Donald Ekong library, therefore, adequate attention should be giving to language repackaging to promote high quality of service delivery. Based on the findings, the study recommended that the librarians should take appropriate measures in offering standardized language repackaging to sustain high quality of service deliver but librarians should also intensify efforts at rendering content repackaging to promote the overall service delivery in the library.

Keywords: Information Repackaging, Content Repackaging, Language Repackaging Service Delivery, Donald Ekong Library, University of Port Harcourt

Introduction
Information repackaging has revolutionized the method of information delivery to the information users in this modern era. One of the fundamental goals of the library is to make information get to users on time, and make it useful to them, mainly in the language and format that will be most suitable to them. In our society today, there are quantum of information in the world available to different categories of users, and can be accessed online through web pages. Some of these useful information appear in the language that are alien to the users who need them. With the barrier caused by these different languages, literacy level of the users, hearing/visual impairment, and time factors, the need for repackaging becomes necessary.

Information repackaging is an indispensable activity that facilitates the maximum use of information resources. Oyadonghan, Fyneman, and Eke (2019) maintained that information

repackaging is the process of repackaging the analysis of consolidated information in a form which is more suitable and usable to the library patrons. In line with the above, Dongardive (2013) stated that information repackaging is a process used in collecting information from various sources, processing the information and making it a more effective and attractive package of information disseminated or served according to demand. Agbaji and Odumu maintained that repackaging is interpreting and converting information into a form that the different target users can easily understand it. It is organising or processing of information in a form that can be understood by the different categories of users that the various information are meant for. Information repackaging may take different formats. Digital or electronic medium information repackaging includes, repackaging of hardcopy or written document to soft copy document, which can be easily accessed by different users at the same time. In addition, CD and DVD repackaging, takes the form of physical recording, arrangement and dispensing of information on an acceptable medium, in a given style

Uhegbu (2007) outline various methods of information repackaging which includes: content repackaging, language repackaging, medium repackaging, time schedule repackaging, and user information interface. Language repackaging is translating of information from one language to another to make it to be useful to a variety of information users irrespective of their race. Corroborating the above assertion, Agbaji and Odumu (2017) explained that information can be repackaged through the translation of relevant documents into various local languages of the society like Igbo, Hausa and Yoruba. However, content repackaging is concerned with translating information from one content to another with the intention of making information more understandable and accessible to the users.

Thompson (2023) noted that, service delivery is the act of providing services from a vendor to a customer. Service delivery of the library according to Oden and Owolabi, (2021) is the ability of a university library to provide the information needs of users at the time of request in order to satisfy the expectations of users and improve their library use experience. Hence, Service delivery involves all the activities done by the library staff to facilitate the provision of services to the users. Information repackaging is indispensable for effective service delivery in the library because inadequate repackaging activities negatively affects services delivery in most university' libraries in Nigeria. Therefore, this study was carried out to ascertain the relationship between the information repackaging and services delivery in Donald Ekong library, University of Port Harcourt.

Statement of the Problem

Every library has a set of goals to achieve. In the 21st century information explosion, providing current, readable and useful information resources becomes the target of the information provider, most especially to their target patrons. Information resources that are not comprehensible to the users, is good for nothing. For information to be useful there must be effective interaction between the user and the resources itself (these involves mental activities of reading and understanding) .This is the only justification for huge sums of monies spent on acquiring library resources. The library management therefore, needs to repackage those information resources that are not usable because of their nature, to be meaningful, useful and consequently, valuable to the users at a cost.

From the researcher's personal observation during interaction with some librarians, challenges facing information repackaging in Donald Ekong library, University of Port Harcourt, includes, inadequate effort of library management towards translating information from foreign

languages to local languages to benefit the all the types of information users including the impaired. Another challenge include, lack of content repackaging. There is this lack of will to change the previous content or format of information bearing resources, to meet the information needs of the users. These have a noticeable effect on service delivery of the library as some very important resources are not used because they occur in formats, languages or mediums that inhibit their use. Meeting users' needs still remain a threat to library services delivery in Donald Ekong library, University of Port Harcourt..

Information repackaging can be performed wonderfully well by trained professional librarians who always update their knowledge and skill through training and who are subject specialists. This can be by individual sponsorship in the absence of government/institution sponsorship. Lack of adequate professional librarians in university libraries threatens effective service delivery in libraries. Therefore, to meet up with the thrust of the 21st century information services delivery, it seems that academic libraries need to adopt information repackaging services that enables the optimal utilization of information resources irrespective of the language, format or content of the material to meet the information needs of all types of users. Therefore, to tackle the observed problems the researcher deemed it necessary to carry out the study on the relationship between information repackaging and services delivery in Donald Ekong library, University of Port Harcourt in order to proffer solutions to the identified problems.

Objectives of Study

The aim of this study is to ascertain the relationship between information repackaging and services delivery in Donald Ekong library, University of Port Harcourt.

The specific objectives include

1. To determine the relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt.
2. To ascertain the relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Research Questions

The following questions were provided to guide this study.

1. What is the relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt?
2. What is the relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt?

Hypotheses

The following null hypotheses were formulated to guide the study.

Ho1. There is no significant relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Ho2. There is no significant relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Review of Related Literature

Information repackaging, according to Dawha and Aliyu (2023) is the ability and method of making information available to groups of people in a particular format that could be best accessible to them instead of the former format that was difficult for them to understand or

access. Similarly, Oyadonghan, Fyneman, and Eke (2019) stated that, information repackaging means to repackage again or anew, in a more attractive format, to be effective in meeting the information needs of library user. This means repackaging the information in a way that can be handy and readily understood. Iwhiwhu (2008) remarked that information repackaging is a way of improving library services, particularly in this era of electronic information resources. Repackaging services is a value added service that improves library services delivery. Prathibha (2010) described repackaging of information as the presentation of information in a more understandable, readable, acceptable and usable form. Echem and Lulu-Pokubo (2021) presented information repackaging as a process whereby information obtained from different sources are packaged again in a more attractive way and disseminating such information products to meet the requirements of a specific clientele or user. Therefore, information repackaging in the library, is done to suit the information need of the library user. Repackaging is an act or a process of packaging again already packaged information, it can be in another form, to attract more value, and be more useful. Packaging information in a new way make information more valuable and useful to users.

On the type of information resources that could be repackaged, AIContentfy (2023) maintained that blog posts, videos, podcasts, and webinars are great candidates for repackaging. These types of content can be easily transformed into other formats, such as info graphics, social media posts, or even e-books. The key to repackaging content for different platforms is to understand the unique features and audience of each platform, and to use these insights to create content that stands out and engages ones followers. Obi (2014) observed that libraries are integral service components of our society. This means that all members of the society which include the literate and illiterates must be carried along in the provision and dissemination of information resources. In order to serve all categories of users, repackaging becomes indispensable, repackaging of information in written form into picture and poster forms for illiterate users (like rural farmers), repackaging information in tiny character to bolder character or to audio form for those with visual impairment.

There are different forms information repackaging. According to Uhegbu (2007) information repackaging can take the form of translation(change of language) , reformatting, changing physical format of existing resources into other forms(content repackaging), like changing information in hardcopy format to soft copy which could be used by many patrons simultaneously. Language repackaging according to Uhegbu can take the form of translating an information resource from foreign language to a local language for better comprehension of the content by non-language speakers of the original language of the material. Uhegbu, further stated that a lot of useful information appear in the language the user cannot understand, for instance, those whose language of communication is English will not understand the content of information written in French language. Therefore, for the information to be useful and readable, it has to be translated to English language. Similarly, Agbaji and Odumu (2017) confirmed that information can be repackaged through the translation of relevant documents into various local languages.

Dongardive (2013) indicated that translation of materials is one of the important in formation repackaging techniques done at national and international information centres. This implies that language repackaging through translation is very critical in meeting the needs of a variety of users, which enhances the service delivery of the library. Dongardive, argued that with regards to the translation of materials, language barrier was one of the greatest challenges to the flow of information. He noted that this problem exists as a result of the varieties of languages

used in a country which at the international level, becomes a more complex problem, that affects the sharing and use of information. Ugwuogu (2015) stressed that the absence of subject specialists/language experts could be a handicap for the repackaging process and the librarian may lack the required skills. The library may need collaboration with the language expert or a librarian who is a subject expert.

Content repackaging is also referred to as content repurposing and content recycling. Content repackaging according Smart (2023) is, turning existing content into new formats, more often than not, it involves turning text content into infographics, videos, and e-books. Smart maintained that content repackaging is a marketing tactic that aims at giving your audience a new way to consume information. It also involves expanding your own content with new research and up-to-date information. This imply that content repackaging creates value on its own, and it is valuable to library information users. Uhegbu (2007) sees content repackaging as changing the previous form of something. He maintained that, repackaging can take the form of reducing voluminous page contents to lesser pages while retaining the complete information in an abridged form in order to reassemble the content of an information resource to align to the taste of a particular user. Information content in figurative form can be translated into alphabetic form to suit users who prefer information in alphabetic form. This implies changing the original form of the information content to secondary form to suit the information user.

Content repackaging could be developed in many ways. Smarty (2023) outlined five ways of repackaging an old article into a new content asset, which are as follows: Infographics (information graphic), slideshow presentations, E-books, videos and podcasts. Infographics (information graphic), which is a representation of information in a graphic format designed to make the data easily understandable at a glance. Graphs are typically used to present data in a form that is easy for the reader to understand; Slideshow presentations, is for repackaging on your own site or for offering them on another site (or both).In this case one can make a visual slideshow. E-books are, one of the easiest ways to repackage content in a free and fast way is by turning the book into an e-book. More and more videos based on text content have been showing up on YouTube presently. People who prefer to watch or listen to virtual content prefer to watch and listen to it. On the other hand, podcasts which are broadcasts that are placed on the Internet for anyone who wants to listen to it or watch it are also resources that emanate from repackaging. Plenty of readers are very conscious of time, so having an alternate way to enjoy content that is more impressive works well to keep their attention. For example, they can listen to your podcast while driving to work or going out for a run. This mean that information in a written form can be transformed to audio and visual forms, to become more useful to library users who will prefer audio, and visual content especially now that more library users are digital citizens. However, visual content can as well be change into written content. Ugwuogu (2015) suggests that poor infrastructural facilities especially in the developing world could frustrate properly trained packagers in doing their work. This mean that poor infrastructure pose a challenge to content repackaging.

Service delivery according to Indeed, (2023) describes a business framework that supplies services from a provider to a client. According to Tella, Quardri, Bamidele and Ajiboye (2020) library services are services provided by the library to the users. The library services include: circulation service, cataloguing services, serials, reference service, photocopying/printing, service, audio visual service and multimedia services. Similarly, Obi (2016) maintained that users' services: are the various services rendered to the library user directly. Therefore, library service delivery is an act of providing services to the users.

Methodology

The study adopted the correlational research design. The population of the study comprises 104 professional and paraprofessional staff of Donald Ekong library, University of Port Harcourt. Sample size consisted of 104 professional and paraprofessional staff determined by census sample method. A structured questionnaire was used for data collection. Face validation of instrument were adopted for this study. A trial testing technique was adopted to ensure reliability of the instrument, and Cronbach Alpha was used to analyse the data. Total of 96 out of 104 questionnaires administered were successfully filled by the respondents and returned. Data collected were analysed using the Pearson Product Moment Correlations (PPMC). Whereas the hypotheses were tested at 0.05 level of significance. The statistical package for social science (SSPSS) was used to do the analysis of data collected. To determine the level of relationship between language repackaging, content repackaging and service delivery in Donald Ekong library. A decision rule was taken for Pearson Product Moment Correlation as follows:

± 0.00-0.20. Weak relationship
± 0.21-0.40. Moderate relationship
± 0.41-0.60. Strong relationship
± 0.61-0.80. Very strong relationship
± 0.81-1.00 Perfect relationship

Demographic Characteristics of Respondents:

Table 1: Gender of the Respondents

Items	Frequency	Percentage
Male	45	47
Female	51	53
Cumulated	96	100

Table 1 revealed that 45(47%) of the respondents were male while 51(53%) were female. This means that majority of the library staff under study were females.

Research question 1: What is the relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt?

Table 2: Relationship between language repackaging and service delivery

Correlations

S/N	Items		Language repackaging	Service delivery
1	Language repackaging	Pearson Correlation	1	0.8738
		N	96	96
2	Service delivery	Pearson Correlation	0.8738	1
		N	96	96

The result from research question one indicates that relationship between the language repackaging and service delivery has a correlation coefficient of r=0.8738. This implies that there is a positive relationship between language repackaging and service delivery in Donald Ekong library, University of Port Harcourt. This study indicated that adequate attention should be given to effective language repackaging of information resources, and if not, may lead to poor service delivery in the library.

Research question 2: What is the relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt?

Table 3: Relationship between content repackaging and service delivery

Correlations

S/N	Items		Content repackaging	Service delivery
1	Content repackaging	Pearson Correlation	1	0.9816
		N	96	96
2	Service delivery	Pearson Correlation	0.9816	1
		N	96	96

The result from research question one indicates that joint relationship between the content repackaging and service delivery has a correlation coefficient of r=0.9816. This implies that there is a positive relationship between content repackaging and service delivery in Donald Ekong library, University of Port Harcourt. This study indicates that adequate measures should be taking to ensure efficient content repackaging of information resources. If this is not done, it will lead to poor service delivery in the library.

Test of Hypotheses

H01: There is no significant relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Table 4: Summary of Pearson Product Moment Correlation between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt

Correlations

Items		Language Repackaging	Service Delivery
Language Repackaging	Pearson Correlation	1	0.8738
	Sig. (2-tailed)		.00001
	N	96	96
Service Delivery	Pearson Correlation	0.8738	1
	Sig. (2-tailed)	. 00001	
	N	96	96

**. The result is significant at P< .05 (2-tailed).

The results from table 4 above indicates the summary of Pearson Product Moment Correlation between the language repackaging and service delivery. It indicates that joint relationship between the language repackaging and service delivery has a correlation coefficient of r = 0.8738 which indicates a perfect positive relationship, and it is statistically significant at 0.05 alpha level (r = 0. 8738, p = 0. 00001 < 0.05). Thus, the null hypothesis which was earlier stated that there is no significant relationship between the language repackaging and service delivery was rejected. This implies that there is a significant relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

H02: There is no significant relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Table 5: Summary of Pearson Product Moment Correlation between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt

Correlations

Items		Content Repackaging	Service Delivery
Content Repackaging	Pearson Correlation	1	0. 9816
	Sig. (2-tailed)		. 00001
	N	96	96
Service Delivery	Pearson Correlation	0. 9816	1
	Sig. (2-tailed)	. 00001	
	N	96	96

**. The result is significant at P< .05 (2-tailed).

The results from table 5 indicate the summary of Pearson Product Moment Correlation between the content repackaging and service delivery. It shows that joint relationship between the content repackaging and service delivery has a correlation coefficient of r = 0. 9816 which indicates a positive relationship, and it is statistically significant at 0.05 alpha level (r = 0. 9816, p = 0. 00001 < 0.05). Thus, the null hypothesis which was earlier stated that there is no significant relationship between the content repackaging and service delivery was rejected. This implies that there is a significant relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt.

Discussion of Findings

Relationship between the language repackaging and service delivery in Donald Ekong library, University of Port Harcourt

From the result of hypothesis one (HO1) the researcher found out that there is a significant relationship between language repackaging and service delivery. This finding is consistent with the study of Agbaji and Odumu (2017) which revealed that information can be repackaged

through the translation of relevant documents into various local languages. Similarly, Dongardive (2013) opines that translation of materials is one of the important techniques in repackaging of information at national and international information centres. This implies that that language repackaging through translation is very essential in meeting the needs of variety of users. Effective language repackaging activities in the library will enhance service delivery..

Relationship between the content repackaging and service delivery in Donald Ekong library, University of Port Harcourt

From the result of hypothesis two (HO2) the researcher found out that there is a significant relationship between the content repackaging and service delivery. This finding is consistent with the study of Smart (2023) which revealed that content repackaging is turning existing content into new formats, more often than not, it involves turning text content into infographics, videos, and e-books. Similarly, Uhegbu (2007) sees content repackaging as to change the previous form of something. This mean changing the original form of the information content to secondary form is necessary to suit the need of information user. Content repackaging activities in the library help to make information resources more potable, useful, and it promotes library services delivery.

Conclusion

Based on the findings of this study the following conclusions were reached. There is significant positive relationship between lan guage repackaging and service delivery in Donald Ekong library, University of Port Harcourt, therefore, adequate attention should be giving to language repackaging to promote high quality services delivery. There is significant positive relationship between content repackaging and services delivery in Donald Ekong library, University of Port Harcourt. Therefore, well-trained content repackagers with top notch skills in content and language repackaging are needed in the library for effective service delivery in ICTs driven library environment. Therefore, language repackaging, and content repackaging, had relationship with service delivery in Donald Ekong library, University of Port Harcourt.

Recommendations

The following recommendations were proffered based on the findings;

- The study revealed that there is a significant positive relationship between the language repackaging and service delivery, it is recommended that the librarians should put in place, adequate measures in performing standardized language repackaging to sustain high quality service delivery
- The study revealed that there is a significant positive relationship between the content repackaging and service delivery, it is recommended that librarians should intensify their effort geared towards content repackaging to promote the service delivery of library.

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