Exploring Emerging Trends in Library Services and their Impact on User Satisfaction in Kaduna State University, Kaduna State, Nigeria

[1]Mansur, Nalado, [2] Kolawole Regina Ujunwa
Department of Information Management, Faculty of Communication and Information Science, Lead City University, Ibadan
[1] *mansurnalado86@gmail.com*, [2] *regwole2015@gmail.com*

Abstract

This study investigates emerging trends in library services and their impact on user satisfaction in Kaduna State University (KASU) Kaduna, Nigeria. The purposeful method was used to select respondents for the study. A qualitative research method was adopted through an in-depth interview used for gathering data. Data were analysed using the phenomenological method. The study revealed that ease of access over online resources and digital platforms brings about high satisfaction. Relevant and up-to-date content that meets the information needs of users and the technology integration in library services, such as mobile apps, digital catalogues, self-checkout systems, and online databases, are the forces behind satisfaction and changes in behaviour and expectations of those users. If libraries were to adapt to those emerging trends, user satisfaction could be realised, while their behaviour as well as experiences and expectations would definitely be changed.

Keywords: Kaduna State University, Trends in Library Services, User Satisfaction

Introduction

Libraries have long been seen as a cornerstone of society, providing access to knowledge and resources for all individuals. However, libraries are constantly evolving to meet the ever-changing needs of their users. With the rise of technology and online resources, libraries must adopt to remain relevant in the digital landscape while continuing to provide traditional services that cater to all types of users. One of the most significant trends in library services is the shift towards digital resources and technology (American Library Association, 2009). Many libraries now offer online databases, e-books, e-journals, e-margazines, institutional repositories, as well as digital archives that can be accessed remotely by users with the aid of the Internet (Ogedengbe & Quadri, 2020). This allows for greater accessibility and convenience for users who may not be able to visit the library in person (American Library Association, 2009). One of the benefits of digital resources is that they provide libraries with the opportunity to reach a wider audience and offer more diverse and specialised collections (Alasa & Quadri, 2022).

Nowadays, libraries are focusing on personalised user experiences. They are increasingly using data and analytics to understand their users' needs and preferences. This allows them to tailor their services and collections to better meet the demands of their users. Personalised recommendations, curated reading lists, and

targeted programming are all ways in which libraries are seeking to enhance user satisfaction and engagement (Brown, 2019). Collaboration and partnerships are also becoming more important in the library world. Many libraries are working with other institutions, such as colleges, universities, and community organisations, to expand their reach and offer new services to their users. Hence, this is a valid means of forming alliances and sharing resources, libraries can better serve their communities and provide a more comprehensive range of services (Gillespie, 2017).

Review of related Literature
Libraries are focusing on enhancing the physical space and facilities they offer (Gillespie, 2017). Many libraries are redesigning their spaces to create more inviting and user-friendly environments. This includes the addition of comfortable seating areas, collaborative workspaces, and technology hubs. By creating spaces that cater to a variety of needs and preferences, libraries can better meet the diverse needs of their users (American Library Association, 2009).

Brown (2017) emphasises the importance of digital transformation in libraries, focusing on enhancing user experience through digital services such as online catalogues, digital lending platforms, and virtual reference services. The author found that adopting these technologies positively impacts user satisfaction by providing convenient access to resources and personalised services. Additionally, there is evidence describing the change from a traditional to a modern library (Gaikwad & Bilawar, 2023). Libraries have a long history of working together or alone to preserve resources, offer information services, and grant access. New developments in technology enable creative services tailored to the needs of users.

Jaeger et al. (2018) data analytics techniques were employed to analyze user behaviour and preferences in academic libraries. This means that data-driven decision-making led to targeted improvements in library services, resulting in higher user satisfaction levels. In another perspective, Jaeger et al. (2018) explored the role of innovative technologies, such as artificial intelligence and machine learning, in libraries. They highlighted the potential for these technologies to automate routine tasks, optimise resource allocation, and facilitate collaboration among library staff, ultimately leading to enhanced user satisfaction.

Dewdney et al. (2019) focused on the importance of user-centred design principles in developing accessible library services. By incorporating features such as assistive technologies, intuitive interfaces, and inclusive spaces, libraries can improve user satisfaction among diverse user groups, including those with disabilities. Dewdney et al. (2019) investigated the impact of the COVID-19 pandemic on library services and user satisfaction. The shift towards remote access, online learning support, and virtual events has reshaped library services delivery, with mixed findings on its overall impact on user satisfaction, highlighting the need for ongoing evaluation and adaptation.

User satisfaction is a very important aspect in the library field, as it directly impacts the success and effectiveness of library services. User satisfaction in libraries can be defined as the extent to which library users are content with the services, resources, and facilities provided by the library. It is a key indicator of the library's success in meeting the needs and expectations of its users. A satisfied user is more likely to engage with library services, return to the library for future visits, and recommend the library to others. The goal of a library is to comprehend how emerging trends and cutting-edge services intersect to create equitable opportunities and more inclusive spaces and services for users (Poluru et al., 2018). The current wave of technological innovation has significantly altered the services provided by libraries and information specialists, as well as the expectations that society has of them. In order to deliver user-centric service and keep up with the rapidly evolving web technologies that are being used worldwide to provide library services to people, librarians are expected to evolve with the system.

There are several ways in which user satisfaction can be measured in libraries. One common method is through user surveys, in which patrons are asked to provide feedback on their experiences with the library. Surveys can cover a range of topics, such as the quality of the library collections, the helpfulness of library staff, and the ease of accessing library resources. Another method is through the analysis of library usage data, such as circulation statistics and website analytics, which can provide insights into user behaviour and preferences (Gillespie, 2017).

Furthermore, by listening to user concerns and suggestions, libraries can identify areas for improvement and implement changes that better meet user needs. Feedback can be collected through formal channels, such as surveys and comment cards, as well as through informal interactions with library staff. Libraries that make an effort to solicit and respond to user feedback demonstrate a commitment to continuous improvement and user-centred service (Library customer service, 2017). One key strategy is to ensure that library collections are current, diverse, and relevant to user needs. This may involve regularly weeding outdated materials, acquiring new resources in response to user requests, and promoting collections through displays and recommendations.

A welcoming and comfortable physical environment, with ample seating, good lighting, and quiet study spaces, might attract users. All these would be supported with ranges of services and programs to meet the diverse needs and interests of their users, such as research assistance, computer access, and programming for children and adults (Ranganathan, 2018). Personalised user experiences have become a vital aspect of business strategies in library operations. Tailoring resources and services to individual preferences and needs has the potential to enhance customer satisfaction and loyalty. It involves using data and insights to create tailored interactions with customers (Dempsey, 2017). By analysing user behaviour, preferences, and demographics, libraries can provide customised recommendations, content, and services (Luo, 2019). This level of personalisation not only increases engagement but

also fosters a sense of connection and loyalty with the brand. This would consequently lead to customer retention levels (Smith, 2020).

In recent years, the world has witnessed a significant advancement in technology across various sectors. The library services have witnessed great impact in technological advancements. Libraries have evolved from being traditional repositories of books to becoming dynamic and interactive spaces that offer a wide range of digital services to users (Dempsey, 2017). The impact of technology on library services had been witnessed by transformed library services through digitisation (Luo, 2019). This makes it easier for users to access information remotely from the databases and digital archives of the libraries.

Collaboration and community engagement in libraries are essential aspects of modern library services. Libraries are no longer just repositories of books and information; they are dynamic community hubs that provide a wide range of services and resources to meet the diverse needs of their users (Smith, 2020). Collaboration in libraries involves working with other organisations, institutions, and individuals to leverage resources, expertise, and relationships for the benefit of library users. Smith (2020) submitted that partnering with schools, universities, local government agencies, non-profit organisations, and businesses, libraries can expand their reach and impact in the community.

Objectives of the Study
The specific objectives of the study are to:
1. find out factors influencing user satisfaction with emerging trends in library services at Kaduna State University, Kaduna, Nigeria.
2. explore how emerging trends in library services impact user behaviour and expectations at Kaduna State University, Kaduna, Nigeria.

Research Questions
1. What are the factors influencing user satisfaction with emerging trends in library services at Kaduna State University, Kaduna, Nigeria?
2. How do emerging trends in library services impact user behaviour and expectations at Kaduna State University, Kaduna, Nigeria?

Significant of the Study
This study would be of optimal benefit in informing strategic decision-making about resource allocation, technology adoption, and service development to meet evolving user needs effectively and particularly at Kaduna State University, Kaduna, Nigeria. It would further increase accessibility to library resources and services, attract new users, retain existing ones, and satisfied users might advocate and participate in library programs, events, and initiatives, fostering a sense of belonging and collaboration within the community.

Research Methodology

This study adopted a qualitative research method. According to Musa (2013), qualitative research methodology refers to the method of inquiry employed to gather an in-depth understanding of phenomena and human behaviour, especially feelings, perceptions, or opinions, and the reason that governs behaviour. Case study research design is seen to be best suited for this study. Therefore, Kaduna State University served as the case study in the research. According to Yin (2003), a case study is an empirical inquiry that investigates a contemporary phenomenon within its real-life context. Qualitative research methodology, according to Denzin and Lincoln (2003), involves an interpretive, naturalistic approach to its subject matter and which attempts to make sense of, or interpret, phenomena in terms of the meaning people bring to them. Qualitative research is suitable for this study because it provides deeper understanding of human information behaviour in social phenomena (Silverman, 2005).

Purposive sampling was adopted for the study. In purposive sampling, few participants are deliberately selected to reflect particular features of community within the population (Markwei 2013). This is because of the research objectives, population of interest, available resources, and practical constraints. In fact, it is an essential tool for obtaining reliable and valid research findings. The population of the study comprised of fifteen (15) participants and were selected using purposive sampling methods at Kaduna State University. Users were briefed about the objectives of the study and were interviewed at the library. The respondents for this study were selected based on the criteria that they must be a real-time user at time of conducting the interview and be either student, scholar, or researcher.

Method of Data Collection

The data required for achieving the objectives of this study were collected using in-depth interviews. Thus, the interview was designed for collecting data on emerging trends in library services and their impact on user satisfaction at Kaduna State University. Data collection is the process that enables the researcher to systematically gather relevant answers to research questions (Milanzi, 2009). The accidental purposive sampling which involved engaging with users who came to the library at the time of data collection for the study. Nine (9) library users participated in the study. Data were collected by the researchers, and data were transcribed for analysis.

Method of Data Analysis

With the consent of the participants, interviews were recorded, and the recorded information were transcribed verbatim using phenomenological analysis to explore and describe the lived experiences of individual respondents. According to Martin Heidegger (2007), phenomenological analysis is describing the existential aspects of human existence and the ways in which individuals relate to their world.

Based on the research questions,

The first respondent explained that

"ease of access of online resources and digital platforms brings about high satisfaction to me; henceforth, it makes me patronise the library frequently.

The second respondent said that,

''relevant and up-to-date content that meets my informational needs are the forces behind satisfaction with library services''.

The third respondent gave his experience as

"the *technology integration in library services, such as mobile apps, digital catalogs, self-checkout systems, and online databases, is my best."* experiences and satisfaction with the library'.

The fourth respondent mentioned that '

'collaborative space, which allows group study areas to foster interaction among users, gives opportunities for community engagement."

The fifth respondent had given reason for her satisfaction as follows:

"feedback and enquiries, contribute to my satisfaction''.

The sixth respondent said that

the library embraces innovation and adapts to emerging trends that position it to meet evolving user expectations and preferences. This, of course, has impacted users' behaviour and expectations''.

The seventh respondent narrated that

''the library often includes initiatives aimed at enhancing digital literacy skills among users; it really affected my behaviour and expectations''.

The number eight respondent expressed his mind, saying, '

'The library is leveraging social media, online forums, and virtual events to engage with users and foster a sense of community."

Ninth respondent was recorded saying,

"What *impacted users' behaviour and expectations are the emerging technologies adopted by the library, like artificial intelligence (AI) that helps tailored search results and targeted information''.*

Above are the interview transcriptions as sourced from the nine (9) respondents who participated in the study.

Discussion of the Findings
From the research findings, it was discovered that, ease of access to online resources and digital platforms bring about high satisfaction. According to Jaeger et al. (2018), one vital factor that influences user satisfaction with emerging trends in library services is accessibility, which implies that users are opportune to have instant access to library resources and services by innovation and adoption of emerging trends in the library. Also, provision of relevant and up-to-date content that meets informational needs of users contributed to their satisfaction with library services. According to American Library Association. (2009), library users are more satisfied with relevant and up-to-date resources being provided by the library. The technology integration in library services, such as mobile apps, digital catalogues, self-checkout systems, and online databases, was also found to contributed to the experiences and satisfaction of user with the library. Dempsey (2017) opined that libraries must prioritise user experience by designing intuitive interfaces, providing clear instructions, and offering personalised recommendations.

Moreoever, the satisfaction derivable by users from the library was also traceable to the availability of collaborative space that allows group study areas to foster interaction among users and gives opportunities for community engagement. According to Gillespie (2017), libraries must consider variety of physical spaces to be inclusive and user-friendly, with ample seating, adjustable computer stations, and accessible entrances. Emerging technologies' implementation withing the library surveyed was also found to contribute to their regular visit to and satisafction with the library. Such emerging technologies adopted by the library, like artificial intelligence (AI), helps in modifying the search terms to ensure that the search results and targeted information are relevant to the users needs. Brown (2019) stated that user expectations and behaviour are more quickly influenced by emerging trends in the broader information landscape.

Conclusion

The study was conducted to investigate the emerging trends in library services and their impact on user satisfaction in Kaduna State University (KASU) Kaduna State, Nigeria. The study revealed that ease of access to online resources and digital platforms brings about high satisfaction which ultimately encourage regular use of the library by the library users. Relevant and up-to-date content that meets users informational needs was also found to be another major factors that influenced users satisfaction with library services. The integration of technology such as mobile apps, digital catalogues, self-checkout systems, and online databases, in library service delivery was found to contribute positively to the experiences and staisfaction of users with the library. Implementation of collaborative spaces and use of emerging technologies in facilitating service delivery were very bimportant to sustain users satisafction with the library.

Recommendations

With the proliferation of electronic databases, ebooks, and online journals, libraries are to increase hubs for accessibility to digital materials in addition to traditional print collections. This trend can expand the range of resources available to users for greater accessibility and convenience. Also, libraries are to increase focus on understanding their users' needs and preferences in order to ensure the provision of services and resources to meet the needs of the users. Collaboration and partnerships in library services are very paramount; since it is good for libraries to embrace them in order to enhance satisfaction of the needs of their users. To improve service delivery, libraries should adopt the use of artificial intelligence to enhance resource delivery and personalised users' experiences.

References

Alasa, S.A., and Quadri, G. O. (2022). E-resources usage among Polytechnic students in Southwest Nigeria: evidence from Federal Polytechnic, Ede, and The Polytechnic, Ibadan, Nigeria. *International Journal of Knowledge Content Development & Technology,* 12(1): 49-65. American Library Association. (2009).

Brown, A. G. (2019). The future of libraries in the digital age: an analysis of emerging trends and challenges. *Library Management*, 40(8/9), 590-602.

Brown, J.R. (2017). *Collaborative library services: emerging trends and best practices.* Rowman & Littlefield.

Dempsey, L. (2017). The impact of technology on library services in the 21st century. *Library Trends,* 65(3), 306-320.

Dewdney, P. and Ride, P.G. (2019). *The user-centered library: How libraries can engage with users and create welcoming spaces for All.* ALA Editions.

Gaikwad, M., & Bilawar, P. (2023). Transforming Academic Libraries: Exploring Emerging Trends and Technologies. 9 (June), 1–9.

Gillespie, J. (2017). Community in the digital age: libraries promoting democracy and social cohesion. *Library Hi Tech*, 35(1), 137-152.

Jaeger, P.T., Sarin, L.C., and Bertot, J.C. (2018). *Library Services and User Satisfaction in the Digital Age.* Oxford University Press.

Luo, L. (2019). Digitization and its impact on library services. Journal of *Library Administration*, 59(5), 471-483.

Ogedengbe, O.E. and Quadri, G.O. (2020). The use of social media by undergraduates in South-West Nigeria: a comparative study. *Library Philosophy and Practice* (ejournal). 3860. https://digitalcommons.unl.edu/libphilprac/3860

Poluru, L., Vaghora, P., & Naveen, K. S. (2018). Emerging Trends in Libraries of Design Institutes : A Case Study. *Envisioning Digital Transformation In Libraries For Nextgen Academic Landscape*, 245–254.

Racheal, A. F. (2020). Global trends and emerging technologies in libraries and information science. *Library Philosophy and Practice,* e-journal,(January), 1–14.

Ranganathan, S. R. (2018). Library automation and its impact on user services. *International Journal of Library Automation,* 42(2), 156-169.

Smith, J. R. (2020). Collaborative partnerships in libraries: expanding services and outreach. *Public Libraries Quarterly,* 39(3), 229-239.

Smith, J. R. (2020). The importance of personalised user experiences in digital marketing. *Journal of Marketing Research,* 45(2), 123-135.

Thompson, L. K. (2018). Enhancing user satisfaction in libraries: strategies for personalized services. *Journal of Library Personnel*, 44(6), 709-716.