New Media Technologies for Communication and Information Sharing in Nigeria: Nexus between Libraries and the Mass Media

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KWASU Journal of Information, Communication and Technology (KJICT.) 2023, 2(1)
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URL: http://kjict.ng/

Abstract

The paper reviewed common trends in new media technologies for communication and information sharing practices in libraries and media institutions. The paper is premised on the argument that libraries and mass media, as cultural memory institutions, share a common objective and that instead of operating in isolation from each other, they ought to collaborate for mutual benefits. The study used a literature review approach to provide insights into the research phenomenon. The review provides evidence that libraries and mass media are employing new media technologies more frequently to communicate information, advertise services, connect with patrons, and share information among practitioners. The majority of the qualitative and quantitative studies reviewed identified libraries and media institutions as increasingly adopting new media technologies to promote information services and enhance user relationships. Social media platforms like WeChat and Facebook, among others, have been effective in promoting library collections and services worldwide. However, Nigerian libraries and media institutions are yet to fully utilise these technologies for sharing information and dissemination. Studies reviewed only showed that these technologies are mostly used for communication and interaction with colleagues, rather than for document delivery. The paper concluded that despite the global trends in practices, libraries and mass media in Nigeria are yet to fully utilise these opportunities to better engage with users and enhance their services of information dissemination. Looking ahead, libraries and mass media need to adapt and innovate to maintain their shared objectives and collaborate for mutual benefits. To achieve this, some recommendations were made that require practitioners to handle the tasks ahead in the increasingly digital environment, with a new set of business, technological, and creative skills.

Keywords: New Media Technologies, Communication and Information Sharing, Libraries, Mass Media, Social Media, Nigeria

1. Introduction

The library and mass media serve as platforms for sharing information, ideas, perspectives and entertainment. They provide a means for communities to connect and communicate with each other. Mass media (the press), like the library, strive to provide information for people to enrich their personal lives and enlighten them on good citizenship. Both agencies draw their strength from publications or information emanating from individuals, organisations, and local and international bodies. Information provided by both organisations and other corporate bodies helps to

reduce uncertainty in their operations and makes them more effective. For emphasis, the library, by its roles, is strongly related to mass media in society. They both play complementary roles (Nwalo, 2000).

The traditional mass media and libraries are distinct but are interrelated entities that serve common functions within a community. The primary purpose of traditional media is to provide a means for people to express themselves, share their culture, stories, and perspectives, and address issues relevant to their communities. The traditional media include newspapers, magazines, radio and television, managed and controlled by private or public organisations (Debono & Vancell, 2017). On the other hand, libraries are institutions that collect, organise, preserve, and give users access to a wealth of knowledge and learning materials, such as books, journals, digital media, and more. Traditional libraries preserve cultural heritage and provide information for use to support lifelong learning (Umeozor, & Ibegwam, 2022). The primary function of a library is to support education, research, and information dissemination for a broader audience. It is, therefore, apposite to suggest that both libraries and the mass media play important roles in education, cultural preservation, and the dissemination of information. To sum it up, libraries and mass media are driven by the same desire to democratise access to information (Chisita, Shoko, Rusero & Ngoaketse, 2020).

The advent of new media technologies in the twenty-first century has accelerated changes in how libraries and mass media disseminate information. The evolution broke down geographical barriers, necessitating new organisational and economic models for news and information. That development altered the connection between information and news producers/disseminators and consumers. Convergence started to take on several forms, such as cooperation between media outlets and the combined use of various media for information gathering and dissemination (Kolodzy, Grant, DeMars & Wilkinson, 2014). It has resulted in the emergence of neo-communities without borders.

In recent years, there has been an overwhelming increase in the availability of rapid news and information. This development intensified the idea that traditional media no longer played any worthwhile function. A report by Newman et al (2023) highlighted how younger audiences increasingly rely on social media and digital platforms over traditional news sources, raising concerns about the sustainability of legacy media. Hence, legacy news brands face declining engagement, particularly among the young generation who prefer news from social media, influencers, and digital-native outlets. These platforms increased pressure to deliver most recent information without any form of verification (Moss, 2016).

To the institutional libraries, the crowded information space filled with knowledge of different kinds that can be easily accessed in no particular order, without the strong delineation and sequencing making sifting through the information space difficult, in particular, has a challenging implication for their role as gate keepers and codifiers of knowledge (Moss, 2016). To the mass media, the phenomenal growth of misinformation in society arising from unedited information sourced from crowds raised concerns about how content from unprofessional contributors ends up shaping unhealthy public opinion (Qutab, Myers, and Gardner, 2019).

In order to reduce the tensions created for both institutions and ensure progress towards reclaiming the virtues of practice, libraries and mass media must consider sustainable adaptation or creative ways that both the industry and novel technology avenues can continue evolving from their domain as new media technologies continue to bring about more disruption and more possibilities (Kolodzy, Grant, DeMars & Wilkinson, 2014; Moss, 2016). As stated by Ufot, Akarika and Ukpe (2023), the introduction of new technology into the media and library landscape does not signal an end to the prevailing practice; rather, it fosters the evolution and adaptation of it, while contributing to the development of the successor.

This paper illustrates how the continuous development of technologies has created dilemmas, disrupting existing communication and information sharing patterns among libraries and the mass media. At the same time, it exemplifies how emerging common new media technologies, if adopted, can neutralise or normalise the effect of the disruptive impact. Similar to Chisita, Shoko, Rusero and Ngoaketse (2020), the paper is premised on the argument that libraries and mass media, as cultural memory institutions, share a common objective and that instead of operating as silos, retrogressively isolated from each other, ought to collaborate for mutual benefits. To this extent, practitioners in libraries and the media will increasingly need to cooperate and collaborate to meet challenges of digital collections creation, management, use and preservation.

The study used a literature review approach to provide insights into the research phenomenon. The study reviewed and interpreted literature on convergence between library and mass media to highlight trends and changes in current practices facilitated by emerging technologies for communication and information sharing in Nigeria.

2. Literature Review

The digital revolution has transformed the global distribution of information, news, and entertainment content. In the age of new media technologies, sources of information generation, as well as news collection and reporting, have experienced a significant paradigm shift. New media technology refers to all technologies that include television, newspapers, publishing and radio used for mass dissemination of communications (Chisita, Shoko, Rusero & Ngoaketse, 2020). To libraries and mass media, new media technology refers to the integration of digital, computational, and networked technologies into mass media and library systems, enabling advanced production, distribution, storage, retrieval, and interactive engagement with information. This encompasses digital platforms, artificial intelligence, cloud computing, social media, mobile applications, and immersive technologies that transform traditional media and information services (Croteau & Hoynes, 2018; Flew, 2021).

The beginning of the twenty-first century, as well as the online transmission of news, presented new challenges and opportunities for mass media and libraries. For instance, modern media technologies enabled interactive user feedback, creative participation, and on-demand access to material on any digital device, at anytime, anywhere. Another aspect of the new media technology is in the real-time generation of new and unregulated content (Nwanguma, 2015). Some anticipated that all media would provide online content, in addition to traditional content, in the future, while others saw media mergers where a single organisation would provide content on a variety of platforms, both new and old. Still others saw technologies that promised a revolution in the creation and dissemination of information (Kolodzy, Grant, DeMars & Wilkinson, 2014). Technology has now reduced entrance barriers and increased knowledge distribution to a global audience (Kaul 2012). As communities are no longer geographically constrained, practitioners must recognise and adapt to the various needs and interests of their audiences.

The digital age has altered the global distribution of news and entertainment information. Among other things, digital technology provides interaction, non-linear communication, and a new economy through the mediums it creates (Kaul, 2012). As more media becomes available in digital formats, and old media packaging and distribution strategies begin to unravel, "the customer is king" is quickly becoming the industry's new mantra. The challenge for mass media and libraries is to embrace multiple content and channels profitably. There will be opportunities for much more personalisation of all types of content, and end users will be empowered and have more control over how, where, and how much they pay for content (Kaul, 2012).

Professional convergence between libraries and mass media

An intriguing topic of professional convergence is how the two distinct professions of library and mass media rely on comparable skills and resources. Librarians and information professionals, for example, are taught to search, preserve, retrieve, and transmit information, just like journalists and broadcasters (Hannabuss, Barford, & Campbell, 1995). Ufot, Akarika, and Ukpe (2023) illustrate the types of convergence that the mass media and libraries can employ as a strategy to stay relevant in the business of communication and information sharing as follows:

Digital convergence: Here, media organisations are linked or intersected via integrated digital technologies to achieve a well-integrated conglomerate and, by extension, enhance multimedia information sharing and open access. As a result, digital technology makes it possible to deliver both contemporary and conventional communication services over many networks. Thus, it goes without saying that convergence is supported by digital technology. A good example is the internet, which integrates radio, television and film, and then distributes through push technology. This suggests that one can read, view, or listen to content on the Internet by simply pressing a button or clicking a mouse. By this role, the internet has evolved to become a reality medium of communication because of the convergence of different technologies.

Content convergence: Content convergence means an organisational effort guarantees content created in any part of the organisation to be found and reused by any other part of the organisation. Content is the foundation on which customer expenses are built, be it text, imaging, video or audio. Content production is at the heart of every business. Content convergence

in media brings the "three CS" – computing, communication, and content. It is a direct consequence of the digitalisation of media content and the popularisation of the Internet (Flew, 2013).

Multiplatform delivery: The maturity of the internet and mobile communications, as well as the data-enabled digital television systems, have broadened the range of options available for citizens to access the news. For example, Channels Television media practitioners use smartphones which combine numerous technologies that were previously available on separate devices: a computer, a watch, an alarm clock, a GPS, and a newspaper, among others, to cover and report new stories. These numerous technologies are now available in the palm of journalists. Digitalisation, again, has facilitated the development of multiplatform delivery strategies aimed at making information distribution as efficient as possible. There also seems to be a virtuous circle accelerating the development of multiplatform delivery technologies.

Multi-skilled professionals: Convergence can also be analysed from the standpoint of the redefinition of professional roles and skills of practitioners. Multi-skilling is a trend with increasing acceptance in new media, which demands that professionals be versatile, coping with a wide range of responsibilities to get jobs done. The advent of the digital age has presented the mainstream media with a number of significant communication issues, including new audience relations (interactivity), new languages (multimedia), and a new grammar (hypertext). But more significantly, this media revolution opens up the mass communication system and libraries to a variety of new participants, altering the communication environment for the traditional players (Kaul, 2012). A study by Williams (2020) revealed that practitioners had different roles of specialisation, and these provided a broad spectrum of where and how new media technologies could be used in academic libraries.

Active audience: The rise of user-generated content, interactive interfaces, and instantaneous global connectivity characterise the new media landscape. Audiences are no longer passive recipients but active contributors, shaping the discourse and influencing trends (Yin, 2023). However, Livingstone (1999) notes that the relationship between library and media practitioners and the citizens can be found in the changes in the audience habits and attitudes, namely, fragmentation, specialisation and active participation. Digital distribution technologies, therefore, allow for the customisation of content and make it easier the dissemination of information that is highly targeted for a specific audience. However, not only has user-generated content production rocketed in the last few years, it has also slowly become a culture of dialogue and collective deliberation. For instance, it has now become a trend for radio stations to engage in dialogue and collective deliberation through call-in programmes for various discourses on issues of great importance. Library and mass media practitioners also have to deal with convergence, as institutions are moving away from exclusivity to inclusivity. Other critical areas of convergence include but are not limited to seamless access, semantic web, resource sharing, cyber security, digital literacy, shared storage, artificial intelligence and decoloniality (Chisita, Shoko, Rusero & Ngoaketse, 2020).

A shifting communication and information sharing landscape

The rapid ascent of new media technology has orchestrated significant shifts in the landscape of traditional media and library practice, precipitating profound alterations in the dissemination of information (Yin, 2023). How mass communication media and libraries share and disseminate information has changed in terms of acquisition or use in different contexts and practice. The nature and role of libraries and media in our society have been drastically changed by new media technologies, which have reimagined long-standing public communication practices, occasionally eluding the two established organisations, and undermining their privileged position as information/news and entertainment gatekeepers (Kaul, 2012). Billions of people, whose access to daily changing information was limited a generation ago to few locally distributed printed newspapers, television channels, and radio stations, can now instantly access virtually all of the world's news and information from home, work, or anywhere else. This revolutionary shift in libraries and media will have considerably more significant historical, economic, and social repercussions than any previous media breakthrough, including the discovery of movable type by Gutenberg, broadcasting by Tesla and Marconi, or any other (Kaul, 2012).

Considering the various ways in which knowledge now circulates outside formal institutional structures, the transition from traditional to new media technology has democratised information dissemination, allowing for a more decentralised and participatory media environment. The internet makes it possi-

ble to find and retrieve an increasing depth and range of source material on a wide range of topics, using search engines such as Google. Hence, new media platforms, such as social media, online streaming, and digital publications, have emerged as powerful players, challenging the dominance of traditional outlets (Yin, 2023).

Likewise, authoritative articles on key issues in the social sciences can be consulted in Wikipedia and will be regularly updated by the community of scholars. It is now, therefore, possible to search for and find a relatively large amount of material on a given topic very fast (Moss, 2016). An array of new knowledge brokers now facilitates this activity of 'find and retrieve', acting as guides to what is worth following up.

Today, all the devices used for communication are continuously being blended into one massive media conglomerate; such that, with just a mobile phone, a computer system and the internet, one can comfortably access the media, irrespective of the form and location (Ufot, Akarika, & Ukpe, 2023). In a review of the industry's history, Kaul (2012) notes that although the leaders of each medium thought they would be destroyed by the newest technology, many of them managed to adapt and survive. Old media, as accustomed to, are traditional libraries, television, radio, and printed newspapers. However, new media are most typically connected with content that is accessible "online," which simply implies that the information is available via a virtual network, the Internet being the most prominent example (Kaul, 2012). The proliferation of new media technologies has necessitated a fundamental rethinking of the interface existing among media and library practitioners (Chisita, Shoko, Rusero & Ngoaketse, 2020).

New media technologies and emerging roles for communication and information sharing practices by libraries and mass media

The digital revolution has created a deluge of digital resources characterised by seamless and real-time access to content. This phenomenon has changed the myopic view of the library as a physical space and the librarian as a mere armchair guardian of the library and its books. The modern library and related institutions, such as mass media, reflect the progression of society in the digital trajectory as evidenced by the online presence and access to resources (Chisita, Shoko, Rusero & Ngoaketse, 2020). New media technologies are increasingly used to communicate information and for advertising services and connecting with patrons as well as well as for linking, liking and following other media or libraries' pages to keep abreast of developments in the field, and also to share and re-tweet information among practitioners (Witte, 2013; Williams, 2020). Libraries and mass media in the age of digital revolution encourage lifelong learning, make knowledge accessible and preserve local heritage through the following new media technologies:

Twitter: Twitter is a microblogging application and allows the transmission of short messages of up to 140 characters and keeps followers updated on daily activities, events, news, contributions and comments (Akinola, 2015; Ogunleye, 2015). While Twitter is a relatively new tool, it appears to have caught up with Facebook in terms of popularity in academic libraries (Chu and Du, 2012). Some academic libraries view Twitter as a medium of communication that presents ease of use, whereas others feel it is complicated. Yoo-Lee and Kim (2014) highlight that librarians have adopted a wide range of social media, such as Facebook, Twitter, Pinterest, and YouTube, to engage users and to market local resources and services. There is growing concern over the misuse of social media platforms to peddle fake news, resulting in information disorder. However, libraries, archives and the media can help to equip users and readers with knowledge and skills to overcome information disorder (Chisita, Shoko, Rusero & Ngoaketse, 2020).

Pinterest: One of the successful usage of new media technologies is the use of Pinterest as a library-marketing tool. This platform is used by academic libraries to display new titles by creating a library Pinterest account and "pinning" them to electronic boards that are publicly viewable without logging in to the system (Dudenhoffer, 2012).

Weblogs: A Weblogs or blog is a medium that takes on ideas, views, and suggestions from everyone. Aacharya (2021) mentions three types of blogs such as by media type, by device and by topic. Blogs can be used to share links and this is known as linklog. Blogs are also written for marketing or for enhancing communication and culture as well as for brand or PR objectives. The blog is not a new process for libraries as it is already an extension of what the librarians have been doing to identify, organise and share library information with everyone. The blog provides many opportunities for libraries and is used to: provide new library announcements; draw attention to new resources; give news on library services; list new

acquisitions; post book reviews, and help connect users' feedback, comments, and requests to the library, among others. Blogs examples in libraries are Librarian.net, David Lee King, LISNEWS, Library of Congress Blog and Library Connect (Aacharya, 2021).

Mobile technology: Mobile tools provide portable access to the world of information across boundaries of subject, discipline and organisation. Through the mobile Web, people can download audiobooks, upload camera phone photos to Flickr, receive turn-by-turn driving directions and have in-store coupons delivered directly to them. This evolution of handheld devices, combined with new high-speed wireless data networks, makes browsing the mobile Internet a more compelling experience. Many libraries are offering library instructional materials and resources via mobile platforms. For example, East Carolina University's "Research First Aid" is a series of podcasts for library researchers on the go (Negi, 2014). With mobile devices becoming more popular and acceptable than personal computers, it is now essential for libraries to devise means of delivering effective and efficient information services through mobile phones, tablets, smart devices, Mobile Apps and other mobile platforms and devices (Adamu, Omame, Ahmed & Gombe, 2019).

Features of new media technologies

Some of the outstanding features of new media technologies that stand it apart from traditional or analogue media are presented below as adapted from (StudyMassCom.com, 2024):

Interactivity: New media encourages active participation and engagement from users. Unlike traditional media, which is often one-way communication, new media allows users to interact with content, create their own, and engage in discussions with others.

Global access: Digital technologies have made new media widely accessible to people around the world. The internet and mobile devices have facilitated the ease of accessing and consuming information and entertainment. New media have a global reach, enabling content to be shared and accessed by people from different parts of the world. This interconnectedness has led to a more diverse and inclusive online community.

Multimedia integration: New media combines various forms of media, such as text, images, audio, and video, to create richer and more immersive experiences for users.

Real-time communication: Platforms like social media and instant messaging enable real-time communication, allowing people to connect and exchange information instantaneously.

User-generated content: Users can actively contribute to new media by creating and sharing their content, leading to a democratisation of information and creativity.

Personalisation: New media platforms often use algorithms to tailor content and recommendations based on users' interests and behaviour, providing more personalised experience.

Virality and shareability: On new media platforms, content can spread quickly and be widely shared, thereby expanding its reach and amplifying its impact.

Constant evolution: New media is continuously evolving, with emerging technologies and trends shaping the way content is produced, shared, and consumed.

New media technologies for communication and information sharing: trends in practices by libraries and mass media in Nigeria

Zhu (2016) investigated the use of the official WeChat account, China's most popular mobile social media site, to share Jinan University Library collections and services with students, faculty, and staff. The author found that academic libraries in China had created WeChat accounts and engaged numerous followers who are able to directly access library resources and services using their mobile devices. Thus, the social media tool proved to be an excellent tool for promoting library services and improving ties between the library and its users. A'dillah et al. (2016) also investigated the efficacy of Web 2.0 applications for boosting library services in Malaysian research university libraries. Facebook was found to have the most influence as a promotional medium for information dissemination, addressing user inquiries, and offering feedback on promotional programmes.

Williams (2020) explored the usage of new media technology in six academic university libraries in the Flanders region of Belgium and South Africa to gain insight into the benefits and technological challenges encountered. There were two types of presences depicted: an institutional library presence

(adoption), which is utilised to engage library users, and a non-presence (non-adoption). Each of the three Flemish academic libraries—UAL, FUBL, and CULL—adopted at least one social media platform. While the ULL was a non-adopter and did not actively participate in new media, the GUL and CPUTL, two South African university libraries, were adopters of at least two media. To make sure that consumers were contacted on a medium that worked for them, South African university libraries, similar to those in Flanders, were utilising one or more media platforms. The library's website provided access to the adopters' official media platforms.

The Flemish academic libraries surveyed by Williams (2020) shared their thoughts on Twitter's distinctive qualities while still offering students with a Facebook platform for relationship building. Gauteng University Libraries (GUL) and Cape Peninsula University of Technology Libraries (CPUTL), two of the participating South African university libraries, used at least two media (Facebook and Twitter) to engage with students and promote the library's resources for teaching, learning, and research.

Owusu-Ansah et al. (2015) examined the new media technology for supporting research in some academic institutions in four countries, namely South Africa, Ghana, Uganda and Nigeria. It was found that technologies were minimally used for communication purposes at Rhodes University Library in South Africa. On the other hand, the University of Education, Winneba Library in Ghana, Makerere University Library in Uganda and the University of Nigeria Library mostly used it to communicate and interact with colleagues. Tella et al. (2013), in an earlier similar study, investigated new media technologies use by 200 academic librarians in six states of Nigeria and found that they made use of media to share knowledge and other educational information and communicate with other libraries and librarians.

The study by Quadri and Adebayo (2016) on the use of new media by librarians for information dissemination in three federal university libraries in Southwest Nigeria found a variety of information services offered to library patrons to include reference services and Current Awareness Services (CAS), primarily via Facebook and Twitter. However, document delivery was the least disseminated to users through the two widely used media technologies. The value attached to sharing information through media sites was identified to include library instructions and tutorials provision, as well as a vast array of library-related media objects and contents shared with the larger academic community (Magoi, Aspura, & Abrizah, 2019). In this manner, those who are involved in the information dissemination process become more at ease while exchanging information, which also improves awareness, coordination, transparency, and efficiency in the services provided by academic libraries.

Umeozor and Ibegwam (2022) assessed the emerging roles of 43 Federal university libraries in Nigeria, using a quantitative method. Remote communication enabler, online information advocacy/virtual resource person, computerised indexing and abstracting, instant messaging, weblogs and streaming media were disagreed with by the majority of respondents as new media technologies for sharing and disseminating information. The study concluded that the libraries in Nigerian universities had yet to take full advantage of the opportunities presented by the new media technologies to boost information dissemination.

Thus far, libraries and media institutions are undergoing deep shifts driven by a myriad of trends, namely: the dramatic changes in how users access, share and engage in digital services and new media enabled by broadband and mobile networks (Mansfield, Winter, Griffith, Dockery & Brown, 2014). However, based on trends in practices reviewed, it seems the trends are not a common occurrence in Africa and Nigeria, in particular.

An agenda for reclaiming the virtue of practice going forward

Change in the media landscape is constant. We live amid the greatest change in the history of the media. Technology and its current applications have evolved at a pace, transforming the media landscape (Kaul, 2012). This scenario created new forms of competition for cultural memory institutions as their traditional positions of authority and expertise and ability to drive change are challenged (Mansfield, Winter, Griffith, Dockery & Brown, 2014). Library and mass media are moving from the era of single media to multi-media communication and information reporting (Ufot, Akarika, & Ukpe, 2023). This development affects the organisation of information dissemination and the working practices of practitioners in profound ways.

Libraries and mass media are faced with the task of developing a new set of practices that will be relevant to successfully merging the various media forms

and products which are delivered for interactive usage by consumers (Ufot, Akarika, & Ukpe, 2023). A tidal wave of creativity has flooded cyberspace, and surfing is no longer a passive absorbing of information. Tools like iMovie, Final Cut Pro, Garage Band, Cubase and PhotoShop have democratised creativity. New social networks and content aggregators have sprung up to host this generation's creative output (sort of virtual cinemas, art galleries and libraries) like Myspace and YouTube. Thus, technology has opened doors that have created a new mindset among young people.

The rise of blogging, sharing music, downloading information, taking part in chat rooms, bulletin boards and online communities has occasioned a new set of values (Kaul, 2012). The World Wide Web alone presents a breadth of information that is far greater than even the most robust cable television services can provide. For practitioners in libraries, advances in media technologies have brought on board competitors to the book in the form of electronic resources, social media, and 3D printers, among other technology-related utilities (Chisita, Shoko, Rusero & Ngoaketse, 2020). Thus, libraries and mass media as institutions seem to be at the crossroads in the increasingly digital world because of the dilemma of values and responsibilities and navigating these waters will require a new blend of business, technical and creative skills (Kaul, 2012). Chisita, Shoko, Rusero and Ngoaketse (2020) emphasise that the new developments in the library and media technology landscape have seen information professionals assuming newer responsibilities, some of which are identified as follows and as amplified by other authors:

Research data management: Library and media professionals have to unlearn the old and traditional practices to relearn and adapt to the contemporary trends in Information theory and practice. New competencies in modern approaches to information processing, seeking, storage, use, sharing and communication instructions on the use of new and diverse media in the library have become appropriate features of the modern-day librarian (Chisita, Shoko, Rusero & Ngoaketse, 2020).

Marketing and communicating using/leveraging social media applications: Since its inception one and a half decades ago, new media has created several opportunities for marketing and promoting academic library services by reaching out to and interacting with the general public. To this end, academic libraries have developed new ways to market their services and products (Magoi, Aspura & Abrizah, 2019). As an example, Web 2.0 to Web 4.0 applications involve the application of interactive, collaborative, and multimedia web-based technologies to information services and collections. These technologies allow users to engage libraries and archives through social networking sites, for example, blogs, wikis, and other mechanisms (Given & McTavish, 2010). Moreover, the use of new media in libraries is one form of relationship marketing that has the potential to pay dividends in the form of user loyalty and building social capital by connecting users to the library and the bigger world (Fernandez, 2009).

Electronic reference management systems: Reference management systems assist authors in gathering, preserving, organising, using, citing, annotating, and disseminating the sources they utilise in their work. Over time, reference management became simpler, quicker, and more social. Reference management system was originally created to lessen the work involved in properly editing citations, but they have since developed to include other features like online management of sources and bibliographic social bookmarking (Proske, Wenzel & Queitsch, 2023).

Research support services: Research is the basis for the development of the world and society. Financial, educational, industrial, and other welfare policies of governments around the globe are the outcome of the research. The accuracy in research leads to proper policy formation and implementation by the leadership of the government and private entities (Padhan & Naidu, 2022). University libraries provide access to online and printed information resources to support research activities of library users, substantially well placed in Institutional repositories, e-database of theses and dissertations, and faculty research profiles, along with a conducive learning environment. That is why libraries, knowledge centres, and data centres are essential for the progress of a society (Ali & Naveed, 2020; Padhan & Naidu, 2022).

New information infrastructure: Absence of support from parent bodies borders on the deployment of technical infrastructures for social media in developing nations (Magoi, Aspura, & Abrizah, 2019). Issues around information infrastructure include maintenance culture, reliable internet access on campuses, power supply and adequate budget in many African academic libraries.

Format of information accessed: Each of the Library's e-resource platforms and databases is differ-

ent, and sometimes the user experience can vary even within the same platform or database. However, you are always able to access full-text content via the library in one of four ways: HTML, Online PDF, Downloadable PDF, and EPUB. Some of these formats are more accessible than others, and you may already have your preferred format (University of Exeter Library, 2024).

Digital literacy skills training: New media technologies offer libraries and media institutions an opportunity to engage new techno-centric users in digital environments. As both institutions share similar notions of literacy with respect to information literacy, digital, media or multimodal literacies, they can collaborate to equip users with skills to analyse or evaluate or retrieve content, using their growing dynamic and complex needs (Chisita, Shoko, Rusero & Ngoaketse, 2020).

Social interaction: According to Wheeler and Nezlek (1977), social interaction is an exchange or discussion in which two people pay attention to one another and adjust their behavior in reaction to one another. The conceptual definition of a social interaction usually depends on the conceptual understanding of a relationship, wherein both partners' mutual recognition, conversation, and focused attention on that exchange are essential to the relationship's construction (Hall, 2018). Both parties are required to share information in order for social engagement to be conversational, and broadcasts readily recognised with a direct comment or a like/favorite.

The study of Nakitare, Nyambala and Kwanya (2020) establishes that most library users are digitally independent and access library resources remotely. The literature has also pointed out that new media technologies disseminate information on a variety of library-related topics, promote library resources and services, and extend services beyond the physical library's walls, which always entails delivering library services directly to the patrons' doorsteps (Magoi, Aspura & Abrizah, 2019). Information practitioners should continue to develop their knowledge, and skills due to technological changes (Chisita, Shoko, Rusero & Ngoaketse, 2020). To this end, library and media practitioners, to a great extent, now play the role of intermediaries, that is, going beyond information giving to empowering their users (Nakitare, Nyambala & Kwanya, 2020).

This paper reviewed common trends in new media technologies for communication and information sharing practices in libraries and media institutions. The paper is premised on the argument that libraries and mass media, as cultural memory institutions, share a common objective and that instead of operating in isolation from each other, ought to collaborate for mutual benefits. The comprehensive review on the global perspective showed that the advent of new technologies has significantly transformed the way mass media and libraries disseminate content. This shift has led to on-demand access to content, interactive user feedback, and real-time generation of new and unregulated content. The review demonstrated clearly how generally industries have adapted to the changing audience needs and interests of their users and how crucial it is for mass media and libraries to embrace multiple content channels and personalise content for greater user control.

Reviews on media convergence showed a trend where practitioners from various professions, including librarians, journalists, and broadcasters, collaborate to enhance information sharing and communication. This convergence involves digital technologies, content convergence, multiplatform delivery, multiskilled professionalism, and active audiences. It was clear how the internet, mobile communications, and data-enabled digital television systems have broadened the range of options for citizens to access news. Likewise, multiskilling was revealed as a trend that demands versatile professionals to cope with a wide range of responsibilities. It is important to note that the rise of user-generated content and global connectivity has transformed the media landscape, making audiences active contributors and shaping discourse. As such, practitioners must navigate convergence in areas such as seamless access, semantic web, resource sharing, cybersecurity, digital literacy, shared storage, artificial intelligence, and decoloniality.

It was clear from the reviewed literature that libraries and mass media often use new media technologies to communicate information, advertise services, connect with patrons, and share information among practitioners. Social media platforms like Twitter, Pinterest, and weblogs are used to engage users and market local resources. Mobile technology, such as smartphones and tablets, offers portable access to information across various subjects and disciplines. Libraries and mass media are adapting to these changes to ensure effective and efficient information services for their users. Reasons for this shift, as pointed out from the literature reviewed, might not be unconnected to the benefits that new media technologies offer in terms of outstanding features compared to analogue

media, such as interactivity, global access, multimedia integration, real-time communication, user-generated content, personalised experiences, virality, and constant evolution.

The majority of the qualitative and quantitative studies reviewed identified libraries and media institutions that are increasingly adopting new media technologies to promote information services and enhance user relationships. Social media platforms like WeChat and Facebook have been effective in promoting library collections and services worldwide. However, Nigerian libraries and media institutions are yet to fully utilise these technologies for sharing and disseminating information. Studies reviewed have only shown that these technologies are mostly used for communication and interaction with colleagues, rather than for document delivery. In Nigeria, findings from the reviewed literature revealed that academic librarians only use these platforms to connect with other libraries and librarians for sharing knowledge and educational information.

3. Conclusion and Recommendation

This review has provided evidence that new media technology is changing the media landscape and bringing in new competitors for institutions that preserve cultural memory. The organisation of information dissemination and the working practices of practitioners are being impacted by the shift in mass media and libraries from single to multi-media communication and information reporting. Technological developments in the media and libraries have introduced competitors such as electronic resources, social media, and 3D printers, forcing new organisational and economic models and necessitating a new combination of technical, creative, and business skills.

Looking ahead, libraries and mass media need to adapt and innovate to maintain their shared objectives and collaborate for mutual benefits. Research data management, social media marketing and communication, electronic reference management systems, research support services, new information infrastructure, artificial intelligence, information access formats, training in digital literacy, and social interaction are among the new responsibilities for information professionals. To handle these tasks in the increasingly digital environment, a new set of business, technological, and creative abilities is needed.

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