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PERCEPTIONS OF LIBRARIANS IN DEMAND-DRIVEN ACQUISITION FOR INFORMATION RESOURCES DEVELOPMENT BY ACADEMIC LIBRARIES OF SELECTED PRIVATE UNIVERSITIES IN NORTHERN NIGERIA

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Abstract
The study was conducted to investigate the Adoption of Demand-Driven Acquisition (DDA) for Information Resources Development by Academic libraries of Private Universities in Northern Nigeria. The study adopted qualitative methodology using narrative based research design to collect data from the respondents. The population of the study comprised of 6 (six) librarians drawn from the 3 (three) Private Universities in Northern Nigeria. No sampling procedure was used because the population was not much and was conveniently managed by the researcher. An interview guide was the only instrument used to collect the data. A total of 6 (six) copies of interview guide were used. Findings from the study showed that the librarians in private universities in Northern Nigeria have positive perception towards the adoption of DDA for information resources development. The study also identified challenges associated with the adoption of DDA such as; complicated licensing of e-resources, inadequate network and networking facilities, inadequate power supply, inadequate ICT facilities, high cost of planning, implementation and maintenance cost and inadequate ICT skill by librarians among others. The study recommends increased awareness about the potentials and benefits of adopting DDA for information resource development. The library management is also encouraged to be more proactive and support the use of DDA in their libraries for better and improved information resource development and service delivery.

Keywords: Adoption, Demand-Driven Acquisition, Information Resources Development, Academic Libraries, Private Universities, Northern Nigeria.

Introduction

Library information resource development policies are designed to anticipate and respond to the needs of their patrons. These policies are mostly defined and shaped largely by their curricula of their institutions. A dynamic information resource development policy strives to be directly responsive to ideas and suggestions from the library's clientele. Librarians may work closely with faculty, as experts in their fields, to determine which resources are most appropriate for acquisition. This called for the introduction of Demand Driven Acquisition (DDA). This is because, in an era of increasingly limited funding, it is clear that such DDA endeavors will provide libraries with a means of maximizing their resources (CARLI Technical Services Committee, 2014). However, demand driven acquisition and patron driven acquisition are used interchangeably. But for the purpose of this study the researcher is going to be using demand driven acquisition throughout this research.

National Information Standards Organization (NISO 2014) summarized that Demand-Driven Acquisition (DDA) makes it possible for libraries to provide users with immediate access to a wide range of titles to be purchased at the point of need; to present many more titles to their users for potential use and purchase than would ever be feasible under the traditional purchase model; and make it possible, if implemented correctly, to purchase only what is needed, allowing libraries to save money or to spend the same amount as they spend on books now, but with a higher rate of use. However, Zhang (2013) avers that some libraries, especially middle/small sized academic libraries, have adopted pay-per-view that is DDA model policy as an alternative subscription for two reasons: budgetary limitations and service requirements

The library and information services of the 21st century are fast changing. With the rapid development of electronic publishing, libraries are not only acquiring reading materials such as printed books and journals but also arranging for providing access to various learning resources in electronic form. The web resources and the use of web as a tool is changing the way users live and learn. In similar development Solapure & Kenchakanavar (2016) stresses that electronic books are helpful because of their easy portability and their feature of incorporating more than one book in a single handheld device. The published materials are also available on open access platform. This helps the poorer also to get the information required free of cost and bridge the digital divide. The users need not worry for licensing and usage of the information. (Brophy 2016)

Statement of the Problem

The library budget is a governing factor for information resources development of any library, and digital technology has made it easier and more comfortable. According to Turner (2017) Demand-Driven Acquisition is a relatively recent method of acquiring items for academic libraries whereby users are given the opportunity to purchase content based on their needs rather than relying on material selected and brought by library staff. Based on the DDA model, the library saves cost and satisfies its users' needs. It provides access to a larger collection than is possible under a traditional model. It is evident that academic libraries in the developed countries have integrated the use of demand-driven acquisition as part of their plan to best utilize the financial resources available to them, and at the same time satisfy the information needs of their users. Users are supposed to accessed and utilized materials that are relevant which are acquired by the libraries.

However, in the present Nigerian Tertiary environment one wonder whether materials utilized in private Universities are relevant and useful. With this investigative approach the research want dwell and find out whether these private universities' libraries acquire relevant materials. What method are they using in the acquisition of information materials? Do they use DDA approach or not? Despite all these advancements and derivable benefits from literature (Okogwu & Achebe, 2018) & (Downey & Zhang 2020); and observations have shown that, the DDA model is not adopted in private universities libraries in Nigeria. This could be because of perceptions of the librarians and challenges in adopting the DDA model in the libraries under study. Therefore, this study is undertaken to explore the perceptions of the private university libraries in adoption of DDA in order to facilitate easier and user centered information resources development as well as cutting cost.

Research Objectives

1. To determine the Perceptions of Librarians on the adoption Demand-Driven Acquisition for Information Resource Development in Private Universities in Northern Nigeria
2. To find out the challenges associated with the Adoption of Demand-Driven Acquisition for Information Resource Development in Academic Libraries of private Universities in Northern Nigeria

Review of Related Literature

DDA has existed in some form since at least the 1970's. This makes DDA an important area of study as librarians struggle to deal with shrinking budgets. Libraries can no longer afford the "just in case" mode of collection development, where books sit, unused, in very expensive, climate-controlled shelf space. Libraries are now being forced to adopt "just in time" tactics, where books are not acquired until a patron request them (Elmore, 2012).

According to Arndt (2015) & Turner (2017) Demand-driven acquisitions (DDA) is a system for facilitating discovery of a title that the library does not currently own and, upon request, quickly buying it for the library collection and providing access to the user. Most often the term refers to monograph acquisitions, and it is alternatively referred to in the library literature as "patron-driven acquisitions" (PDA), "patron-initiated purchase of e-books" (PIPE), (Popoola & Haliso (2019) provides a comprehensive definition of information resource as those information resources that are in print, non- print and electronic formats such as textbooks, journals, indexes, abstract, newspaper and magazines, reports, CD Rom database, internet/e-mails, videotapes/cassettes, diskettes, magnetic disk, computers, micro form, etc. Other demand) -driven collection development."

Arndt (2015) highlighted that since DDA typically provides some sort of limited "free" browsing time, users could evaluate the usefulness of a title, prior to the library spending money to acquire it. The Kent State University library employed procurement activities provided by vendors such as book jobber, ebrary, and Yankee Book Peddler (YBP) (Urbano2015).Kent State university library applied this model for granting access to a predetermined set of e-books to authorized library users using the library catalogue as a means of book discovery. Title usage was tracked cumulatively using several measures and purchases are usually triggered when a title met a specific threshold.

In California State University - Fullerton's Pollak Library, as part of its DDA programme, the library sets up a subject-area profile with e-book Library and initially downloaded records for over 25,000 e-books into the library's catalog, with content being added monthly. It was agreed that the fourth time a book was accessed, purchase would be triggered (Okogwu & Achebe, 2018). There were further limits based on cost: a $250 per e-book purchase limit, and a rule that any short-term loan costing more than $25 would be mediated by a librarian. These two factors likely kept the expenditures on DDA e-books artificially low in comparison with books acquired through other means. However, since three short term loans must be paid for before a DDA e-book is even purchased, the cost of e-book ownership through DDA in this program is relatively high. The average cost of a short-term loan is $7.86 and the average cost to purchase is $73.93.

As brought by Downey & Zhang (2020), the Kent State University Libraries (KSUL) began using the DDA e-book purchasing model in January 2012. Studies about the KSUL program have focused on variables of the DDA model such as log analysis in e-book patron-driven acquisitions, comparison of print book and DDA e-book acquisition and use and longitudinal comparisons of Kent State University Libraries' existing DDA program against short-term loan business models. Conclusions drawn from the longitudinal study determined that 80 percent of DDA e-books purchased within one year would have received enough use over time to trigger a purchase. Therefore, had the short-term loan (STL) option been used with the added cost of STL rentals fees, Kent State University Libraries would have paid substantially more each year for the same content.

Tyler, Xu, Melvin, Epp, & Krepps (2010) discussed five years of DDA data from the University of Nebraska-Lincoln (UNL) libraries - the 2003/2004 to 2007/2008 fiscal years. The used the library's integrated library system to pull up cost information and circulation statistics for every book purchased by the UNL library during the given time period. These data were then compiled to determine annual rates of circulation and the cost of each circulation. The authors first looked at print books acquired through other means of acquisition such as approval plan and firm order. They found that just over half had been circulated at all. (Tyler, 2010) They then looked at circulation data for DDA books, and even compensating for the fact that a DDA title is guaranteed at least one circulation, they found that DDA titles circulate, on average, more than titles acquired through other means (Tyler, 2010).

According to Arndt (2015), most of the downsides of DDA that are raised are actually concerns about e-books in general, such as the timely availability of new titles in e-book format, the differential in cost between print and e-book versions of titles, digital rights management restrictions, simultaneous use concerns, turn away due to simultaneous use limits, long-term preservation and access concerns, complaints about usability of e-book platform interfaces, accessibility for people with disabilities, and interlibrary loan restrictions.

Another problem with this issue is that there are legal challenges towards privacy issues involved in data stored in the cloud across different countries because each country have their own laws and jurisdiction regarding confidentiality and privacy (Zissis & Lekkas, 2012). Walters (2012) notes that

patron driven acquisition faces many challenges, chief among these are that the focus of DDA on the immediate informational needs of current students does not necessarily align with the long-term educational mission of an academic library. DDA creates a system that is very good at meeting the immediate wants or demands of current library users but not at considering the future needs of potential users.

Research Methodology

The approach for this study was qualitative research methodology. According to Flick (2014), it is a research methodology that is interested in analyzing subjective meaning or the social production of issues, events, or practices by collecting non-standardized data and analyzing texts and images rather than number and statistics. Therefore, the narrative-based qualitative research was considered appropriate for this study. Narrative design according to Taylor (2013) is a strategy of inquiry in which the researchers study the lives of individuals and ask one or more individuals to provide stories about their live experiences. This information is then often retold and re-storied by the researcher into a narrative chronology. The population of this study consists of only six (6) librarians (University Librarians and Collection Development Librarian) drawn from three (3) selected private Universities libraries in Northern Nigeria. The researcher used purposive/judgmental sampling in selecting the respondents for the study.

S/N	Name of University	University Librarian	Head of CDD	Total
1	Skyline University Nigeria, Kano	1	1	2
2	American University of Nigeria, Yola	1	1	2
3	African University of Science and Technology Abuja	1	1	2
	Total	**3**	**3**	**6**

Result/Findings

Perceptions of Librarians on the Adoption of Demand-Driven Acquisition for Information Resource Development. The result showed that the respondents have four divergent perceptions regarding the Adoption of Demand-Driven Acquisition for Information Resource Development. The first part of the respondent viewed Demand-Driven Acquisition for Information Resource Development as acquisition of information resources based on user' demands. For instance, respondents 2 state that: "*Information resources are supposed to be acquired in line with demand of the users in order to cope with the current trend of information resource and service provision*" (Respondent 2)

The second category of the respondent viewed that Adoption of Demand-Driven Acquisition for Information Resource Development is about accessibility and sharing of information to user communities. In this, respondents 4 state that:

> "My perception about demand-driven acquisition is to have free accessibility of information resources and service to communities so that information sharing will be easy and fair to library consortium with sister libraries" (Respondent 4)

However, respondent 4 viewed DDA as a model that facilitates free accessibility of information resources and services to library community. This contradicted the findings of Downey & Zhang (2020), Elmore (2012), & Abdallah & Qassim (2013), viewed DDA as a model whereby users are giving the opportunity to access and acquire information resource to the library while paying at the point of use. The access of the information resources by the users triggers the purchase of the resources.

The third category believed that the DDA model should be adopted in the libraries of developed countries where they have all the necessary resources to offer a new technology and with the required skills. Respondent 1 stressed that:

> "It is a good model of acquiring information resources to academic libraries in the developed countries unlike Nigeria" (Respondent 1)

However, respondent 1 viewed DDA as a model that cannot operate in private Universities in developing countries including Nigeria. "This is because most of our librarians have inadequate skills to operate DDA in our libraries".

The fourth category that is, respondent 3, 5 and 6 viewed DDA as a good model for acquisition of information resources to academic libraries because it saves time of the users and staff and helps in providing effective and efficient library services by offering wider range of information resources to patrons.

> "Is the process whereby books are being purchase based on the course in which there are doing" (Respondent3)

In contrast, respondent 3 contradicted the findings of pitcher, 2010, his findings revealed that DDA is a model that users triggered the purchase of information resources based on their access to that information resource under the

DDA plan.
"Positive perception because, it saves time of users and staff and allows the library to offer a wider range of contents to their academic environment" (Respondent 5 and 6)

These statements, by respondents five (5) and six (6) corresponded to the findings of Elmore 2012; who asserts that, DDA is a space saving, time saving and cost saving model and as the same time satisfy the user's needs.

Challenges associated with the Adoption of Demand-Driven Acquisition for Information Resource Development

The respondents mentioned factors such as inadequate network and networking facilities, inadequate ICT facilities, inconsistency in power supply, high cost of implementation and maintenance, inadequate budget, problem of low-level awareness and inadequate staff skills, non-availability of DDA vendors and complicated licensing of e-resources acquisitions, poor staff attitude among others. The first category of respondent stressed as follows:

> "Inconsistency in power supply, delicate nature of ICT facilities, expansiveness for the maintenance, illiteracy for ICT facility utilization and poor networking environment for Nigeria" (Respondent 1)

The second category of respondents mentioned factors such as inadequate budget to libraries and low awareness about the benefits of DDA as the main challenges associated with the adoption of DDA. They stated that:

> "Low awareness about the importance associated with the adoption of DDA in our libraries and inadequate budget allocation for the libraries" (Respondent 6)

The third category of the respondents mentioned factors such as planning, implementation and maintenance cost, inadequate staff skills, and inadequate manpower as the main challenges associated with the adoption of DDA in academic libraries. They asserted that:

> "Lack of skills among our librarians and high planning and implementation cost" (Respondent 3)
> "Technical know-how among librarians and low-level awareness of the model (DDA)" (Respondent 4)

The fourth category of the respondents opined that lack of adequate and dedicated DDA vendors, complicated issues of e-resources acquisitions, fear of losing job among others as the main challenges associated with the adoption of DDA in academic libraries. They stated that:

> "Inadequate DDA vendors and problems associated with the acquisitions of e-resources in developing countries" (Respondent 2)

The fifth category of the respondents argued that the main challenges associated with the adoption of DDA include staff attitude to accept changes, high workload among staff and language barrier etc. the respondents stated as follows:

> "To much work by the faculty this hinders the adoption in our library. And, language barrier affects the adoption of DDA in our library" (Respondent 5)

In conclusive, the respondents opined that factors such as inadequate network and networking facilities, inadequate ICT facilities, inconsistency in power supply, high cost of implementation and maintenance, inadequate budget, problem of low level awareness and inadequate staff skills, non-availability of DDA vendors and complicated licensing of e-resources acquisitions, poor staff attitude among others

Discussion of Findings

The analyses showed that the respondents are within the 0-30 years of working experience; this implies that the librarians under study are within the working class, meaning they are relatively engaged in service. When asked about their perception, findings revealed that the librarians in Private Universities under study have an overwhelming positive perception of Demand-Driven Acquisition which was attributed to the librarians' perception of the benefits of DDA. The foregoing presentation of responses from respondents of various universities, it can be deduced that there are four categories of perceptions of librarians on the adoption of demand-driven acquisition for information resources development. While majority of the respondents have positive perceptions of demand-driven acquisition for information resources development, which is consistent with the widely accepted definition of the concept such as definition given by (Arndt 2015, Downey & Zhang, 2020), other respondents have a relatively wrong perception of the concept as they view it mainly in terms of accessibility and sharing of

information resources instead of acquiring information resources based on the demands of the users.

In conclusion, the respondents opined that factors such as inadequate network and networking facilities, inadequate ICT facilities, inconsistency in power supply, high cost of implementation and maintenance, inadequate budget, problem of low level awareness and inadequate staff skills, non-availability of DDA vendors and complicated licensing of e-resources acquisitions, poor staff attitude among others as some of the challenges associated with the adoption of DDA. This corresponded to the findings of Arndt (2015), Zissis & Lekkas (2012) & Walters (2012), they all stated that most of the downsides of DDA that are raised are actually concerns about e-books in general, such as the timely availability of new titles in e-book format, the differential in cost between print and e-book versions of titles, digital rights, management restrictions, simultaneous use concerns, turn away due to simultaneous use limits, long-term preservation and access concerns, complaints about usability of e-book platform interfaces, accessibility for people with disabilities and interlibrary loan restrictions.

Summary of the Findings

Based on reviewed literatures, presentation, analysis and discussion of results generated from the sampled population of the study, the summary of the major findings is discussed in line with the research questions:

Perception of librarians on the adoption of DDA. The foregoing presentation of responses from respondents of various universities, it can be deduced that there are four categories of perceptions of librarians on the adoption of demand-driven acquisition for information resources development. While majority of the respondents have a positive perception of demand-driven acquisition for information resources development, which is consistent with the widely accepted definition of the concept such as definition given by (Arndt 2015, Downey & Zhang 2020), other respondents have a relatively wrong perception of the concept as they view it mainly in terms of accessibility and sharing of information resources instead of acquiring information resources based on the demands of the users

Challenges associated with the adoption of DDA. The respondents opined that factors such as inadequate network and networking facilities, inadequate ICT facilities, inconsistency in power supply, high cost of implementation and maintenance, inadequate budget, problem of low level awareness and inadequate staff skills, non- availability of DDA vendors and complicated licensing of e-

resources acquisitions, poor staff attitude among others are associated with adoption of DDA.

Conclusion

The librarians in private Universities in Northern Nigeria have positive perceptions on the adoption of DDA. The study finally highlighted problems such as complicated licensing of acquisition of e-resources, problem of low-level awareness of DDA, inadequate network and networking facilities, inconsistency in power supply among others as the challenges associated with the adoption of DDA in the libraries.

Recommendations

Base on the findings of the study and conclusions drawn, the following recommendations were made:

1. Awareness about the benefits of adopting DDA more especially to developing countries where libraries budget remains a concern.
2. The library management should recommend the adoption of DDA for information resources development because; it is now the trend in the Academic libraries of developed countries

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