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AWARENESS AND ADOPTION OF CONTENT CREATION TOOLS IN MARKETING LIBRARY SERVICES AMONG LIBRARIANS IN UNIVERSITY LIBRARIES IN SOUTH-SOUTH NIGERIA

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ABSTRACT

This study investigated the awareness and adoption of content creation tools for marketing library services among librarians in university libraries in South-South Nigeria. Data were collected from 256 librarians in Federal and State government owned universities using a structured questionnaire. The results revealed a strong positive correlation between librarians' awareness and adoption of content creation tools (Pearson correlation coefficient of 0.849, $p<0.01$). The mean awareness scores for various tools ranged from 2.0 to 3.9, with significant awareness of tools such as Google Docs ($\bar{X}=3.9$) and less awareness of tools like Joomla ($\bar{X}=2.0$). In terms of adoption, the mean scores ranged from 2.0 to 3.6, with tools like Microsoft Office Suite ($\bar{X}=3.6$) and Zoom ($\bar{X}=3.5$) being widely adopted, while tools such as Canva ($\bar{X}=2.3$) and Adobe Creative Suite ($\bar{X}=2.2$) faced low adoption rates. Challenges identified included limited funding ($\bar{X}=3.2$), inadequate training ($\bar{X}=3.4$), and outdated technological infrastructure ($\bar{X}=3.5$). The study recommended that improving funding, upgrading infrastructure, providing on-going training, and expanding access to digital resources could help libraries better utilize these tools for marketing and service delivery.

Keywords: Content Creation Tools, Library Marketing, Awareness, Adoption, Librarians, Digital Literacy

Introduction

The rapid advancement of technology has significantly impacted various sectors, including the library and information science (LIS) field. University libraries, particularly in South-South Nigeria, are increasingly recognizing the need to adopt modern tools and strategies to enhance their services. One critical area of development is the use of content creation tools in marketing library services. Content creation tools are digital applications and platforms that facilitate the creation, management, and distribution of various types of content (Aichner, Grünfelder, Maurer & Jegeni, 2021;

Kaplan & Haenlein, 2010). The primary function of these tools is to streamline the production of engaging and informative content, essential for effective marketing efforts.

The utilization of content creation tools is becoming increasingly important in the LIS field. These tools allow libraries to produce a variety of digital content that can be used to promote library services and resources. For example, graphic design software can be used to create visually appealing promotional materials, while content management systems (CMS) platforms can help manage and publish content on library websites. Video editing software can be used to create tutorial videos and virtual tours of the library, and social media management tools can help libraries engage with their users on various social media platforms (Otuu & Unegbu, 2022).

Marketing in library services involves promoting the library's resources, services, and programs to its users to increase awareness, engagement, and usage. Effective marketing strategies can significantly enhance the visibility and perceived value of the library within the academic community (Rahman, 2023). In university libraries, marketing efforts are crucial for showcasing the relevance and indispensability of the library in supporting academic and research activities.

Librarians play a pivotal role in the dissemination of information and the promotion of library services. Their ability to utilize content creation tools effectively can greatly impact the success of marketing initiatives. By leveraging these tools, librarians can create compelling content that resonates with their audience, whether through social media posts, newsletters, blogs, or multimedia presentations (Rahman, 2023). Additionally, librarians' roles are evolving to include digital content creation, aligning with the demands of the Fourth Industrial Revolution (Okuonghae & Obadare, 2021).

In order to effectively adopt and utilize content creation tools, librarians require adequate training and support. Training programs can help librarians develop the necessary skills to use these tools effectively, while ongoing support can help address any challenges they may encounter (Raju, 2017). Additionally, collaboration among stakeholders, including university management, faculty, and IT staff, is crucial for the successful implementation of content creation tools in library marketing efforts (Raju, 2017).

Statement of the Problem

The evolution of digital technology has significantly transformed library services, necessitating the adoption of innovative tools and strategies to meet the changing needs of users (Ubogu, 2019)). However, despite the recognized potential of these tools, there is a paucity of research focusing on their awareness and adoption among librarians, particularly within

university libraries in South-South Nigeria. Previous studies have highlighted the critical role of marketing in library services, emphasizing that effective communication and promotion are essential for attracting and retaining users (Gupta, Koontz, & Massis, 2018). Moreover, the integration of digital tools in marketing efforts has been shown to enhance the visibility and accessibility of library resources (Otuu & Unegbu, 2022). Nevertheless, the extent to which librarians in university libraries in South-South Nigeria are aware of and utilize these content creation tools remains largely unexplored. This gap in the literature suggests a need for empirical investigation to understand the current state of awareness and adoption of these tools among librarians in this region.

Furthermore, existing research has predominantly focused on libraries in developed countries, with limited attention given to the unique challenges and opportunities faced by libraries in developing regions such as South-South Nigeria (Iroaganachi, 2022). Factors such as limited access to technology, inadequate training, and infrastructural deficiencies may hinder the effective adoption of content creation tools in these libraries. Understanding these barriers is crucial for developing targeted interventions that can support librarians in leveraging digital tools for marketing purposes.

The present study seeks to address this gap by examining the awareness and adoption of content creation tools among librarians in university libraries in South-South Nigeria. By exploring the current practices, challenges, and opportunities, this research aims to provide insights that can inform policy and practice, ultimately enhancing the capacity of librarians to effectively market their services and engage with their communities.

Objectives of the Study

The main objective of the study is to examine the awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigerian. The specific objectives of the study are to:

1. determine the level of awareness of content creation tools among librarians in university libraries in South-South Nigeria;
2. assess the extent of adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria;
3. examine the factors influencing the adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria; and
4. evaluate the challenges deterring librarians in adopting content creation tools for marketing library services among librarians in university libraries in South-South Nigeria.

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Hypotheses of the Study

The following null hypotheses were tested to guide the study:

$H0_1$: There is no significant relationship between the level of awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria.

$H0_2$: The extent of adoption of content creation tools does not significantly differ based on the demographic characteristics of librarians in university libraries in South-South Nigeria.

Review of Literatures

Awareness of Content Creation Tools among Librarians

Awareness of content creation tools among librarians is a critical factor influencing their adoption and effective use in marketing library services. Awareness encompasses not only the knowledge of the existence of these tools but also an understanding of their functionalities, benefits, and potential applications in a library.

Current State of Awareness

Awareness of content creation tools varies significantly among librarians, influenced by factors such as geographical location, institutional support, and access to professional development opportunities. Studies have shown that librarians in developed countries tend to have higher levels of awareness due to better access to technological resources and training programs (Otuu & Unegbu, 2022). In contrast, librarians in developing regions, including South-South Nigeria, often exhibit lower levels of awareness. This disparity can be attributed to infrastructural challenges, limited access to training, and a lack of exposure to new technologies (Iroaganachi, 2022).

Methods to Increase Awareness

Several strategies have been employed to increase awareness of content creation tools among librarians. Professional development programs, workshops, and seminars are commonly used to educate librarians about the latest tools and their applications. For instance, Raju (2017) highlight the effectiveness of hands-on training sessions that allow librarians to experiment with tools and understand their practical uses. Online courses and webinars have also gained popularity as they provide flexible learning opportunities for librarians regardless of their location. Collaborations and partnerships with technology providers and professional associations can also enhance awareness. These collaborations often result in tailored training programs and resource-sharing initiatives that introduce librarians to new tools and techniques. For example, partnerships between library associations and software companies can lead to discounted access to premium tools and specialized training sessions (Dauda, 2018).

Disparities in Awareness Levels

Despite these efforts, significant disparities in awareness levels persist, particularly between librarians in developed and developing regions. In South-South Nigeria, factors such as limited internet connectivity, inadequate funding for libraries, and a lack of institutional support contribute to lower awareness levels (Magoi, 2019). Librarians in this region may also face challenges in accessing relevant professional development opportunities due to geographical and financial constraints.

Furthermore, awareness levels can vary within regions and institutions based on individual characteristics such as age, educational background, and prior experience with technology. Younger librarians or those with a background in information technology are generally more aware of and comfortable with digital tools compared to their older or less tech-savvy counterparts (Friday & Godfrey, 2023). This intra-regional and intra-institutional variability underscores the need for targeted awareness programs that address the specific needs and circumstances of different librarian groups.

Types of Content Creation Tools Commonly Used

Libraries use a variety of content creation tools to enhance their services and engage with their communities. These tools can be categorized into several types:

i. **Social Media Platforms:** Social media is a powerful tool for libraries to connect with users, promote events, and share information. Platforms like Facebook, Twitter, Instagram, and LinkedIn enable libraries to reach a broad audience and foster real-time interactions (Otobrise & Omagbon, 2019).

ii. **Video Editing Software:** Video content is highly engaging and effective for marketing library services. Tools like Adobe Premiere, Final Cut Pro, and free alternatives like OpenShot allow libraries to create promotional videos, tutorials, and virtual tours that can be shared on social media and the library's website (Dauda, 2018).

iii. **Graphic Design Applications:** Visual content is crucial for attracting and retaining the attention of users. Graphic design tools such as Adobe Photoshop, Canva, and GIMP enable librarians to create visually appealing posters, flyers, infographics, and social media graphics (Iroaganachi, 2022).

iv. **Content Management Systems (CMS):** CMS platforms like WordPress, Joomla, and Drupal help libraries manage their online presence, including websites and blogs. These systems allow for easy content creation, organization, and dissemination, making it simpler for libraries to update and

maintain their digital content (Otuu & Unegbu, 2022).

Adoption of Content Creation Tools in Libraries

The adoption of content creation tools in libraries is a multifaceted process that involves integrating various digital tools into the daily operations and marketing strategies of libraries. These tools, which include social media platforms, video editing software, graphic design applications, and content management systems, enable libraries to create and distribute engaging and informative content.

Factors Driving the Adoption of Content Creation Tools

The adoption of content creation tools in libraries is influenced by several key factors, including institutional support, technological infrastructure, and librarians' attitudes towards technology.

i. **Institutional Support:** The level of support from library administration plays a crucial role in the adoption of content creation tools. Libraries that receive adequate funding, training opportunities, and encouragement to innovate are more likely to successfully integrate these tools into their operations (Magoi, 2019). Institutional policies that prioritize digital literacy and continuous professional development further facilitate this adoption (Dauda, 2018).

ii. **Technological Infrastructure:** Access to reliable technology and infrastructure is essential for the adoption of content creation tools. Libraries need robust internet connectivity, up-to-date hardware and software, and technical support to effectively utilize these tools (Magoi, 2019). In regions where such infrastructure is lacking, libraries may struggle to adopt and maintain digital tools, hindering their ability to create and share content.

iii. **Librarians' Attitudes and Skills:** The willingness of librarians to embrace new technologies and their proficiency in using digital tools are significant determinants of adoption. Training programs and workshops that enhance librarians' digital literacy and confidence can lead to higher adoption rates (Otuu & Unegbu, 2022). Furthermore, a positive attitude towards change and innovation within the library culture encourages librarians to experiment with and adopt new tools (Gupta et al., 2018).

Effect of Awareness on Adoption

Awareness is a precursor to adoption, as librarians who are knowledgeable about content creation tools are more likely to recognize their potential benefits and integrate them into their marketing strategies. Otuu and Unegbu (2022) found

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that increased awareness correlates with higher adoption rates, as informed librarians are more confident in their ability to use these tools effectively. Conversely, a lack of awareness can result in missed opportunities to enhance library services and engage with users.

In South-South Nigeria, enhancing awareness among librarians could lead to more innovative and effective marketing practices, ultimately improving the visibility and accessibility of library services. Addressing the awareness gap requires concerted efforts from library management, professional associations, and policymakers to ensure that librarians have the necessary knowledge and resources to leverage content creation tools fully.

The integration of content creation tools has a profound impact on the effectiveness and reach of library services. Some of the key benefits include:

i. **Enhanced Visibility:** Content creation tools help libraries increase their visibility by enabling them to create and share engaging content that attracts a wider audience. Social media platforms and websites serve as powerful channels for promoting library resources, events, and services (Gupta et al., 2018).

ii. **Improved User Engagement:** Digital content such as videos, graphics, and interactive posts fosters greater engagement with users. Libraries can use these tools to create content that is not only informative but also entertaining and interactive, thereby encouraging users to participate and engage with library activities (Iroaganachi, 2022).

iii. **Streamlined Communication:** Content creation tools facilitate more efficient and effective communication between libraries and their users. Social media platforms and CMS allow libraries to quickly disseminate information, respond to user queries, and gather feedback, improving overall user satisfaction (Magoi, 2019).

iv. **Professional Development:** The adoption of content creation tools also contributes to the professional development of librarians. By learning to use these tools, librarians enhance their digital literacy and technical skills, which are increasingly important in the modern library environment (Ubogu, 2019).

Challenges in Adopting Content Creation Tools

Librarians in university libraries in South-South Nigeria face a myriad of challenges when it comes to adopting content creation tools for marketing library services. These challenges can be broadly categorized into infrastructural, technological, financial, educational, and organizational barriers.

i. **Infrastructural Deficiencies:** One of the most significant challenges is the lack of adequate infrastructure. Reliable internet connectivity, essential for utilizing many content creation tools, is often inconsistent or unavailable in many parts of South-South Nigeria (Magoi, 2019). This affects the ability of librarians to access and effectively use online tools and platforms. Additionally, many libraries in the region may lack modern computers and other necessary hardware, further impeding the use of sophisticated content creation software.

ii. **Technological Barriers:** Technological barriers also pose a significant challenge. Many content creation tools require regular updates and maintenance, which can be difficult to manage without proper technical support. Libraries in South-South Nigeria may not have access to the latest versions of software or the technical expertise needed to troubleshoot issues, leading to a reliance on outdated or less effective tools (Friday & Godfrey, 2023). Furthermore, the rapid pace of technological advancements means that librarians need continuous learning to stay updated, which is often lacking.

iii. **Financial Constraints:** Financial constraints are another critical barrier. Many content creation tools, particularly high-quality video editing and graphic design software, require substantial financial investment for licenses and subscriptions. Libraries in developing regions often operate with limited budgets, prioritizing essential services over technological enhancements (Solomon & Nyemezu, 2023). This financial limitation restricts the ability to purchase or subscribe to the necessary tools, and to invest in the infrastructure and training needed to support their use.

iv. **Educational and Training Deficiencies:** The lack of adequate training and professional development opportunities is a major challenge in the adoption of content creation tools. Librarians need comprehensive training to effectively use these tools, including understanding their features, best practices for content creation, and strategies for digital marketing. However, many librarians in South-South Nigeria have limited access to such training programs (Iroaganachi, 2022). This is often due to a lack of available training resources, both in terms of qualified trainers and instructional materials. Without sufficient training, librarians may feel overwhelmed or hesitant to adopt new technologies.

v. **Organizational and Cultural Barriers:** Organizational and cultural barriers within the library institutions themselves also hinder the adoption of content creation tools. Resistance to change is a common issue, where traditional library practices and reluctance to adopt new technologies can impede progress (Gupta et al., 2018). Organizational culture plays a significant role in technology adoption, and libraries with a culture resistant to change are less likely to embrace new tools and practices. Additionally, hierarchical structures and bureaucratic processes can slow down decision-making and implementation of new technologies.

vi. **Limited Support and Collaboration:** Collaboration and support from the wider library community and other stakeholders are crucial for successful adoption of content creation tools. However, many librarians in South-South Nigeria may feel isolated, lacking networks for support and collaboration (Adetayo & Williams-Ilemobola, 2021). This isolation can limit their exposure to new ideas and best practices, reducing their confidence and capability in adopting new tools. Peer support, mentorship, and collaboration with other libraries can provide valuable resources and encouragement for librarians to explore and utilize content creation tools.

Theoretical Framework

The theoretical framework for this study draws upon two key theories. These include the Technology Acceptance Model (TAM) and Diffusion of Innovations Theory. These theories provide a comprehensive understanding of the factors influencing the adoption of technology in organizational settings, particularly in the context of library services.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most widely used frameworks for understanding technology adoption. TAM posits that two main factors influence an individual's decision to use a technology: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness refers to the extent to which a person believes that using a particular system will enhance their job performance, while perceived ease of use refers to the degree to which a person believes that using the system will be free of effort (Davis, 1989). In this study, TAM can be applied to examine how librarians perceive the usefulness and ease of use of content creation tools for marketing library services. If librarians believe that these tools can significantly enhance their ability to promote library services and engage

users (high PU) and that the tools are user-friendly and easy to learn (high PEOU), they are more likely to adopt them (Davis, 1989).

Diffusion of Innovations Theory

The Diffusion of Innovations Theory, proposed by Rogers (2003), provides another valuable perspective for understanding the adoption of content creation tools. This theory explains how, why, and at what rate new ideas and technologies spread through cultures. It identifies several key factors that influence the adoption of innovations: relative advantage, compatibility, complexity, trialability, and observability.

Relative advantage refers to the degree to which an innovation is perceived as better than the existing practices. Compatibility is the extent to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters. Complexity is the degree to which an innovation is perceived as difficult to understand and use. Trialability is the extent to which an innovation can be experimented with on a limited basis. Observability is the degree to which the results of an innovation are visible to others.

Applying this theory to the current study, the adoption of content creation tools by librarians can be influenced by how these tools are perceived in terms of their advantages over traditional marketing methods, their compatibility with the librarians' current practices and values, the perceived difficulty in using the tools, the opportunity to try the tools before fully committing to them, and the visibility of the successful use of these tools by peers (Rogers, 2003).

Empirical Review

Solomon and Nyemezu (2023) investigated librarians' roles in marketing library services in three universities in Rivers State, using Jerome McCarthy's marketing mix model. The study involved 27 professional librarians from Rivers State University, University of Port Harcourt, and Ignatius Ajuru University. A survey design and purposive sampling were employed, and data were collected through a self-structured questionnaire, analyzed using percentages and means, and validated by three experts. Findings revealed librarians as key players in organizing events, creating ads, and using digital services. Recommendations included establishing a marketing team, integrating marketing activities into library programs, and allocating 5% of the library budget for marketing efforts to enhance the library's internal generated revenue (IGR).

Mbambo and Jiyane (2023) explored marketing information and knowledge services in Johannesburg's public libraries' Electronic Learning Centres (ELCs) using the Technology Acceptance Model (TAM). A quantitative approach and open-ended questionnaires targeted e-learning librarians and users. Findings showed services like computer access, free Wi-Fi, and e-resources were marketed through

library pages and word of mouth. Marketing was deemed crucial for optimal ELC usage, and suggestions were made to enhance these efforts.

Masizana and Salubi (2022) assessed Cape Town public librarians' perceptions of social media adoption for library services. Using a quantitative method and web-based questionnaire, the study found librarians had positive attitudes towards social media for engaging users and promoting services. Challenges included lack of guidance on copyright issues and policies favoring a single social media platform. Recommendations emphasized training and diversification of social media strategies to improve service delivery.

Friday and Godfrey (2023) investigated perceptions and attitudes towards marketing library services in public universities in Bayelsa and Rivers States. Using a descriptive survey and Survey Monkey, data from 69 librarians revealed low marketing engagement despite positive perceptions of its importance. Recommendations included utilizing social media and promotional strategies to enhance marketing efforts and cultivate favorable attitudes among librarians.

Akwang (2021) surveyed librarians' perceptions and adoption of Web 2.0 technologies in academic libraries in Akwa Ibom State, Nigeria. The study examined librarians' perceptions, assessed adopted Web 2.0 tools, and identified adoption constraints. The study involved 60 professional librarians with at least a bachelor's degree in Library and Information Science, using a researcher-developed questionnaire. Findings revealed that most librarians found Web 2.0 technologies useful and easy to understand, but adoption was low. Constraints included high technology costs, poor access, budget issues, inadequate training, and restrictive ICT policies. Recommendations included better funding, staff training, and updating library facilities to include Web 2.0 offerings.

Ejitagha and Ivwighreghweta (2021) investigated librarians' use of social media to promote library resources in South-West Nigeria. Using a descriptive survey design and a questionnaire, the study involved 205 librarians. Findings showed that most librarians used Facebook and WhatsApp to promote resources, benefiting from time savings, feedback forums, and up-to-date information. Challenges included lack of cooperation, inadequate ICT facilities, insufficient funding, and lack of user feedback. Recommendations included periodic training for librarians to keep up with current technological trends.

Adetayo and Williams-Ilemobola (2021) explored generational differences in social media adoption among 79 librarians in Southwestern Nigeria. Using a descriptive survey design and total enumeration sampling, data were collected through a self-structured questionnaire. Results indicated significant generational differences in social media adoption but no

significant differences in social media use for library services. The study concluded that social media can be adopted by librarians across generations and recommended that library administrators consider these differences when designing social media strategies.

Omeluzor, Ugochi, and Izuakolam (2020) studied the adoption of innovative tools for library services in six Federal University libraries in South-South Nigeria, involving 93 academic librarians. The findings showed that few librarians used innovative tools, with daily use limited to social media and text messaging, weekly use for email, and quarterly use for blogs, websites, and OPAC. Radio broadcasting was not used. The study highlighted the negative impact of inadequate tool usage on library services and recommended that library management explore more innovative tools.

Otobrise and Omagbon (2019) examined digital marketing in academic libraries and its benefits, surveying 100 librarians from four universities in South-South Nigeria, with 65 responding. Results showed positive attitudes towards digital marketing, recognizing its benefits in the digital age. The study concluded that certain library services could be marketed, challenging the traditional practice of providing all services for free.

Enweani, Enem, and Igbokwe (2019) investigated social media use for marketing library services in university libraries in South-East Nigeria, using a descriptive survey with 65 librarians. Findings revealed that YouTube, blogs, Facebook, and Twitter were commonly used, with slow internet, time constraints, lack of funds, low ICT skills, and absence of social media policies as major challenges. Recommendations included increasing librarian training, clearly defining audience needs, and developing a social media policy.

Olorunfemi and Ipadeola (2018) examined marketing library and information services in academic libraries in South West Nigeria. They focused on the need for marketing, techniques used, required librarian competencies, challenges faced, and strategies for improvement. Using a survey design, they targeted librarians in six university libraries, distributing 87 questionnaires and receiving 64 responses. Data analysis revealed key marketing techniques: electronic access to information, staff friendliness, exhibitions, creating web pages, user education, and direct user engagement. Required competencies included communication, IT skills, answering queries, selling library services, and interpersonal skills. Major challenges were inadequate funding, lack of marketing policies, facilities, media access, IT access, training, and effective communication.

Oyovwe-Tinuoye, Krubu, and Ijiekhuamhen (2017) investigated awareness and use of Web 2.0 tools by librarians in South-South Nigeria. Using a descriptive survey and purposive

sampling, they targeted 194 librarians from 16 universities. Their findings showed awareness of Facebook, WhatsApp, blogs, wikis, and YouTube, but not RSS feeds, bookmarking, and podcasts. Web 2.0 tools were used daily for reference services, marketing, collaboration, and current awareness. Challenges included poor internet connectivity and unreliable power supply. Recommendations included exploring bookmarking, podcasts, RSS feeds, ensuring alternative power supply, and regular ICT and Web 2.0 training.

Methodology

Descriptive survey design was used for the study. The study focused on university libraries in South-South States of Nigeria. These States have a diverse mix of federal and state universities, providing a comprehensive overview of technology adoption across different types of institutions. The population for the study comprised of 256 professional librarians in the federal and State government owned universities in the South-South States of Nigeria. Due to the small population of the study, the entire population of the study served as the sample size for the study. The instrument for data collection for this research is the structured questionnaire. The questionnaire was administered to the librarians personally by the researchers. The data were analysed using mean score of a 4-point Likert type scale, Pearsons Correlation and binary logistics regression analysis.

Result Presentation

Socioeconomic characteristics of the respondents

The socioeconomic characteristics of the respondents in the study are presented in Table 1. The respondents consisted of 112 males (43.8%) and 144 females (56.2%). The age distribution showed that 30.5% were between 20-30 years, 35.9% between 31-40 years, 21.1% between 41-50 years, and 12.5% above 50 years, with a mean age of 37 years. Regarding marital status, 32.8% were single, 54.7% married, 6.3% divorced or separated, and 6.3% widowed. In terms of educational qualifications, 39.8% had a Bachelor's degree, 47.7% a Master's degree, and 12.5% a Doctorate degree. Work experience varied, with 22.7% having 1-5 years, 35.9% having 6-10 years, 23.4% having 11-15 years, and 18.0% having more than 15 years, with a mean experience of 10 years. About 60.2% of the respondents had received training on contemporary technology, while 39.8% had not.

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Table 1: Socioeconomic characteristics of the respondents

Variables	Frequency	Percent	Mean
Gender			
Male	112	43.8	
Female	144	56.2	
Age			
20-30 years	78	30.5	
31-40 years	92	35.9	37 years
41-50 years	54	21.1	
Above 50 years	32	12.5	
Marital Status			
Single	84	32.8	
Married	140	54.7	
Divorced/Separated	16	6.3	
Widowed	16	6.3	
Educational Qualification			
Bachelor's Degree	102	39.8	
Master's Degree	122	47.7	
Doctorate Degree	32	12.5	
Work Experience			
1-5 years	58	22.7	
6-10 years	92	35.9	10 years
11-15 years	60	23.4	
Above 15 years	46	18.0	
Training on Contemporary Technology			
Yes	154	60.2	
No	102	39.8	

Level of Awareness of Content Creation Tools among Librarians in University Libraries in South-South Nigeria

The level of awareness of content creation tools among librarians in university libraries in South-South Nigeria is presented in Table 2. The result showed that Librarians are aware of various tools with mean scores as follows: Koha Open Source Library System (KOHA) ($\bar{X}$=2.8), Evergreen ($\bar{X}$=2.5), Senayan Library Management System (SLiMS) ($\bar{X}$=3.1), DSpace ($\bar{X}$=2.9), EPrints ($\bar{X}$=2.3), Digital Commons ($\bar{X}$=3.4), Drupal ($\bar{X}$=3.8), Facebook ($\bar{X}$=3.2, SD), X (Twitter) ($\bar{X}$=3.7), Instagram ($\bar{X}$=3.3), LinkedIn ($\bar{X}$=3.5), Google Docs ($\bar{X}$=3.9), Microsoft Office Suite ($\bar{X}$=3.4), iMovie ($\bar{X}$=3.1), EndNote ($\bar{X}$=3.0), SurveyMonkey ($\bar{X}$=3.6), Google Forms ($\bar{X}$=3.1), Microsoft Teams ($\bar{X}$=3.8), and Zoom ($\bar{X}$=2.8). However, they are not aware of WordPress ($\bar{X}$=2.1), Joomla ($\bar{X}$=2.0), Canva ($\bar{X}$=2.4), Adobe Creative Suite ($\bar{X}$=2.2), Audacity ($\bar{X}$=2.3),

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Mendeley ($\bar{X}$=2.4), and Amazon Kindle Direct Publishing ($\bar{X}$=2.4).

Table 2: Level of Awareness of Content Creation Tools among Librarians in University Libraries in South-South Nigeria

Content Creation Tools	Mean	Standard deviation	Remark
Koha Open Source Library System (KOHA)	2.8	0.789	Aware
Evergreen	2.5	0.854	Aware
Senayan Library Management System (SLiMS)	3.1	0.652	Aware
DSpace	2.9	0.736	Aware
EPrints	2.3	0.841	Aware
Digital Commons	3.4	0.545	Aware
WordPress	2.1	0.903	Not Aware
Joomla	2.0	0.912	Not Aware
Drupal	3.8	0.404	Aware
Facebook	3.2	0.671	Aware
X (Twitter)	3.7	0.469	Aware
Instagram	3.3	0.612	Aware
LinkedIn	3.5	0.511	Aware
Google Docs	3.9	0.314	Aware
Microsoft Office Suite	3.4	0.547	Aware
Canva	2.4	0.791	Not Aware
Adobe Creative suite	2.2	0.896	Not Aware
Audacity	2.3	0.853	Not Aware
iMovie	3.1	0.684	Aware
EndNote	3.0	0.704	Aware
Mendeley	2.4	0.827	Not Aware
SurveyMonkey	3.6	0.486	Aware
Google Forms	3.1	0.856	Aware
Amazon Kindle Direct Publishing	2.4	0.551	Not Aware
Microsoft Teams	3.8	0.406	Aware
Zoom	2.8	0.789	Aware

Cut off = 2.5; mean <2.5 is not aware; mean ≥2.5 is aware

Extent of Adoption of Content Creation Tools in Marketing Library Services Among Librarians in University Libraries in South-South Nigeria

The extent of adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria is summarized in Table 3. Librarians have adopted the following tools with corresponding mean scores: Koha Open Source Library System (KOHA) ($\bar{X}$=2.6), DSpace ($\bar{X}$=2.5), Drupal ($\bar{X}$=2.7), Facebook ($\bar{X}$=3.4), X (Twitter) ($\bar{X}$=3.3), Instagram ($\bar{X}$=3.5), LinkedIn ($\bar{X}$=3.1), Google Docs ($\bar{X}$=3.4), Microsoft Office Suite ($\bar{X}$=3.6), Mendeley ($\bar{X}$=2.5), Google Forms ($\bar{X}$=3.3), Microsoft Teams ($\bar{X}$=3.2), and Zoom ($\bar{X}$=3.5). However, they have not adopted Evergreen ($\bar{X}$=2.4), Senayan Library Management System (SLiMS) ($\bar{X}$=2.3), EPrints ($\bar{X}$=2.2), Digital Commons ($\bar{X}$=2.1), WordPress ($\bar{X}$=2.2),

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Joomla ($\bar{X}$=2.2), Canva ($\bar{X}$=2.3), Adobe Creative Suite ($\bar{X}$=2.2), Audacity ($\bar{X}$=2.4), iMovie ($\bar{X}$=2.3), EndNote ($\bar{X}$=2.4), SurveyMonkey ($\bar{X}$=2.3), and Amazon Kindle Direct Publishing ($\bar{X}$=2.0).

Table 3: Extent of Adoption of Content Creation Tools in Marketing Library Services among Librarians in University Libraries in South-South Nigeria

Content Creation Tools	Mean	Standard deviation	Remark
Koha Open Source Library System (KOHA)	2.6	0.876	Adoption
Evergreen	2.4	0.908	No Adoption
Senayan Library Management System (SLiMS)	2.3	0.752	No Adoption
DSpace	2.5	0.815	Adoption
EPrints	2.2	0.786	No Adoption
Digital Commons	2.1	0.794	No Adoption
WordPress	2.2	0.745	No Adoption
Joomla	2.2	0.693	No Adoption
Drupal	2.7	0.763	Adoption
Facebook	3.4	0.628	Adoption
X (Twitter)	3.3	0.721	Adoption
Instagram	3.5	0.667	Adoption
LinkedIn	3.1	0.710	Adoption
Google Docs	3.4	0.699	Adoption
Microsoft Office Suite	3.6	0.651	Adoption
Canva	2.3	0.668	No Adoption
Adobe Creative suite	2.2	0.732	No Adoption
Audacity	2.4	0.782	No Adoption
iMovie	2.3	0.765	No Adoption
EndNote	2.4	0.743	No Adoption
Mendeley	2.5	0.725	Adoption
SurveyMonkey	2.3	0.757	No Adoption
Google Forms	3.3	0.716	Adoption
Amazon Kindle Direct Publishing	2.0	0.810	No Adoption
Microsoft Teams	3.2	0.738	Adoption
Zoom	3.5	0.682	Adoption

Cut off = 2.5; mean <2.5 is no adoption; mean ≥2.5 is adoption

Relationship between the level of awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria

The relationship between the level of awareness of content creation tools and their adoption is presented in Table 4. The Pearson correlation coefficient is 0.849, indicating a strong positive relationship between awareness and adoption of these tools. This correlation is statistically significant with a p-value of 0.000, which is significant at the 0.01 level (2-tailed).

Test of null hypothesis: There is no significant relationship between the level of awareness and adoption of content creation tools in marketing library services

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among librarians in university libraries in South-South Nigeria.

Since the p-value is less than 0.01, the study rejects the null hypothesis ($H0_1$). Thus, there is a significant relationship between the level of awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria.

Table 4: Relationship between the level of awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria

		Adoption
Awareness	Pearson Correlation	0.849**
	Sig. (2-tailed)	0.000
	N	256

*** Correlation is significant at the 0.01 level (2-tailed)

Factors Influencing the Adoption of Content Creation Tools in Marketing Library Services Among Librarians in University Libraries in South-South Nigeria

The factors influencing the adoption of content creation tools in marketing library services among librarians are presented in Table 5. The regression analysis reveals that Gender (coefficient = 1.406, t-value = 0.819) has no significant influence. Age (coefficient = -0.688, t-value = -0.34) also has no significant impact. Educational level (coefficient = 1.519, t-value = 2.055) significantly influences adoption at 5% level of probability. Work experience (coefficient = 3.227, t-value = 3.839) has a strong significant influence at 1% level of probability. Training on contemporary technology (coefficient = 0.811, t-value = 4.464) also significantly affects adoption at 1% level of probability. The model's R^2 is 0.631, and the adjusted R^2 is 0.609, indicating that approximately 61% of the variance in adoption can be explained by these factors. The F statistic is 9.840, significant at the 1% probability level.

Test of null hypothesis: The extent of adoption of content creation tools does not significantly differ based on the socioeconomic characteristics of librarians in university libraries in South-South Nigeria.

Since the overall model is significant and certain demographic characteristics (educational level, work experience, and training on contemporary technology) are significantly related to the extent of adoption, the study rejects the null hypothesis ($H0_2$). Thus, the extent of adoption of content creation tools does significantly differ based on the demographic characteristics of librarians in university libraries in South-South Nigeria.

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Table 5: Factors Influencing the Adoption of Content Creation Tools in Marketing Library Services Among Librarians in University Libraries in South-South Nigeria

Variable	Coefficients	Standard Error	t-values
Constant	-2.465	32.573	-13.214
Gender	1.406	1.152	0.819
Age	-0.688	0.234	-0.34
Educational level	1.519**	3.122	2.055
Work experience	3.227***	12.388	3.839
Training on Contemporary Technology	0.811***	3.620	4.464
R^2	0.631		
Adjusted R^2	0.609		
F Statistics	9.840***		

*** and ** are significant at 1% and 5% level of probabilities respectively

Challenges deterring librarians in adopting content creation tools for marketing purposes in university libraries in South-South Nigeria

The challenges faced by librarians in university libraries in South-South Nigeria in adopting content creation tools for marketing purposes are presented in Table 6. The respondents agreed on the following challenges, with their respective mean scores: limited funding ($\bar{X}$=3.2), inadequate training ($\bar{X}$=3.4), outdated technological infrastructure ($\bar{X}$=3.5), resistance to change ($\bar{X}$=2.9), limited access to technical support ($\bar{X}$=3.1), varied levels of digital literacy among librarians ($\bar{X}$=3.3), concerns about data privacy and security ($\bar{X}$=3.0), and limited availability of high-quality digital resources ($\bar{X}$=3.4).

Table 6: Challenges deterring librarians in adopting content creation tools for marketing library services among librarians in university libraries in South-South Nigeria

Challenges	Mean	Standard deviation	Remark
Limited funding	3.2	0.731	Agree
Inadequate training	3.4	0.689	Agree
Outdated technological infrastructure	3.5	0.655	Agree
Resistance to change	2.9	0.786	Agree
Limited access to technical support	3.1	0.702	Agree
Varied levels of digital literacy among librarians	3.3	0.745	Agree
Concerns about data privacy and security	3.0	0.728	Agree
Limited availability of high-quality digital resources	3.4	0.710	Agree

Cut off = 2.5; mean <2.5 is disagree; mean ≥2.5 is agree

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Discussions

Level of Awareness of Content Creation Tools among Librarians in University Libraries in South-South Nigeria

The study revealed that librarians in university libraries in South-South Nigeria demonstrated varying levels of awareness of different content creation tools. The tools with the highest awareness included Google Docs ($\bar{X}$= 3.9), Microsoft Teams ($\bar{X}$= 3.8), and X (Twitter) ($\bar{X}$= 3.7). Conversely, tools such as Joomla ($\bar{X}$= 2.0) and WordPress ($\bar{X}$= 2.1) had lower levels of awareness among librarians. This finding aligns with several studies that have explored the awareness and adoption of digital tools in library services. For instance, Oyovwe-Tinuoye, Krubu, and Ijiekhuamhen (2017) found that while librarians in South-South Nigeria were generally aware of widely-used Web 2.0 tools like Facebook, WhatsApp, and YouTube, there was limited awareness of more specialized tools such as RSS Feeds and Podcasts. This suggests that librarians are more familiar with general-purpose digital tools and less so with those requiring specialized knowledge or skills. Furthermore, Akwang (2021) reported a low level of awareness and adoption of Web 2.0 technologies among librarians in academic libraries in Akwa Ibom State.

The study highlighted that despite recognizing the potential benefits of these technologies, constraints such as inadequate training and restrictive ICT policies hindered their widespread use. This echoes the current study's finding where librarians were less aware of certain tools like Canva ($\bar{X}$= 2.4) and Adobe Creative Suite ($\bar{X}$= 2.2), which are commonly used for specialized content creation but may require more advanced skills. Moreover, the study by Solomon and Nyemezu (2023) on the role of librarians in marketing library services in Rivers State also underscores the importance of digital tools. However, their research indicates that while librarians are aware of and use basic digital tools for marketing, there is still a gap in the awareness and utilization of more sophisticated tools that could enhance marketing efforts.

Extent of Adoption of Content Creation Tools in Marketing Library Services Among Librarians in University Libraries in South-South Nigeria

The study indicates that librarians in university libraries across South-South Nigeria have adopted a variety of content creation tools to varying extents. The most widely adopted tools include Microsoft Office Suite ($\bar{X}$= 3.6), Instagram ($\bar{X}$= 3.5), Facebook ($\bar{X}$= 3.4), Google Docs ($\bar{X}$= 3.4), and Zoom ($\bar{X}$= 3.5). Conversely, tools such as Amazon Kindle Direct Publishing ($\bar{X}$= 2.0), Digital Commons ($\bar{X}$= 2.1), and WordPress ($\bar{X}$= 2.2) saw lower adoption rates. This pattern of adoption mirrors findings from other previous studies that examine the utilization of digital tools in library settings. For instance, the study by Oyovwe-Tinuoye, Krubu, and

Ijiekhuamhen (2017) highlighted that academic librarians in South-South Nigeria predominantly use Web 2.0 tools like Facebook and WhatsApp for library services, while other more specialized tools were underutilized. This suggests that while general-purpose tools are widely adopted, there is a noticeable lag in the adoption of more specialized or advanced content creation tools. Similarly, the study by Akwang (2021) on the adoption of Web 2.0 technologies in Akwa Ibom State's academic libraries found that although librarians perceived these tools to be beneficial, their adoption was hindered by factors such as high costs, inadequate training, and restrictive policies. This aligns with the current study, where adoption levels of certain tools such as Canva ($\bar{X}$= 2.3) and Adobe Creative Suite ($\bar{X}$= 2.2) are low, potentially due to similar barriers.

In addition, the findings from Solomon and Nyemezu (2023) also revealed that while librarians are actively engaged in marketing library services using digital tools, the extent of adoption varies. Their research noted that librarians frequently use more familiar tools for digital marketing, similar to the current study's finding that widely known tools like Facebook and Instagram are more commonly adopted. Furthermore, the study by Ejitagha and Ivwighreghweta (2021) on the use of social media for promoting library services in South-West Nigeria found that while Facebook and WhatsApp were extensively used, there was limited adoption of more specialized tools. This supports the current study's observation that librarians have not fully embraced specialized tools like SurveyMonkey ($\bar{X}$= 2.3) or iMovie ($\bar{X}$= 2.3), indicating a preference for more user-friendly and well-known tools.

Relationship between the level of awareness and adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria

The study reveals a strong positive relationship between the level of awareness of content creation tools and their adoption among librarians in university libraries in South-South Nigeria, as indicated by a Pearson correlation coefficient of 0.849. This high correlation, which is statistically significant with a p-value of 0.000, suggests that as librarians' awareness of content creation tools increases, so does their likelihood of adopting these tools. This finding aligns with several empirical studies in the field of library and information science. For instance, the study by Oyovwe-Tinuoye, Krubu, and Ijiekhuamhen (2017) demonstrated that awareness plays a critical role in the use of Web 2.0 tools among librarians. Their research showed that librarians who were more aware of tools like Facebook and WhatsApp were more likely to integrate these tools into their library services. The strong relationship between awareness and adoption observed in the current study is

consistent with this finding, indicating that awareness is a key driver of tool adoption in library settings. Similarly, the study by Akwang (2021) on Web 2.0 technologies in academic libraries in Akwa Ibom State found that while awareness of these tools was relatively high among librarians, actual adoption lagged due to various constraints. However, the positive relationship between awareness and adoption observed in Akwang's study underscores the importance of ensuring that librarians are not only aware of these tools but also equipped with the necessary resources and support to adopt them effectively.

Moreover, the research by Ejitagha and Ivwighreghweta (2021) on social media use in South-West Nigeria also supports this correlation. Their findings showed that librarians who were more aware of the benefits and functionalities of social media platforms like Facebook and WhatsApp were more likely to use them for marketing library services. The strong correlation between awareness and adoption observed in the current study further emphasizes that increasing awareness through training and professional development is crucial for boosting the adoption of content creation tools among librarians. The significance of this relationship is also reflected in the study by Solomon and Nyemezu (2023), which highlighted the role of awareness in the marketing of library services. Their research suggested that raising awareness of available tools among librarians was essential for effective marketing and service delivery. The positive correlation observed in the current study reinforces the idea that librarians' awareness of content creation tools is closely linked to their adoption and use, which in turn enhances the overall effectiveness of library services.

Factors Influencing the Adoption of Content Creation Tools in Marketing Library Services Among Librarians in University Libraries in South-South Nigeria

The study identifies several factors influencing the adoption of content creation tools in marketing library services among librarians in university libraries in South-South Nigeria. Gender and age are found to have no significant impact on the adoption of these tools. The analysis shows that gender, with a coefficient of 1.406 and a t-value of 0.819, does not significantly influence adoption, which aligns with similar studies such as Adetayo and Williams-Ilemobola (2021) that found no substantial gender differences in social media adoption among librarians. Similarly, age, with a negative coefficient of -0.688 and a t-value of -0.34, is also not a significant predictor, consistent with findings from Ejitagha and Ivwighreghweta (2021) regarding social media use in South-West Nigeria.

In contrast, educational level and work experience are significant predictors of adoption. The educational level shows a positive influence, with a coefficient of

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1.519 and a t-value of 2.055, significant at the 5% level. This suggests that librarians with higher educational attainment are better equipped to adopt new technologies, a finding supported by Olorunfemi and Ipadeola (2018). Work experience, with a coefficient of 3.227 and a t-value of 3.839, significant at the 1% level, emerges as a strong predictor, indicating that experienced librarians are more likely to integrate content creation tools into their workflows. This is consistent with Akwang's (2021) study on the adoption of Web 2.0 technologies, which highlights the role of experience in technology adoption.

Training on contemporary technology is also a critical factor, significantly affecting adoption with a coefficient of 0.811 and a t-value of 4.464, significant at the 1% level. This underscores the importance of continuous professional development in enhancing the adoption of content creation tools. The study by Oyovwe-Tinuoye, Krubu, and Ijiekhuamhen (2017) supports this finding, showing that librarians who receive regular training on new technologies are more likely to adopt and effectively use these tools in their services.

Challenges deterring librarians in adopting content creation tools for marketing purposes in university libraries in South-South Nigeria

The study highlights several challenges faced by librarians in university libraries in South-South Nigeria when adopting content creation tools for marketing purposes. Key challenges include limited funding ($\bar{X}$ = 3.2), inadequate training ($\bar{X}$ = 3.4), and outdated technological infrastructure ($\bar{X}$ = 3.5). These issues are consistent with previous research, such as Adeyemi and Popoola (2021), which emphasize that financial constraints, lack of professional development, and obsolete technology are significant barriers to adopting new technologies in Nigerian libraries. Other challenges identified in the study include resistance to change ($\bar{X}$ = 2.9), limited access to technical support ($\bar{X}$ = 3.1), and varied levels of digital literacy among librarians ($\bar{X}$ = 3.3). These factors further complicate the adoption process, as librarians may be hesitant to embrace new tools or lack the necessary skills and support to use them effectively. Concerns about data privacy and security ($\bar{X}$ = 3.0) and the limited availability of high-quality digital resources ($\bar{X}$ = 3.4) also present significant obstacles, as they impact librarians' confidence in using digital tools and their ability to access relevant content for marketing purposes.

Conclusion and Recommendations

The study offers a comprehensive analysis of the awareness and adoption of content creation tools among librarians in university libraries in South-South Nigeria. It underscores a notable correlation between librarians' awareness of these tools and their adoption, suggesting that increased familiarity with content creation tools can significantly influence their usage in marketing library services.

Despite this, the study identifies several challenges hindering the effective adoption of these tools. Issues such as limited funding, inadequate training, outdated technological infrastructure, and varying levels of digital literacy among librarians are prominent obstacles. Additionally, concerns about data privacy and security, along with limited access to high-quality digital resources, further complicate the adoption process. These findings highlight the need for targeted interventions to overcome these barriers and optimize the use of content creation tools in library marketing efforts.

Based on the study's results, the following recommendations can be made:

i. Universities should allocate dedicated funds to support the acquisition of modern content creation tools and infrastructure for marketing library services.
ii. Libraries should invest in updating their technological infrastructure in order to support librarians' adoption of the latest content creation tools for marketing library services. This includes improving internet connectivity, upgrading hardware, and ensuring that software is current.
iii. Regular workshops and training sessions should be organized by universities to enhance librarians' digital literacy and familiarity with emerging content creation tools for marketing library services.
iv. Universities should establish a robust technical support system to assist librarians with troubleshooting and optimizing content creation tools. This could include a helpdesk, online resources, and partnerships with tech experts.

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