APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs) IN SELECTED PUBLISHING COMPANIES IN KADUNA, ZARIA AND KANO.

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DECLARATION

I hereby declare that this thesis entitled "Application of Information and Communication Technologies (ICTs) in Selected Publishing Companies in Kaduna Zaria and Kano." had been written by Mohammad Bilkisu under the supervision of Professors Zakari Mohammed and Umar Ibrahim. All literature consulted and cited were fully acknowledged.

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CERTIFICATION

This is to certify that this thesis entitled "Application of Information Communication Technologies (ICTs) in Selected Publishing Companies in Kaduna and Kano States of Nigeria" has met the requirement for the award of Master of Library Science (MLS) Degree of Ahmadu Bello University, Zaria-Nigeria.

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DEDICATION

Praise and Thanks be to ALLAH (SWT), The Beneficent and The Merciful. I dedicate this work to my most beloved and humble parents, Alhaji Mohammad Aliyu (Late) who on his sick bed prayed and encouraged me to go on with this program before ALLAH took him away from us May his gentle soul rest in perfect peace (Ameen) and Hajiya Aminat Mohammad Aliyu whose concern, encouragement and supports are of inestimable value to my success. May ALLAH reward them with Aljanatul Firdaus, .Ameen.

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LIST OF ABBREVIATION

CD ROM - ***Compact Disc Read Only Memory***

ICTS - ***Information and Communication Technology***

IT - ***Information Communication***

PDA - ***Personal Digital Assistant***

NPA - ***Nigeria Publishers Association***

US - ***United State***

USA - ***United State of America***

NAP - ***Universal Availability of Publication***

NBDF - ***Nation Book Department Forum***

NNNP - ***New Nigeria Newspapers***

NNPC - ***Northern Nigeria Publishing Company***

TPC - ***Triump Publishing Company***

OND - ***Ordinary National Diploma***

HND - ***Higher National Diploma***

NCE - ***National Certificate of Education***

SSCE - ***Senior School Certificate Examination***

WAEC - ***West Africa Examination Council***

DF - ***Degree of Freedom***

SD - ***Standard Deviation***

ABSTRACT

This study was carried out to investigate the Application of Information and Communication Technology in selected Publishing Companies in Kaduna and Kano States of Nigeria. Five research questions and 3 hypotheses were formulated and tested with respect to the type of publishing activities performed; type of ICTs facilities available; effect of the ICTs on activities; level of usefulness of ICTs facilities in publishing activities and ICTs competencies possessed by the staff in the selected Publishing Companies in Kaduna and Kano States of Nigeria. Survey research design was used for this study. The total number of 100 were drawn as population and used as sample size. The three selected publishing companies were: The New Nigeria Newspapers Ltd, Kaduna, Northern Nigerian Publishing Corporation, Zaria and Triumph Publishing Company, Kano. Purposive random sampling was used to select the three publishing companies as sample respectively. A questionnaire was used to collect data for this study. The data collected were presented and analyzed using frequency distribution tables, percentages and histograms. For the descriptive statistics while Chi – Square (X2) procedure and t-test were used to test the three hypotheses formulated. The research discovered editing; typesetting; e-mailing; drawing; net working; marketing; printing; distribution and advertising were the major activities performed using ICT in the companies. The research concluded that Publishing industries in Kaduna and Kano have realized the need to apply ICTs in order to boost their productivity and remain relevant and competitive in the business of publishing .The research recommends that Nigerian publishers should endeavor to participate in co-publication by seeking and buying editions from other publishers. This type of co-operation is aimed at recruiting temporary or semi permanent business partners abroad who will share in the cost of expansion.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

The advent of Information and Communication Technologies (ICTs) has changed the world into a global village. It has dominated all the professions substantially, changed and created new patterns of social and economic interactions and transformed lifestyles work and communication. Now the terms e-government, e-banking, e-learning, e-journals, e-publishing, e-document, e-library e-book etc, can be heard.

Publishing companies serve as medium of dissemination of knowledge and communication of information. The primary purpose of publication is to inform and educate the reading public through printed media. It helps in the preservation and dissemination of knowledge in every literary society. Lucas (1987:1) defines publishing as the ability to put a message on paper using typography and illustrations, print it and distribute it through post or door to door in the street, so that it reaches people and gets result. Comprehensively, Encyclopedia Britannica (1988:457) defines publishing as the ability that involves the selection, preparation and marketing of printed matter. Publishing is a key to educational, social and economic development in any country. It is acknowledged as part of mass media that offers reading materials for education, general knowledge and leisure purposes.

Therefore, publishing companies produce information resources for education, general knowledge and for leisure purposes. These information resources serve as vehicle for research and for the propagation of culture and recreation. Above all, they serve as effective instruments for change and progress in the society.

Encarta premium suites (2008) states that "in any country, developed or developing, the book industry is a small one in monetary term. But just as small switch can set in motion and control an enormous machine or an electronic system carrying power to remote area, book publishing is also a key. The provision of timely information resources in a large quantity serves as a catalyst to national development. Apart from enhancing the intellectual capacity of the nation's population; it fosters a sense of national unity and self sufficiency.

The objective of any publishing company among others is the provision of information resources and by extension encourages reading among people. By so doing, people can increase their awareness and keep abreast of the happenings in the society. Above all, reading is the cheapest of popular education, which can be available to people. Oluwasanmi (1982:14) and Ezek (1986:2) assert that "social value of publishing help not only to remove accumulated impurities in the mind and body but also to inculcate a more positive attitude to work and the consequence of which increased productivity".

Publishing as it is known today depends solely on three major inventions: writing paper, typing and printing. Before the advent of writing information was spread by the word of mouth with all the accompanying limitations of place and time. Publishing has grown from small and ancient beginnings into a vast complex company responsible for the dissemination of both cultural and educational materials. The impact of publishing on education and in the lives of people in any nation can not be quantified.

History and Development of Publishing in Nigeria

The history and development of publishing in Nigeria is closely tied to their production and distribution. As in some parts of the world, the production and sale of books in this country came as an offshoot of activities of two major religious missions, which are the Islamic and Christian missions. Both of them entered the country through the northern and southern parts of the country respectively. Shegu (1989:185). He noted that the evidences of publishing and trading in literary works and related materials became noticeable in Nigeria about 17th century following the coming of Islam. In order to be able to propagate Islamic faith, Arabic writing and "book" scripts were used to prepare religious publication to facilitate the communication of the doctrines.

This exercise gave birth to several religious works of Islamic tenets produced in Hausa, Nupe, Kanuri and Fulfulde languages. She also opined that in Southern Nigeria, the initial focus of the Christian missions

was the production of the Bible and Bible traits, hymnal and prayer book in English, Ibo and Yoruba languages. Beside the sales that were going on in the warehouses of the different religious publishing companies, distribution points were also maintained throughout the country where the adherents of these faith could always purchase the supporting literature.

According to Shegwu (1989:186), the government of Nigeria took the initial steps at mass production and sales of secular publications. The European administrators and their District Offices also engaged in producing from abroad, the oral poetry, folktales, legends, proverb, riddles and other works on essays, primers, grammar book and dictionaries for sale in Nigeria. These materials were in addition to the official gazettes, government releases and other books produced and sold to facilitate the communication of government business. The colonial traders who had contact with the country translated some works on commerce and produced them abroad.

The "1962 education ordinance" Law of Nigeria (1926:15) declared most of these overseas produced books unsuitable for use in Nigerian schools. This prompted the then Central Government of Nigeria to direct the Regional Governments to produce books locally through a body called the Literature Bureaux.This body translated and produced textbooks in major Nigerian languages for use at home in Nigeria. The texts included Arabic literature, books in English and other European languages. Also, the "Literature Bureaux" established sales departments that handled the sale of their products to schools, individual scholars and students. Furthermore, the body also encouraged indigenous authors to produce grammar and literary texts for school use, Shegu (1989:198)

Abu (1982:17) observes that the Nigeria nationalist movement of the 19th century gave some push to the Colonial Administration in the direction of human resource training at home in some institutions of higher learning, which in turn boosted the book business enterprise in Nigeria and led to the establishment of the following:

(i) The establishment of the University College, Ibadan in 1948.

(ii) The introduction of Universal Free Primary Education in the defunct Western and Eastern Regions in 1954 & 1956 respectively.

(iii) The establishment in 1957, of the secondary modern schools in the Western and Eastern Regions: and

(iv) The introduction of the different adult education programmes nation-wide- referred to as "Yaki da Jahilchi" in the North.

In spite of the above efforts by the government and others to develop education and the literacy campaign programmes, the book mark in Nigeria still remained very small at independence. However, the expansion of higher education between 1960 and 1962 encouraged the influx of the European commercial publishers who started importing and selling school books in Nigeria. As every government continued to commit large proportions of their annual budgets to education since independence, the need for books and other instructional materials kept increasing. This in turn served to bring more European commercial publishers into the country. Thus, by mid 1960s, publishers like Heinemann, Thomas Nelson, Oxford University Press (now University Press plc) dominated the textbook market in the country. Jakande, (1991:197).

The early successes of the foreign publishers coupled with the educational boom beginning from the early 1960 encouraged Nigerian entrepreneurs to invest in the business of educational books.

As a result, a number of indigenous book publishers came into Nigeria during this period. Included where Onibonoje, African Universities Press, John West Publications, Gaskiya Corporation and Tabansi Publishing Company, etc

Immediately after independence, different publishing houses tried to establish branch offices for the distribution of their products throughout the country. This they did without leaving the selling aspect of the book business in the hands of professional book sellers alone. In spite of the publishers' attitudes, certain individuals and companies opened chains of bookshops in the major cities, in the central markets and around the learning centers throughout the country. The general bookshops in Nigeria, like the existing publishing houses, were from observation not university programmes – oriented in their stock and services. While only a few of the bookshops could order tertiary publications from overseas, a majority of them continued to concentrate on stationary items to the exclusion of tertiary books.

Publishing Trade

Publishing process involves the selection of a manuscript, the editing of it, the designing of the book's final appearance, the actual manufacture into book

form, the distribution of the book to booksellers, and the book's ultimate purchase by readers. Encarta Premium Suite (2009).

Publishing Trade is published materials intended for the general reader. These materials included novels, picture books for children, biographies, books on current affairs, history or psychology, travel guides, cookbooks: and do-it yourself books, World Book Encyclopedia (2003:141). It also involves negotiation with authors or their agents; design of book in conjunction with printers, book production, publicity and sales through book wholesalers and retailers.

The origins of the trade publishing can be traced to engraved clay and stone tablets of the ancient Assyrian and Babylonian kingdoms, but majority of the scholars consider the scrolls of antiquity that were made of papyrus to be the true forerunners of the book. As early as 600 BC, scribes were known to have copied poems, speeches, and orations onto these scrolls and to have sold them at high prices.

Publishing industry has changed dramatically over the centuries. Early technological innovations led to developments such as movable type, mass production, and the manufacture of paperback books.

The 20th century brought the invention of audio books, the computerization of the book production process, the growth of the Internet as a pathway for booksellers to reach readers and continuing improvements in the quality of computerized electronic books.

Publishing companies and book sellers categorized books in versions. The type of book that generally gains the most attention is the trade book which is typically a work of general fiction or general nonfiction. Trade books tend to appeal to wide audience. Other books fall into more specialized category and reference. The type of trade that a publishing house chooses to publish often creates the public image of the house. Popular publishing sometimes financially supports a company and other publishing ventures. However, departments such as text books, reference, religion and medicine often make profits on their own. Many publishers devote their activities almost entirely to one of these specialties. Paperback line may be issued by division of general publishers or may be produced by houses specializing in paperbacks.

Editorial and Production Process

No matter what kind of book is being produced the editorial process is basically the same. The production process has become increasingly sophisticated over the years as publishers have taken advantage of technological innovations.

In the case of general trades books, a publishing house will plan to issue a yearly list of titles ranging in number from fewer than ten in the smallest firms to several hundreds in the largest. A few books are bought from the thousands of unsolicited manuscripts that the major houses receive annually but most come from either outline or manuscripts submitted by literary agents. A large number of books also originate from the house, as editors generate ideas and find authors to write the books. Authors receive royalties (payments) at percentage rate varying with the number of books sold. The more copies sold, the more the percentage of profit the author usually receives, Henry (2006:46-98).

After a manuscript is received and accepted for publication, an editor takes charge of the project. Editors usually work on several books at once. In many publishing companies they are responsible for every stage of book production. Editing practices varies considerably. Editors may do line by-line editing going over the changes with the authors later.

A book undergoes a specialized editorial pass called copy editing. Copy editors correct grammar, spelling, and query authors on possible errors of facts and meaning, peculiar constructions or other internal difficulties. Copy editors often do careful research as they work consulting reference sources to be sure the author's fact are accurate. The next step in book production is design, which may be done within the firm or by freelance designers. The designer plans the books format,

page size, number line on a page. Many talented designers that have worked in some publishing houses are noted for superior design work.

Electronic Publishing

Simpson (1990:84) defines electronic publishing as "a series of techniques employing processes using electronic techniques as vehicles to transfer information from originator to assimilator." Electronic publishing therefore facilitates speed in publication and dissemination of information resources to scholars. ICT is the combination of 'Information Technology' and 'Communication Technology'. It merges computing with high speed communications link carrying data, sound and video.

In the late 20th century publishers began producing books in new formats and technological advances had a huge impact on the book publishing industry. Audio books, which had been produced and marketed since the 1950s, exploded in growth in the 1990s. Audio books offer readers the option of listening to a book that has been narrated and recorded onto a cassette or compact disc. They are especially valued by people who are blind or have low vision.

Another new form of books is CD-ROM. Many see CD-ROM as the perfect means of publishing books, especially reference works, because searching databases can be made so easy for readers, and because writers and editors can incorporate images, sounds, and videos into their products. But many publishers

struggle with changing technical standards and a widespread reluctance by users to read off a computer screen for long periods of time.

In the late 1990s several companies introduced electronic books, or e-books, computerized devices display the text of books on a small screen designed to make reading easy. Booksellers and publishers sell e-books over the Internet in the form of computer files. A reader makes a purchase and then downloads the text to a personal computer or a Personal Digital Assistant (PDA), or directly to a specially designed e-book device.

ICTs, according to Dilaura (2004:4), are playing a pivotal role in emergence of information explosion where publishers increasingly rely on the Internet as a medium for presenting the contents of newspaper magazines and books. Because information on the net is electronic, the publisher saves the cost of paper, printing and distribution. More importantly, the publisher can paste and update information instantly, making it possible to be distributed far and wide.

Web publication can also present interactive feature. It saves as a distribution system for electronic book. An electronic-book consists of digital files formatted so that a reader downloads or transfers them to special software, the words and pictures appear much as they would be on a printed page. A customer can buy e-books at the publisher's web site or at a site owned by a book store, Word book encyclopedia (2002:350a, 350b)

World Book Encyclopedia (2002:158-9) asserts that desktop publishing performs varieties of tasks. These include writing and editing, design and illustration, typesetting and preparation of type and graphics for printing. Systems that produce document with photographs as part of the electronic file also have a device called a scanner. This device converts the colour and shades of the photos into digital (numerical) code. This is the same code that computers use to handle all other data.

1.2 Statement of the Problem

The application of ICT in all sectors of Nigerian economy is still very slow despite the role it plays in facilitating the overall activities of the industries. The adoption of ICTs according to Woherem (2000:3) has influenced the content and quality of publishing operations in developed country. From all indications, ICTs present great potential for business process re-engineering of Nigeria publishing companies. Investment in application of Information and Communication Technology should form an important component in the overall strategy of publishing operators to ensure effective performance. Simpson (1990:85) asserts that modern technologies have reduced cost and create drastic change in ways books are published, edited, printed and distributed compared to conventional publishing.

Publishing companies as noted above are vital to national development. However, several problems may hinder the publishing companies from realizing these objectives and such problem may include publishers insistence on the

conventional way of publishing, their inability to adopt ICTs production processing, advertising, promotion and distribution of their published products. This eventually affects the publishing company's productivity. In this regard, the researcher observed that despite several efforts by publishing companies to use ICTs in their major operation, it appears that production is still very slow. Could it be that ICT facilities available are not adequate? Could it be that their manpower is not ICT literate?

This research work therefore aims at investigating if Nigeria publishers still use the conventional ways of publishing and the current trend in the use of ICTs by publishing companies in Kaduna and Kano .The study will also look at the efficiency in their production processes and delivering services to meet the demand of the society.

Research Questions

This study seeks to answer the following research questions:

1. What types of activities do the publishing companies in Kaduna and Kano perform?
2. What ICT facilities are available in the publishing companies in Kaduna and Kano?
3. To what extent has the use of ICTs affect the activities of the Publishing Companies Kaduna and Kano?
4. What is the level of usefulness of ICTs facilities in publishing activities?

5. What ICTs competencies do staff of Kaduna and Kano publishing companies' posses?
6. What type of Information Communication and Technologies are used in Publishing Companies in Kaduna and Kano?

1.4 Research Hypotheses

The following are hypotheses that were tested:

Ho1: The application of ICT in the publishing companies has no significant effect among staff since it was introduced to the publishing companies.

Ho2: The application of ICT has no significant effect on the activities performed by the Publishing Companies.

Ho3: The application of ICT in the publishing companies has no significant effect on the Competency of the staff.

1.5 Objectives of the Study

The objectives of this study are stated below:

1. To find out the type of activities performed by publishing companies in Kaduna, Zaria and Kano.
2. To identify the ICT facilities that is available in publishing Companies in Kaduna, Zaria and Kano.
3. To determine the reasons or purpose for which publishing companies in Kaduna, Zaria and Kano use ICTs

4. To determine the extent to which the application of ICTs has affected the publishing activities in Publishing Companies in Kaduna, Zaria and Kano.
5. To find out the Information and Communication Technologies (ICTs) competency of staff in Publishing Companies in Kaduna, Zaria and Kano.
6. To identify the type of Information and Communication Technologies used in Publishing Companies in Kaduna, Zaria and Kano?

1.6 Significance of the Study

The finding from this study will help the publishers to increase their productivity and marketing via internet. It will also help government and policy makers on how to harmonize publishing and educational curriculum in order to meet the demands of the society.

This research work will also be a useful document for researchers and students studying publishing as it will add to the number of literature in publishing companies.

Finally, the study will provide a great contribution to the bulk of literature in marketing Publishing companies and information products and services as well as on customer relationship the publishing management.

1.7 Scope of the Study

The study covers only three major publishing companies within Kaduna, Zaria and Kano in Nigeria namely: New Nigeria Newspaper Ltd, Northern Nigeria Publishing Corporations and Triumph publishing company. The study will further be limited to the application of ICTs in the publishing processes of these companies. This means that the traditional publishing activities will be excluded from the scope of the study

1.8 Limitation of the Study

This study is limited to the application of ICTs in selected Publishing Companies in Kaduna, Zaria and Kano due to some constraints which include the spread and distance of the publishing companies, shortage of funds required to tour the study area, time within which to complete the research and delay caused by the respondents.

1.9 The Operational Definitions of Terms.

The operational definitions of terms are stated below:

Publishing: This refers to re-production of manuscript into printed materials. **Information and Communication Technology**. Is the technology that handles information work (collection, processing, storage, retrieval and dissemination) easily and fastly irrespective of the location or distance of the users?

Trade Publishing: Is the process of making published product known to the wholesaler, retailers and general public.

Electronic Publishing: Is the use of electronic machine to design, edit and distribute.

Desktop Publishing: Is the use of personal computer to write, illustrate and layout high quality documents.

Internet Publishing: It is used as a medium for presenting the contents of newspapers, magazines and books.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter seeks to review literatures that are pertinent to the study. The subject publishing has certainly attracted the attention of scholars, researchers and students of Librarianship. These together have produced a huge body of literature so as to bring into focus what others have done in the area. Therefore, to effectively review the literature, the following sub headings are considered.

2.2 Concept and Development of Publishing.

2.3 Publishing Companies in Nigeria

2.4 Current trends in publishing in Nigeria

2.5 Application of Information and Communication Technology in Publishing Companies

2.6 Summary of the review

2.2 CONCEPT AND DEVELOPMENT OF PUBLISHING

It is very clear from the literature of publishing that scholars do not have diverted views on definition of publishing. Eakins (1990:1) and others defined publishing as the production of any printed communication intended for another person, whether it is typewritten, laser printed or typeset. The process includes placing text and graphics on a page and reproducing the page for distribution. The definition much earlier by Lucas (1987) only included the aspect of distribution

which he described as through the post, door-to-door in the street so that the published materials reach people and gets result".

The invention of publishing in the middle of the 15th century represents one of the great landmarks in human history. By the end of the 18th century, publishing was a flourishing enterprise and had become a full-scale industry in the 19th century despite competition from other communication media. Edem (2000:10) recorded that African book publishing was in the hand of the whites and production was limited to both educational materials and missionary text. The indigenous publishing was not exploited and African's book production was consistently lower than other regions. However, actual indigenous publishing started in 1947 with the emergence of publishing houses like Africaine, African University Press, Africana/Feb Publishers and Ibadan University Press etc.

Publishing in Nigeria has been in existence before the coming of the Europeans. The rulers then made use of town criers and talking drums to send messages to their subjects. In support of this, Jakande (1986:2) stated that the "period witnessed the operation of town criers who published the proclamation of the ruler, when he loudly repeated all messages to the concerned people in the society. The talking drum was equally used at that period to pass information to the people. Also in practice then was the method at that issuing sermons to the congregations in Mosques and Churches. There were books, pamphlets and treaties written or copied by hands by Islamic scholars and made available to readers before the coming of Europeans.

Segun (1989:185) stated that publishing in Nigeria started as an offshoot of the evangelistic activities of religious missions. As early as 1830, various printing press and bookshops were established due to encouragement received by the missionaries. Nwankwo (1995:397) confirms the early involvement of missionaries in publishing when he noted that; "published works were mostly religious and literature, government publications, and school textbooks for government and mission schools". However, Bishop Ajayi Crowther did much work from 1848-1856 being the first pioneer in this area. He translated bible. Book of Common Prayer, arithmetic tables and primers, grammar books and readers, as well as dictionaries were compiled.

Ogunrombi and Adio (1993:38) in their work observed that, "the year 1887-1921 witnessed some scholarly works produced and distributed by Yoruba literary societies". Actual book production, as observed by Segun (1987:187), outside religious literature and schools textbooks were largely based on government activities resulting in official information in the form of gazettes, annual reports, trade and law reports etc. In another development, Segun (1989:188) stated that "Commercial book publishing in Nigeria had its origin in book marketing ventures by large British companies like Oxford, University press, Evans, Nelson and Longman who sold book written by the nations". Individual publishing came into limelight in 1927-1961. However, publication was still on religion and folktales while publishing companies were established all over Nigeria. In 1950, Segun (1989:188) observed that there was demand for new

reading materials in order to reflect the content of the school curriculum. This development then faced the British publishing houses to modify their marketing policy towards meeting the rudiments of the local publishers. Tamuno and Okoro (1984:4) are of the opinion that the political development as well as the social and educational advancement in Nigeria from the year 1950s has acted as a catalyst that produces an enlarged and diversified markets which in turn support the local publishing industry.

Innocent (2002:3) described 1958 to 1962 as the heyday when the number of books published in Nigeria increased tremendously. This period also witnessed the transition from writing novelette with semi-literate population in mind to writing serious textbooks fictions, and non-fiction for highly educated people.

2.3 PUBLISHING COMPANIES IN BOOK PUBLISHING IN NIGERIA

Nigeria has a vibrant book publishing industry, with perhaps the largest number of publishing houses in any African country. At one stage, prospects for the book industry in Nigeria appeared rosy. The Federal Government established paper and pulp making industries, and an elaborate plan was drawn up for achieving self- sufficiency in the production of books for the nursery/primary,

secondary, and tertiary tiers of education. Unfortunately all that, or most of it, collapsed following the nation's economic downturn of the 1980s. Book famine descended on Nigeria. Ike (2004:8) stated that one indication of the unhealthy state of the Publishing sector in Nigeria since 1981 has been the number of task forces, study groups, conferences and committees set up to make recommendations on various facets of book production and distribution, including ways to equip the book sector and make it meet the needs of the educational system. In line with this, Ogunrombi and Adio (1998:38) listed some of these task forces as follows: 1983 Nigerian National Congress on Books, 1984 Task Force on the Scarcity of Books and Stationery, 1987 Panel on a Book Policy for Nigeria, 1989 ODA/ World Bank Books Sector Study, 1990 National Council on Education Committee Report on the Rationalization of Textbooks in Primary and Secondary Schools, 1990 British Council-sponsored Conference to debate the Books Sector Study, August- September 1990 Ministerial Committee on Provision of Books to Schools and Colleges, August 1993 Nigerian Educational Research & Development Council Review Workshop on Preferred Recommendations for solving the problems of the Nigerian Publishing Industry and Formation of Implementation Strategies, April 1994 National Conference on Book Development organized by the Nigerian Book Foundation on the theme "Making Books Readily and Affordable," et cetera. The famine persists, notwithstanding these efforts.

The 1978 Nigerian Enterprises Promotion Decree provided that at least 60% equity participation in book publishing must be by Nigerian nationals. With effect from that year, book publishing in Nigeria became indigenous, making it unnecessary to distinguish any longer between indigenous and foreign publishing in the country. The foreign publishing companies (notably Oxford University Press, Longman, Macmillan, Heinemann, Evans) which dominated (and still dominate) the publishing scene in Nigeria, reduced foreign equity participation to 40% or less, and some took new names (e.g. University Press Plc in place of Oxford University Press).

Publishing in Nigeria is essentially a private sector affair. Because of the absence of pre-determined qualifications or conditions to be met, book publishing is one of the most unregulated industries in Nigeria. All you require to become a publisher is to erect a signpost outside your office or residence. Expectedly, the Publishing Industry in Nigeria is grossly undercapitalized. Ogoniyi (1988:10) stated in his work that Federal Military Government made an unsuccessful attempt in the 1970s to set up a government publishing company. Some government agencies, State Ministries of Education, and professional associations have played active parts in developing primary and secondary school textbooks, but they have generally done so in collaboration with publishing companies. There were occasions when the government assumed the authority to appoint new "publishers" to mass produce for educational purposes books not previously published by such publishers. Ike (2004) supported the fact that books "published"

under this arrangement tended to come out with higher unit costs than the unit costs of the same books when produced by their original publishers. There is also the problem that the method contravenes the provisions of the Nigerian Copyright Law.

The Nigerian Publishers' Association (NPA)--the main professional body for Nigerian book publishers--was established in l965. Membership is open to publishers registered in Nigeria as limited liability companies that have published a stipulated number of books. Membership in the association (currently 103) is not mandatory: there are probably more publishers outside than within the Association. Alongside the NPA, Nigeria has the following major professional associations in the publishing sector: Association of Nigerian Authors, Nigerian Booksellers Association, Association of Nigerian Printers, and Nigerian Library Association. Authors have additional writers' associations including the Academic and Non- Fiction Authors Association of Nigeria, the Association of West African Young Writers and Women Writers in Nigeria.

Nigeria has a well-articulated copyright law, administered by the Nigerian Copyright Commission. Copyright enforcement leaves room for improvement, resulting in high incidence of book piracy. Sporadic efforts are made to fight the pirates by the Nigerian Publishers Association and by the Nigerian Copyright Commission. Primarily through lack of will on the part of the Federal Government, Nigeria has neither a National Book Policy nor a National Book Development Organization or Commission, explaining why indigenous book

development has been unplanned and uncoordinated. The federal Ministry of Education (2000) announced the establishment of a National Book Council and actually convened the inaugural meeting of the Council in Abuja on 15 September 2000. The Council has not functioned since. The Nigerian Book Foundation, which began to operate in 1993 as a non-profit, non-governmental organization, has tried to fill the gap as a national book development organization, bringing together the key stakeholders in the book sector to adopt a holistic approach to national book development. Drastically reduced sources of funding since early 2001 have however, hampered its effectiveness.

Publishers have warehouses in different parts of the country with their own fleet of distribution vehicles. Most publishers have no capacity to promote and sell their own books nationwide, drastically reducing the sale prospects of their books. Alabi (1999:7) observes that efforts by the Nigerian Book Foundation to bring about the emergence of a national book distribution operation have not yet materialized. In this regards, National Book Supply had an estimated 90% of the annual output of books published in Nigeria is in the area of textbooks for primary and secondary education.

This results in lopsidedness in favor of primary and secondary school texts and against tertiary education (including polytechnics, colleges of education, and universities). It is also against the availability of professional books, reference books and general books (including creative writing, general interest books, and books for lifelong education). Even in the primary and secondary school texts, it

has not been easy to produce them in the vast quantities required. Publishing in Nigerian languages is also severely limited. Several intervention attempts have been made by the government to provide books for the school system, including the =N=70million 1989 Federal Government Book Aid Programmed to Schools, the 1991 World Bank US $120 million credit facility for the provision of suitable and appropriate foundation for the implementation of a 6-year Primary Education. Improvement Project and the multi-million U.S. dollar World Bank credit facility to enable the outright importation of foreign textbooks and journals for federal universities.

The Education Tax Fund currently provides funds to enable the various educational institutions to buy library books. Government intervention schemes did not cater to the general reader, or, put differently, to the millions of Nigerians outside the formal education sector. Non-governmental organizations and individuals have also made many intervention efforts.

The Book Aid International/ British Council effort ranks among the biggest and best known. A newspaper publication quoted a British Council representative as estimating the cost of books shipped into Nigeria through that source at between one and two million pounds sterling. In recent years the United States of America has emerged as a major source of book donations for Nigeria, from book aid agencies, church organizations, groups of Nigerians, and individual donors. The Sabre Foundation, Inc., U.S.A., has come into the picture in a big way, tackling head on a major stumbling block to foreign sponsored book donation

projects--namely the inability of the local partner to pay the freight costs. Foreign book donations help to fill yawning gaps in the publishing output of Nigerian publishing houses and will continue to do so for quite a while. The ultimate goal must, however, be for Nigerian publishers to publish the bulk of the books required for formal and non-formal education in the country, particularly in areas in which suitable foreign books are unlikely to be available.

2.4 CURRENT TRENDS IN PUBLISHING IN NIGERIA

Publishing in Nigeria has come a long way. Despite the long standing of the publishing companies, one would have been tempted to say that, much have been achieved in terms of development, but it seems the development is very slow. These was confirmed by Nwankwo (1995:399) who stated that, various governments of Nigeria though have come up with beautiful policies on education but have failed to support the publishing companies in Nigeria. The author who is the creator of ideas to be given to the world through a book stands at a disadvantage in most cases. Momoh (2006) in his work lament the plight of the author as a frustrated effort and therefore the authors cannot put in their best because publishers keep very bad accounts of books sold and royalties to authors either delayed or never paid. This further affects the publishing company because; it is when you have an idea to publish that you can flourish in the publishing company. As a result, the books needs of the citizens could not be met and as rightly observed by Oguniyi (1988:5), the needs of both the primary and

secondary schools are about 15 million books, while that of the university and teachers training schools are about 250,000 and one million respectively.

Nwankwo (1995:399) further confirm the textbook situation in Nigeria when he observed that the availability of textbooks at primary and secondary school level is less than 10% and 30% respectively and that the situation is worse as one journeys northward. The higher and tertiary education institutions are not left out in this acute shortage. In support of this, Dada (2003:17) pointed out that the country has been describe as having one of the lowest prints per capital in the world in spite of the fact that the commercial printing industry may be worth about $120 million per annum. To this, Ajibero (1990:7) indicated that, "National Policy on education can only be viable when there is a large extent of harmonization of book publishing and the objective of the policy…" Currently, this has been a failure probably because of the increase in population of readership in Nigeria and thereby affects the quality of education at different levels.

In another development, Chakava (1996:175) opined that African publishers are yet to produce their best in areas of production and design. He described the current situation in the following words: "Substandard production quality of African published books, slow editing and proof reading, poor binding and finishing, books with lack of proper title pages and essential copyright data, have no international standard book number and which show the evidence of lack of proper quality controls and discipline at all levels of African book publishing chain". However, the impact of technological advancement that could have

reduced the cost of printing materials have not been feasible in Africa due to massive devaluation of its currencies, and more so that most African publishing companies depend solely on imported materials. Agboola (1995:7) commenting on the current trends in publishing stresses that, the process and craft of editing are yet to attain the required standard. He pointed out that Nigeria couldn't be compared with the developed world with their high information technology.

From all indications the publishing company is passing through hard times and is still undergoing a serious teething period. While the federal government is yet to accord the due attention needed by the publishing company in Nigeria, the publishers too are not encouraging the authors in areas of quality payment of royalties. However, the researcher feels that this ugly situation could be minimized or avoided if Information Communication Technologies (ICTs) is adopted in the production of needed books in our society.

2.5 APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN PUBLISHING COMPANIES IN NIGERIA

The use of Information and Communication Technologies (ICTs) in printing and publishing operations has resulted in profound changes in the world of publishing and printed information. Publishing constitutes one of the most significant means of recording and transmitting information. The publishers are responsible for the quality of work that is published and thereafter, market and disseminate them. Line (1983:47) in his work pointed out that, no indigenous publishing company has ever met the needs of the society. They depend on the

interdependence and internationality of the various elements of the book world and they need to flourish in order to promote the widest availability of knowledge and information. Publishing company would be nowhere without computer and its miracles. With the information explosion, it is only through the Information and Communication Technology- that information will prosper. Computers, according to Ruffner (1987:132), play an important role in all aspect of publishing such as information with greater speed. Computer enhances the ability to update information. For instance, in 60's and 70's, Ruffner (1987:132) recorded that before the application of computer technology, it took them two years to produce an encyclopedia but now takes them less than half that time to produce same. In another development, Sanni (2004:65) pointed out that, "Computers enable us to get more accurate and cost-effective knowledge to assist in decision making; reduce the tedium of getting result through manual operations; mental and physical efforts in tackling some tasks and efficient practices; and enhance improved customer services." Further more Encyclopedia Americana (1995:472) pointed out that, "computer makes it possible to process information with great speed, accuracy and reliability. This is done systematically performing calculations, storing vast quality of data, and sorting manipulating and transforming data into meaningful forms."

Over the year, computer technology has been proven to valuable and an indispensable tool in information management. In the case of publishing companies, it allows manipulation, arrangement and re-arrangement of data.

Which means the editors takes lesser time for editing without stress. It equally enhances the availability of data in various forms and at the same time responds to customers as quickly as possible. The use of Information and Communication in publishing has been responsible for the availability of up-to-date information to users. ICTs have become irreplaceable in all field of endeavours, and are seen to perform countless jobs. Steckler (1986:195) in his work, brought three basic applications of computer in publishing as started below:

1. To compile, store and retrieve information electronically which is delivered to the end users in traditional print format
2. To compile, store and retrieve information electronically that is delivered to the end user on tape, floppy disks or some sort of lesser optical format where it is accessed via other computers
3. To compile, store and retrieve information electronically that is delivered electronically online

Steckler (1986:196) further started that, books and periodicals have been computer typeset since 1963 but that the first commercial utilization of the new technology was in 1967.

The advert of electronic publishing came up in the late twentieth century and has brought significant changes in the publishing industry. With electronic publishing, publishers have high hopes for the profitability of turning to electronic processes for author input, editing, retention, composition and distribution. In most cases, distribution processes are carried out through on-line services. Electronic

publishing therefore facilitate speed in publication, and is faster in disseminating information resources to the users. Xiuyu (2002:2) in a symposium stated that, "books printed on paper are cumbersome to carry and time consuming to search for…" of which, online publishing has come to solve. He argued that, digital publishing can respond to individual demand for any type of fixed content anyplace, any time. Unlike text on paper, online publishing can be separated, combined, reshaped and moved around to conform to a reader's needs.

Major innovations include the development of phototypesetter, computers for automatic justification and hyphenation, electronic machines, and electronic screen-printing. The combination of computer technology and photocomposition has revolutionized typesetting, thereby improving the speed in production and computer capacity to store both text and illustration in digital form within the conventional publishing process. The use of computer has put the author in a more powerful position. More so, electronic text is easier to manipulate than text on papers. Updating, revision and correction of data can be continuous process and users can also have instantaneous access to the update version these technologies.

Russon (1983:7) and Gursey (1982:20) both agree that, there are two types of electronic publishing. They described them as "fully electronic publishing" where a unique document is created, which may not appear in print and "parallel publishing" where an electronic copy of a conventionally printed and published text is created. This therefore means that, some traditional media have been changed while others have been wholly or partly displaced.

In another development, Gursey (1982:22) opined that, the use of computers facilitates the production of a conventional product, and that the combination of computers and telecommunication systems can be used to distribute data electronically. Carson (2002:1) after interviewing Holleley brought out the ways modern technologies and software has inspired authors or artists to produce their books at home, thereby taking the power that has belonged to publishers for centuries into the hands of the people. He further stated that, digital technology has made the task of producing books easier. Now greater number of books can be published without editorial control and at the same time distributed via the web site.

Online publishing is the most suitable form of publication for certain type of product. This is because it provides more powerful and timely means of accessing information that when in printed forms. Infact, Information and Communication Technology have offered the promise of handling a large volume of information and provide opportunity for publishers to expand their product. In another development, Bonk (1986:303) in his work highlighted the concern of publishers to improve distribution system since Guttenberg and how the adoption of computer technology has eliminated redundancy and inefficiency in the distribution of printed books. In the past, books were distributed through wholesalers, distributors, bookstores and their retail outlet. However, information is being distributed in print and online with the aid of Information and Communication Technologies (ICTs). Others are through telephones systems,

electronic publications, broadcast services, direct broadcast satellite and optical disks.

The advert of internet according to Moahi (2004:5) had an implication for both the publishers and users. It is now easy to publish information and such becomes instantly available to thousands of people all over the world. Here the publishers stand to gain because; cost of distribution is lowered after the initial production. With the aid of networks, it is easy for publishers to distribute their work. The easy distribution of information means that publishers and owners prefer to license rather than sell their works to users in the digital media. With this, only those with permission may download materials in order to use them.

Bond (1996:40) on the other hand observed that, book publishing accounts for less than half of the total sales of printed publications in the United Kingdom, and that most academic journals are presently online. He highlighted the advantages of online among others as cost free, typeset by editorial board, live as free web space and free to users. Online service offer academics community a searchable resources, constantly available anywhere in the world without any recognizable publisher involved. While compiling works of some authors, Brown (1996:200) urged the British Libraries to develop an acquisition policy for digital information. In view of this, Garzon (1997:50) calls for the need to provide a favourable policy context for publishing industry in order to have flourishing industry.

In another development, Graham (1990:5) tries to highlight the fears of publishers, teachers and librarians in adopting Information and Communication Technologies (ICTs) in information industry. He stated that: "Educational publishers, teachers and libraries rise unanimously to the defense of the textbook and attribute its difficulties to under nourishment and unreasonable curriculum demands by educational authorities". These groups of people forget the fact that, it is logical for any curriculum to equip children for the information society and this requires electronic tools. Graham (1990:7) quoting Peter Drunker emphasized that: "just as the printed book totally changes the curriculum of the schools, so are the computer and tapes-recorder and video.

2.6 SUMMARY OF THE REVIEW

From the literature reviewed under the various subject headings, it can clearing be seen that; The literature reviewed above tries to trace the history of publishing in Nigeria back to when town criers and talking drums were used to proclaim the kings messages to their subjects. The current trends in publishing companies was highlighted and revealed the slow development of the companies with less attention by Nigeria policy makers. As a result, the book needs of the Nigerian citizens are neglected.

In addition, literature on publishing in Nigeria revealed that educational sector cannot achieve much without a virile publishing company. This is because textbook publishing in interlinked with education. Unfortunately, book

development is yet to receive adequate attention from Nigerian policy makers and planners simply because it does not show immediate gain.

Furthermore, the importance of Application of Information and Communication Technologies (ICTs) allow manipulation, arrangement and re-arrangement of data, easy editing etc. The use of computers in publishing has been responsible for the increasing availability of up-to-date information to the public.

The literature review also identified the various factors against the publishing company in Nigeria as; inadequate capital, high bank lending rate, high foreign exchange, high custom and exercise duties, inadequate expertise etc. This then indicate that, there is need for Nigerian publishers to respond to the challenge that is involved by embracing electronic publishing in order to enhance efficiency.

The book company in Nigeria has developed professionally to support the three major activities of the book trade which includes book creation, book production and book distribution respectively". The foregoing presupposes that, all publishing skills are available and well developed in Nigeria. The researcher tends to disagree with this statement because from personal observation, most of the skilled manpower has declined as most trained staff has moved more lucrative areas of endeavours.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the strategies and procedures used in the conduct of the study that is how data was collected, organized and analyzed. Here the research methodology is discussed under the following sub headings.

3.2 Research Method Adopted for the study

3.3 Population of the study

3.4 Sample size and sampling techniques.

3.5 Instruments for Data collection.

3.6 Procedure for Data collection.

3.7 Procedure for Data Analysis

3.2 Research Method Adopted for the study

In view of the nature and scope of this study, survey research method was adopted for the study. Survey research is characterized by selection of sample from large and small population. Asika (1991:13) remarks that, it is always difficult to study all the subjects or items in a large population. Researchers therefore select sample from the population using some techniques of sampling.Busha and Harter (1994:54) noted that, survey method saves time and money without necessarily sacrificing efficiency, accuracy and information adequacy in the research. This method allows the researcher to come up with a

generalization about the entire population and at the same time determine the current status of the population from which the data was collected.

3.3 Population of the Study

The population of the study is made up of all the major publishing companies in Kaduna and Kano. According to publisher's hand book there are ten (10) major publishing companies in Kaduna and Kano. During preliminary visits to the (10) Publishing companies, the total Staff strength was found to be 1,491.This number includes management and the lower cadre. However number of staff is considered as the population of the study because this exclude messengers and other lower level staff. Table 3.1 below shows the population distribution of the Publishing Companies according to publisher's hand book 2009, three out of them were be selected to form the sample of this study. This is because the three had their headquarters located within Kaduna and Kano region, which allowed the researcher to see the physical nature of the Publishing Companies while remaining seven had their branches that serve as distributing centre for the Publishing Companies.

Table 3.1 List of the major Publishing Companies in Kaduna and Kano

S/N	NAME OF COMPANIES	NO OF STAFF	LOCATION
1.	The New Nigeria Newspapers Ltd	**167**	Kaduna
2.	Northern Nigerian Publishing Corporation	68	Zaria
3.	Triumph Publishing Company	185	Kano
4	Spectrum Books Ltd	160	Kaduna and Kano Branches
5	Fourth Dimension Publishers	176	Kaduna and Kano Branches
6	Evans	130	Kaduna and Kano Branches
7	Macmillan	167	Kaduna and Kano Branches
8	Heinemann	12O	Kaduna and Kano Branches
9	Longman	145	Kaduna and Kano Branches
10	West African Book Publishers Ltd.	113	Kaduna and Kano Branches

From publisher's hand book 2009.

3.4 Sample Size and Sampling Techniques

Out of the 10 publishing companies in Kaduna, and Kano, three (3) of them were selected as the sample to represent the entire publishing companies identified in the study area. These are The New Nigeria Newspapers Ltd, Kaduna, Northern Nigerian Publishing Corporation, Zaria and Triumph Publishing Company, Kano. Purposive random sampling was used to select the 3 publishing companies as sample. A total number of 100 staff was drawn from the 3 selected publishing

companies and this represent 30% of the entire staff of the three selected publishing companies. Afolabi (1993) was of the opinion that 30% of representative and adequate to generalize from a population. Below is table 3.2 showing the sample size of the selected publishing companies·

Table 3.2 Sample size of the staff of the publishing companies in Kaduna and Kano

S/N	NAME OF COMPANIES	TOTAL NO. OF STAFF	TOTAL NO. OF STAFF SELECTED
1.	The New Nigeria Newspapers Ltd, Kaduna	167	40
2.	Northern Nigerian Publishing Corporation, Zaria	68	16
3.	Triumph Publishing Company, Kano	185	44
	Total	420	100

3.5 Instruments for Data Collection

Questionnaire and direct observation were used as research instruments for data collection. The questionnaire according to Bookstein (1980: 54). "Is a very popular instrument for data collection in scientific research, it is regarded as the best because of its rapidity with which data could be collected"

3.5.1 Questionnaire

Structured questionnaire using closed ended questions were used to illicit information from the respondents. This is a situation where questions and answers were provided for the respondents to tick or fill as the case may be. This type of question is easier and quicker for the respondents to reply and does not require long writing. The questionnaire was developed for the staff in the selected publishing companies and it contain 1-2 sections, section 1 asked questions on bio-data etc. section 2 seeks to find answers for the research questions.

3.5.2 Observation Technique

The observation technique was adopted to enable the researcher see the ICT equipments physically and the way they are used to perform daily activities of the selected publishing companies. This helped the researcher to relate the observation with the information obtained in the questionnaire.

3.6 Procedure for Data collection

The questionnaire was administered to all the respondents in the sampled publishing companies through personal visits. The personal visits enable the researcher to observe the physical state of the ICTs and the publishing equipments available in the publishing companies. Three weeks were used to collect the data.

3.7 Procedure for Data Analysis

Descriptive statistics and inferential statistical method were used to analyze the data collected through questionnaire and observation. Frequency distribution tables, percentages and histograms were used for the descriptive statistics while Chi – Squire (X^2) procedure and t-test were used to test the three hypotheses formulated.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 INTRODUCTION:

This chapter focuses on the presentation and analysis of the information obtained from the questionnaire issued to the respondents. The chapter was presented under the following sub-headings:

4.2 Response Rate of the Publishing Companies

4.3 Data analysis and Discussion

4.3.1 Descriptive Analysis

4.4 Inferential Analysis

4.2 RESPONSE RATE

Out of the 100 copies of questionnaire, distributed to the respondents of the three selected publishing companies and 62 (88.6%) copies of the questionnaire were returned duly completed and found usable for this study. This high response was recorded due to the fact that the researcher gave enough time and made several visits to the selected Publishing Companies to retrieve the questionnaire.

Table 4.1 Response Rate of the Publishing Staff in Kaduna, Zaria and Kano.

Publishing Companies	No. of questionnaire distributed	No. of questionnaire returned	Percentage of questionnaire returned
Nigeria Newspapers Ltd, Kaduna	40	26	26%
Northern Nigerian Publishing Corporation, Zaria	20	12	12%
Triumph Publishing Company, Kano	40	24	24%
Total	**100**	**62**	**62%**

From table 4.1 above it can clearly be seen that there is variation in the response rate from Publishing staff. The variations in the response rate are due to the fact that the population size of these Publishing Companies under study is not of equal proportion. It is clear from the table that Nigeria Newspaper Ltd Kaduna Triumph Publishing Company Kano has more population than Northern Nigeria Publishing Corporation Zaria. This might be due to the daily newspaper published by the two Publishing Companies.

4.2.1 EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

The researcher tried to find out the educational qualification of the respondents by asking them to indicate their educational qualification. Below is

table 4.2 showing the educational qualification of the respondents in the three selected publishing companies.

Table 4.2 qualification of the staff of the Publishing Companies:

Category	**No. of respondent**	**Percentage**
Degree	14	22.6
HND	19	30.6
OND/NCE	23	37.1
SSCE/WAEC	6	9.7
Total	**62**	**100%**

From the above table 4.2 it can be seen that majority of the staff 33(53.23%) are highly educated having Degree/HND. This perhaps constitutes the top management. This group was closely followed by staff having OND/NCE with 23(37.10%) of them. These groups are the middle management cadre. The research shows that the staff of the selected Publishing Companies were educated experienced and had undergone series of training that made them be able to handle the Publishing activities.

4.3 DATA ANALYSIS:

This section provides the analysis and discussion of data collected for the study. It is therefore, presented using descriptive and inferential analysis. The data collected in respect to the research questions raised for the study and were analyzed using descriptive analyses. The analysis and discussion were done under the following sub-headings.

4.3.1 ACTIVITIES PERFORMED BY PUBLISHING COMPANIES IN KADUNA AND KANO

This research aimed at identifying the type of activities performed in the three selected publishing companies. In this regard, questions were raised and respondents were asked to tick as many activities as relevant. Below is table 4.2 showing the type of activities performed in the selected publishing companies.

Table 4.3: Type of activities performed in the selected publishing companies in Kaduna and Kano.

S/no	Type of activities	NNNP	NNPC	TPC
1.	Editing	√	√	√
2.	Drawing	√	√	√
3.	Typesetting	√	√	√
4.	E-mailing	√	√	√
5.	Networking	√	√	√
6.	Marketing	√	√	√
7.	Production	√	√	√
8.	Distribution	√	√	√
9.	Advertisement	√	√	√
10.	Book Keeping	√	√	√
11.	Printing	√	√	√

The table above, shows the various activities performed by the selected Publishing Companies. It is indeed interesting and safe to infer that publishing in Nigeria has come of age. Although all the three publishing houses were old, but to have them engaged in all the core publishing activities is a welcome development.

4.2.2 TYPE OF ICT FACILITIES/DEVICES AVAILBLE IN THE SELECTED PUBLISHING COMPANIES, KADUNA AND KANO

In order to identify the type of ICT facilities/devices available in the selected Publishing Companies in Kaduna, Zaria and Kano, the researcher outlined a list of ICTs and respondents were asked to tick as many as are available. Below is table 4.4 showing the type of ICTs available in the selected publishing companies.

Table 4.4 ICT facilities/devices available in the selected publishing companies

S/No	ICT facilities/devices	NNNP	NNPC	TPC
1.	Computer	√	√	√
2.	Scanner	√	√	√
3.	Internet	√	√	√
4.	Printers	√	√	√
5.	Digital transcriber	√	√	√
6.	Online web posting software	√	√	√
7.	Digital camera	√	√	√
8.	Plate heater	√	√	√
9.	Manual adobe photo editor	√	√	√
10.	Photocopier	√	√	√

The above table has clearly shown that there is remarkable presence of ICTs facilities/devices in the three selected publishing companies. Since these constituted an old generation publishing companies, and they recorded the presence of these facilities, it can be concluded that the new generation publishing companies too have ICT facilities presence. So by extension, it can be said that the Nigerian Publishing Industries are ICT based. Sanni (2004:65) pointed out that,

"ICT enable us to get more accurate and cost-effective knowledge to assist in decision making; reduce the tedium of getting result through manual operations; mental and physical efforts in tackling some tasks and efficient practices; and enhance improved customer services.

Furthermore the presence of ICT facilities/devices in the selected publishing companies made this researcher to find out the level of acceptability of these facilities by the staff of the publishing companies. Table 4.5 below shows their responses.

Table 4.5 Level of acceptability of ICT facilities/devices in the three Publishing Companies.

S/no	ICT facilities/devices	Fully Accepted	Moderately Accepted	Not Accepted
a.	Computer	60(96.8%)	2(3.2%)	_
b.	Scanner	50(80.6%)	10(16.1%)	2(3.2%)
c.	Compographic system	_	_	62(100%)
d.	Internet facilities	58(93.5%)	4(6.5%)	_
e.	Printer	60(96.8%)	_	2(3.2%)
f.	Lithographic Machine	_	_	62(100%)
g.	Digital Transcriber	56(90.3%)	6(9.7%)	_
h.	Online web posting software	51(82.3%)	11(17.7%)	_
i.	Digital camera	58(93.5%)	4(6.5%)	_
j.	Plate heater	51(82.3%)	6(9.7%)	5(8.1%)
k.	Manual Adobe	53(85.5%)	4(6.5%)	5(8.1%)

The table above shows that computer, printer with 60(96.8%), internet facilities and digital camera with 58(93.5%), respectively were the ICT facilities/devices found fully accepted by the staff of the selected publishing companies. While on the other hand, lithographic machine and compographic machine were found with 62(100%) respectively were the ICT devices not

accepted in the publishing company because it is an old machine that is slow in performing the task of publishing companies in question. This perhaps might be due to the fact that the technology seems to be obsolete and the devices occupy a lot of space, difficult to operate and maintained. This Lithographic and Compographic Machine typing appears in a punching whole paper which is the machine language and later be fixed into another machine for the interpretation into human language which is time consuming and slow in speed until when other ICT were introduced to facilitate the publishing activities to the dreaming land.

4.3.3 Use of ICT facilities for publishing activities by the selected Publishing Companies.

Since publishing companies have integrated ICTs into their publishing activity, it is important to find out which facilities are used for which activities. The table below shows what each facilities/devices against the activities they performed.

Table 4.6 type of ICT facilities/devices used for publishing activities

S/NO	ICT devices / Activities	NN NP	NNPC	TPC
1.	**Computer** • Typing • Typesetting • Editing	√ √ √	√ √ √	√ √ √
2.	**Scanner** • Transferring of data and images	√	√	√
3.	**Internet** • Downloading • Uploading • Networking • E-mailing	√ √ √	√ √ √	√ √ √
4.	Printers • Printing	√	√	√
5.	Digital transcriber • Voice recorder • Saving devices	√ √	√ √	√ √
6.	Online web posting soft ware • Posting • Marketing	√ √	√ √	√ √
7.	Digital camera • Image forming device • Recording medium • Storing medium	√ √ √	√ √ √	√ √ √
8.	Plate heater • Temperature displayer	√	√	√
9.	Adobe photo editor • Photo editing	√	√	√
10.	Photocopy machine • Duplicating papers	√	√	√

Table 4.6 above shows the ICT facilities/devices used for publishing activities. it became obvious that the three publishing companies have the ICT facilities/devices used to carry on every activity as shown against each column in the publishing company. Computer technology has been proven valuable and an indispensable tool in information management. In the case of publishing companies, it allows manipulation, arrangement and re-arrangement of data. This means the editors take lesser time for editing without stress. It equally enhances the availability of data in various forms and at the same time responds to customers as quickly as possible. The use of Information and Communication Technology in publishing has been responsible for the availability of up-to-date information to users. ICTs have become irreplaceable in all fields of endeavor and are seen to perform countless jobs started above.

4.3.4 Level of Usefulness of ICTs in publishing activities in the selected publishing companies in Kaduna, Zaria and Kano.

The research aimed at determining the level of usefulness of ICTs use in publishing activities in the selected publishing companies. To do this likert scale was adopted as shown below in the table to facilitate the analysis.

Table 4.7 Level of usefulness of ICT facilities/devices for Publishing Activities

S/no	ICT facilities/devices	Very Useful	Useful	Partially Useful	Not Useful	Undecided
a.	Computer	40(64.5)	17(27.4)	3(4.8%)	-	2(3.2%)
b.	Scanner	40(64.5)	2(3.2)	10(16.1%)	6(9.2)	4(6.5%)
c.	Compographic sy stem	_	_	5(8.1)	51(82.3%)	6(9.7%)
d.	Internet facilities	48(77.4)	14(22.6)`	_	_	_
e.	Printer	30(48.4)	17(27.4)	15(24.2)`	_	_
f.	Lithographic Machine	_	_	_	56(90.3%)	6(9.7%)
g.	Digital Transcriber	30(48 .4)	30(48.4)	2(3.2)	_	_
h.	Online web posting software	41(66.1)	21(33.9)	_	_	_
i.	Digital camera	48(77.4%)	6(9.7)	-	-	3(4.8%)
j.	Plate heater	48(77.4)	6(9.7)	5(8.1)	-	3(4.8%)
k.	Manual Adobe	40(64.5)	4(6.5)	5(8.1)	10(16.1%)	3(4.8%)

Table 4.7 above shows that the selected Publishing Companies use of internet facilities with 62 (100%), Digital Transcriber with 60(96.8%) and computer is with 57 (91.9%) respectively were the facilities/devices found with higher percentage of useful in performing the activities of the Publishing Companies while lithographic machine with 56(90.3%) and compographic machine 51(82.3%) consecutively were not useful in the publishing company because it is an old machine that is slow in performing the task of publishing companies in question. This perhaps might be due to the fact that the technology seems to be obsolete and the devices occupy a lot of space, difficult to operate and maintained. This Lithographic and Compographic Machine typing appears in a punching whole paper which is the machine language and later be fixed into another machine for the interpretation into human language which is time consuming and slow in speed until when other ICTs were introduced to facilitate the publishing activities to the

dreaming land. It is only through the Information and Communication Technology that information will prosper. Computers, according to Ruffner (1987:132), play an important role in all aspect of publishing such as information with greater speed. Computer enhances the ability to update information. For instance, in 60's and 70's, He also recorded that before the application of computer technology, it took them two years to produce an encyclopedia but now takes them less than half that time to produce same. It can be seen that with introduction of computer and other facilities, the publishing companies were able to produce, distribute, market and advertised and get up to date information better than when it was manually done.

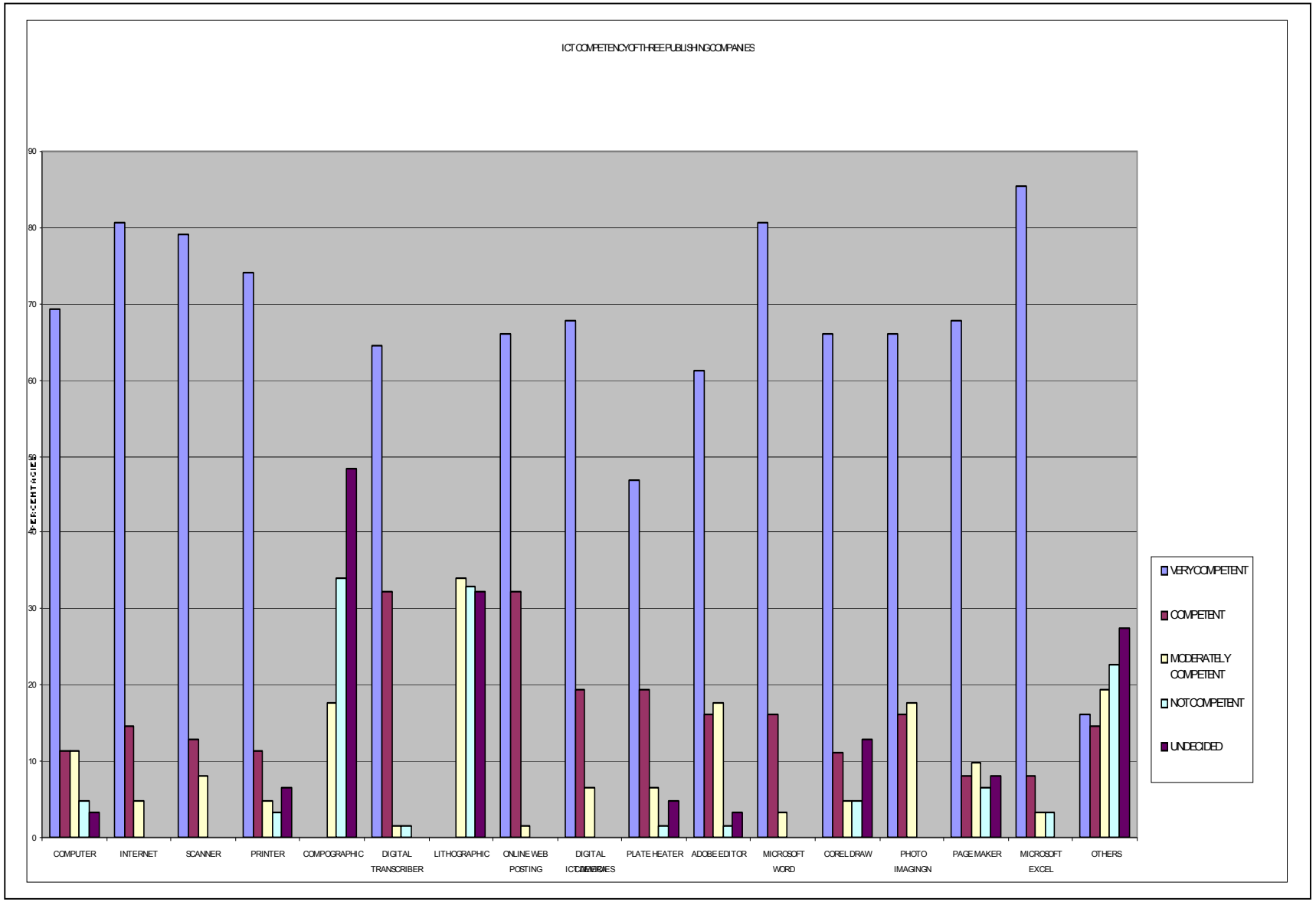
4.3.5 Level of ICTs competency of staff of the selected publishing Companies.

The researcher tried to assess the level of ICTs competency of staff in the selected publishing companies. A list of ICTs was provided and subsequently respondents were asked to indicate their competency using 5 point liker scale. Below is table 4.5 showing the competency level.

Table 4.8 ICT Competency Level of staff in Publishing Companies

S/NO	ICT device/facilities	Very competent	Competent	Moderately competent	Not competent	Undecided
1.	Computer	43(69.4)	7(11.3)	7(11.3)	3(4.8)	2(3.2)
2.	Internet	50(80.6)	9(14.5)	3(4.8)	-	-
3.	Scanners	49(79.0)	8(12.9)	5(8.1)	-	-
4.	Printers	46(74.2)	7(11.3)	3(4.8)	2(3.2)	1(6.5)
5.	Compographic	-	-	11(17.7)	21(33.9)	30(48.4)
6.	D Transcriber	40(64.5)	20(32..3)	1(1.6)	1(1.6)	-
7.	Lithographic	-	-	21(33.9)	2(33.9)	20(32.3)
8.	Online web Posting soft ware	41(66.1)	20(32.3)	1(1.6)	-	-
9.	D camera	42(67.7)	12(19.4)	4(6.5)	-	
10.	Plate heater	29(46.8)	12(19.4)	4(6.5)	1(1.6)	3(4.8)
11.	Adobe editor	38(61.3)	10(16.1)	11(17.7)	1(1.6)	2(3.2)
12.	MS word	50(80.6)	10(16.1)	2(3.2)	-	-
13.	Corel draw	41(66.1)	7(11.3)	3(4.8)	3(4.8)	8(12.9)
14.	Photo Imaging	41(66.1)	10(16.1)	11(17.7)	-	-
15.	Page maker	42(67.7)	5(8.1)	6(9.7)	4(6.5)	5(8.1)
16.	MS Excel	53(85.5)	5(8.1)	2(3.2)	2(3.2)	-
17	Other	10(16.1%)	9(14.5%)	12(19.4%)	17(27.4%)	14(22.6%)

Fig. 1


ICT COMPETENCY OF THREE PUBLISHING COMPANIES
90
80
70
60
50
40
30
20
10
0
COMPUTER
INTERNET
SCANNER
PRINTER
COMPOGRAPHIC
DIGITAL TRANSCRIBER
LITHOGRAPHIC
ONLINE WEB POSTING
PLATE HEATER
ADOBE EDITOR
MICROSOFT WORD
COREL DRAW
PHOTO IMAGINGN
PAGE MAKER
MICROSOFT EXCEL
OTHERS
VERY COMPETENT
COMPETENT
MODERATELY COMPETENT
NOT COMPETENT
UNDECIDED

Based on the above analysis, it became evident that the three publishing companies under study have able man power who handles ICT equipment to process the publishing activities of the companies. The use of Internet facilities 59(95.1%), Microsoft word with 60(96.7%), Scanner 59(91.9%), Printer 53(85.5%) and Computer 50(80.7%) respectively were the ICT competency that were found with highest frequency of competent that handles the devices/facilities to perform the daily activities of the publishing companies. On the other hand, Compographic system 51(81.3%) and Lithographic system 23(66.2%) were found not competent while some few respondent were undecided in the three publishing companies in question. In this regard it can be concluded that, the selected Publishing Companies have ICT competency that are enlighten enough to maintained and handle the facilities/devices to process the activities that can lead the Publishing Companies to dreaming land.

4.3 TEST OF HYPOTHESIS:

Three hypotheses were raised in this study which determined the effectiveness of the staff in the use of ICT for the three sampled publishing companies. These research hypotheses were raised in the null form and they are as follows:

HYPOTHESIS ONE:

There is no significant effect among the staff of publishing companies in the level of ICT application.

This hypothesis was tested on the effect of ICT among staff since the applications was introduced to the publishing companies.

Chi – Squire (X^2) procedure was used in testing the hypothesis. The table 4.6 below shows the summary of X^2 procedure used in the test.

Table 4.9 Effect of ICT Application among the publishing companies

Companies	**Effect of ICT on staff**		**Total**
	Effective	Not Effective	
NNPC	11 14.5	11 7.5	22 22.0
NNNP	10 13.2	10 6.8	20 20.0
TRIUMPH	20 13.2	0 6.8	20 20.0
TOTAL	41 4.0	21 21.0	62 62.0

The table above revealed that the application of ICT has significant impact among the publishing companies. The observed X^2 for test is 15.122 at 2 degree of freedom and the observe probability level of 0.001 ($P< 0.05$). This implies that the null hypothesis which stated that application of ICT has no significant effect among the publishing companies could be rejected. The respondent rate shows that the application of ICT in the publishing companies lead to high rate of production, performed better and faster compared it was manual.

HYPOTHESIS TWO:

The application of ICT has no significant effect on the activities of the publishing companies.

From the test of this hypothesis various activities were summed up and categorized in three. The three categories were used for the test. X^2 procedures were applyed using the publishing companies and the effect on the activities as two variables in the test. Table 4.7 below present a summary of the X^2 procedure used for the test.

Table 4.10 effect of ICT on the activities of publishing company.

Companies	Very effective	Effective	Not effective	Total
NNNP	11 7.5	11 7.5	0 7.1	22 22.0
NNPC	10 6.8	0 6.8	10 6.5	20 20.0
TPC	0 6.8	10 6.8	10 6.5	20 20.0
TOTAL	21 21.0	21 21.0	20 20.0	62 62.00

The result in the table 4.7 above revealed that ICT has significant effect on the activities performed by the publishing companies. The observe X^2 value for the test is 31.00 at 4 degree of freedom. The observe level significant for test is 0.000. This means that ICT has effects on the activities of the publishing

companies. Therefore, the null hypothesis could be rejected. As observed in the table above the respondents were of the opinion that the introduction has lead to speed in production, reduction of time use in different activities, easy to up date and accessible all over the world.

HYPOTHESIS THREE:

The application of ICT in Publishing Company has no significant effect on the competency level of their staff.

The one sample t-test was used to test this hypothesis. The use of one sample was informed by the interval measure of the respondent opinion on the staff competency level. In this procedure a middle score for all the items were computed to be 68.903 and the over all score were then compare with the 48.00The result of the test is then summarized in table below.

Table 4.11 Competency level of the staff on ICT in the publishing company.

Variables Competency	MEANS 68.903	SD 5.056	DE 0.642	DF 61	T 32.553	P 0.000
Fixed score	48.00	0.000	0.000			

The result as indicated on the above table shows that the introduction of ICT in the publishing companies has significant impact on the competency level of the staff of the three selected publishing companies. The observe t-value is 32.553 at 61 degree of freedom. The observe level of significant is 0.000. This means that the null hypothesis could be rejected and therefore, concluded that ICT has significant effected on the competency level of the staff of the three selected

publishing companies. It can therefore, be revealed that the skill of the staff and time spent on the publishing processes when ICT was not introduce it is incomparable to when it was traditionally processed. The researcher can conclude the result of the study that, ICT has very significant effect on labour, activities and competency of all publishing companies and without ICT in question publishing companies would be no where.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter provides the summaries of the study and findings Conclusion were drawn and recommendations put forward.

5.2 Summary of the study

This study was carried to investigate the Application of Information and Communication Technology in publishing companies in Kaduna, Zaria and Kano state of Nigeria. To do this, six research questions were formulated and three hypotheses were tested. Review of relevant literature was conducted which revealed the current trends in publishing companies and need for the holistic application of ICTs Publishing environment.

Survey research method was employed in the conduct of this study. The overall total number of 100 publishing staff from production and marketing managers and all other Department in the sample publishing companies were drawn from the population and use as sample for this study. The three selected Publishing Companies were Nigeria Newspapers Ltd, Kaduna, Northern Nigerian Publishing Corporation, Zaria and Triumph Publishing Company, Kano. The instrument used for data collection was the questionnaire.

The data collected for the study were presented and analyzed using both descriptive statistics and inferential statistics. Frequency distribution tables,

percentages and histograms were used for the descriptive statistics while Chi – Squire (X^2) procedure and t-test were used to test the three hypotheses formulated.

5.3 Summary of Findings

Based on the data collected and analyzed for this study, the following are the major findings.

1. The type of activities available in the selected Publishing Companies according to the findings, are editing, typesetting, e-mailing, drawing, net working, marketing, printing, distribution and advertising form the major activities of the companies.
2. The study also revealed that the selected companies have the ICT facilities/devices available among which are computer, internet facilities, scanner, compo graphic system, Digital transcriber, online web posting software, lithographic machine, Digital camera, plate heater, manual adobe photo editor etc.
3. The study also revealed that a variety of task in the Publishing Companies like editing, typesetting, e-mailing, working, marketing, printing, distribution, advertising etc were being performed apart from those conventional methods like personal sales to customers through agent or book vendors who move from one place to another to solicit for buyers. The application of ICTs had lead the companies to have a comprehensive records of their customers, as well as receiving orders from customers and business transactions were done via internet.

4. From the study, it was revealed that the sampled publishing companies used ICTs to perform various activities. All the companies agreed to the fact that, the use of ICTs has improved their efficiency especially in editing, typesetting, bookkeeping record etc. However, the application is on paralleled basis, which means a situation whereby ICTs were used along side with the traditional methods Very few tertiary materials were produced. Other publications by the companies are trade materials such as Newspapers, magazine, journals, wedding invitations, novels etc.
5. The study also shows that the Publishing Companies under studied have qualified and competent staff that handled and maintained the affairs of the Publishing on daily basis. The companies also organized training twice a year to update the staff as the innovation grows.
6. It was also discovered that insufficient finance, high Bank lending rate, inadequate computers, inadequate software, poor patronage, none opening of e-mail by customers, high custom rate, high foreign exchange rate, poor transportation of finished products, poor telecommunication, unsteady power supply, lack of technological know – how, loss of materials in transit and lack of prompt payment of goods are the problems hindering smooth operations of the publishing industries etc.

5.4 Conclusion

Based on the findings of the study, it was concluded that Publishing industries in Kaduna and Kano has realized the need to apply ICTs in order to boost their productivity and remain relevant and competitive in the business of publishing. However, it was also discovered that, the application of ICTs is on parallel basis with the traditional methods. It was also discovered that information needs of the society could be satisfied due to average production by the publishing companies and this is because many individuals still depends on foreign publishers in their effort to meet their information needs.

Despite various limitations encountered by the three sampled publishing companies in Nigeria the application of ICT is the beginning of good things to come, such as easy production as well as marketing the end products. From all indication, publishing companies in Nigeria may experience the greatest transformation that it has ever undergone.

5.5 Recommendations

Base of the findings of this study, the following recommendation will go along way.

1. For publishing companies in Nigeria to belong to global revolution, there need for training and re-training of publishers and other staff in ICTs especially in area of printing technology. In addition, they should endeavor to explore the internet in order to be globally involved.

2. They should endeavor to have inverters in order to enhance constant power supply.
3. The Federal Government should have it as a policy to remove or reduced the custom and excise duties in imported machinery and materials for publishing product. Also Bank lending rate should be lowered; this will stimulate investors in publishing as well as boosting financial strength.
4. The third world publishers should brake away from western method of publishing to look into their own root for innovative techniques and methods, which could be less costly.
5. The Federal Government should also have a policy to help publishing development, in the context of overall requirement in the country.
6. Nigerian publishers should endeavor to participate in co-publication by seeking buying editions from other publishers.
7. All stakeholders such as publishers, Librarians, printers and Government should be involved in determining the appropriate policy and the quality of productions.

5.6 Suggestion for Further Study

This researcher is recommending the following as areas of further research:-

1. Assessment of the use of Information and Communication Technology (ICT) for marketing of Publishing works in the Publishing Companies in Nigeria.
2. The impact of facebook on the Publishing output of Publishers in Kaduna metropolis.

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QUESTIONNAIRE ON THE APPLICATION OF ICT IN SELECTED PUBLISHING COMPANIES IN KADUNA, ZARIA AND KANO STATES OF NIGERIA

Department of Library and Information Science
Faculty of Education,
Ahmadu Bello University, Zaria
23 – 09 - 2008

Dear Respondent,

I am a Postgraduate student in the above named department conducting a research entitled "Application of ICT in selected Publishing companies in Kaduna, Zaria and Kano"

This research is essentially for academic purposes. Your Publishing Company is one of those selected for this exercise. Therefore, kindly assist and respond to questions in this questionnaire.

All the information given will be used strictly for the research purposes.

Thank you for your cooperation.

Yours sincerely,

Mohammed Bilkisu
The researcher

QUESTIONNAIRE FOR THE STAFF OF PUBLISHING COMPANIES

Please tike the appropriate answer in the spaces provided or fill in the blank spaces with the correct answers as the case might be.

A. Bio-Data :-

1. Respondent name (optional) ----------

2. Name of the company----------

3. Year of establishment----------

4. Number of staff employed ( )

5. Educational qualifications

a. WAEC/ SSCE ( )

b. OND ( )

c. Degree ( )

d. HND ( )

e. Masters ( )

f. PHD ( )

g. Others please specify----------

6. Please indicate the type of activities performed in your publishing company? (Tick as many as possible)

b. Drawing ( )

c. Typesetting ( )

a. Editing ( )

d. E-mailing ( )

e. Internet Facility ( )

f. Networking ( )

g. Book Keeping ( )

h. marketing ( )

I. Distribution ( )

j. Production ( )

k. Advertising ( )

l. Others (specify) ----------

7. When was ICTs introduced in your publishing company? ----------

8. How did the staff accept the introduction of ICT in your company?

a. fully accepted ( )

b. Partially accepted ( )

c. Not accepted ( )

9. What ICTs facilities do you have in your publishing company?

a. Computer ( ) b. scanner ( ) c. Compo graphic system ( )

d. Internet facilities ( ) e. Printer ( ) f. Lithographic machine ( )

g. Digital transcriber ( ) h. Online web posting software ( )

i. Digital camera ( ) j. Plate heater ( )

k. Manual Adobe Photo Editor ( ) l. Others please specify.

10. What type of ICT facilities are use in publishing activities in your publishing company?

S/N	ICT facilities	Very useful	Useful	Partially Useful	Not Useful
A	Computer				
B	scanner				
C	Compo graphic system				
D	Internet facilities				
E	Printer				
F	Lithographic machine				
G	. Digital transcriber				
H	Online web posting software				
I	Digital camera				
J	Plate heater				
K	Manual Adobe Photo Editor				
L	Others(Specify)				

11. What is your opinion about the ICT introduced in the publishing Company?

a. Highly developed ( )

b. Fairly developed ( )

c. Poorly developed ( )

12. What publishing activities do you use ICTs facility for?

a. Editing ( ) b. Drawing ( ) c. Typesetting ( ) d. E-mailing ( )

e. Internet Facility ( ) f. Networking ( ) g. Book Keeping ( )

h. Others (specify) ----------

13. Did the introduction of ICTs in your company affect the number of your staff?

a. Yes ( ) b. No ( )

14. If yes, how? ----------

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15. If no why not? ----------

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16. How did the application of ICTs affect the activities of the publishing company?

(Tick as many responses as applicable).

a. Ease of use ( ) b. save time ( ) c. speedily ( ) d. accuracy ( )

f. Availability ( ) g. easy to up date ( )

17. What ICT competencies does staff have in Publishing Company in Kaduna, Zaria and Kano?

S/n	ICT devices	Very competent	Competent	Moderately competent	Not competent	undecided
1.	Computers					
2.	Internet					
3.	Scanners					
4	Printers					
5	Compo graphic system					
6	Digital transcriber					
7	Lithographic machine					
8	Online web posting software					
9	Digital camera					
10	Plate heater					
11	Adobe Photo Editor					
12	Microsoft word					
13	Corel draw					
14	Hp Photo Imaging					
15	PageMaker					
16	Microsoft excel					
17	Others specify					