

Full Length Research

Information Needs, Sources and Information Seeking Behaviour of Female Artisans in Ilorin Metropolis, Kwara State, Nigeria

KAYODE, JOSEPH OLUSEGUN

Department of Library and Information Science, Federal Polytechnic, Offa, Kwara State.
E-mail: kayodejosepholusegun@gmail.com

Accepted 12 April 2019

This study investigated the Information needs, sources and Information Seeking Behaviour of Female Artisans in Ilorin Metropolis, Kwara State. The study adopted a survey research design and a total population of 939 which cut across 12 different female artisans groups in Ilorin Metropolis. The study adopted stratified sampling techniques from which a sample size of 187 female artisans. The major instrument used for data collection was questionnaire. A total of 187 copies of questionnaires were sent out, from which 185 copies were found to be valid and found fit for analysis. The data were analyzed using descriptive frequency table and mean with the aid of Statistical Packages for Social Sciences (SPSS). The study established among others, that female artisans in Ilorin metropolis have various information needs which include information on financial matters, new products among others. Also, the study revealed that the female artisans preferred listening to radio and obtaining information from association than visiting the library for their information needs. Furthermore, lack of government assistance in obtaining genuine and accurate information is one of the barriers faced by female artisans in accessing information. The study concluded that information is one of the vital element in making ends means and as such it should be given utmost priority it requires. The study recommended that government should enact policies that will artisans friendly; public libraries should provide and launch awareness programmes to artisans on the use o library and information centres; adult education programmes should be organized for female artisans among others.

KEYWORDS: Information, Information Needs, Information Sources, Information Seeking Behaviour, Female Artisans, Ilorin Metropolis

Cite This Article As: KAYODE, J.O (2019). Information Needs, Sources and Information Seeking Behaviour of Female Artisans in Ilorin Metropolis, Kwara State, Nigeria. *Inter. J. Acad. Lib. Info. Sci.* 7(3): 66-73

INTRODUCTION

Information is the yardstick that every activities rest upon for the day-to-day activities in organization, government parastatals, society businesses and even for female artisans. As information is important in the society, different channels can be used to access

relevant information which includes newspapers, radio, television, libraries etc (Momodu, 2002).

Yusuf (2012) citing Crawford (1987), described information need to be very difficult to defined and measure but it involves cognitive process which may

operates different levels of consciousness and hence may not be clear even not to the inquirer himself. He further asserted that needs are objectives in the sense that they are what one must look for to support his or her profession. Needs are a matter of priority, what we need is overriding reason. Information needs could be seen as demand (requirement) and want (desire). Haruna and Mabawunku (2001) contends that needs arise when the state of possessed knowledge is less than that needed to deal with some issues, and that information needs are diverse, consistently changing and not amenable to generalization.

Information seeking behaviour is a basic activity indulged in by all people and manifested through a particular behaviour. It is also an aspect of scholarly work of most of the academic libraries who strive to develop collections, services and organizational structures that facilitate information seeking behaviour. The major information needs of the female artisans in Ilorin can be summarized thus; information in sourcing for raw materials, location of government tenders to improve their knowledge, likewise they need information on health, because it is believed that the artisans had no formal education. The information seeking behaviour of the female artisans in Ilorin is through conversation with friends and mass media such as television and radio (Olabisi, 2002).

STATEMENT OF THE PROBLEM

In quest to businesses successfully conduct business; female artisans need to adequately utilize information. The viability of any business, to a large extent, depends on the information they have at their disposal. Information needs and information seeking behaviours are dynamic and as such relevant information must be accessed at the right time whenever needed. The problem of information needs and information seeking behaviour of female artisans is that information providers may not know the actual information needs thereby denying them the relevant information needed to carry out their businesses (Mwale-Munsanje, 2011). With the increase in the number of female engaging themselves in various skills, it is very important that they are adequately equipped with necessary information to improve their businesses. It is through information that these artisans will be aware of sources of their skills, raw materials needed, marketing skills as well as identifying possible markets for their goods and services. It is on the note that the research intends to examine the information needs, sources and seeking behavior of female artisans in Ilorin metropolis, Kwara State, Nigeria.

OBJECTIVES OF THE STUDY

The general objective of this study is to examine the information needs, sources and information seeking behaviour of female artisans in Ilorin metropolis. The specific objectives are to:

1. find out the information needs and seeking behaviour of female artisans in Ilorin.
2. ascertain the sources of obtaining information by the female artisans in Ilorin.
3. Barriers encountered in accessing Information by Female Artisan in Ilorin Metropolis

RESEARCH QUESTIONS

1. What are the information needs and seeking behaviour of female artisans in Ilorin?
2. What are the sources/media of obtaining information by the female artisans in Ilorin?
3. Barriers encountered in accessing Information by Female Artisan in Ilorin Metropolis

LITERATURE REVIEW

The concept of information is not alien to every single human on earth. In fact, we all need and make use of information in everyday of our lives; either consciously or unconsciously.

Olaonipekun and Kuponiya (2010) described artisans as a group of people that dwell in modern cities and rural areas, where they settled to trade and control petty trading and activities like carpentry, sewing, hairdressing, photography, etc. In the words of Hossain and Islam (2012), the information needs of people demand on various factors such as education, profession, age, gender, region, socio-economic condition, religion and even weather. Identification of the information needs of artisans is very important if any meaningful development is to be achieved in the society; given the fact that they constitute a larger part of the labor workforce. Yusuf (2012) citing Majid and Kassim (2000) affirmed that factors that affect information seeking include person reason for seeking information, the kinds of information being sought and the ways and sources with which needed information is being sought.

Madukoma and Opemipo (2016) cited Ingwersen and Jarvelin (2005) who defined information sources as a physical or digital entity in a variety of media providing information. Patrick and Ferdinand (2016) confirmed that information sources are stored in various media, print and non-print, namely: books, journals, newspapers, computers, databanks, cassettes, discs, tapes, etc. and it is transmitted by printing or orally, audio-visually, telegraphically, electronically, peer, direct supervisors,

and experienced coworkers, superiors, etc. Nsoffe and Ngulube (2016) reported that artisans in rural area do not make use of the library as source of information but instead listen to radio and information from other informal sources because of their easy accessibility.

Kolawole and Igwe (2012) identified some of the challenges facing artisan quest for information to include scarcity of funds has always constrained noble pursuits, public libraries cannot continue to sit on the fence; Lack of empowerment programmes such as economic incentives, soft loans, enabling environment, public utilities and others may impede their efforts at expanding their businesses and contributing to national development. Also, environmental factors like language and location of information, poor transportation system and location of the user may affect the flow and acquisition of information (Mooko and Aina, 2007).

METHODOLOGY

This study adopted the survey design methodology. The population of this study consists of all the registered female artisans in Ilorin metropolis. According to Kwara State Artisans Congress – the umbrella body of skilled workers in Kwara State (2018), there are twelve (12) different female artisans groups and those operating within Ilorin metropolis have a population of 939. A stratified random sampling was adopted. The population was divided into twelve (12) strata according to their job types. A sample of 187 registered female artisans was randomly chosen from the identified twelve (12) female artisans groups in Ilorin metropolis, which is in line with the recommendation of Borg, Gall and Gall (2007) who stated that a minimum of 20% of the population can be used as sample size of population of hundreds.

Out of the 187 copies of questionnaire distributed to the female artisans in Ilorin Metropolis, 185 copies of the questionnaire were valid and found fit for analysis. This represent a return rate of 98.9%.

Analysis

Table 1 shows the age distribution of respondents. The table 1 shows that most of the respondents are in the age group of 20-30 years as the total number of respondents in this age group was 95 representing 51.4% of the total respondents. The least represented age group is respondents in the age group 50 and above. The total respondents in this age group are 7 (3.8%) respondents. The below bar chart gives a clearer picture of the table.

The marital status of the respondents was represented in Table 2. The table revealed that 100(54.1%) of the respondents are married, 55(29.7%) respondents are single, 20(10.8%) respondents are widow while 10 (5.4%) are divorce. This simply implies that most of the female

artisans in Ilorin metropolis are married.

Table 3 shows the educational qualification of the respondents. The table showed that 105(56.8%) of the respondents are NCE/ND holders, 40(21.6%) respondents are SSCE/WAEC/NECO/NABTEB holders while 20(10.8%) respondent are both Primary School Certificate holders and HND/Bachelor degree holders. The implication of this was that majority of the respondents are educated with ND/NCE certificate.

Table 4 depicts the total score is 5. Variable with a mean score of 3.00 and above shows that particular information need are very often needed. However, variable with a mean score of 2.0 and above also implies that respondents are often or always in need of information. Any information need with a mean score of less than 2.5 implies that respondents are occasionally in need of such information.

The table shows that the major information need of respondents is *Information on new products, latest/current designs and procedure for production* with a mean score of 3.00 which was followed by *Information on financial matters such as how to obtain loan, cooperative societies and government assistance to artisans* with a mean score of 2.97 and *Information on raw materials such as the cost, quality, location, source and dealers/seller* with a mean score of 2.70. Meanwhile, the least important information need of the respondents is *Information on global and international issues* with a mean score of 1.14 which implies that respondents disagree with the information need.

Table 5 shows the mean scores of information seeking behaviours of the respondents. The table shows that information which were seen often by female artisan in Ilorin metropolis was “I ask the executives and other members of my association for the information I need” with a mean score of 3.03. Meanwhile, except this information seeking behavior, all other identified information seeking behaviours have average scores less than 2.5. This implies that respondents disagree with all the information seeking behaviour, which means that all the other information seeking behaviours occasional.

The table 6 reveals that the most often information source of the respondents is “Association of my occupation” with a mean score of 2.95. The second most often information source of the respondents is “Watching television” with a mean score of 2.51 and “Listening to Radio” with a mean score of 2.14. The least information source of the respondents is “I send somebody to search and get the information” with a mean score of 1.05, Watching posters with a mean score of 1.08 and “The internet and Cyber cafes” with a mean score of 1.11.

Table 7 depicts the barriers encountered in accessing information by female Artisans in Ilorin Metropolis. It was revealed that over 50% of the respondents agree that lack of awareness, high level of illiteracy among artisans, lack of information and communication technology

Table 1: Age of the Respondents

Age of the respondent	Frequency	Percent
50 years and above	7	3.8
41 - 50 years	17	9.2
31 - 40 years	36	19.5
20 - 30 years	95	51.4
Below 20 years	30	16.2
Total	185	100

Field survey (2018)

Table 2: Marital Status of the Respondent

Options	Frequency	Percent
Widow	20	10.8
Divorce	10	5.4
Single	55	29.7
Married	100	54.1
Total	185	100

Field survey (2018)

Table 3: Educational Qualification of the Respondents

Educational qualification of the respondent	Frequency	Percentage %
HND/BSc	20	10.8
ND/NCE	105	56.8
SSCE/WAEC/NECO/NABTEB	40	21.6
Primary School Certificate	20	10.8
Total	185	100

Field survey (2018)

language barrier, unreliability of the available information, lack of skill in information search, and unwillingness of colleagues to share accurate information are the challenges face by Female Artisans in accessing information.

The mean score for table 7 shows that “Lack of information and communication technology infrastructure” has the highest mean score (3.05), hence it is the major barrier faced in accessing information. The second major barrier is “Lack of awareness” with a mean score of 3.00 and “high level of illiteracy” with a mean score of 2.81. None of the barrier has low extent or no extent as all the mean scores are greater than 2. This implies that all the identified barriers are truly barriers in accessing information.

DISCUSSION OF FINDINGS

Based on the data analyzed, the findings are discussed below as guided by the research questions:

The findings revealed that female artisans in Ilorin metropolis need various information which include raw materials such as cost, quality, location and dealers; information on financial matters such how to obtain loan, cooperative societies and government assistance to artisans; information on new products and latest designs; and information on personal hygiene, food and nutrition, housekeeping and family planning. Meanwhile, the female artisans occasionally need information on education such as goo schools, how to apply for admission and cost of education; political issues,

Table 4. Information Needs of Female Artisans in Ilorin Metropolis

Information Needs	VO	O/A	O	N	Mean Score	Rank
Information on raw materials such as the cost, quality, location, source and dealers/seller.	35 18.9%	80 43.2%	49 26.5%	21 11.4%	2.70	3
Information on financial matters such as how to obtain loan, cooperative societies and government assistance to artisans.	60 32.4%	70 37.8%	40 21.6%	15 8.1%	2.95	2
Information on new products, latest/current designs and procedure for production.	60 32.4%	70 37.8%	40 21.6%	15 8.1%	3.00	1
Information on education such as good schools, how to apply for admission and cost of education.	20 10.8%	50 27%	80 43.2%	35 18.9%	2.30	5
Information on health such as personal hygiene, food and nutrition, housekeeping, child care and family planning.	10 5.4%	90 48.6%	50 27%	35 18.9%	2.41	4
Information on political issues, government policies, laws and human rights.	-	10 5.4%	100 54.1%	75 40.5%	1.65	7
Information on sports, entertainment and social events as well as ceremonies/occasions.	-	-	30 16.2%	155 83.8%	1.16	9
Information on global and international issues.	-	-	25 13.5%	160 86.5%	1.14	10
Information on enterprise creation	20 10.8%	50 27%	80 43.2%	35 18.9%	1.59	8
Information on how to acquire further skills	-	80 43.2%	75 40.5%	30 16.2%	2.27	6

Field survey (2018)

Key: VO = Very Often, O/A = Often/Always, O = Occasionally, N = Never**Table 5:** Information Seeking Behaviour of Female Artisans in Ilorin Metropolis

Information Seeking Behaviour	V	O/A	O	N	Mean Score	Rank
I ask the executives and other members of my association for the information I need	55 29.7%	80 43.2%	50 27%	-	3.03	1
I visit libraries, information centres and internet centres/cyber cafes for it.	-	-	30 16.2%	155 83.8%	1.16	4
I listen to radio and watch television in order to get the information.	-	100 54.1%	55 29.7%	30 16.2%	2.38	2
I go to local government, the palace or ask NGOs for the information.	-	-	30 16.2%	155 83.8%	1.16	4
I ask my friends and relatives for information	-	30 16.2%	80 43.2%	75 40.5%	1.76	3
I visit churches or mosques and ask for the information	-	-	5 2.7%	180 97.3%	1.03	6
I go to newspaper and magazines vendors to read so as to get the information I need.	-	-	20 10.8%	165 89.2%	1.11	5

Field survey (2018)

Key: VO = Very Often, O/A = Often/Always, O = Occasionally, N = Never

Table 6. Sources of Obtaining Information by female Artisans in Ilorin Metropolis

Information Sources	VO	O/A	O	N	Mean Score	Rank
I send somebody to search and get the information	-	-	30 (16.2%)	155 (83.8%)	1.05	12
Libraries and information centres	10 5.4%	50 27%	80 43.2%	45 24.3%	1.16	9
Listening to Radio	50 27%	90 48.6%	30 16.2%	15 8.1%	2.14	3
Association of my occupation	-	-	5 2.7%	180 97.3%	2.95	1
Churches and Mosques	-	30 16.2%	100 54.1%	55 29.7%	1.03	12
Friends, relatives and associates	-	-	45 24.3%	140 75.7%	1.86	4
Newspaper and Magazine	-	-	35 18.9%	150 81.1%	1.24	7
Local government, palace and NGOs	-	-	20 10.8%	165 89.2%	1.19	8
The internet and Cyber cafes	60 32.4%	80 43.2%	20 10.8%	25 13.5%	1.11	10
Watching television	-	15 8.1%	20 10.8%	150 81.1%	2.51	2
Searching through seminar/conference papers	-	-	15 8.1%	170 91.9%	1.27	6
Browsing the internet	-	-	30 (16.2%)	155 (83.8%)	1.38	5
Watching posters	10 5.4%	50 27%	80 43.2%	45 24.3%	1.08	11

Field survey 2018

Key: VO = Very Often, O/A = Often/Always, O = Occasionally, N = Never**Table 7.** Barriers encountered in accessing Information by Female Artisan in Ilorin Metropolis

Barriers faced in accessing information	HE	ME	LE	NE	Mean Score	Rank
Lack of awareness	55 29.7%)	75 40.5%	55 29.7%	-	3.00	2
High Level of illiteracy	30 16.2%	100 54.1%	45 24.3%	10 5.4%	2.81	3
Lack of information and communication technology infrastructure	5 2.7%	60 32.4%	80 43.2%	40 21.6%	3.05	1
Language barrier	10 5.4%	110 59.5%	50 27%	15 8.1%	2.62	4
Unreliability of the available information	30 16.2%	100 54.1%	45 24.3%	10 5.4%	2.62	4
Lack of skill in information search	50 27%	110 59.5%	10 5.4%	15 8.1%	2.41	6
Unwillingness of colleague to share accurate information	60 32.4%	100 54.1%	15 8.1%	10 5.4%	3.00	2

Field survey (2018)

Key: NE = No Extent, LE = Low Extent, ME = Moderate Extent, HE = High Extent

government policies, laws and human rights; enterprise creation. Equally, information on political issues, government policies, laws and human rights; information on sports, entertainment and social events do not concern the female artisans in Metropolis. The result was in line with the findings of Yusuf (2012) who stated that some of the information needs of female artisans include cost of raw materials, quality, source of dealers, information on how to obtain loan from cooperatives and government are the major needs of artisans. Also, in agreement with the report of Aina (2004) that artisans need information that will improve their productivity and attract more customers to enhance their survival.

From the analysis, it was observed that the information seeking behaviour of female artisans are by asking the executives and members of their association, listening to radio and watching television. The female artisans do not visit the library for any information which may be as a result of their various level of education. Also, most of the female artisans never seek information from the library as a result of lack of awareness from the library. The result was in agreement with the report of Issa (n.d) when he identified radio as the most dominant source of information used by artisans in rural areas. Also, Aina (2004) reported that artisans do not make use of the library as source of information but instead listen to radio and other informal sources because of their accessibility.

The implication of the analysis is that female artisans in Ilorin metropolis do not visit library and information centres which are due to lack of awareness programme of the library. Meanwhile, the library is regarded as the authentic place to obtain up-to-date information. Equally, they do not obtain information from friends, relatives and associates – this is because they can give information based on their discretion and what they want such individual to hear and know. Also, most of the female artisans do not watching television, which is because they spent most of the day at their shops and for those that have television in their shops were affected by epileptic power supply to charge their electronic gadgets including hand phones. Due to their low education background, most of the female artisans do not use internet and cyber cafes to obtain information and never attend seminar and workshops where new developments in different occupations were mostly discussed.

The two major means of obtaining information by female artisans in Ilorin metropolis were through their various associations and listening to radio. The association is regarded as the most reliable source because any information gathered from the association cut across all artisans. The result was in agreement with the report of Issa (n.d) when he identified radio as the most dominant source of information used by artisans in rural areas. Also, Aina (2004) reported that artisans do not make use of the library as source of information but instead listen to radio and other informal sources

because of their accessibility.

The implication of this is that female artisans were faced with numerous challenges which debar them from accessing needed information. Some of the barriers include: lack of awareness, high level of illiteracy, language barrier, lack of skill in information searching and unwillingness of colleague to share accurate information. The findings was in line with that of Patrick and Ferdinand (2016) who supported the claim that the challenges faced by artisans in seeking information results from their low level of literacy, and language barriers. Also, Kolawole and Igwe (2012) opined that language, illiteracy, geographical distance, lack of infrastructure and ignorance as the challenges faced by artisans in their search for information.

CONCLUSION

Based on the findings of the study, it could be concluded female artisans in Ilorin metropolis comprises of various groups which need information to go about their daily activities, information on customers need, how to obtain loan and how to improve their earnings but they were faced with the skills to accurately search for the information needed. Also, the information where they are available is hidden by the so called colleagues. The only source of obtaining information is through the association they belong. Information is vital in every aspect of human endeavor, as such it should be accorded utmost important.

RECOMMENDATIONS

From the findings of the study and the conclusion reached, the following recommendations are proposed.

1. Government should enact policies that will be artisans friendly. These policies should assist them in their quest to obtain needed information which will enable them to meet their ends means.
2. Government should establish information agencies that will strategically look into the various information needs of female artisans and how these information could be met.
3. Public libraries should provide and launch awareness programmes to artisans on the need to use the library. This will allow them to have a wide range of textbook and other information materials at their disposal which will subsequently allow them to have access to information.
4. Adult education programmes should be organized for female artisans. This will increase the number of literate among the artisans and it

- will further improve their information search skill.
5. Also, when information is being disseminated to artisans, their language should be taking into consideration. This will enable them to have better understanding of what is being passed to them.
 6. The government should establish an information centre, where female artisans can obtain authentic and accurate information as regard their various occupations. This will enable them to be aware of any government policies and assistance being rendered to them.

REFERENCES

- Aina, L. O. (2004). *Library and information science text for Africa*. Ibadan: Third world information services limited.
- Crawford, S. (1987). *Information Needs and uses Annual Review of information science and Technology* (Vol 13). Chicago: Knowledge Industries Publication
- Haruna, I., & Mabawonku, I. (2001). Information needs and seeking behaviour of legal practitioners and the challenges to law libraries in Lagos, Nigeria. *The International Information & Library Review*, 33(1), 69-87.
- Hossain, M. D. A. & Islam, M. D. S. (2012). Information needs of rural women: A study of three villages of Bangladesh. *Library and Philosophy*. Retrieved from: <http://unllib.unl.edu/LPP/hossain-islam.htm>
- Ingwersen, P. & Jarvelin, K. (2005). *The turn: Integration of information seeking and retrieval in context*. Dordrecht: Springer.
- Madukoma, E., & Opemipo, M.F. (2016). Information behaviour of revenue collectors in Lagos State, Nigeria. *Library Philosophy and Practice (e-journal)*. 1334. <http://digitalcommons.unl.edu/libphilprac/1334>
- Majid S., & Kasim, G.M. (2000). Information seeking behaviour of international Islamic University, Malaysia, Law faculty members Malaysian. *Journal of Library And Information Science*, 5(2), 1 – 17.
- Momodu, M. O. (2002). Information needs and information seeking behaviour of rural dwellers in Nigeria: a case study of Ekpoma in Esan West local government area of Edo State, Nigeria. *Library Review*, 51(8), 406-410.
- Mooko, N., & Aina, L. O. (2007). Information environment of artisans in Botswana. *Libri*, 57(1), 27-33.
- Msoffe, G., & Ngulube, P. (2016). Farmers' access to poultry management information in selected rural areas of Tanzania. *Library & Information Science Research*, 38(3), 265-271.
- Mwale-Munsanje, V. (2011). Information needs and information seeking behaviour of female traders in Zambia. *A Dissertation submitted to the University of Zambia in partial fulfillment of the requirements for the award of the degree of Master of Library and Information Studies*
- Olabisi, A. (2002) *Information sources in science and technology: "A new approach"*. Ibadan: Mob a Printing Press
- Olanipekun, A. A., & Kuponiyi, F. A. (2010). The contributing of Livelihood diversification to rural households' welfare in Ogbomoso agricultural zone of Oyo State, Nigeria. *NJRS*, 11(2).
- Patrick, I.O., & Ferdinand, O.A. (2016). Rural women and their information seeking behavior . *Library Philosophy and Practice (e-journal)*. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1396>
- Yusuf, T.I. (2012). Information needs, sources and information seeking behaviours of female artisans in Ilorin Metropolis. *Library Philosophy and Practice (e-journal)*. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1201>