

Full Length Research

Innovation as a propelling paradigm for students reading culture in Rivers State College of Health Science and Management Technology, (RIVCOHSMAT), Port Harcourt, Nigeria

Isaruk, Ikpoko-Ore-Ebirien Dike¹, Samuel, Reginah Wilcox², Wosa, Sylvanus A.;³ Ada, Gaius Phd⁴; Jamaica, Stella Aripirinye⁵ & Okocha, Pauline Chidinma⁶

^{1,3-5}Lecturers School of Health Information Management Rivers State College of Health Science & Management Technology, Port Harcourt, Nigeria; ²Gradute SHIM, RCHSMT, PH; and ⁶ M&E Primary Healthcare Department, Obio/Akpor L.G.A. Rivers State, Nigeria. Email: ¹dykeman121@gmail.com; ³wosasyvanus@gmail.com; ⁴adagaius5@gmail.com; ⁵stellajamaica@yahoo.com; & ⁶chipal83@yahoo.com

²Student School of Health Information Management Rivers State College of Health Science & Management Technology, Port Harcourt, Nigeria.

Corresponding Author: ¹ISARUK Ikpoko-ore-ebirien Dike. Address: Rivers State College of Health Science & Management Technology, Mile 4, P. M. B. 5039 Rumueme, Port Harcourt, Nigeria. Email: <https://orcid.org/0000-0001-6221-4643> & dykeman121@gmail.com

Accepted 17 November 2022

This study was carried out to examine the influence of innovation on student reading culture in Rivers State College of Health Science and Management Technology, (RIVCOHSMAT), Port Harcourt. The research design used in this study was a descriptive survey design. The target population of this study was 130 students. A non-probability sampling method was used as the sampling technique and descriptive survey was used as design. Data was collected by the use of questionnaire and was self-administered to the respondents. The sample size of one hundred and four (104) respondents was drawn from the study through random sampling to determine the sample size. The findings state that Innovations that Promote Reading Culture among students are GSM phoned and laptop computers with internet facility. Conclusion was drawn that erratic power supply poses problem with the use of ICTs because important information might be lost without warning, students do not get exactly what they need online because some important information materials will need subscriptions before one can have access to them. The recommendation was made that Lecturers should always give students online assignments that will enable them to use ICTs for academic purposes; these will ensure that the reading culture of students is enhanced through the use of innovation like ICTs for reading purposes.

Key Word: College of Health, Innovation, Propelling Paradigm, Reading, Students' Reading Culture

Cite This Article As: Isaruk, I-O-E. D., Samuel, R.W., Wosa, S.A., Ada, G., Jamaica, S.A., Okocha, P.C. (2022). Innovation as a propelling paradigm for students reading culture in Rivers State College of Health Science and Management Technology, (RIVCOHSMAT), Port Harcourt, Nigeria. *Inter. J. Acad. Lib. Info. Sci.* 10(9): 345-353

INTRODUCTION

Reading is the foundation of any literacy program and one of the oldest habits of human civilization that has remained the expansion of the greatest qualities of all times. Reading has been described in some literature as a basic building block of learning and reading culture is the philosophy of developing a progressive reading attitude (Olasehinde et al., 2015). Reading refines the mind, making a person think logically and objectively, and also prepares an individual for distinction in life. People ought not to see reading in the dimension of education in academic institutions but as a lifelong activity. Reading, whether for pleasure or academic purposes is an essential habit that ensures greatness in a human's life. Continuous reading gives someone or a reader access to full participation in various activities in this technological evolving society. Reading helps to add quality to our lives by giving us access to various cultures and cultural heritages. Generally, reading in all its multiplicity is dynamic to becoming better informed and thereby helps us to have a better understanding of ourselves as well as others. Akidi, Agbese and Chukwueke (2021) opined that reading is a complex skill requiring the coordination of several interrelated sources of information such as the art of interpreting printed and written words and the most effective process of conscious learning, which influences the extent and accuracy of information as well as the attitudes, morals, beliefs, judgment, and action of individuals.

The reading culture is one of the valuable assets which boost human procreative powers of thinking for new innovations and the development of personal talents and natural endowments. According to Sotiloye and Bodunde (2018), reading culture is the process of building up a positive reading attitude. Ruterana, (2012) described the culture of reading as an integrated pattern of reading behaviors, practices, beliefs, perceptions, and knowledge. Reading culture connotes a culture where reading is part of people's living and constitutes a habit that is shared often by members of society. More so, a nurtured reading culture is of optimal importance because the pursuit of academic excellence cannot be achieved and sustained without the culture of keeping on reading for continuous self-improvement. In addition, to be consistent in reading culture adaptability, innovation has to be integrated since the world and all that is in it are evolving with time, situation, technology, and resource availability in achieving the individual or collective goals in society.

Therefore, to innovate is to look beyond what one is currently doing or develop a novel idea that will help someone leverage her/his job in a new way. Innovation according to Brewer and Tieracy (2012) in Frolova, Chernykh and Bykovskaya (2018) is generally understood as the successful introduction of a new thing or method. In education, innovation can appear as a new pedagogic theory, methodological approach, teaching technique, instructional tool, learning process, or institutional structure that when implemented, produces a significant change in teaching and learning, which leads to better student learning. So, innovations in education are intended to raise productivity and efficiency of learning and/or improve learning quality. Therefore, Innovation is a tool upon which the students reading culture can develop and bring to moonlight again. It is against the background of the prevailing situation that it becomes pertinent to carry out this study in determining innovation as a propelling paradigm for student reading culture in Rivers State College of Health Science and Management Technology.

One of the foremost technological innovations that are evolving in virtually all parts of the world is the internet. The internet can be broadly defined as a worldwide network of computers communicating through an approved protocol. The Internet according to Jibrin, Musa, and Shittu (2017), has an unlimited wealth of information resources that are readily available and easily accessible for diverse people to use globally and at the same time. The internet is a genuine tool for learning, teaching, and research if effectively used. Conversely, it has been observed that owing to this technological innovation, reading culture is being threatened, especially, among teens and higher students. Due to technological development, the majority of people reading culture changes geometrically in the negative perspectives. In the current society outlook, while technology is slowly taking steady control over individual lives, the reading culture of the people especially the young generation is fast vanishing into thin air. According to Igbokwe, Obidike and Ezeji (2012), students these days are no longer interested in developing a reading culture and thereby lack the skill of reading. But, they prefer spending more hours surfing the internet and playing with up-to-the-minute handsets passing non-stop SMSs, and chatting with friends seem to be the order of the day, thereby making reading a book or any other piece of written material in a quiet or peaceful corner of a library or home become an archaic idea for most school children and adults.

Shabi and Udofia (2009) acknowledged that active learning from books is better than passive learning such as watching television and playing games. These current days, students are rarely interested in reading for pleasure, to gain advanced knowledge, and be up-to-date informed instead they read only to pass examinations. The declining interest in reading culture among children in particular those in health educational institutions is a cause for every stakeholder concern whereby something proactively needs to be done to alleviate the widespread predicament that is resulting from poor reading culture among students in our society. Because nowadays, due to the quest to make ends meet or the rat race syndrome, parents pay little or no attention to their children's reading ability, and the parents themselves also lack the skill and the culture of reading such that some do not read nor inculcate reading culture to their

kids.

According to Mefor (2010) cited in Igbokwe et al., (2012) posited that all Nigerian schools should endeavor to launch a readership promotion campaign that will help to inculcate the culture of reading in children, and that it is also important to start early to inculcate the culture of reading early enough in a child. Also, Olukemi (2010) in Igbokwe et al., bewailed that the lack of reading culture among youths nowadays has greatly affected the quality of graduates being produced by the nation's higher institutions, and thereby advised Nigerian youths to imbibe the reading culture in all their endeavors. Hence, improving access to relevant information, and information resources and promoting a reading culture are prerequisites for strengthening literacy skills, widening education and learning opportunities, and helping people to address the causes of poverty and to gain a competitive advantage (Babarinde, Babarinde & Dike, 2017).

Statement of Problem

Reading is very great and indispensable paraphernalia for learning and acquisition of the diverse skills, experiences, and knowledge needed by humans to develop a satisfactory personal life. More so, any institution or society with a quality reading culture is a knowledge-based institution or society and, in leeway, a developed and productive institution. In 2015, the United Nations International Children's Emergency Fund (UNICEF) report cited in Otache (2020) showed that about 250 million children in the world cannot read and write and of that figure, 130 million of them have actually attended school. This connotes that globally, poor reading culture has become a societal challenge irrespective of the diversity of status, race, religion, and political inclination though it is more prevalent in developing countries than in developed countries (Davis & Hesbon, 2021; Kamalova & Koletvinova, 2016). In a nutshell, a lot of literature and diverse scholars have posited that in Africa, there are high-rate of prevailing poor reading culture and among the countries include Botswana, Kenya, Uganda, Rwanda, Zambia, Tanzania, and Nigeria in particular (Onyango *et al.*, 2015 in Otache, 2020). Furthermore, in Nigeria and particularly in Rivers State educational institutions, the poor interest in reading among students compared to the increase in hours spent on the Internet for yahoo-yahoo and related criminal activities has become a challenge and issue of concern to society. Although a few studies have been carried out in some higher educational institutions with a related topic there is no known study of the researchers that were carried out using this title, especially in Rivers State College of Health Science and Management Technology, Port Harcourt, Nigeria. Therefore, it is against this backdrop drives the researchers to embark on this research study titled innovation as a propelling paradigm for students reading culture in the Rivers State College of Health Science and Management Technology, Port Harcourt, Nigeria so as to bring to fore the outcome of the study as a yardstick for solving the problem of poor reading culture among students in educational institutions in Nigeria and beyond.

The objective of the Study:

The main objective of this study is to examine the influence of innovation as a propelling paradigm for students' reading culture in Rivers State College of Health Science and Management Technology, (RIVCOHSMAT), Port Harcourt, Nigeria. The specific objectives are to:

- i. examines the categories of innovations that propel students' reading culture in RIVCOHSMAT, PH;
- ii. identify the influence of innovation utilization on students' reading culture in RIVCOHSMAT, PH;
- iii. identify the problems associated with students reading culture in RIVCOHSMAT, PH.
- iv. discover strategies for enhancing the use of innovation in promoting reading culture among students in RIVCOHSMAT, PH.

Research Question

- i. What are the categories of innovations that propel students' reading culture in RIVCOHSMAT, PH?
- ii. What influence does innovation utilization have on students' reading culture in RIVCOHSMAT, PH?
- iii. What are the problems associated with students' reading culture in RIVCOHSMAT, PH?
- iv. What are the strategies for enhancing the use of innovation in promoting reading culture among students in RIVCOHSMAT, PH?

METHODOLOGY

The research design used in this study was a descriptive survey design. The design is relevant to this study because it is aimed at describing in a systematic manner innovation as a propelling paradigm for students' reading culture in Rivers State College of Health Science and Management Technology (RIVCOHSMAT), Port Harcourt, Nigeria. The target population of this study was 130 students chosen in Lagos, Abuja, and China hostel (Girls Hostel); and Amaechi hostel (Boys Hostel) in the Rivers State College of Health Science and Management Technology, Port Harcourt (Source: Dean of Students Affairs Office). These respondents were chosen because they reside in the hostel after lecture hours and throughout the semester period, hence they are in a better position to tell of their reading culture and the types of innovation available to them on the college campus.

A stratified random sampling technique was used to categorize the students into different hostels, and a simple random sampling method was used to select students in each room of the four (4) hostels namely Lagos hostel (girls), Abuja hostel, China hostel, and Onyekwere hostel (boys) used for the study. Based on the heterogeneous nature of the students, the sample size of the study was One Hundred and four (104) respondents were selected using the Taro Yamane formula at a 95% confidence limit as shown below

$$n = \frac{N}{1+N(e)^2}$$

Where

n = Sample size
 N = Population
 e = Level of significant at 95% confident limit (0.05).

The instrument used was a structured questionnaire developed by the researcher and scrutinized by other experts in the field of statistics and academic research. A total of one hundred and four (104) questionnaires were printed and were personally administered to the respondents in the 4 hostels by the researchers using a simple random technique. Data collected were analyzed using descriptive statistical tools like graphs, frequency and percentages and presented in tables. In addition, ethical compliance was strictly adhered to by the researchers, and respondents' responses were kept confidential and secured.

PRESENTATION AND ANALYSIS OF DATA

The data and results of each question were analyzed using simple percentage and are presented in tabular forms.

RESEARCH QUESTIONS

Research Question 1

What are the Categories of Innovations that Promote Reading Culture in RIVCOSHMAT, Port Harcourt?

Table 1. Categories of Innovations that Promote Reading Culture

S/N	Items	Response Frequency		
		Yes (%)	No (%)	Total (%)
1.	GSM phoned and laptop computers with internet facility	100(100)	0(0)	100(100)
2.	Local television	53(53)	47(47)	100(100)
3.	Digital textbooks	84(84)	16(16)	100(100)
4.	Students' Industrial Work Experience Scheme (SIWES)	100(100)	0(0)	100(100)
5.	Group Discussion	100(100)	0(0)	100(100)
6.	Use of the Internet	100(100)	0(0)	100(100)

Source: Authors' Field Survey, 2022

Table 1 shows the majority of the respondents agreed with each of the items assessed on the Categories of Innovations that Promote Reading Culture, all the respondent in item 1, 4, 5 and 6 of 100(100%) of the respondents affirmed yes that GSM phoned and laptop computers with internet facility, Students' Industrial Work Experience Scheme (SIWES), Group Discussion and Use of the Internet are all categories of innovations that promote reading culture among College of Health students. 53(53%) of the respondents said yes that Local television also promote reading culture while 47(47%) said no. Finally, 84 (84%) of the respondent affirmed yes that Digital textbooks promote reading culture whereas the remaining 16(16%) said otherwise.

Research Question 2

What is the importance of innovation in reading culture among undergraduate students in RIVCOSHMAT, Port Harcourt?

Table 2. Importance of Innovation in Reading Culture among Undergraduate Students

S/N	Statement	Response Frequency		Total (%)
		Yes (%)	No (%)	
1.	Offers users opportunities to access information anywhere at anytime	100(100)	0(0)	100(100)
2.	Provide current information materials for update of knowledge	100(100)	0(0)	100(100)
3.	Combination of words, text and images on TV programs facilitate reading culture	87(87)	13(13)	100(100)
4.	Innovation sharpens brain among students.	100(100)	0(0)	100(100)
5.	Innovation leads to motivation thereby enhancing student reading culture	100(100)	0(0)	100(100)
6.	Innovation gives opportunity for student collaboration with other counterpart in other institutions.	100(100)	0(0)	100(100)

Source: Field Survey 2022

From the six (6) items assessed in table 4.6, 1, 2, 4,5, & 6 items of all the majority of the respondents are in support of the options on the Importance of Innovation in Reading Culture among Undergraduate Students. A total of 100 respondents representing 100% of the study population affirmed yes that innovation of reading culture offers users opportunities to access information anywhere at any time, provide current information materials for update of knowledge, Innovation sharpens brain among students, Innovation leads to motivation thereby enhancing student reading culture and Innovation gives opportunity for student collaboration with their counterpart in other institutions respectively. Finally, Combination of words, text and images on TV programs facilitate reading culture, 87(87%) said yes while the remaining 13(13%) said no.

Research Question 3

What are the Factors that Hinders Innovation in Academic Environment among RIVCOSHMAT student?

Table 3. Factors that Hinders Innovation in Academic Environment

S/N	Items	Response Frequency		Total (%)
		Yes (%)	No (%)	
1.	Erratic power supply hinders use of information and communication tools when necessary in accessing information.	100(100)	0(0)	100(100)
2.	Students poor attitude on use of cell phones / computer system	100(100)	0(0)	100(100)
3.	Inadequate Technology Skills	79 (79)	21 (21)	100(100)
4.	Lack of inadequate resources/ infrastructure in the hostel	68(68)	32(32)	100(100)

Source: Researchers' Field Survey (2022)

Findings from table 4 on factors that Hinders Innovation in Academic Environment shows the 100(100%) of respondents said yes that Erratic power supply hinders use of information and communication tools when necessary in accessing information and Students poor attitude on use of cell phones / computer system are the major factors that hinders innovation in academic environment among undergraduate students. 79(779%) of the respondents said yes that Inadequate Technology Skills affects the innovation while 21(21%) said no. Lastly, 68(68%) said yes that Lack of inadequate resources / infrastructure in the hostel affect the innovation of reading culture whereas the remaining 32(32) of the respondents said no to that assertion.

Research Question 4

What are the strategies for enhancing the use of innovation in promoting reading culture among College undergraduate students in RIVCOSHMAT?

Table 4. Strategies for enhancing the use of innovation in promoting Reading Culture

S/N	Statement	Response Frequency		
		Yes (%)	No (%)	Total (%)
1.	Frequent training of Student in ICT skills	87(87)	13(13)	100(100)
2.	Provision of adequate resources including ICT personnel	100(100)	0(0)	100(100)
3.	Group Discussion, and collaboration	100(100)	0(0)	100(100)
4.	Students management staff relationship	84(84)	16(16)	100(100)
5.	Student's involvement in decision making in the college community.	68(68)	32(32)	100(100)

Source: Author's Field Survey, 2022

Table 4 research questions 4 shows that out of the 100 respondents, 87(87%) of respondents said yes that frequent training of Student in ICT skills enhancing the use of innovation in promoting reading culture while 13(13%) of the respondent affirmed no that it does not matter. In item no 2 and 3 of the study population, 100 (100%) of respondents all agreed that Provision of adequate resources including ICT personnel, Group Discussion and collaboration of student also promote reading culture. 84(84) of the majority respondents accepted that students' management staff relationship can promote reading culture whereas the remaining 16(16%) affirmed no to that assertion. Lastly, 68(68%) of the majority said yes that Student's involvement in decision making in the college community can also help while the remaining 32(32%) of the respondents said no it cannot help.

DISCUSSION OF FINDINGS

From the findings in table 1, it was indicated the Innovations that Promote Reading Culture are highly categorized by student according to the respondents they include GSM phoned and laptop computers with internet facility, Students' Industrial Work Experience Scheme (SIWES), Group Discussion and Use of the Internet are all categorized as innovations that promote reading culture among College of Health students.

This is in conformity with Onovughe, (2012). Onovughe, (2012) who stated the Use of Social Media: Social media such Facebook, Twitter, WhatsApp, google platform promotes self-directed learning, which prepares students to search for answers and make decisions independently. When reinforced in a classroom setting, these social media skills can be guided and refined to produce better learning outcomes and critical awareness. The delivery of messages, pictures, and videos related to the explanation of physical symptoms can be a means to train students' critical thinking skills

According to table 2, the findings from the response revealed that the majority of the respondents were affirmative with the questions being asked, therefore conclusion that innovation of reading culture offers users opportunities to access information anywhere at any time, provide current information materials for update of knowledge, innovation sharpens brain among students, it leads to motivation thereby enhancing student reading culture and gives opportunity for student collaboration with their counterpart in other institutions especially through the use of Information Communication

Technology. This is to say that the undergraduate student does know the importance of innovation on reading culture as this help them to access some text books online and reading made easy.

This is in agreement with Kazim, (2012) who stated that the Internet has brought unparalleled opportunities to students on one hand and a major concern for parents on the other hand. This is because while online searching for information helps to boost examination scores and performances in assignments given to students, using the internet mainly for socializing and gaming results in poor reading habit and poor performance in examinations, general academic achievements as well as poor personal development. Since some internet use may seriously distract students, affect their reading habit and generally distort their academic achievements, effective use of the Internet should be employed by students. Son (2011) also underscores the role of teaching–learning process when he explicitly states that the online tool helps to assign and track student performance, in addition to stimulating their creativity and collaboration (Anderson et al. 2013). Thus, if we can achieve more with less effort, productivity increases. Hence, innovations in education should increase both productivity of learning and learning efficiency.

According to table 3, As for the factors that hinders innovation among students, the respondents representing 100(100%) said that that Erratic power supply, students poor attitude on use of cell phones / computer system, inadequate technology skills and lack of inadequate resources / infrastructure in the hostel are all major factors that hinders innovation in academic environment among undergraduate students.

This is in consonance with Akubuilu (2015). Parents' illiteracy, improper reading atmosphere, the non-reading attitude of parents, inadequate reading material, lack of good reading skills, lack of libraries, and heavy reliance on school books are the major problems in fostering reading habits among students. Children who don't love reading are more likely to be less motivated, consume more time watching television, poor decision-makers, and have comparatively low performance in their studies. Bad outreach policies, insufficient funds and lack of genuine commitment to implement reading projects among children are some reasons for these kinds of projects (Chidiebere et al., 2013). Despite increasing access to technology in schools, teachers are usually portrayed as hesitant users. They are accustomed to the old standard which can create frustration when trying to shift to a new paradigm leading them to stray away from the use of 21st-century technological devices. Teachers who are not digitally literate, able to understand and use information from a variety of digital sources, will be the ones who integrate technology.

The result in table 4 on the strategies for enhancing reading Culture, students affirmed that Provision of adequate resources including ICT personnel, Group Discussion and collaboration of student promote reading culture. Also student accepted that Students management staff relationship and involvement in decision making in the college community can also help to promote reading culture.

In support of this, Ukwu, (2012). Young readers like to know more about the author, and the internet is rich with resources produced by the authors themselves, their publishers, and their fans. Want to know what's next in a favorite series? Check the author's page or blog. Want to read more about a favorite character? Check the fan fiction often written by other young readers. That popular new movie might be based on a novel that's in the library, so media ties-ins are powerfully motivating. Sharing/social networking sites allow students to record what they've read, write recommendations, share their recommendations with other students, and discuss books online (Okodili, 2011).

CONCLUSION

There is no doubt that innovation via Information Communication Technology (ICT) has play a vital role in reading culture among undergraduate students in Rivers State College of Health Science and Management Technology. Information and communications technologies are indispensable tools for the success of every academic endeavor in the contemporary age of information and technology revolution. The reading culture of Nigerian students and the educational sector in general can be enhanced via the provision of the necessary resources that will assist students to appreciate the unrestricted access to knowledge that comes with ICTs.

Based on the findings from the various data analyzed, it was enough to conclude erratic power supply poses problem with the use of ICTs because important information might be lost without warning, students do not get exactly what they need online because some important information materials will need subscriptions before one can have access to them and etc. A lot of measures are needed to reduce the problems faced by student towards reading culture to enhance the effectiveness of reading among students.

RECOMMENDATIONS

Based on the these, the following recommendations are made:

1. Lecturers should always give students online assignments that will enable them to use ICTs for academic purposes; these will ensure that the reading culture of students is enhanced through the use of innovation like ICTs for reading purposes.
2. Libraries should connect computers to internet in order to encourage students to use the library and online materials to promote reading culture;
3. The study recommends that students should ensure that they use mostly academic websites and television channels that have the potentials to enhance their reading culture; this will enable them to fully maximize the vast array of opportunities offered by internet and television to enhance their reading culture.
4. The authorities and university lectures should always give students orientation on the dangers of ICTs abuse and misuse.

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