

**INFORMATION SEEKING AND UTILIZATION BY WOMEN ARTISANS FOR
SOCIO-ECONOMIC EMPOWERMENT IN METROPOLITAN KANO**

BY

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**BEING A DISSERTATION SUBMITTED TO THE DEPARTMENT OF LIBRARY AND
INFORMATION SCIENCES, BAYERO UNIVERSITY, KANO ,IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF
LIBRARY AND INFORMATION SCIENCES (MLS)**

MAY, 2021

DECLARATION

I, Aisha Mamman Sani, hereby declared that this work is a product of my research efforts, undertaken under the supervision of Dr Manir Abdullahi Kamba and it has not been presented anywhere for the award of a degree or certificate. All sources have been duly acknowledged in the references. However, any error that may be found in this work is not deliberate and is therefore highly regretted.

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CERTIFICATION

This is to certify that this research work was carried out by Aisha Mamman Sani SPS/15/MLS/00027 in the Department of Library and information Sciences, Bayero University, Kano under our supervision.

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ACKNOWLEDGEMENTS

My first and foremost gratitude goes to Almighty Allah, the Guide, the Lord of majesty and generosity for bestowing upon me the skills, patience and perseverance required to carry out this research work.

My sincere appreciation goes to my supervisor Dr Manir Abdullahi Kamba, for enduring to guide and supervise the work despite his commitments. Sir, it has been thoughtful of you to inspire and redirect me towards achieving the aim of this research work.

I am grateful to the Head of Department, Dr S.M Gwarzo for his constructive criticism and contributions. Also appreciated are Dr Bappah M. Abdullahi, Dr Abass Maidabino, Dr Y.I. Harande, Dr Dauda Yakasai and Dr Binta L. Farouk. Also to my internal examiner for his thorough examination. My appreciation also goes to the entire members of staff, Library and Information Science Department for their care and concern.

I sincerely appreciate the efforts of my mentor and guardian Prof. Joseph S. Enaburekhan (Mechanical Engineering) for his mentorship, care and concern. Sir you are an epitome of a mentor.

My sincere gratitude goes to my family; especially my late father Alh Mamman Sani Abubakar whom always believed that a girl child is a blessing even though he did not live long to see this achievement, I pray that the almighty should have mercy upon his soul and admit you in Jannatul firdaus, my late mother Hajiya Hassana Abubakar for her motherly guide and prayer. Hajiya , you are the secret behind my success in life. My sister Safiya Mamman Sani and Hamisu Mamman Sani for their prayer during the conduct of this research work. I would like to specially express my gratitude to Hafiz Adeniyi Ali for his prayers, support, patience and tolerance to see me through this achievement I have to appreciate the concern that you showed while carrying out

this research, AbdulAziz, Mal Khalifa, Suleiman, David, Fati Zubair, Hafsat, Khadijah and Muhammad Ansar thank you so much.

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ABSTRACT

The study investigated the information seeking and utilization by women artisans in metropolitan Kano. The objectives of the study are: to identify the information needs and sources used by women artisan, information seeking strategies used for their socio-economic activities and to find out the information use pattern of women artisans in Metropolitan Kano. Quantitative research methodology using cross sectional survey design was used for the study. The population of the study comprises of 718 registered women artisans in Metropolitan Kano. Questionnaire was the only instrument used to collect data relevant to the study. The findings of the study revealed that women artisans information needs includes information about raw materials, information on loan and markets, information on financial matters. The findings also revealed that the information sources used by women artisans in Metropolitan Kano are newspaper, magazines, business associates, friends and colleagues. The study further revealed that low level of literacy, lack of awareness of the library, lack of access to credit facilities are among the major barriers affecting the information seeking and use of women artisans. The study concludes and recommends that government should provide access to entrepreneurship skills for women artisans. In addition, the study also recommends that Libraries and Information managers should organize orientation program on how to use the library for women artisan to enhance their level of library usage and literacy level.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Information is an important resource that contributes to the development of any society. Ukachi, (2007) stated that information is an important resource for individual growth and survival. The progress of a society has always been largely dependent on information for growth and survival available to people or group of people who need it. Moreover, information lingers as on inimitable commodity and obligatory tool required for societal development. Information is more than a provider; it protects and maintains the integrity of all users especially when handled and applied carefully (Ismail, 2016).

Chaudhary and Kameswar (2015) stated that women constitute about half of the total world population. The position of women and their status in the society is often an index of development. Though, women are considered as equal partners in the process of development, because they contribute actively towards national development of a nation, their role generally goes unrecognized and undervalued.

Despite this development, it seemed that women artisan in metropolitan Kano cannot identify their information needs for their socio-economic activities. One major factor that possibly contributed to this development but has often been overlooked could be that government has been unable to identify and meet the information needs of these artisans. This problem can only be solved if

the source of artisanship for women are explored and made available for these categories of users. Wilson (2002) stated that information need and use depend on the individual evaluation of the cognitive and emotional relevance of the source of information use by clientele.

Artisans refer to persons who are engaged in occupations such as hairdressers, caterers, tailoring/fashion designing, dressing, catering, mechanics, refrigerator/air-conditioner repairing, masonry, carpentry/furniture making, shoe making, building/construction, electrical work, spraying/painting, vulcanizing, book binding, plumbing, panel beating and welding. Some of the characteristic features of artisans are high labour intensity, low capital requirement, a degree of skill and small scale of production, simple technologies, self-employment and use of local raw material. Women artisans constitute one of the major users of information, because they create access, utilize and share information and knowledge, enabling themselves and their communities to achieve their full potential in promoting their sustainable development and improving their quality of life (Olorunda, 2004). There are various type of women artisan in metropolitan Kano ranging from hair dressers/manicurist, food vendors/caterers, tailors, book binders, jewelry makers but the most commonly found are food vendors/caterers, hair dressers and tailors. They participate in all kinds of socio-economic activities to increase their income generation. Women artisan sustains activities both at home and in the society.

In view of the above, it is clear that their information needs may vary according to their socio-economic activity. Hence they may need information from different source and services to make informed decisions.

Yusuf (2012) stated that information is needed to be able to make a right decision and also reduce uncertainty. A business woman needs information to be able to improve her business just

like a specialist also needs information to be up-to-date and well informed in his area of specialization. Since information is valuable therefore, it must be put to proper use, i.e. made available to people or group of people who need it, after ascertaining the groups' information needs. Consequently, information need is a requirement that drives people into information seeking and utilization.

Mooko and Aina (2004) regarded information as a method used to solve problems. Once the need for information has been established, and then there will be need to seek for such information.

Many women artisans are ignorant of how to enquire for information; some of them have no idea about the existence of information source/services which makes it difficult to articulate their information needs. This is because only very few of them engage in active information seeking; proper channel of information services/source selection for use in Library, information centers and so on, this will keep abreast with relevant information source for their information needs. The needs might be those that have direct bearing on women artisans and these includes; information on raw materials, how to acquire loans, information on latest styles, customer relation, information services related to women artisans. Through this information women artisan can adapt new techniques increase their socio-economic activities. Their information seeking strategies and use pattern is to bring change to their socio-economic activities or sustain the old ways that is beneficial to women artisans. This is only possible with effective needs identification and utilization system.

The problem resulting from proper information dissemination to women artisans has resulted in low productivity, low awareness of latest trend in socio-economic activities, improper customer relations, how to acquire loans for their various socio-economic activities. Keeping the above

facts in view, investigation of information needs and utilization by women artisans for their socio-economic empowerment in metropolitan Kano attracted the interest of the researcher.

The primary function of the dissemination components (public libraries, information centers, government and non-governmental organization) is the transformation of information to women artisans through the promotion of entrepreneurial skills acquisition programmes set for women artisans. Therefore keeping all factors of production (raw materials, new technology, latest practice on their various socio-economic activities, sustained governmental policies in regards to women artisans) constant. Despite the abundant information generated by the researchers, women artisans in metropolitan Kano lack adequate information to face the challenges of improving their socio-economic activities. The major contributing factor to this situation could be attributed to lack of education and inadequate information services to meet their information needs of these women artisans. The reasons for this might be because their information needs were not properly identified and improved practices based on research findings have not been made available for them.

Despite the significance of information to women artisans, very little is known about their information needs, information seeking strategies, information use pattern, with respect to this region, resource/services they prefer, barriers affecting information access and utilization as well as measures under taken to address the identified challenges. The study also established relationships between the major variables.

1.2 Statement of the Problem

Information and knowledge in a society of today is characterized by development and opportunities. In the midst of this development, women artisans need information to improve their productivity just like other professionals. Without adequate information, particularly to

women artisans, there will be lack of awareness about new developments and recent trends within their socio-economic activities and this may lead to low productivity and set back in the society.

In this regards, there is a great value in gathering information for women in a community, before beginning to address the complex issues of their socio-economic activities. In order to make a difference, it is important to determine their information needs and concern of women (in terms of entrepreneurial information seeking behaviour, resource and services). The need to undertake this study therefore emanates from the reality that, in the last few decades there has been increasing awareness of the need to empower women; in order to improve their socio-economic status for them to be able to contribute effectively to economic development.

From personal observations of the researcher, it has shown that, women artisan do not have access to relevant information that could be used to improve their socio-economic activities. This situation constitute a research gap that needs to be investigated.

The researcher therefore intends to reduce the gap by investigating on the reasons that do not provide positive awareness for them to have access to this information in this region. It will also investigate strategies they employ for seeking of information, it will also investigate on use pattern to information they require.

1.3 Research Questions

In order to achieve the objectives of this study, the following research questions were developed

1. What are the information needs of women artisans in Metropolitan Kano?
2. What are the information sources used by women artisans to satisfy their information needs?

3. What are the information services used by women artisans to satisfy their information needs?
4. What is the information seeking strategy employed by women artisans Metropolitan Kano?
5. What are the information use patterns of women artisans in Metropolitan Kano?
6. What are the socio-economic activities engaged by women artisans in metropolitan Kano?
7. What are the challenges to Information Seeking and Use by Women Artisans in Metropolitan Kano?
8. What are the relationship between:
 - a. Information need and socio-economic activities of women artisans in Metropolitan Kano.
 - b. Information resources and socio-economic activities of women artisans in Metropolitan Kano.
 - c. Information service used and socio-economic activity of women artisans in Metropolitan Kano.
 - d. Information seeking and socio-economic activities of women artisans in Metropolitan Kano.
 - e. Information use patterns and socio-economic activities of women artisans in Metropolitan Kano.

1.4 Research Objectives

The broad aim of this study is to investigate the impact that information seeking and utilization of necessary information has on socio-economic empowerment for women artisans in Kano State. However, the study seeks to achieve the following specific objectives especially to:

1. Identify the information needs of women artisans in Metropolitan Kano.
2. Identify the information sources used by women artisans in Metropolitan Kano.
3. Identify information services used by women artisans in metropolitan Kano to satisfy their information needs.
4. Identify the information seeking strategies employed by women artisans in Metropolitan Kano.
5. Find out the Information use patterns of women artisans in Metropolitan Kano.
6. Identify the socio-economic economic activities engaged by women artisans in metropolitan Kano.
7. Identify the challenges to Information Seeking and Use by Women Artisans in Metropolitan Kano.
8. Examine the relationship between:
 - a. Information need and socio-economic activities of women artisans in Metropolitan Kano.
 - b. Information resources and socio-economic activities of women artisans in Metropolitan Kano.
 - c. Information service used and socio-economic activity of women artisans in Metropolitan Kano.

- d. Information use patterns and socio-economic activities of women artisans in Metropolitan Kano.
- e. Information seeking and socio-economic activities of women artisans in Metropolitan Kano.

1.5 Research Hypotheses

The following hypothesis was formulated to further guide the study:

Ho1: There is no significant relationship between Information need and socio-economic activities of women artisans in Metropolitan Kano.

Ho2: There is no significant relationship between Information resources/sources and Socio-Economic Activities of women artisan.

Ho3: There is no significant relationship between Information service used and socio-economic activity of women artisans in Metropolitan Kano.

Ho4: There is no significant relationship between the Information use patterns and socio-economic activities of women artisans in Metropolitan Kano.

Ho5: There is no significant relationship between Information seeking and socio-economic activities of women artisans in Metropolitan Kano.

1.6 Significance of the Study

The significance of information cannot be over emphasized. Information is vital for increased productivity in many ways. It improves marketing and distribution strategies and also opens a window for sharing best practices, experiences, sources of financial aids and new markets among others. Studying the information seeking and utilization by women artisans for their socio-

economic empowerment in Metropolitan Kano would bring numerous benefits, especially with regards to:

Libraries and information centers purchase information resources required by women artisans. Hence the Librarians and information managers be selective in determining the resources that are more relevant to women artisans. Moreover, it a known fact that due to the explosion of information, it has become difficult to locate desirable and relevant information resources that is responsive to individual needs.

The fact that women artisans are unavoidably in a condition that requires maximum information exchange among themselves with experienced artisans responsible for information utilization. This study also bring additional literature to the area of information needs of women artisans. It is equally hoped that the women artisan being the target, this study could stand the benefits from the findings for their improvement and development.

The findings is of significance to policy makers and practitioners in areas of policy and decision-making concerning women artisans information needs, seeking strategies, use pattern. Hence the current study is of importance to government, non- governmental organization, researchers, academic and non-academic staffs etc. This study can provide a powerful resource for libraries and policy makers.

1.7 Scope and Limitations of the Study

The scope of the study is centered on the information seeking and utilization by women artisans for their socio-economic empowerment in Metropolitan Kano. Metropolitan Kano consisting of six local government areas (Dala, Fagge, Kano Municipal, Nasarawa, Gwale and Tarauni Local Government Area). However the study has limitations in terms of access to respondents registered with their various organizations under the metropolitan. Trying to locate women

artisans (for the study) through their register with their organizations was considered as a limitation. Some women artisans in other local government under the metropolis were registered under Fagge local government due to the fact that Fagge local government had more women artisans than any other local government. Another limitation is that there is no update information on registered women artisans. The researcher advised the head of all organization to create more awareness about the organization so that they have new members and also try to update the organization register.

1.8 Operational Definition of Key Terms

Information need: as a piece of information, whether recorded or not, which an individual or a member of a group requires for effective functioning in their daily activities.

Information Seeking: The degree of ease of location and retrieval of needed information by women artisans. Information seeking is a conscious effort to acquire information in response to a need or gap in one's knowledge.

Information Sources: Means or channels from which information can be obtained by the women artisans.

Information utilization: The application of information women artisans obtained for productive uses. Utilization and use are synonymously used in this study

Information seeking strategies: means identifying all of the possible sources where you can find information, including sources that are specific to the types of information needed.

Information use pattern: means how information is being used to meet information needed

Information: Facts, news, ideas, messages opinions, processed data, symbols, images and signals that are capable of improving the knowledge of women artisans. It can also be seen as presented in readily comprehensive form to which meaning has been attributed with a context for use.

Utilization: - has to do with the ability to make practical and effective use of information toward socio-economic wellbeing. Utilization and use are synonymously used in this study

Socio-Economic Empowerment: is the capacity of women to participate in, contribute to and benefit from growth processes.

Women artisan: women who are in a skilled trade or craftman

Women Empowerment: This is a process through which women artisans acquire skills and willingness to critically analyze their situation and take appropriate action to change their status in the society.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

The area of information seeking attracts the attention of different scholars in the field of information science. This section attempts to examine the available literature review relevant to the study and reviewed under the following sub-headings:

2.1 Concept and Significance of Information to women for Socio- Economic Empowerment;

2.2 Information Needs of Women Artisan;

2.3 Information Sources used by Women Artisans;

2.4 Information Services used by Women Artisans;

2.5 Information Seeking Strategies of Women Artisan;

2.6 Information Used pattern of Women Artisan;

2.7 Socio economic activities engaged by women artisans;

2.8 Challenges to Information Seeking and Use by Women Artisans;

2.9 Theoretical Framework and Conceptual Framework; and

2.10 Summary of the Literature Review and Uniqueness of the Study.

2.1 Concept and Significance of Information

The concept of information has been defined and described by number of writers; it could be the process by which the form of an object of knowledge is impressed upon by the apprehending mind so as to bring about a state of knowing. Aluko (2007) also observed that the status and power of a nation by the 21st century will be partly determined by the information at its disposal and the recognition of the importance of such information to the development of societies.

Information is important and useful to everyone in the society, because information is a vital resource for development in our fast- growing world. It lifts an individual from a state of ignorance, illiteracy and poverty to a state of enlightenment, prosperity, and literacy.

Ononogbo (2005) stated that a competitive economy depends on the free flow of information because good decision-making depends on reliable and timely information

Information is central to the teaching and learning process and reduces or eliminates uncertainty, its absence means policy mistakes, educational disparities, slower productivity and growth as it affects the quantity, success and effectiveness of public policy. In fact, information is essential to survival; it provides individuals, societies and nations with a second chance for rediscovering missed opportunities and the means for improving human conditions. Information is an asset and a resource for development of governments, agencies, and the target population (Kamba, 2009).

Information has received a widespread acceptance as the essential feature of production, consumption and exchange in this modern era (Opeke, 2004). This means that the world has entered an era where the source of wealth and power is increasingly attributed to information and human mental creativity rather than physical resources. To talk about the requirement is to determine the needs of the users.

Information is indispensable to life. It is among the prerequisites for living. Afolabi (2003) reasoned that “information is a conveyor, a change agent, a reinforcement of ideas and opinions” Okwuebina (2006) also stated that information has the potential to change what people already know, shape their decisions and actions. Information can be used to solve a problem for empowerment and in development context. Meyer (2005) noted that those who know the value

of information will inevitably see information as being a resource because it plays an important role in almost every human activity.

Though not necessarily the only resource with which to solve particular problems; studies have shown that things can change around when information is added to the four factors of production: land, capital, labour and entrepreneurship. Because information plays such an important role in almost every human activity, its value in the development process has been a topic of extensive discussions in various fields.

Meyer (2005) pioneered the view of information as a corporate resource and argued that information like other resources such as people, money, raw materials, equipment and energy should be managed to give a competitive edge. The pioneer has helped developed both the idea of information as a resource and the idea of information resource management.

Rasmussen (2001) in a study of information and development noted that people can participate in the development of society if they are aware of what information is meant for in the development process. Rasmussen (2001) therefore identified four aspects of development to which information can contribute:

1. Social and democratic development.
2. Cultural enrichment.
3. Education and research.
4. Microeconomic development.

Rooyen (1995) viewed information as one of the most important resources needed for rural development. Utilization of quality information, as noted by the researcher, will boost the quality

of life. The researcher concluded by saying that, information has the ability to bring about change for the better which is the ultimate goal of development.

Information is significant to women because it helps them to enjoy their rights to control resources, assets, income generating as well as increase the ability to manage risk and improve their economic status or social context. Information is a universal concept that is understood by words, sign etc. It improves knowledge and motivates change and gives room for empowerment.

2.1.1 Significance of Information to Socio-economic Empowerment

Information is viewed as a basic resource used by all people to improve their condition of living and is essential for development. Aluko (1997) observed that the status and power of a nation by the 21st century will be partly determined by the information at its disposal and the recognition of the importance of such information to the development of societies. Information is important and useful to everyone in the society, because information is a vital resource for development in our fast- growing world. It lifts an individual from a state of ignorance, illiteracy and poverty to a state of enlightenment, prosperity, and literacy.

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The information user, according to Uhegbu (2007), is someone who asks for information, receives and puts it into effective use, the age, gender and occupation of the person notwithstanding.

According to Aina (2004) the term information user is all embracing, used broadly to include all those who avail themselves the utilization of available information. Information users are in different categories and have different backgrounds. According to Ukachi, (2013) while some are highly educated, many are not, while some are old people, many are young and while some live

in the rural areas, others live in the urban areas. In Nigeria like elsewhere, information is sought in a number of ways to solve one problem or the other. Such could be for academic, research, economic, socio-political as well as cultural purpose.

2.2 Information Needs of Women Artisans

The word *artisan* is a derivative from French and Italian terms '*artisan*' and '*artigiano*'. It is used for a skilled craft worker who makes or creates things by hand that may be functional or strictly decorative. Such crafts include for example clothing, decorative arts, furniture, jewelry, sculptures, household items and tools or even mechanical mechanisms such as the handmade clockwork movement of a watchmaker. Artisans practice crafts and may through experience and aptitude reach the expressive levels of an artist (Wikipedia). Artisanship is not gender sensitive. Men and women of all ages can practice one craft or the other. This study however focuses on women artisans. So who is a woman?

A woman is an adult female human being, as contrasted to an adult male, which is a man. The term woman is used to indicate biological sex, distinctions, cultural gender role distinctions, or both. Olanipekun (2010), described women artisans as group of people that migrate to modern cities and rural area to the new town where they settle to trade, they are likely semi-literate and also control petty-trading and activities like tailoring, hairdressing, and caterers etc. Mooko and Aina (2004) stated the job related information need of artisans were in finding raw materials for the job, locating government tenders and improving of knowledge.

Generally, women are more involved in housekeeping and household works as well as farming. Aina (2004) observed that outside farming, women artisans are equally involved in occupations like pottery, dyeing of clothes, cloth making, petty trading, hair dressing, craftwork, tailoring etc. women artisans which this study focuses on will definitely need information pertaining to their

profession. For instance, hairdressers will need information about the current hair styles, types of weave on or hair accessories and different treatment of each kind of hair likewise the tailors too also need information on cloth styles and type of materials that will suite a particular cloth while a caterer/food vendor will need information on new spices and ingredients.

To talk about the requirement for information seeking and utilization is to determine the needs of the users. Kumar (2010) opines that determining the needs of the users' means of knowing their requirement for information. In order to determine their requirements, it is essential to know the following: who are the users, their background (qualification, mastery of language, areas of research and specialization) and the purpose for which they need the information.

It is generally known that every individual, whether literate or not, has information needs. The concept of information needs has been defined and described by a number of writers; Reitz (2004) viewed information need as a gap in a person's knowledge, when experienced at the conscious level as a question, gives rise to a search for an answer. He further maintained that if the need is urgent, the search may be pursued with diligence until the desire is fulfilled.

Warner and Procaccino (2004) on their part maintained that women tend to be the primary seeker of information for their children and other family members as well as for themselves. Conceptualizing information need is a very difficult task. This is because the needs of individuals usually vary from time to time due to several factors or what they seek at the moment. However the need for information in any society is individualistic. Women need information depending on the motive for such information. Taking the right decisions depends on access to information on all the alternatives and their implications (Ajayi, 2003).

Laloo (2002) stated that a need means what a person ought to have, circumstance under which something is lacking, that which one cannot do without and that which is necessary for an organism's health and wellbeing. He further said that "information need" is a difficult concept to define, to isolate and especially to measure. It involves a cognitive process, which may operate on different levels of consciousness and hence may not be clear even to the inquirer. Information needs can therefore be better understood if the concept of 'need' is clearly define. Aninweze (2004) has highlighted a lot about need and for him, a need represents an imbalance or lack of adjustment between the present condition or situation or status quo and a new or changed set of conditions assumed to be more desirable. Put simply, 'need' may be looked at as the difference between what is and what ought to be, hence implying a gap between these two conditions.

Aboyede (1987) made it clear that information needs relate first to the main characteristics of the people – what they are and what is important to them. The needs reflect the social, cultural, political and economic dimensions of their development and aspiration. The above statement implies that individuals differ and so also their approach to issues. The approach people use in tackling assigned task or issues vary depending on who is involved. For this study, information seeking behavior is a purposive way of seeking for information as a consequence of a need to satisfy some goals.

Aina (2004), described information need as a piece of information, whether recorded or not, which an individual or a member of a group requires for effective functioning in their daily activities. According to Solomon (2002), information needs can be seen as a set data which enables the user to make appropriate decisions on any related problem facing him or her at a particular time. While Yusuf (2012) in a study of 'discovering the information needs and Information behavior of women artisan in Offa Metropolis', regards information need as matter

of priority, he further ascertained that 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. The uses of information vary among individuals, groups and society. For Musanje (2010) information need arises when perceived the usefulness of items to their actual. Which means information is needed at a time when searched and used to solve a problem. Aina (2004) stressed that these information needs could be for recreation, leisure or meeting tasks that are considered critical to survival or information that could meet day-to-day or even information that is necessary for the common good of the neighborhood, community and the nation in general.

Also contributing on information needs, ikpaahindi (2001) asserted that information need is not a basic need in the psychological and social sense, information is not an end in itself; rather it is a means to an end. It is needed for decision making, problem solving and resources allocation. In other word information is needed for the satisfaction of psychological and social needs.

2.2.1 Factors Responsible for the Information Needs of Women Artisans

Bello (2006) highlighted factors that can engender information needs as ‘need for little information; and need to elucidate belief and value held; need to confirm belief and value held’. These are general factors that usually give rise to information need; virtually everybody is involved in the need to know and to confirm what is known. In the light of this understanding, Lotero and Rua (2009) established that the main information needs of users’ falls into two categories:

1. The need to locate specific document of which the bibliographical references are known, is referred to as need for a known term;

2. The need to locate documents relating to a particular theme is known as thematic needs.

This can in turn be divided into two categories normally:

I. The need for information to solve particular problem.

II. The need for information on the latest development in a specialized field.

Wilson (2005) stated that information needs are influenced by a variety of factors such as the range of information sources available; the uses to which the information will be put; the background, motivation, professional orientation and individual characteristics of user. The quality of sources of information available to the users is also important because relevant sources are most likely to get useful information.

2.2.2 Categories of Information Needs of Women

Igwe (2012) also categorized the information needs of women into the following:

a. Educational and academics information needs.

b. Political information needs.

c. Job opportunities and business information needs.

d. Economic information needs.

e. Social and entertainment (arts) information needs.

f. Agricultural, geographical and environmental information needs.

g. Medical and health information needs.

h. Scientific and technological information needs.

i. Religious and cultural information needs.

j. Legal and human rights information needs.

k. International and global information needs.

Saleh and Lasisi (2011) stated that the information needs of the women vary. It ranges from the following categories:

- i. Health.
- ii. Education.
- iii. Economy.
- iv. Political, and others.

However, from the above, it is clear that Information is imperative to women; they need information for survival, effective discharge of their duties and to develop their business. They require specific ideas or needs concerning the type of job they do. They require technical, vocational and business education. Besides this, some studies were conducted;

Aina and Meoka (2007) studied the information environment in Botswana. The findings revealed that majority of artisans basically have information needs categorized into two which are viz. job-related information needs and general information needs. The job related information need with 244(54.5%) indicates Raw materials as their information needs while general information needs of artisans with (59.9%) indicates health issues as their information needs.

Yusuf (2012) investigated the information needs, sources and information seeking behavior of women artisans in Offa. The author concluded that women artisans need information mostly on requiring for information on raw materials are often which (55.7%) is and often need information on financial matters. However, from the above, it is clear that information is imperative to women; they need information for survival, effective discharge of their duties and to develop

their business. They require specific ideas or needs concerning the type of job they do. They require technical, vocational and business education.

Case (2009) described information need as an individual's or group's desire to locate and obtain information to satisfy a conscious or unconscious need. However, Ekoja (2010) explained that information needs are the information, which information seekers require to conduct their businesses and live their daily lives. The identification of information needs of a person will lead to the means of seeking for that information.

Manyerere's (2015), findings revealed that all respondents needed information about family care (food, shelter, and clothing, school fees for their children, treatment and domestic hygiene). The need for information by rural women was motivated by family and domestic responsibilities, whereby each woman wanted to see her family meets basic requirements. Furthermore, majority of respondents needed information on how to get market for their products, empowerment (loan, capital, training and or seminar) and where to get water. Furthermore, the findings further revealed that face to face interactions and visiting a friend or neighbour was also enabled the women communicate with one another. These methods were used to ensure accuracy and timeliness of the information. Many of the women groups met once a week where they exchanged information about their businesses. The use of word of mouth to communicate was also cited as being utilized by the women to communicate.

Isowe (2007) investigated information needs and information seeking behavior of small-scale coffee farmers in Moshi rural district. Her study revealed that farmers needed information on how to decrease production costs, financial information, sources of loan, market information as well as agricultural technology. Similarly, Siyao (2010) investigated the agricultural information needs and information seeking behavior of Small-Scale Sugarcane Growers (SSSG) in Tanzania

with a gender perspective. He found that SSSG needed information on harvesting schedule, tons harvesting, transportation, dates of payment and actual payment. He further pointed out that information on fire outbreak, new farming practice, where to purchase agricultural inputs (fertilizer and herbicides) market situation and availability of credit were also needed.

In Kenya a study by Odingo, Otike and Kiplang'at (2012) revealed that women constantly needed information related to their daily activities of farming, business, education and training. The study was conducted using a survey research method and qualitative approach. Data was collected using structured and semi-structured face to face interviews.

The findings from a study on information needs sources and information seeking behavior of rural women in Badagry Lagos, Nigeria by Ukachi (2007) discovered that fertilizer and seed was the most important information (93.5%) rural women needed; followed by information on children and family relationship (78.5%). Furthermore, information on health (65%), housekeeping and house holding maintenance (43.5%), as well as new product (22%) were also needed by rural women in Badagry.

Ezugwu (2010) ascertained the information needs of artisans in Nsukka in a research titled "The Information Needs and Information seeking behaviour of Artisans in Nsukka: preliminary finds". The researcher examined the information needs of artisans with 174 respondents indicates that occupational matter/educational needs are their information needs. Adekanye A., AramideK. A. and Adewuyi, O. W (2015) asserted that textile women in Nigeria recognized their information needs. This was also in line with the research findings of Bakar (2011), Saleh and Lasisi (2011), confirming the ability of women to recognize their information needs in the areas relevant to their day-to-day economic activities. From experience, human beings are active, motivated, goal-

oriented and willing to get information about themselves and the world; as directed by intentions and expectations.

In a study by Yusuf (2012), revealed detailed information on the types of information needs of women artisans in Offa metropolis which is majorly on the new products, latest/current designs and procedure for production and the cost, quality, location, source and dealers of raw materials in other to meet the needs of their target users. It also revealed the kinds of behavior exhibit while seeking for information by the women artisan in Offa town which shows that they seek information mostly from their friends and relatives, however rate of the patronage in libraries, information centers and internet cyber café are not much due to their level of literacy. Moreso, the information sources that women artisans in Offa town used to sought for information is studied which is through friends and relatives and mass media which include radio and television stations due to their inability to read and write (i.e. illiterate) and all this medium used helped them to get adequate information which will guide them in their occupation and life. Furthermore, it also helped to find out the barriers to access information by women artisans in Offa town which can be summarized as the lack of information materials and inaccessibility to the information materials available in the library and information centers.

Nwagwu and Ajama (2011) carried out a study on women's health information needs and information sources in a rural oil palm business community in South- Western Nigeria. The findings showed that the most frequently mentioned health information need is malaria with 85.4% of respondents.

2.3 Information Sources Used by Women Artisans

Aguolu (1997) emphasized that the economic growth of nations depends on effective utilization of information. The sources of information are tools that can possibly meet the information needs of different categories of users. They are the information carriers through which information is passed to the user. The speculated and realistic benefits desirable from a source makes that source useful and sustainable. There are different sources of information but what matters are sources which are available and relevant to the different categories of users.

In a study by Manyerere (2015) on relation to information resources used to satisfy their information needs. The study established that majority of rural women entrepreneurs used informal sources of information more to access information needs due to limited literacy skills, lack of accessible formal information systems, irrelevant information resources to the needs of women and more. Matsveru (2013) in a study of the use of information sources pointed out the need to make available both informal and the formal sources of information to complement each other.

Saleh and Lasisi (2011) also carried out a study on the information seeking behavior of rural women in Borno State, Nigeria. The findings of their research showed that the sources of information available to the rural women include both formal and informal sources. The most preferred source of information for the rural women in Borno State is the informal sources as they rely on information gotten from friends, relatives, husband, children and fellow market women. Ola (2002) also ascertained that women source for information through various means to add to their knowledge, skills and profession in order to stay current on trending information irrespective of their occupation, through the following means.

- a. Radio and television,
- b. Social network (Network formed through Association with members of women's organization).
- c. Online sources (internet).
- d. Friend and relatives.
- e. Newspapers and magazines.
- f. Business organizations (Formal sources that
- g. serve both women and men business owners)
- h. Trade fairs and exhibitions.
- i. Libraries.

However, women source for information through various means to add to their knowledge, skills and profession in order to stay current on trending information irrespective of their occupation. A number of channels exist in communicating information to women artisans. Abraham (2009) identified several channels and resources used to bring information to the audience such as the media, internet, institutions, and social functions.

Haglund and Olsson (2008) in an investigation of the impact of university libraries on changes in information behavior among academic researchers, in three universities in Stockholm Sweden found that respondents relied a lot on electronic information, while most young university researchers used Google for everything, and had very little contact with library.

Graduate information science students are expected to be expert searchers of all kinds of information in all formats since their primary purpose is to help others locate and access necessary information. At the same time, the research on information behavior of information

science students shows that they exhibit behavior similar to that of general population. For example, they favour online resources and popular search engines (Bronstein, 2010; Krakowska, 2013; Saunders, Boustany, Dogan, Becker, Blumer and Todorova 2015; Tanacković, Lacović & Stanarević, 2012; Togia & Korobili, 2014).

The most recent study (Saunders et al., 2015) showed extremely high reliance on classmates as sources of information in a number of countries (France, Switzerland, Poland, Singapore, Turkey, Portugal, Bulgaria, Lithuania and Croatia) which is also consistent with previous study of students in Greece (Togia & Korobili, 2014). Some studies also show a high reliance on course readings (Saunders et al., 2015), library catalogues and library shelves (Tanacković et al., 2012; Togia and Korobili, 2014) or research databases (Saunders et al., 2015).

However, information science students tend to also demonstrate lack of information literacy skills, and at the same time, demonstrate overestimation of their own abilities. According to research from the domain of psychology, people who are incompetent, particularly in the areas in which people commonly have some orientation, tend to believe that their skills are above the average and to overestimate their performance (Ehrlinger, Johnson, Banner, Dunning & Kruger, 2008).

Markwei and Rasmussen's (2015) study described the everyday needs, information needs, and methods of information seeking of homeless or street youth in Ghana. These youth are neither throwaway nor runaways but are on the streets primarily as a result of poverty. Their main reason for coming to the city to endure a homeless life is to work and earn money to meet their personal needs and life goals. The findings showed that the everyday life needs of these homeless youth relate to their basic needs based on Maslow's hierarchy of needs. However, the

youth pursue higher and lower needs concurrently contrary to Maslow's assertion, and in keeping with later modifications to Maslow's theory (Aldefer, 1972). Their information needs, such as need for information on employment, skills development, financial management or advice, health, security, shelter, and food, relate to their basic needs. Their sources of information are primarily interpersonal, especially their network of friends. Other sources are print, library, and media sources, such as TV and radio. They have a limited range of sources compared to those available to young people and other populations reported in other ELIS studies. Factors that influence their choice of sources are accessibility, credibility, and convenience. Social capital is an important feature in their ELIS behavior. Their information-seeking practices present a new mode of information seeking, the *community approach*.

Only a few studies have investigated the ELIS behavior of young people in Africa, and these studies, including Nwagwu (2007), Ybarra et al. (2008), and Borzekowski et al. (2006), have focused on their health information seeking. Health information needs of youth include information on STDs, HIV and AIDs, pregnancy, fitness, exercise, diet, and nutrition. Sources of health information are mostly interpersonal sources, parents, siblings, friends, teachers, and health care providers. Other sources are the Internet, books, magazines, and clinics.

Holappa (2017) stated that, the most important source characteristic for SF&F writers is trustworthiness. Sci-Fi writers are more frequent users of online news services than fantasy writers in the researcher role. Accumulating writing experience is associated with more frequent use of public libraries, archives and museums. Those with six to ten years of experience may have entered a period in their writing lives when career-related information seeking from online databases, media-sharing services and online news services is higher. Female writers tend to be more enthusiastic users of other people's experiences in the researcher role, and of various

channels of learning to write in the artisan and entrepreneur roles. The majority of information barriers experienced by SF&F writers are environmental barriers, especially money-related ones. The study also showed that although internet research is ubiquitous, there are patterns of behavior among SF&F writers – such as the popularity of ‘the self’ as an information source and the interpersonal nature of career-related information seeking.

Farmers get information through certain groups as revealed by a study by Ofuoke (2008), including other farmers, non- governmental organizations and that the rural farmers only access about 10% of information from agricultural research institutes and Universities, while they have about 45% access to extension services. Megan (2010) showed that farmers’ information seeking process usually takes a lot of time and effort. If there is a pattern in the farmers’ information seeking behavior, extension activities could be designed to enable farmers to obtain the required information from fewer sources. In addition, Ofuoke (2008) said sources of information among rural farmers include other farmers, farmers groups, extension agents, research institutes, universities and NGOs. Radio is one of the fastest and most powerful channels and in many countries has been used in communicating farm information to farmers.

Okwu and Daudu (2011) carried out a study of extension communication channels’ usage and preference by farmers in Benue State, Nigeria. Interpersonal communication channels were generally found to be more available, accessible and used by the farmers than the mass media to obtain information on improved farm technologies. Relatives/friends/neighbours constituted the most regularly available, accessible and used interpersonal channels although extension agents and television were mentioned by the farmers as the most preferred interpersonal channel and mass medium, respectively. Chi-square analysis shows that there is significant relationship between frequency of communication channels use by farmers and their educational level, sex,

farm size and farming experience. It was recommended that rural radio booster stations and community rural television stations established to feature special programmes targeted at rural farmers. To ensure regular availability and accessibility of extension agents (the farmers' most preferred channel), efforts should be made to employ more extension agents. Okwu and Dauda's work also dealt with farmers in Benue state like the present study.

Although Okwu and Dauda's work is similar to this study, it was carried out in Benue as a whole while the present is in Benue but Okpokwu Local Government Area in particular. The former also employed a different method of data analysis. Norbert and Lwoga (2012) revealed that Physicians at Muhimbili National Hospital preferred to seek information from the formal sources, which included printed textbooks, electronic resources as well as printed journals.

In Mo.koo and Aina's (2007), study on Information Environment of Artisans in Botswana revealed that about 70% of the respondents were 21–40 years old. The artisans were involved in a variety of vocations, dress making, welding and hair dressing being the most prominent. A significant number of the artisans (11.7%) had no formal education. The greatest job-related information needs were in finding sources for raw materials (55.6%), locating government tenders (46.2%) and improving their knowledge (44%). Health (59.9%) and sports (32.1%) were the major general areas of information needs. The artisans sought information mainly through informal conversations (65.8%) and listening to radio (62.6%). The most used information sources were radio (50.3%), colleagues (49%) and newspapers (47.4%). Only 28% of the respondents were computer literate.

In the context of rural areas, Mtega (2012) revealed that there were several sources of information used by rural communities in Kilosa district, among them radio was reported as the

most used (97%), and more than (60%) reported using face to face communication. Mobile phones, television sets, newspapers and magazine were also noted as the most used sources of information.

A study was conducted by Maghferat and Stock (2010) at gender specific information search. The study revealed that women behaved cautiously in choosing search sources. In contrast men tried to use professional information services as well as search engines despite the difficulty in formulating the search and carrying out the search. Steinerove and Susol (2007) on their part examined user's information behavior - a gender perspective. The results indicated that women apply collaboration information use, while men prefer individual information seeking. On the other hand, Kim, Lehto and Morrison (2007) maintained that in terms of online channels female attached more value to channels like general websites and official destination websites than their male counterparts. In addition females also gave higher rating to the value of printed materials. This latter issue is also noted by Royal (2008) who examined two gendered sites that displayed stereotypical gender roles, and found that gambling.

In Taiwan, Chen (2014) studied the information needs and information sources of family caregivers of cancer patient and revealed health care professionals especially physicians were their primary and preferred information sources. Several studies have investigated information resources/sources and channel of communication among rural communities especially women. Bakar (2011) reported that family, friends and magazine are the main source of information used by rural women in Malaysia on issues such as food, child education and health. Bakar also found that information sources on home beatification were obtained from magazine, family members, friends, television and radio. Furthermore, women relied on information sources available on the Internet (online periodicals/ magazine, email and e-books) to communicate their needs.

Similarly, in a study by Manyerere (2015), the results showed that rural women involved in SMEs the study showed that the women uses various information services to satisfy their need. This was attributed to the fact that it was easy to access and use the informal sources of information as they also did not have adequate skills and or knowledge of accessing and using formal sources of information. The women found it easy to access information from friends, neighbours, and fellow group members regarding for example how to cure their chicken rather than using information centers, journals or reading various books or special available sources that would require high literacy level.

2.4 Information Services used by Women Artisans

An Information Service is a service, which provides (serves) data/knowledge/information somehow. Information Service is a part of an Information System that serves data/knowledge/information to different users who seeks to use information for their needs..

Information Service could be:

- a library, which stores books etc., or
- a book, which stores its knowledge in each page
- a blog,
- a human, which stores his/her own knowledge in his/her brain,

Independent of its representation form and/or carrier/transmission medium/form, e.g. a book (paper) or the Internet. Although, the term Information Service could cover a broad range of things, the usage of it might concentrates for the beginning on the Internet and there especially on the web, with a focus on Information Services, which have/deliver a huge amount of data/knowledge.

Mumbo (2014) stated that every type of business needs information in order to be successful, and that information can come from a variety of sources depending on the nature of business being pursued. Having an understanding of the various information services available and how to access them can be very helpful for business operators including women entrepreneurs. Koren (2012) ascertain that, each item of information created to its originator's purpose, whether it was to be informed, entertained or educate, and its quality and value depends on the information need. The process of satisfying specific, recurrent information needs.

As a result, Farooq (2016) define information resource as the book, the person, place, point or thing which originates the information about something and further elaborates more on the definition the information resource is;

- i. The book which gives information.
- ii. The person which gives information.
- iii. The place which gives information.
- iv. The point where information is obtained and
- v. The thing which generates information.

Gambo (2011) proposed that information services and channel through which the women artisans satisfy their information needs are available both formally and informally. The formal channels include radio and television, local government information office, agricultural extension workers, primary health care workers, and the Public Libraries. The informal channels on the other hand comprise association head, ward heads, religious leaders and other elite group in the community others include Friends and relatives, market women, as well as non-governmental organizations (NGOs).

Kumar (2010) opined that determining the needs of the users' means knowing their requirement for information. In order to determine their requirements, it is essential to know the following; that the users are their background (qualification, mastery of language, areas of research and specialization) and the purpose for which they need the information? Therefore from the above study it is clear that there are various information services which women source for information formally and informally, which also points to the fact that women artisans can utilize different information services available to them.

2.5 Information Seeking Strategies of Women Artisan

Information seeking behaviour can be described as the way an information user conducts himself or acts when looking for, receiving or acquiring information; the utterance, gesture, anger, anxiety, eagerness, reluctance, zeal or any other attributes displayed by an information user in his effort to purchase, acquire or receive news, data, stories or anything that may inform or misinform his knowledge or understanding of something constitute seeking behaviour (Uhegbu,2007). According to Kingrey (2002), the term information seeking often serves as an umbrella overarching a set of related concepts and issues.

Wiberley and Jones (1989) cited in Yousefi (2007) defined information seeking as a basic activities in which all people participate, manifest through particular behaviours, which is of most interest to librarians in the areas of collection development, services and organizational structures.

Apata and Ogunrewo (2010) suggested that information seeking is a fundamental human process closely related to learning and problem solving. It is a process in which one goes about seeking information that will meet their needs.

In the library world, discussions of database construction and management, community information needs, reference services and many other topics, resonate with the term. Information seeking is a cognitive exercise and it involves search, retrieval, recognition and application of meaningful content. It has also been viewed as a social and cultural exchange, as discrete strategies applied when confronting uncertainty and as a basic condition of humanity in which all individuals exist. Information seeking behaviour describes the multifaceted in relationship of information in the lives of human beings a relationship that can include both active searching through formal information channels such and a variety of other attitudes and actions.

With the proliferation of online information resources on the web, information seeking in this regard is pertinent. Michael (2014), cited Case (2002) succinctly says that information seeking is a conscious effort to acquire information in response to a need or gap in the knowledge of a client. Ikoja-Odongo and Ochalla (2004) described information seeking as a process that requires an information seeker's cognitive ability, his or her knowledge and skills regarding information seeking. Taylor and Procter (2005) defined information seeking more simply, stating that it is the ability to scan literature efficiently using manual or computerized method to identify a set of useful articles and books.

Information seeking is a complex process consisting of social, communicative and interactive behavior (Fourie, 2004). Johnson (1997) defined it as the purposive acquisition of information from selected information carriers. Kuhlthau (1991) conceived information seeking as a user's constructive effort to derive meaning from information in order to extend their state of knowledge on a particular issue or topic. This activity incorporates a series of encounters with information within a space of time, rather than a single reference incident. Finding information is therefore an engagement an individual gets involved in to try and rectify uncertainty in the

process of moving through space and time. Based on the assertion above, information seeking of women artisans therefore is that process by which an information seeker (women artisan) undergoes in search for suitable information to satisfy her artistic information need.

Searching for information is therefore experientially not a straightforward act. It is a process and form of problem solving that goes through problem recognition, problem articulation, source selection, query formulation, search execution, examination of results, extraction of required information, and reflection (Marchionini, 1995).

Information seekers can either take responsibility for their own processes, or work through or with an intermediary. Once relevant information is located, the information seeker studies, copies and integrates it with what is already available, thus enabling problem solving (Fourie, 2004). Should the problem remain unresolved, the process may be iterated. This is, however, subject to the internal restrictions of the individual, either the enthusiasm to proceed with looking for further information or ending the process. Information seeking is seen as a process with which humans engage to purposefully change their state of knowledge.

The information seeking is a process said to be internally active as information seekers direct attention, accept and adapt to stimuli, reflect on progress, and evaluate the efficacy of continuing (Marchionini & Komlodi, 1998). It is thus a process in which knowledge states are changed through inputs, purposive outputs, and feedback. In order to proceed with information seeking, the process requires an information seeker to apply their personal knowledge and skills. Marchionini (1992) described it as a *memory scan or personal infrastructure*. These infrastructures or skills are: general cognitive abilities, knowledge skills in relation to the problem/task domain, knowledge and skills in general, knowledge and skills specific to the

system, and knowledge and skills regarding information seeking. The seeking process can be active or passive, purposeful or unintentional. It is thus a strictly human process that requires adaptive and reflective control over the afferent and efferent actions of the information seeker. Progress during the information seeking episode is thus a product of information seeker attributes, information environment attributes, and the communication channel through which it flows (Marchionini and Komlodi, 1998).

Cook's study (2007) on a survey of "Information search strategies with implication for decision support system" posits that information search strategies are related to the decision-making process in that people tend to search information in a manner consistent with the decision process employed.

Kingrey (2002) stated that information search strategies has to be attributed to information seeking, he further explained that information seeking is a situation in which content is accessed, used, and synthesized into personal knowledge, therefore he explained further that it is a change in an individual's thoughts, feelings, and actions during a single problem solving experience. Which means information search strategies comes as information seeking. Kingrey (2002) is of the view that information search strategies or information seeking is viewed procedurally as a discrete series of tasks, or holistically as one vein in the body of existence. He further explained that information search strategies can be well expressed using Carol Kuhlthat Model (1993) which was developed for information seeking.

Ezugwu and Ozioko (2014) investigated strategies to enhance the information seeking behaviour of artisans in Nsukka town of Enugu state. The findings revealed that artisans do have various information strategies employed toward their needs and the areas of their information needs

include occupation, education, finance, and skill acquisition. It was revealed that the extent to which their information is met is low. The strategies that could be used to meet their information seeking behaviour include disseminating information through selective dissemination of information, creating awareness campaign and financial support from government. It was recommended that government should provide continuing education programs for artisans in their various vocations to enable them to perform their duties more effectively; there is need to establish information center with internet access in the metropolis to meet the basic job related information needs of artisans and public libraries should be proactively involved in the provision of information to artisans.

2.6 Information used Patterns of Women Artisans

The worth of information lies in its application. Ekoja (2002), stated that the effective communication of information to the ultimate end user is just as important as the information itself. In providing information to users, the information officer and librarian must come up with clients-centered information services that can meet the needs of users in terms of both the content of the information and the channel(s) by which it is communicated.

Information has power only when used and applied effectively. Boon (1992) asked how information can be put to effective use when prospective users do not know appropriate sources to consult. Today, access to and utilization of quality information have been identified as important variables which differentiate and determine whether a country is developed or underdeveloped. Advances in the awareness, availability and utilization of information have influenced and changed the structure of many societies with far-reaching results in industrialization and quality of life of the populace in developed countries (Tadesse, 2008). However, in Nigeria, these advances do not appear to have been sufficiently and extensively

applied to improve the conditions of the rural populace especially rural women who continue to suffer from deplorably low standards of living, abject poverty, high incidence of diseases and illiteracy.

The pattern of use of information by women artisans is of utmost importance so that they may be guided. The word pattern refers to “a regular and intelligible form or sequence discernible in the way in which something happens” or “an excellent example or model for others to follow” or “a model or design for doing something (Hornby, 2010).

Students pattern of information use according to the Research Information Network (2009), are series of actions or stages such as identification of information needs (that is what exactly the student needs) in the form of queries; searching for the needed information (via library catalogues, google search, mails, interaction with the resource persons in the library); collection of needed information (ie. Information gathering and collation from the library); organisation of the needed information (through note making, outlining of points and summary); interpretation of the collected information (via tagging of the collected information to the enquiries queries); storage of the collected information (by printing it, archiving, saving in e-mails boxes, etc.); and the use of information (for class work, assignments, seminar reports and project reports). From this scenario, it could be observed that the pattern of use of information by students are accomplished in stages and are thus cycled events. This is because as soon as the information is used by the student for the intended purpose (s); the cycles starts again, as the students have unsatisfactory needs for information (Rani, 2009).

However, there are many hindrances factors and/or as regards students' pattern of information use. Akira and Paivi (2010), in that respect argued that many factors militate against student's pattern of information use. These, according to the authors include lack of technical/special

knowledge; insufficient general knowledge base; lack of critical thinking; emergence of new perspectives in information management; and unstable emotional fulfillment among others. Similarly, Akira and Paivi further found out that other factors that hinder the students' pattern of information use includes, the complexity of the information itself; the form of existence of information; the level of organisation of information in libraries and accessibility status of the information. In view of the above, it is evident that hindrances to the students' pattern of information use collectively emanated from the student, the information itself and the library. In another development, undergraduate students base their pattern of information use on the format of the information itself (Akande, 2013).

Mishra (2011) reported that a number of patterns abound upon which students use information. Such pattern according to Mishra includes:

- i. Frequency of information use: (i.e how often does student use a particular or a number of information materials cum sources in the libraries);
- ii. Format of information use (this relates to the physical nature and characteristics of the information materials or sources viz electronic (digital), pictorial, textual and graphical information); and
- iii. The mode upon which they search and use the information (i.e the methods of obtaining the information from their varying sources such as manual searching, browsing the library catalogue and shelves, electronic searching(querying of databases), online searching and assistance from library personnel (querying the librarians).

Almutairi (2011) formulated a relational model to illustrate the factors affecting the information use of managers of public civil services in Kuwait. Using the model to conduct the study, the

findings revealed that age, education and information system use are the only dependant variables that make a difference in the three information dimensions (type, characteristics and sources). It also revealed that there are significant differences in terms of the age, educational level and information system use, sex, management, professional factors.

A study on access to and usage of information among rural communities conducted by Mtega (2012) in Kilosa district Morogoro region in Tanzania showed that majority of rural communities (more than 70%) needed information on health, political, civil and leisure. The (65%) of respondents needed information on agricultural husbandry practices, (60%) stated a need for market information and other (54%) needed information on farm inputs; While less than (35%) expressed their information need on academic, credit and international news.

Kavitha's study titled (2015), Investigated Information needs and usage pattern of the research scholars in Periyar University showed that a good number of respondents (56.0%) were visiting the library daily. More than half of the respondents (51.8%) were access the library 1-2 hours. 63% of the respondents to the library materials through common search method. Maximum number of the respondents (39.5%) always to use the library for research purposes.

In a study by Manyerere (2015), the findings revealed that apart from reading and writing, more than half six (60%) group leaders and 89.5% of women did not have skills for accessing and using information. From these responses it would seem that rural women in SMEs normally failed to access information not only because information systems were not in place or were not reliable, but also due to lack of skills. The findings revealed that all groups utilized and shared the available information on various issues concerning home based care and their business to facilitate their Income Generation Activities (IGAs).

Ekoja, (2002) stated that the effective communication of information to the ultimate end user is just as important as the information itself. In providing information to users, the information officer and librarian must come up with clients-centered information services that can meet the needs of users in terms of both the content of the information and the channel(s) by which it is communicated. Information has power only when used and applied effectively. Boon (1992) asked how information can be put into effective use when prospective users do not know appropriate sources to consult. Today, access to and utilization of quality information have been identified as important variables which differentiate and determine whether a country is developed or underdeveloped. Advances in the awareness, availability and utilization of information have influenced and changed the structure of many societies with far-reaching results in industrialization and quality of life of the populace in developed countries (Tadesse, 2008).

A study was conducted by Chaudhry and Crick (1998) with the purpose of providing empirical evidence concerning the perception and usefulness of sources of information among SMEs in the United Kingdom. The findings showed that most SMEs rated the usefulness of international sources as part of their international network including agents much more highly than the government and other external sources.

Hill (1996) conducted a study on the information needs of SMEs in the United Kingdom. The findings revealed that patent information was mostly utilized by small firms and it was suggested that small firms preferred a local source of information which they liked to contact by the name of the individual. Patent information was, therefore, most likely to be used if a local service acted as an intermediary.

However, in Nigeria, these advances do not appear to have been sufficiently and extensively applied to improve the socio-economic empowerment of the populace especially women who continue to suffer from deplorably low standards of living, abject poverty, high incidence of diseases and illiteracy.

2.7 Socio-Economic Empowerment Activities of Women Artisan

The United Nations Development Fund for Women (UNIFEM) have defined the term ‘Women's economic empowerment’ as the capability of women to gain access to and control over income on long term basis in order to make a sustainable living standard.

“This definition seeks long-term profits in terms of changes to policies and laws which prevent women from benefiting from the development process and is founded on women having access to income on a long term basis.”(UNIFEMinCarr,2000:2).

Czuba, (2009) defines Women empowerment as a process that fosters power in people, for use in their own lives, businesses, communities, and their society, by acting issues that they define as important. Malthora (2009) regarded women empowerment as a central process of maintaining the benefits of women at individual, household, community and broader level. “(Ivarez & Lopez, 2013) connotes that it’s not all about fostering power to women or actualizing benefits to them but also allowing and equipping women to make life- determining choice across different issues in the that concerns them. Therefore, women play a vital role in the development of any society. Women’s status is the best indicator of progress of any society. Status and development of women influence the development of society, as they not only constitute half of the population, but also influence growth of the remaining half of the population. The overwhelming majority of the labor that sustains life - growing food, cooking, raising children, caring for the elderly,

maintaining a house, hauling water - is done by women, and, universally, this work is accorded low status and no pay.

In the 1970s when women's empowerment was initially sustained by “Third World” feminists, it asked for a series of changes that had been confirmed only in the 1980s for proactive action rather than structural packages, the maintenance of dependency and lack of gender reform. Nonetheless, women’s empowerment was utilized in terms of connections with various systems in the 1990s.

There were numerous organizations “mentioning gender equality through a change of social, economic and political structures as well as difficulties for social justice at national and international levels” (Bisnath and Elson, 2003: 1). The OECD Development Centre survey in 1985 aimed at women as a broad sample of development projects and concluded that; many women were too welfare-oriented (Agarwal, 1997).

Furthermore, the present study found information seeking and utilization as essential process of increasing knowledge, changing attitudes, and developing skills through instructions and demonstrations and by other techniques which develop confidence among the women artisans. The importance of information to human development and empowerment cannot be overemphasized, because information has become a supportive input of any development programme. Thus, it can be said that information, if well-articulated, could eradicate ignorance and provide enlightenment on how to achieve economic, educational, social, political and cultural objectives. It has been observed that having access to the right kind of information can address the major problems of ignorance and poverty of ideas that hinder the empowerment of individuals.

Abdul Kareem (2010) reiterated that information is even more important to the women group because of the fact that women constitute the larger portion of the adult population in the world and also because of the roles they play in the lives of other categories of people (such as children, men, youths, etc.) in the population. Women are regarded as key to the development of any nation; an adequately-informed woman affects the lives of people around her.

Additionally, provision of information sources and channels, internets, government programmes can be used for empowering women via awareness, education and information. This is an ICT era, but, until today, half of the women are suffering from various types of problems due to the gap between information providers, and public libraries. However, looking at the bright side, women empowerment gets more and more real and as it seems, it is here to stay. Because women are not the edge of reason, they are the reason itself. Women's empowerment is a fairly simple concept as far as the researcher understands it. It means giving women the ability to fully and genuinely participate economically, socially, and politically.

Information and business information services are of strategic importance to businesses (Chiwere, 2008), as the success of any firm depends on its ability to acquire the right information at the right time and cost. Ojo, Akinsunmi, and Olayonu (2015) averred that business information is an indispensable resource in overall business performance. Information is one of the critical resources needed by SMEs to thrive (Chiwere, 2008).

2.7.1 Socio Economic Activities Engaged by Women

Women socio-economic empowerment is the capacity of women to participate in, contribute to and benefit from growth processes in ways which recognize the value of the contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of

growth. Economic empowerment increases women's access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development and market information (Eyben, R et.al,2008). It can also be seen in terms of both material and non-material well-being. It also refers to the relationship between power and development implying increased capacity of women to enhance their internal strength and to influence the direction of change by gaining access to control over material and non-material resources (Boden and Zoe, 1997). As empowerment is a multi-dimensional process it enables women to realize their potential in the development process. Thus the key indicators emerging from the definition are as under:

- a. Ability to build group capacity.
- b. Reduction in workload.
- c. Ability to participate in economic activities.
- d. Ability to Access financial and economic institutions.
- e. Ability to make decisions about spending their income.

Adekanye, (2014) viewed that women participation in socio-economic activities is not a new phenomenon, the socio-economic activities in which women are involved vary and they are also subsistence in nature; such activities include farming, fishing, hairdressing, black-smiting, bead making and trading, among others. Such activities need to be upgraded to improve women's income-earning base. Moyo (2013) emphasized that women constitute the bulk of the labour force in the farming sector; are heavily involved in subsistence farming, live mostly in the rural areas and are the country's poorest. This makes their participation in land processes more compelling. Failure to incorporate women in such processes impacts negatively on their development.

Dibie and Dibie (2012) explained that in offering women the opportunity to access economic resources as well as to disentangle their identities from those of their families they can contribute immensely to sustainable development process of Africa. Furthermore, public, private sectors and NGOs in Africa need to introduce a variety of management programs as a policy at the national and regional government levels in order to engage talented women in its process of seeking sustainable development.

Moyo (2011) in Moyo (2014) observed that patriarchy, culture and tradition had a negative effect on their development in most African countries. Moyo further explained that culture has made women to believe that issues of development and decision making are masculine, meaning that they are the preserve for men. IFAD (2011) emphasized that inequalities that exist between men and women make it difficult for women to fulfill their potential. Moyo (2014) also claimed that violence against women, illiteracy and time constrains also has a negative impact on women's health so their participation in development is hampered. Although in Tanzania there are still problems facing women towards full involvement in the development process (allocation of resources, decision-making at various levels) still women contribute in different ways in development activities. Mmasa (2013) reported that rural women involved in agricultural activities play an important role in domestic and socio-economic society.

ILO (2008) noted that Tanzanian women entrepreneurs have proven that they are the main force for development not only within their communities but also they make important contribution to their country socio-economic well-being. Manyerere (2015) revealed that rural women in SMEs need to be empowered, by being provided them with start-up capital and low interest loans. They also needed training to enable them manage their businesses efficiently. The women also believed that their group leaders needed to ensure that money meant for loans to facilitate their

access to credit reached them rather than being held up at the district level. This study therefore recommends that women to be economically empowered by being provided with loans with a relatively lower rates of interests to get capital to initiate and sustain their business activities. Access to the capital will facilitate easy business activities and hence increase their chances to reduce if not to address life hardship challenges.

Jahpur Foundation (2015) stated that empowering women can help them develop their creative capacities and sustain them as a part of an entire movement of empowerment. That is to say, empowering women will help them discover their inner brilliance and also help them understand their inner creativity also it can make them achieve the following;

- i. It will enable economic independence to women working at home and help them assert their rights.
- ii. To escape the precincts of poverty and hunger by creating sustainable market-based solutions for the sub-alter.

Javid (2016) stated that empowered women can cause healthy changes in a society by discharging different responsibilities in different roles. No society can achieve sustainable progress with a minimal or negligible role of women. By empowerment of women we mean the moral, educational, intellectual and cultural development by virtue of which a woman not only understands her status and the spirit of her roles but also know how to discharge the responsibilities in different circumstances. The success of the process of empowerment depends on mutual cooperation and right information been provided. The society should feel its importance and facilitate with all possible modes to ensure a smooth and productive process of

all round development. In addition, one important implication of this definition of empowerment is that the individual and the community are fundamentally connected.

Women empowerment as opined by Afolabi (2003) comprises of five components: women's sense of self-worth; their right to have and to determine choices; their right to access to opportunities and resources; their right to have the power to control their own lives both within and outside the home; and their ability to influence the direction of social change to create a more just, social and economic order both nationally and internationally. Some elements as necessary conditions for empowerment include:

- i. Access to skills training, problems solving techniques, best appropriate technologies and information.
- ii. Participation in decision making processes by all people, particularly women and youth.

In the context of this study, women empowerment is described from the viewpoint of a woman being financially independent through her engagement in income- generating activities. These include having:

- i. Access to productive facilities that would enhance her income- generating
- ii. Capacity, having control over the income generated by investing in personal properties,
- iii. Having personal savings either through thrift or bank account(s) and contributing to the financial upkeep of her household,
- iv. Actively participating in household decision-making on issues that affect her livelihood, such as choice of health care facilities, children's school, number of children, child spacing,
- v. Having improved self-worth gained through awareness and ability to negotiate and voice out concerns on issues that infringe on her rights as a person and as a woman.

2.7.2 Types of Socio-Economic Activities

The following are the types of socio-economic activities that are common in Nigeria. These activities do not need much capital to start-up as they require only basic skills.

Hair Styling: Hairstylists are an important part of the health and beauty industry, as they are responsible for cutting and styling clients' hair. They are highly skilled in their ability to handle hair, and also have extensive knowledge of the appropriate products for different hair types. In Nigeria today, hair-stylists are very much in demand everywhere you go. Hair stylists need specific skills to become successful at cutting and styling hair. These skills may be learned while attending vocational school and while on the job. As a hairstylist, you are constantly learning and will always want to keep up on the newest trends to be successful.

Fashion Designing: Style and design go hand in hand. A good designer will be able to effortlessly piece fabrics and garments together to create a stunning end product. Fashion design is a glamorous career – from dressing top models and celebrities to showcasing at fashion shows across the country across to making and selling ready-to-wear clothing for the young and adults.

Makeup Artistry: Makeup artistry is a type of vocational skill that brings out the cosmetic “best” in people making them more beautiful and attractive to the eyes. The beauty industry regards makeup artistry as a goldmine for self-made women by Forbes. In Nigeria, looking good is good business. There is a boom of makeup artists right now. Many of which are mostly young female fashion enthusiasts. The need for a makeup artist may be seasonal and occasional (mainly on weekends) but it's a booming profession for very skillful artists.

Event Planning: Every weekend, hundreds of thousands of Nigerians attend one event or another, from weddings to child dedication, to house warming or burials. Event planning is a type of vocational skill that involves a lot of management and supervision. Being an event

planner is both a rewarding job and rated to be one of the most stressful in the world. The long-term success of an event planning business will be based on the experience that the planner brings to his or her clients.

Electrical Repairs: One thing with household electrical appliances is that anyone regardless of how much they earn can own one, and while some people do not mind replacing their faulty appliances with a new one, most people would prefer to repair their appliances in a bid to save money. Even though this is not a business that requires any sort of formal training before one can start it, having experience from either vocational training or an apprentice program.

Home Cleaning: Starting a home cleaning business is one of the least expensive ways to become a business owner. This is a lucrative business in the urban parts of the country as there will always be homes that need cleaning, and it is a job people are eager to hand off. The skills required to become a professional home cleaner are simple and basic skills that we all pick up in our homes when we were growing up.

Arts and Crafts: Art and craft are any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. Arts and crafts describe a wide variety of activities involving making things with one's own hands. Arts and crafts is usually a hobby. Some crafts (art skills) have been practiced for centuries, others are more recent inventions. Common arts and crafts activities required among Nigerians are painting, drawing, weaving, beading, sewing, and shoemaking. Acquiring any of the aforementioned arts and crafts skills will set you up an incredible journey of business as one can easily beautiful art products and sell them to people that like them.

2.8 Challenges to Information Seeking and Utilization by Women Artisans

Information seeking and use is not without problems. These problems are setbacks to the free flow of information from source through the media to the users and consumers. The problems are economic, social, environmental, occupational and infrastructural (Afolabi,2003).

The economic problems of information seeking relate to the cost of information carrying media and the time and labour spent in looking for it. Attitude of people towards information-seeking is contingent on the ease or otherwise of obtaining such information, poverty, and the scarcity of information being sought.

The level of literacy of the people is also an influencing factor. Hiding of relevant information by the illiterates and fear of being apprehended when certain information is leaked are problematic to the flow of information. The type of job that one does may bring about lack of time for seeking information. 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).

Access to information has been affected in so many ways; based on the research by Igwe (2012), Ugah and Okpara (2007) and Swigsson (2010) identifies the challenges affecting the accessibility and utilization of information by women artisans toward their socio-economic empowerment, which includes: illiteracy, lack of infrastructure, ignorance, lack of awareness, inaccessibility and cost. What are missing from the literature on Artisans are further discussions on the information laws or policies (sustainable strategies, including regulatory and policy frameworks) that could enable the smooth flow of information in the sector.

In the same vein, Igwe (2012) also identified factors that act as bottleneck to information accessibility by user to include:

1. **Language:** The kind of language being used can be a problem in the sense that, if information is disseminated to people and the language by the recipient, it can be a problem to the recipients.
2. **Illiteracy:** This is the most challenge that affects information accessibility and utilization of women artisans because it is not all of them that have skills to read and write in which they find it difficult to access and utilize the information available for them.
3. **Geographical Distance:** Distance becomes a problem due to the lack of communication facilities which can be used to pass information.
4. **Lack of Infrastructure:** Infrastructural facilities such as the radio, television, electricity, library resources etc. may be needed to facilitate the generation, processing and communication of information in which some of them are costly to procure and without some of this facilities there will be little or ineffective access and utilization of information.

This corroborated Ugah and Okpara (2007), study where they stated challenges to the accessibility of information by users. These challenges are: lack of awareness, inaccessibility, environment, poor infrastructure, costs for users etc.

1. **Lack of Awareness:** Information seekers and users may not know about the resources available and the libraries did not made it clear to the information seekers about the traditional resources and services which serve as impediments to information accessibility and utilization but effective access and use of information can flourish a society.
2. **Inaccessibility:** The availability of information resources makes it easy for the information users to access it and utilize it efficiently, if there are no information resources to satisfy to their needs in order to make the information resources to be useful.

3. **Environment:** The environmental factors include the polluted air in urban and industrialized cities. Noise is also environmental factor that hinder communication processes within a particular environment Uhegbu (2001) includes language and location of information as environmental factors.
4. **Poor Infrastructure:** Infrastructure is the basic framework of any information organisation, effective information access and utilization depends on communication facilities such as telephone, internet, radio, television etc as well as an adequate supply of electricity.
5. **Costs:** The costs of information sources also affect the accessibility and utilization of information because some information sources are expensive and not only that but scarce.

Swigson (2010) listed some challenge that may hinder the accessibility of information which includes the following;

1. Challenges connected with personal characters:
 - i. Lack of time
 - ii. Illiteracy
 - iii. Lack of information skills.
2. Interpersonal challenges:
 - i. Lack of help from people who are the source of primary and secondary information
3. Environmental barriers:
 - a. Legal barrier
 - b. Financial barrier
 - c. Political barrier
 - d. Cultural barrier.
4. Barriers connected with information resources

- a. No access to home libraries
- b. Poor advertisement.

In the Information Behavior Model, Wilson (1996) incorporated the concept of intervening variables to information seeking behavior. Intervening variables to information seeking can be classified as: personal, social/interpersonal, environmental/situational and information source characteristics.

- a. **Personal Barriers:** personal barriers include educational levels, knowledge base, demographic variables and other factors.
- b. **Social Barriers to Accessing Information:** In developing countries, social networks have been observed to be particularly important for the delivery of a range of intangible, but critical enterprise resource inputs, including empowerment, trust, and motivation, as well as new knowledge and information (Duncombe 2004)
- c. **Environmental/Situational Barriers to Information Seeking:** The environment may impose barriers of an economic, political, and geographic or other nature also language can fall under this barrier.
- d. **Information Sources as Barriers to Information Seeking:** The sources of business information are in themselves barriers to artisans in some cases. While governments, business support organizations and NGOs try to promote access to information, programmes are not properly designed to meet the needs of the sector and are not adequately staffed with trained personnel to disseminate information.

Latha and Murthy (2009) carried out a research of whose purpose was to study the problems faced by small-scale business persons in Nellore District of Andhra Pradesh, India and also to study the opinions of entrepreneurs regarding what the different factors that were helpful for the success of entrepreneurship. The duo established that the major problems faced by entrepreneurs were the high price of raw materials, lack of marketing information and marketing of products. They further established that about 90% of the respondents did not want to make a formal complaint to government agencies about their problems.

In the context of Tanzania, Siyao (2012) in a study of barriers to accessing agricultural information found paucity of agricultural extension officers (54%), lack of library and information centers (50%), lack of farmers' associations, and lack of good leadership (45%). Moreover, lack of seminars, workshops and training programs (44%) are among other barriers. Siyao further pointed out that, unknown sources of information (39%), lack of simple reading materials (37%), lack of agricultural demonstrations (32%) and growers (27%) were other barriers. Similarly, Isowe (2007) argued that challenges faced by Tanzania coffee farmers in Moshi region in accessing information includes; too much information, high price, time, and language constraints. These findings concurred with Ndenje-Sichalwe's (2004) that women involved in SMEs did not have enough time to search for information.

In relation to information needs of rural women involved in small and medium enterprises; Manyerere (2015), established that although rural women had several information needs they did not effectively seek for information due to various reasons. Among them includes workloads, time constraints, and low level of literacy. The women also expressed concern about having insufficient time to go searching search information to make informed decisions about their businesses. They felt that, their tight schedule coupled with IGAs roles as well as supporting

their families did not leave them with adequate time to look for relevant information. This situation was not peculiar to women in Tanzania because in most families in Africa, women are responsible largely for domestic activities such as cooking, cleaning home, preparing children to go to school, cultivating the farms, etc. The other concern expressed by women was the irrelevant information materials that were available within the centers. Journals and some documents in these centers focused on health, gender, politics and laws. Though these documents were essential they did not add value to the promotion of their business especially poultry and kiosk activities.

Dutta (2009) attributed high rate of illiteracy, inability to access formal channels of information due to poverty, lack of adequate and efficient information delivery mechanism, ignorance of government's responsibilities to its citizens, skepticism of the rural woman towards government and its information agencies, attitude of extension workers towards effective rural information service as well as inaccessibility of the rural areas by NGOs as the barriers to information needs of rural women.

Njoku (2004) in a study confirmed that other source characteristics which act as barriers to information accessing are the lack of business support organizations to articulate the information requirements of artisans well as failing to educate and train them on how to access and use information. This could be attributed to the lack of trained personnel to process and disseminate information within business support organizations. The dissemination methods of service providers are generally poor. They pose physical constraints in the flow of information to target groups especially in rural areas where the literacy rates are low and postal, telecommunication and related services are inadequate. Therefore, it can be seen that women artisans face some

barriers which hinder the accessibility to information, which is expected to improve their skills and also make them stay up to date with modern technology for their various skills.

Similarly, Olabode (2008) studied “the information needs of selected rural communities in Ekiti East Local Government Area of Ekiti state”. The study discovered that majority of the respondents had secondary education and few with university education. The main occupation of the respondents is farming, while few engaged in teaching, trading, civil service and others. The study also discovered that the rural community needs information on agriculture, health, politics, education and employment. The findings also showed that the problems of the rural dwellers include high illiteracy rate, absence of rural public libraries and information centers, absence of radio and TV broadcast in local dialect among others. The sources of information available include radio/TV broadcast, traditional ruler’s friends, billboard/posters and magazines. And majorities do not use these information services and the researcher attributes this lack awareness of such information services provided to the high cost of information materials. Suggested solutions include: motivating the educated people in rural communities to assist the illiterate people to have access to the information, order translation of information on radio and TV into local dialect which rural dwellers understand, create awareness of available information centers and provision of good roads.

Olabode’s (2008) work reviewed above is similar to the present study in the sense that the researcher studied information needs in selected rural Communities in Ekiti East Local Government Area of Ekiti State. In addition, Mordi, Simpson, Singh, and Okafor (2010) conducted a research on, “The role of cultural values in understanding the challenges faced by female traders and entrepreneurs”. The findings revealed that female traders were generally confident and resourceful and that they enjoyed the challenge of entrepreneurial activity. As in

the West, the female traders and entrepreneurs experienced difficulties relating to family commitments and access to finance as well as problems gaining acceptance and accessing networks.

Iqbal, Yousaf and Soroya (2013) carried out a study of the information need and seeking behaviour of rural women in Soon Valley, Pakistan, which shows that the factors that poses barrier to the accessibility of information by rural women includes; less resource as there is no single public library in that area and lack of time among others.

2.9 Theoretical Framework and Conceptual Framework

The theoretical framework of a study is the structure that holds and supports the theory of a research work. It serves as the lens that a researcher uses to examine a particular aspect of a subject field. In other words, it elucidates or explains the rationale, justification or basis of the study (Khan, 2010). Theoretical framework attempts to answer two basic questions:

- 1) What is the problem that you (researcher) set out to investigate and answer?
- 2) Why is your specific approach a realistic or feasible solution to the problem?

The answers to these questions stem from the use of a number of sources, which are outlined or discussed in the literature reviewed and, therefore forms a critical part of one's research proposal and theoretical/conceptual framework.

A number of information theories have been used by many researchers to study the information use of different categories of users. These theories includes Johnson's (1997) Comprehensive Model of Information Seeking (CMIS), Wilson's global model of information behaviour, Kuhlthau's (1993) information search process and so on.

For the purpose of this research, the researcher adopted the information Needs, Access and Use Model proposed by Mtega (2012), with necessary modification in order to fit in the current

study. The model provides a familiar outline to determine the elements that can facilitate the information seeking and utilization by women artisans in Metropolitan Kano.

Mtega (2012) recommended that human beings express information needs in their day-to-day activities (Reitz, 2010). Mtega further defined information need as a gap in a person's awareness that, when experienced at the conscious level as a question, it gives rise to a search for an answer. After being aware of the information needs, the information user embarks on a search for information. The behavioral expressions 'collectively known as 'information seeking behavior' resemble problem-solving or decision making processes where an individual identifies possible sources, differentiates and chooses a few sources, locates or makes contact with them and interacts with them in order to obtain the | desired information Choo (2011).

Pertaining to Information Use, Mtega (2012) and Choo (2011) opined that the effective information seeker accesses relevant information from appropriate information sources. The accessed information can only be useful when effectively interpreted. Information seekers also influence their usage of information. With regards to the accessibility of information resources, Mtega (2012) opined that limited information accessibility is caused by a number of factors. Quoting Kamba (2012), he mentioned inadequate basic infrastructure, electricity, telecommunication, roads and transportation), low literacy levels, lack of suitable nation services and lack of technical competencies as among 'the barriers to delivery of nation services in developing, countries. The model discovered how people go about using information. The model assumed that people have various information needs and that there are multiple information resources people can consult. Decisions about appropriate information resources are influenced by the social, economic and cultural background of the information seeker. Moreover, the ability to access, evaluate and use initiation is impacted by such variables as well. People with

unsatisfied information needs will be consulting the information resources again for the purpose of accessing the appropriate channel.

Figure 2.1 shows is a diagram of information needs, access and use model developed by Mtega (2012)

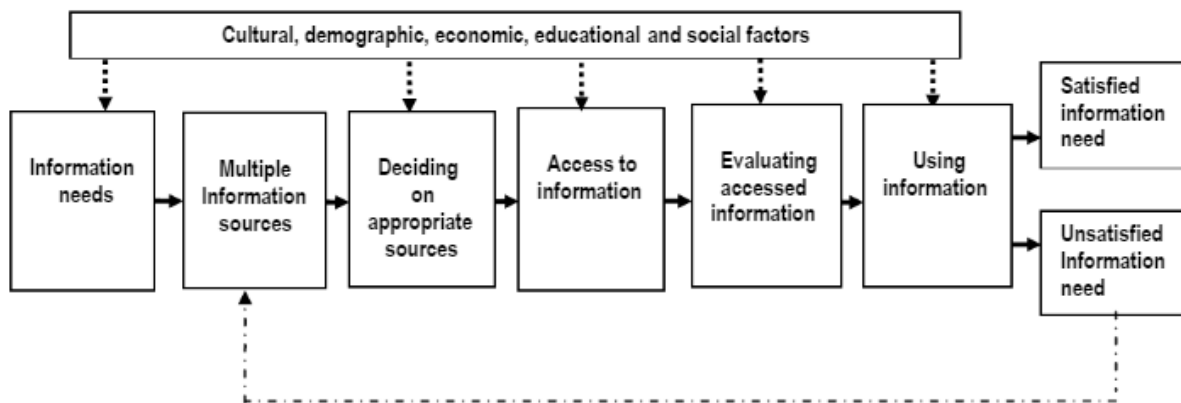


Figure 2.1 Information needs, access and use model (Mtega, 2012)

Information use, according to Mtega (2012) and Choo (2011) opined that the effective information seeker accesses relevant information from appropriate information sources. The accessed information can only be useful when effectively interpreted. Information seekers also influence their usage of information. With regards to the accessibility of information resources, Mtega (2012) opined that limited information accessibility is caused by a number of factors. Quoting Kamba (2012), he mentioned low literacy levels, lack of suitable nation services and lack of technical competencies as among ‘the barriers to’ delivery of nation services in developing countries. The model discovered how people go about using information. The model assumed that people have various information needs and that there are multiple information resources people can consult. Decisions about appropriate information resources are influenced by the social, economic and cultural background of the informationseeker. Moreover, the ability

to access, evaluate and use initiation is impacted by such variables as well. People with unsatisfied information needs will be consulting the information resources again for the purpose of accessing the appropriate channel.

Below is a diagram of information needs, access and use model developed by Mtega (2012)

The Strength of Mtega's Information Needs, Access and Use model

1. The Model is useful as it justifies that the information seeking process relies on the resources of the information available, as well as the awareness of those information resources.
2. The Model also provides a familiar framework to determine the elements that can facilitate the generation and utilization of information resources; awareness skills access skills, evaluation skills etc.
3. The model also justifies that users with unsatisfied information needs will restart consulting the information sources again for the purposes of generating appropriate information.

Weaknesses of the Mtega's Information Needs, Access and Use model

Like every model of information needs, the access and use model despite its advantages is no free from weaknesses; there are certain drawbacks, which should be identified for clear and comprehensive understanding of it that will have ultimate effects on its applicability.

These shortcomings are summarized as follows:

1. Though the model incorporates the issue of the awareness on the information needs of various sets of user communities to recognize when information is needed and have the ability to locate, evaluate and use effectively their needed information

resources, they are broadly hidden under information need. The current study, therefore, reveals the effectiveness in the generation of such need due to their relevance.

2. The model also failed to consider the level of satisfaction derived by the users of information resources within the characteristics of their predetermined information needs.
3. It considers satisfied information need as the end-product of the information seeking process. Thus, there is a need for the model to provide feedback to show the level of satisfaction derived by the users of information sources

Conceptual Framework

Conceptual Framework is “a written or visual presentation that explains either graphically or in narrative form, the main things to be studied; the key concepts or variables and the presumed relationship among them”. The proposed conceptual model adopted is the Information Needs, Access and Use model developed by Mtega (2012). For the purpose of this study, i.e. Information seeking and utilisation by women artisans in Metropolitan Kano. The model was adopted in for the study because the variables in the model are related to this study. It is applicable to this study because of its components, which seem to be a direct reflection of the components of this study because the model was developed for information use of farmers. This is why the researcher found it relevant for adapting within the context of this study but with some modifications.

In order to understand the information seeking and utilization by women artisans in metropolitan Kano, the researcher adopted Mtega’s model and modified some of its variables to answer the research questions and objectives. The model has ten (10) interrelated variables, namely:

Educational Factor, Information Need, Multiple Information Sources and Awareness on Information Resources, Access to Information Resources, Utilisation of Information Resources, Satisfied Information Need and Unsatisfied Information Need. Information Need: for clear understanding, the modified variables are literacy level, income, age, experience, marital "status, experience, information needs, information sources, information resources, Information, utilization, challenges and The explanation of the model in relation to the current research question is as follows:

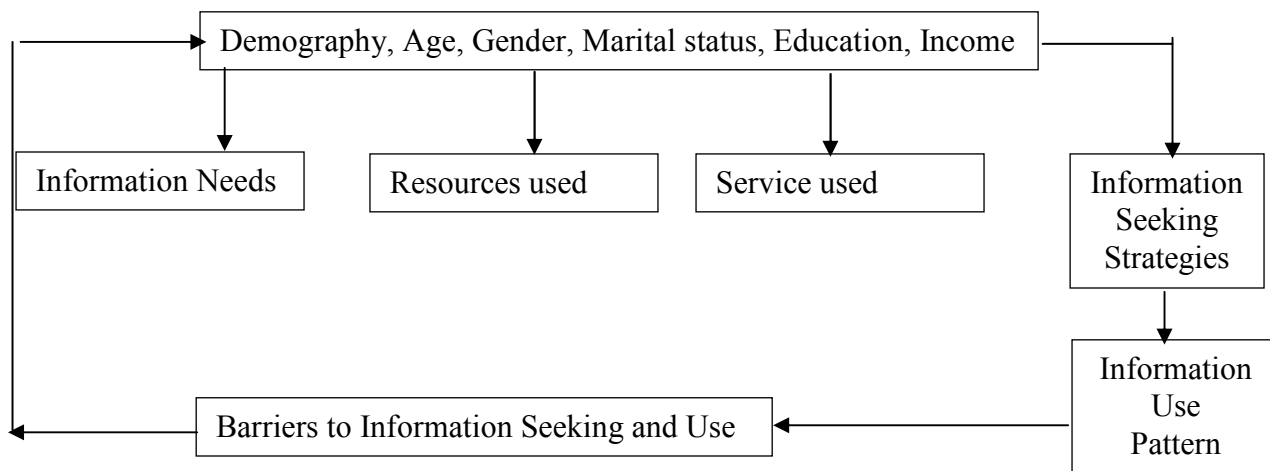


Figure 2.2 Modified -Information seeking and utilisation Model

The measures taken to satisfied information needs and/or unsatisfied information need; for clear understanding the variables are explained in Figure 2.2 above as follows:

Information Needs: These are the products of every societal educational factor. According to Mtega (2012), the information seeker’s level of education can also influence his information needs. In addition, the women artisan’s environment also influences the types of information require and the sources, available to satisfy such needs.

According to Diso (2004), “information is seen as a product of man' interaction with nature, i.e.-his environment. In this respect, information is a product of man economic, political,

cultural and physical activities, etc, arising from the daily; interactions with his objective and subjective environments”. Therefore, a number of education programmes, such as face-to-face interactions, tours, demonstrations; lectures, training sessions user guides and workshops, influenced farmers in the awareness and the choice of the relevant information, especially with reference to his information need as determined by the users level of education. Thus, decision about the appropriate information is influenced by the educational background of the user after which he then seeks access, evaluates and uses the information.

|In this research work, the model assumed that women artisans have various information needs and those needs are directly influenced by their educational, economic, societal, and demographic factors. The most important issues to be considered here are that for women artisans in metropolitan Kano to have their information needs satisfied, the characteristics of the information need must be clearly identified and known before starting the information seeking processes. If they have learned how to identify the wide range of information sources they required, it means that information needs have to be satisfied to bring a solutions to their challenges.

Information Sources: The modified and proposed model assumed that the information sources like, library, marketplaces/ market days, “family, friends' association and unions, etc., should be able to obtain different information resources, which comes in print and non-print information resources/information media source and can be used by the women artisans. These: resources are categorized into two:

Print Resources: Print information resources are those items that are printed on paper and appear in book form. The user of these materials must be able to read, as that is the only way print materials can be used.

Non-Print Resources: These are information materials that are not printed on paper. They come in other forms than books form and are also called non-book or audio-visual materials. Some of them listen to radio, some are viewed like posters, while others can be both listened to and viewed, e.g television, mobile phones, social media, etc. However, it is assumed that before the end of the training the women artisans will have an ample opportunity on how to use the resources which will satisfy their information needs.

Accessibility of Information Resources: Accessibility to information resources determines the speed at which an information output in any format is obtained.

Information Resources: Immediately after accessing the information resources women artisans, based on the required information needs, the available information resources for the purpose of satisfying information need. Using the .resources appropriately shows that they ar materials; also, if the utilisation of the materials is less, we know that utilisation is important to them.

In summary, we can say such adopted model justified Information seeking and utilisation by women artisans in metropolitan Kano, who will know how to search for the relevant information sources to acquire how to obtain' information and how to utilise it in such a way the others can learn from them. The information need of the women artisans is satisfied, then there will be need to utilize such information, the utilisation of it has been enhanced or achieved, as the case may be. Thus, the aim of the Model, which is to satisfy the information needs of women artisans, can be achieved. At this stage, Kernis, Madden & Fulton (2004) suggested a “feedback is the benefit of the outcome of the information seeking process to the information need or task, as well as other roles unexpectedly”. In this instance, it is assumed that lie feedback loop, should only loop back within the predetermined characteristics of the

information need stated first by the information user. The model tried to portray that their information needs are satisfied through multiple sources that can provide them with different types of information resource access to the needed information effectively and efficiently, incorporate selected information on one's knowledge base; utilise the different information types effectively to accomplish the major purpose, and also make sure that, they are satisfied with the various resources or r satisfied.

From the above discussion, we can summarize that information seeking involves fundamental operations. In the first place, a certain information need is established. If information is generated for the satisfaction of such established need, then imposing it to satisfied stated information need and then utilizing the information in its original form.

2.10 Summary of the Review and Uniqueness of the Study

This section summarizes the points discussed in the review of literature on the concept of information for socio-economic activities, where the literature, which the researcher carefully studied show that information can be conceived as anything that adds to existing knowledge, ideas, skills, and experiences positively or negatively that enables us to take decisions or react to situations immediately or later at an appropriate period of time (Mohammad, 2012). This definition implies the adoption and the method of sharing information which is expected to increase productivity in socio-economic activities for women artisans. However, a few or no research was conducted on the Information seeking and utilization by women artisan for their socio-economic empowerment in Metropolitan Kano.

The literatures reviewed have revealed a low attention given women artisan but more of women in general down to other categories. However, scholars have made efforts to define some

concepts of information and information needs which were stated that: “. From information need is what an individual ought to have his work, for edification and for recreation”. From this assertion of information need, for any gap an individual has to require information to create ideas and obtain resources to reach this, is to determine their information needs. It could be established that information need describes how an inquirer obtains answers from information system through conscious or unconscious process. Some the empirical studies reviewed different information needs of women ranging from health, education, economy, political, and others. This also states that these needs are unmet. Moreover, information provided should enrich women artisans with ideas, facts and knowledge about their socio-economic activities. Studies of Aina (2004), Haruna and Mabawinka (2003), Kumar (2014). Igwe (2012), Reitz (2004) and Yusus (2012) were relevant to this study.

The study also reviewed the kind of information resource used by women artisan and found that their use of different source of information is very important to their occupation. Different sources and channels for information have played an important role to meet their requirements. Some sources and channels of information commonly used by women are as follows: radio and television, social network (network formed through association with members of women’s organization), online sources (internet), friend and relatives, newspapers and magazines, business organizations (formal sources that serve both women and men business owners). Therefore, it has emerged from the literature analysis that information providers, libraries and government should consider both the informal and formal systems that women use to access business information. Social and business networks have been identified as being important to small enterprises. Any information delivery programmes should consider their role as both sources of

business information and communication channels. The studies of Lasisi (2012), Mumbo (2014) and Manyerere (2015) were found to be relevant to in this research.

Literature on the information seeking strategies was also reviewed. Studies of Uhegbu (2007), Utor (2008) and Afolabi (2003) among others were found relevant to this study. However, it is observed that, most seeking strategies employed by women artisan were more of informal means of seeking information. In the context of Nigeria, the study of Lasisi (2011) on information needs and seeking behaviour of rural women that identified their needs and seeking behaviour employed by the subject in satisfying their needs were found to be relevant. But not all women artisans are aware of their information needs.

The study also reviewed the information use pattern of women artisans. The study of Mishra (2012) on information use pattern of female students that identified their information use pattern in three categories; frequency of information use, Format of information use, The mode upon which they search and use the information. Other scholars are Rani (2009), Akira and Paivi (2010) were also found relevant to the study.

Studies on Barriers to information seeking and utilization required by women artisans were conducted and reviewed. The contribution of Swigson (2010) and Ugah and Okpara (2007) were considered vital to this research work. From Nigeria perspectives Igwe (2012) and Afolabi (2003) highlighted the possible barriers that could hinder the use of information by users to enable a better understanding of the information seeking and utilization of women artisans in

Metropolitan Kano. Mteg Model of information use and access was adopted and used as the theoretical framework for the current study.

The uniqueness of the study lies in the fact that the subject (respondent groups) whom were women artisans which is unique, so also the study area. Although from the literature reviewed few studies were carried in other developing countries and other part of Nigeria, they focused more on women in other categories and information needs, information seeking behaviour, sources of information use, information seeking strategies, but not information seeking and utilization of women artisans and their information use pattern. Therefore, the study emanates to fill the gap established from the literature reviewed. Most of the studies used interviews, qualitative methodology, but the current study employed quantitative methodology, cross-sectional design, Data generated was analyzed using descriptive statistics.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter describes the systematic procedures used in conducting the research. It can also be seen as the strategies adopted by the researcher to generate and analyze data required for the study. The methodology used in the collection and analysis of data was quantitative methodology consisting of the research design, population of the study, sampling technique and sample size, instrument for data collection, validation of instruments, methods of data collection and method of data analysis.

3.1 Research Design

The research methodology employed in this study was quantitative methodology. Quantitative research methodology is the systematic, empirical investigation of social phenomenon via statistical, mathematical or computational techniques (Hunter and Erin, 2008). Adamu (2006) defines a quantitative research as a study that involves the use and analysis of numerical data using statistical techniques. It poses questions about who, what, when and where, how many and how much. It is a research that relies primarily on the collection of quantitative data. Quantitative research helps the researcher to ask specific questions and collects numerical data from respondents to answer the questions, the results is usually (quantifiable) and hence considered more “objective”. The researcher used a cross-sectional survey design. According to Imoisil (2006) “survey research techniques involves the researcher to go out and meet the respondents that have the information(s) he wants. The researcher believes that the context in which the data are collected will not influence the outcome. Akanbi (2006) sees survey research design as a

method of collecting original data for describing a large population to be observed directly by measuring their attitude and orientations.

The reason for choosing survey research design is that it is a research method for confirming assumptions, hypothesis and assessing a situation with the aim of identifying and correction inadequacies as well as removing certain inefficiencies. In this study, cross-sectional survey research design was used. Cross-sectional survey design is used to gather information at a single point in time. The reason for choosing cross-section survey research is that is efficient to use as there is no follow up; fewer resources needed to run the study and it is not time consuming.

3.2 Research Setting

Kano is the state capital of Kano State in North West, Nigeria. It is situated in the Sahelian geographic region, south of the Sahara. Kano is the commercial nerve center of Northern Nigeria and is the second largest city in Nigeria. The Kano metropolis initially covered 137 square kilometers (53 square miles), and comprised six local government areas (LGAs) Kano Municipal, Fagge, Dala, Gwale, Tarauni and Nasarawa. The total area of Metropolitan Kano is now 499 square kilometers (193 square miles), with a population of 2,828,861 as of the 2006 Nigerian census. The principal inhabitants of the city are the Hausa people. As in most parts of northern Nigeria, the Hausa language is widely spoken in Kano, while English is the official language. In Kano State 25.7% unemployment rate (39.5% for women, 1 out of 3 women in Kano run SMEs with 75% of them working population working in agriculture with 5 million poor people in Kano state with poverty at 64% (Banfield, 2014), NBS (2010) and Coffey (2013).

Young women are involved in significant income earning activities in Kano state, predominantly within the informal sector. The most common type of income earning activities young women

were involved in include petty trading, producing and selling value-added products, and service industry jobs such as tailoring, sewing and hairdressing. The income women earn plays a significant role in household relationships and economics in all the state. However, young women with disabilities were much less likely to be involved in income earning activities due to significant discrimination, as well as low social assets all of which limit the opportunities available to them. In Kano, married women face cultural restrictions which severely limit their movement, and as a consequence most economic activities occur within their home compound. Within this restrictive environment, married women's husband plays a key role (both restrictive and enabling) in women's economic opportunities in the state. Whilst single women have more freedom to work outside of their homes, their economic activities are limited. Women have limited capabilities and face restrictions to owning and controlling economic assets including a notable lack of access to financial services, Knowing their information needs which can increase their socio-economic activities. However, the majority of women in all the state had high aspirations mostly related to growing their current trading activities within the informal sector, though in some cases related to the desire to work in more formal professions (NSRP, 2015). Therefore, women artisan in the Northern parts need to be educated and oriented on their socio-economic activities which will help them grow in the productivity and the society at large. Research setting simply means the area of coverage of study as well as the subject of the study adopted.

3.3 Preliminary Study and Findings

Smith (2015) defined preliminary study as to develop different aspects of the trial procedures or to collect data to facilitate the planning and conduct of the trial or studies. Preliminary studies

may be needed to provide local up-to-date data, in order to calculate or confirm the sample size required for the main study. The purpose was to determine the main objectives of this study:

1. To determine the population of the respondents.
2. To determine the association responsible for information generation for women artisans.

In order to identify which Association has the relevant data that will satisfy the researcher needs a preliminary survey was conducted to determine the objectives, which are:

1. A visit was paid to metropolitan Kano to identify the women artisans, the local government under the metropolitan are Dala, Fagge, Nassarawa, Tuarani, Kano Municipal, and Gwale. The findings were out of the 6 local governments, Fagge local government has more women artisans, and women artisan associations which are: Wazobia Market Hairdressers Association (WRA), Food sellers/Caterers association Kano State, Association of Tailors Kano state Chapter, Kano State.
2. Most of the women artisans in Gwale, Dala Taurani, Kano Municipal and Nassarawa have no associations, rather, they registered with Fagge Local government associations.
3. Each association has a president who acts as head of the association and a secretary who helps in registering women artisans who wants to join the association.
4. Apart from English language being the official language, Hausa is commonly spoken and understood by women artisans

3.4 Population of the Study

Population refers to all possible object of particular type as defined by the aims and objectives of the study (Bichi, 2004). Bello (2009) also describes population “as that group about which the researcher is interested in gaining information and drawing conclusion”. Population refers to all the targeted respondents of a study.

Therefore the targeted population of the study is 718 consisting of the entire registered women artisan with their socio-economic activity under their respectively. According to association's register, there are 718 registered women artisans.

The table below shoes the population of registered women artisans under their local governments

Table3.1: Registered Women Artisans in Metropolitan Kano

L.G.A	No. of Registered women artisans
Dala	60
Fagge	330
Kano Municipal	82
Nassarawa	106
Gwale	54
Tarauni	86
Total	718

Source:Wazobia Hairdressers Association (WRA), Food sellers/Caterers association Kano State, Association of Tailors Kano Chapter, Kano State (2015) Results for preliminary study.

3.5 Respondents Group

The respondents of this study were women artisans randomly selected from their association registered in Fagge Local Government. Their role was to answer the research questions administered to them.

3.6 Sampling Techniques and Sample Size

Sampling refers to the selection of individual, units and settings to be studied. It is a portion of the population being studied, drawn through a definite procedure. Very often the target population is so large or spread over a very large area; time and availability of material resources are limited. The application of sampling in educational research is fundamental; this is because it helps researchers to derive certain generalization applicable to population from which the sample was drawn (Bichi, 2004).

The subject of this research study comprises of registered women artisans (718) in the 6 local governments under the Metropolitan Kano. The sample of 250 which was derived from a formula of Krejcie and Morgan (2005) is fairly sufficient to provide bulk of data for the study, since it will be difficult to involve the entire population of the women artisan in Metropolitan Kano.

Krejcie and Morgan, (1970);

$$\text{Sample size}(S) = \frac{x^2 \times N \times p \times (1-p)}{d^2 \times (N-1) + x^2 \times p \times (1-p)}$$

$$d^2 \times (N-1) + x^2 \times p \times (1-p)$$

Where

S = required sample size

X^2 = the table value of chi square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size (which is equal to 718)

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree accuracy expressed as a proportion (0.5)

Substituting 718 in the above formula, 250 is obtained.

This was done as follows:

$$\begin{aligned} \text{Sample size (S)} &= \frac{x^2 \times N \times p \times (1-p)}{d^2 \times (N-1) + x^2 \times p \times (1-p)} \\ &= \frac{(1.96)^2 \times 718 \times 0.5 \times 0.5}{(0.05)^2 (718 - 1) + (1.96)^2 \times 0.5 \times 0.5} \end{aligned}$$

$$= \frac{689.5}{2.75}$$

,

$$= 250$$

A sampled size of 250 women artisans was drawn from the total population of 718 registered women artisans. Moreover, a simple random sampling procedure was used to draw up representatives from the study area, using women artisans in the metropolitan area in which three vocations was identified such as hairdresser, caterers/food vendors and tailors/embroiders as strata and some members will be randomly selected based on the category of vacations in order to give each stratum equal opportunity of being selected since the research areas do not have the same population.

The table below shows the randomly selected strata in each local government; the total of each LGA, the percentage population of the LGA as compared to the gross population of six LGAs and the sample respondents.

Table 3.2 Distribution of the Research Instruments to the respondents, Groups

S/N	LGAs	Sampled	Respondent Groups		
			Total Population	%	Total Sampled
1.	Dala		60	9	22
2.	Fagge		330	45	112
3.	Kano Municipal		82	11	28
4.	Nassarawa		106	15	38
5.	Gwale		54	8	20
6.	Tarauni		86	12	30
			718	100	250

Below is the formulae used in obtaining the percentage of the sample size for each Local Government as follow

$$\% = \frac{SLGA}{TS \times 100}$$

Where SGLA = Sampled Local Government Area

TS = Total population of Sampled LGAs

E.g. Fagge has a population of 330 registered women artisans

$$\text{Therefore, } \% = \frac{330}{718 \times 100} = 45$$

Similarly, the percentage of the rest of the sampled LGAs was computed as above as well as the sample size for the rest of LGAs were obtained in same manner.

3.7 Research Instrument

The research instrument used to conduct this study was a questionnaire. According to Sovannarout (2017), “A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. It also enables the researcher to elicit responses from the respondents easily (Asika, 2004). The questionnaire seeks information that makes the respondents to respond to it appropriately.

The questionnaire was self developed by the researcher based on the literature reviewed along with the research questions raised. The questionnaire was designed using the research questions as a benchmark and endorsed by the researcher’s supervisor. The questionnaire consist of close-ended format; rating scales of Very Often, Often, Occasionally, Never/ highly satisfied, Satisfied, Moderate, unsatisfied and strongly agreed, agreed, disagree and strongly disagree. The uses of such format permit the researcher to collect the dictate accurate information from the respondents. Also respondents will be allowed to choose from the options provided. The respondent will be required to respond to the items by a tick (✓) against the appropriate options that reflect or show her personal opinion.

The questionnaire has eight (8) sections (A-H), which is as follows:

Section A: Demographic information of respondents, such as age, marital status, educational qualification, occupation.

Section B: Information on needs of women artisans in Metropolitan Kano.

Section C: Information resources used by women artisans Metropolitan Kano.

Section D: Information services used by women artisans Metropolitan Kano.

Section E: Information seeking strategies employed by women artisans Metropolitan Kano.

Section F: Information use pattern of women artisans in Metropolitan Kano.

Section G: Socio-Economic activities engaged by Women in Metropolitan Kano.

Section H: Challenges to formation seeking and use by women artisans in Metropolitan Kano.

3.8 Validity of the Instrument

Validity refers to the degree to which an instrument measures what it is supposed to be measuring. Validity has a number of different aspect and assessment approaches and may be classified as face validity, content validity, criteria validity and construct validity (Akuezullo 2002).

Two types of validity were employed for the purpose of this study face validity and content validity will be employ. The questionnaire was given to the supervisor and experts in the department of Library and Information Science, Bayero University, Kano to have a glimpse of the instruments. His inputs no doubt will have significantly improved the face and content validity of the instruments. To make adjustment and corrections for its content validity. The instruments were therefore modified so as to make the questions clear and straight forward.

3.9 Reliability of the Instrument

Reliability is a measure in testing the accuracy of a research result. Glen (2016), “Reliability is a measure of the stability or consistency of test scores. Reliability is the degree to which a test consistently measures whatever it measures. An instrument is reliable if it measures the same

variable accurately or reflects the true score of the attributes under the study (Brink, 2000). However, to measure the consistency of the result, a pilot study was conducted using test–re–test on some respondents prior to the final administration of the instruments. To ascertain the reliability of the instrument, twenty questionnaires were administered to some respondents that are out of the sampled population of this study in Metropolitan Kano, to test whether each of the questions is reliable, and well understood.

Cronbach’s alpha coefficient was used to calculate the coefficient Scores. The researcher adopted this method because is widely accepted method of statistical evaluation of internal consistency index reliability. According to Cronbach (1990), an alpha coefficient of ≥ 0.8 and above is considered excellent, ≥ 0.70 is considered acceptable and ≤ 0.5 is unacceptable. All results shall be significant at 5% (0.05) margin of error (95% confidence level).

The table below shows the index of reliability. This indicates that the content were reliable to obtain relevant data to achieve the objectives of this study.

Table 3.3 Reliability index of women artisans Questionnaire

	Construct	No. of items	Cronback's alpha (α)
INFORMATION NEEDS	What are the information needs of women artisans in Kano state?	11	0.832
INFORMATION SOURCES/RESOURCES	What type of information sources are used by women artisans?	8	0.816
INFORMATION SERVICES	What are the information services used by women artisans?	7	0.733
INFORMATION SEEKING PATTERNS	What are the information seeking patterns or strategies of women artisans?	7	0.726
INFORMATION USE PATTERNS	What are the information use patterns of women artisans?	7	0.828
BARRIERS	What are the barriers to information seeking and use by women artisans in Kano state?	7	0.888

Source: SPSS Version 16.0 2018

3.10 Administration of the Instrument

The instrument was self administered with help of two female research assistants who served as an intermediary in the area of gender barrier. Respondents were approached and given consent forms to acknowledge their readiness and that of their co-workers to participate and respond to the questions supplied to them. However, this was facilitated with the help of their organization head (president) in explaining to them what the research was all about. The researcher used to go to their place of socio-economic activities early in order to issue the questionnaires to women artisans before they start their daily activities.

3.11 Method of Data Analysis

Data Analysis is the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data (Savenye, Robinson, 2004). The purpose of data presentation and analysis in research is to organize data into a meaningful form.

The data collected was analyzed using some statistical techniques. Frequency count and Percentage was used to analyze the data. This will be done with the aid of a computer programme The Statistical Package for Social Sciences (SPSS) version 16.0 for Windows.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter deals with data presentation, analysis and interpretation of the results of the data collected from the study on information seeking and utilization by women artisans for their socio-economic empowerment in Metropolitan Kano. The analysis of the data was discussed in line with the following subheadings contained in the work.

4.1 Response Rate

4.2 Demographic Information of the Respondents

4.3 Information Needs of Women Artisans

4.4 Resources used by Women Artisans

4.5 Services used by Women Artisans

4.6 Information Seeking Strategies of Women Artisans

4.7 Information Use Pattern of Women Artisans

4.8 Socio-Economic Empowerment Activities engaged by Women Artisans

4.9 Challenges to Information Seeking and Use of Women Artisans

4.10 Inferential Statistics

4.11 Discussion of Findings.

4.1 Response Rate

A total of two hundred and fifty (250) copies of the questionnaire were administered to the respondents. Out of which only, two hundred and thirty (230) were completed and returned, representing ninety two percent (92%) of the total number of the questionnaire administered, while the remaining twenty four (24) copies of questionnaire were not returned.

Table 4.1: Respond Rate

Response Rate	Frequency	Percentage %
Administered Questionnaire	250	100
Returned Questionnaire	230	92
Questionnaire not Returned	20	8

Table 4.1 shows that total of two hundred and fifty (250) copies of Questionnaire was distributed to the respondents, out of which only 230 (92%) copies were duly returned, completed and found usable. This implies that the higher response rate generated from the study was attributed to the persistent follow up and phone calls made by the researcher in order to make sure all the copies of the questionnaire were returned in good time. This response rate of 92% was adequate enough for analysis as highlighted by Kerllinger (1993) that 50% response rate is adequate enough for analysis in survey design studies.

4.2 Demographic Information of Respondents

The demographic information and distribution of respondents was presented based on the data obtained from the field survey. The demographic variables relevant for this study were Age distribution, Marital Status and Qualification and Monthly Income. These intervening variables have significant effects on the economic empowerment activities of the Women Artisans. the data generated from these variables was presented in Table 4.2-4.6.

Table 4.2: Age Distribution of the Respondents

Age	Frequency	Percentage (%)
Less than 30	133	57.8
31 – 40	41	17.8
41 – 50	29	12.6
51 – 60	27	11.7
61 and above	00	0.00
Total	230	100

Table 4.3 Marital Status of Respondents

Items	Frequency	Percentage (%)
Single	112	40
Married	93	49
Divorced	17	8
Widowed	8	3
Total	230	100

Table 4.4 Educational Qualification of Respondents

Qualification	Frequency	Percentage (%)
Primary School	37	16
SSCE/GCE	35	15
OND/NCE	20	9
Bachelors Degree/HND	18	8
None of the Above	120	52
Total	230	100

Table 4.5 Location of Social Economic Activity of Respondents

Location	Frequency	Percentage
Fagge LGA	113	49.1
Nasarawa LGA	44	19.1
Dala LGA	17	7.4
Taurani LGA	25	10.9
Gwale LGA	12	5.2
Kano municipal	19	8.3
Total	230	100.0

Table 4.6 Level of Monthly Income of Respondents in Naira

Income in Naira	Frequency	Percentage
Less than ₦ 10,000	20	9%
15,000 – 20,000	50	22%
25,000 – 30,000	140	61%
35,000 Above	20	9%
Total	230	100%

Table 4.2 shows the age distribution of the respondents, more than half, 133 (57.8%) of the respondents were less than 30 years of age, followed by 41 (17.8%) who were between 31-40 years of age, and 29 (12.6%), who were between 41-50 years of age, while 27(11.7%) were between 51-60 years of age. This mirrors that majority 75.6% of the respondents were between less than 30 and above 41 years of age.

Table 4.3 shows that less than half 112(49%) and 93 (40%) of the respondents were married and single respectively, followed by 17(8%) were divorced, while only 8(3%) were widowed.

Table 4.4 shows that half of the respondents 120(52%) indicated that they did not attend any formal or informal education, this followed by 37(16%) who had primary education, 35 (15%) had SSCE/GCE education, while 20(9%) have OND/NCE qualification and only 18(8%) have Bachelors Degree/HND education.

Table 4.5 shows that less than half of the respondents 113(49.1%) socio-economic activities are in Fagge LGA, followed by 44(19.1%) are in Nassarawa LGA, 25 (10.9%) are in Tarauni LGA, 19(8.3%) are in Kano Municipal, Dala LGA with 17(7.4%) and Gwale LGA 12(5.2%).

Table 4.6 shows that more than half of 140 (61%) of the respondents had income of 25,000-30,000 followed by 50 (22%) who had income of 15,000-20,000, while 20(9%) and 20(9%) had both income of less than 10,000 and above 35,000 respectively.

4.3 Information Need of Respondents

Respondents were asked to indicate their information needs in relation to their empowerment activities. Table 4.8 shows the different categories of information needed by the respondents.

Table 4.8: Information needs of Women Artisan in Metropolitan Kano

S/N	Information Needs	YES	NO
1	Information on raw materials such as the cost, quality, location, source and dealers/seller.	210 (91.3%)	20 (8.69%)
2	Information on financial matters such on loan.	229 (99.56%)	1 (0.43%)
3	Information on current trends in the vocation and new scopes, new designs, procedures for production.	165 (71.73%)	65 (28.26%)
4	Information on education such as good schools, how to apply for admission and cost of education.	73 (31.73%)	157 (68.26%)
5	Information on Political issues related to Women artisans, and government policies and human rights.	92 (40%)	138 (60%)
6	Information on health such as personal hygiene, food and nutrition, housekeeping, child care and family planning.	104 (45.21%)	126 (54.78%)
7	Information on customer relations.	91 (39.56%)	139 (60.43%)
8	Information on sports and Entertainments.	23 (10%)	207 (90%)
9	Information on global and International issues.	31 (13.47%)	199 (86.52%)
10	Information on socio-economic activities such as skills acquisition training/entrepreneurial training.	185 (80.43%)	45 (19.56%)

Source: Field survey 2019**(Multiple Response)**

Table 4.8 shows that majority 229 (99.56%) and 210 (91.3%) of the respondents indicated that information on financial matters such on loan and on raw materials such as the cost, quality, location, source and dealers/seller respectively were the needed information required for their empowerment activities. followed 165 (71.73%) of the respondents who indicated information on current trends in the vocation and new scopes, new designs, procedures for production. while the least 207(90%) and 199 (86.52%) Information on sports and Entertainments and Information on global and International issues. From the above, it can be seen that women artisans information needs was on more on financial information particularly loans facilities, raw

materials, socio economic activities and current new designs and methods of production living them with multiple answers to choose from.

4.4 Information Sources used by Respondents

The respondents were asked to indicate the information sources use in relation to their empowerment activities. Table 4.9 shows the different categories of information Resource/Sources used by the respondents.

The table below shows the different resources/sources used by respondents

Table 4.9 Information Sources used by Women Artisans in Metropolitan Kano

S/N	Information Sources	YES	NO
1	Libraries and Information Centers	0 (0%)	230 (100%)
2	Association of my Occupation	82 (35.65%)	148 (64.34%)
3	News paper and Magazines	153 (66.52%)	77 (33.47%)
4	Friends and Relatives	164 (71.3%)	66 (28.69%)
5	Radio/Television	148 (64.34%)	82 (35.65%)
6	Internet/Cyber Café	120 (52.17%)	110 (47.82%)
7	Churches/Mosques	25 (10.86%)	205 (89.13%)

(Multiple Response)

Table 4.9 shows that more than half 164(71.3%), 153 (66.52%), 148 (64.34%) and 120 (52.17%) of the respondents indicate that Friends and Relatives, Newspapers and magazines, Radio and Television and Internet café respectively were the sources and resources used to get information. While none of the respondents used library and information centers as their sources and resources for their information seeking. Therefore, the study found that women artisans are not using library and information centres as their sources of information. This could be as a result of lack of time and there is no library information centers around the market places where their activities were taken place. However, the major sources of information of women artisans were friends and Relatives, news papers and magazines and radio and television. The finding is related to that of Lasisi and Saleh (2011), Ferdinand and Patrick (2016) and Kagana (2018) that

women align more to information gotten from friends, relatives, and market women and the major reason for using information sources was to improve their occupation.

4.5 Information Services used by Respondents

The respondents were asked to indicate their information services in relation to their empowerment activities. The table 4.10 shows the different types of information services used by the respondents.

Table 4.10 Information Services used by Women Artisan in Metropolitan Kano

Information Services	N% Yes	N% No
Current awareness services	2(0.9%)	228(99.1%)
Selective Dissemination of Information	4(1.7%)	226(98.3%)
Online Internet services	134(58%)	96(42%)
Extension services	8(3.5%)	222(96.5%)
Abstracting and Indexing services	1(0.4%)	229(99.6%)
Media Services	178(77%)	52(23%)
Marketing/Physical social network services	132(57%)	212(92%)

(Multiple Response)

Table 4.10 shows that more than half 178(77%), 134(58%) and 132(57%) of the respondents indicates that Media Services, Online Internet services and Marketing services are the information services they use respectively. While the least services used are 229(99.6%), 228(99.1%) and 222(96.5%) Abstracting and Indexing services, Current awareness services and Extension services respectively. Thus the findings shows that women artisans do not use services from the library, it could be that there is no special selective dissemination of information in respect to this group or if there are services provided for the information they need. This agrees with the findings of Farooq (2016) stated that information services can come from a book, a person, place, point or thing which originates the information about something. Also Mooko (2005) which he said Social networks play an important role in the lives of the women. People

who are close to the respondents are sources of information in almost every sphere of life. Social networks thrive on verbal communication. They are reliable and give information promptly, although one cannot attest the quality of the information. The respondents asked and discussed with friends, neighbors, relatives and other women in their locations.

4.6 Information Seeking Strategies of Women Artisans

The respondents were asked to indicate their information seeking strategies employed in relation to their empowerment activities. The table 4.11 shows the different categories of information seeking strategies employed by the respondents.

Table 4.11 Information Seeking Strategies employed by Women Artisans in Metropolitan Kano

S/N	Ways of Seeking Information	YES	NO
1	I Visit the Library/Information center for information	0 (%)	230 (100%)
2	I ask my executives and other association members for information I need	129 (56.08%)	111 (48.26%)
	I check social media such as facebook, instagram etc	40 (17.39%)	190 (82.6%)
4	I seek information through my friends/family.	204 (88.69%)	36 (15.65%)
5	I listen to information from Radio/Television	158 (68.69%)	62 (26.95%)
6	I read News paper/Magazines	190 (82.6%)	40 (17.39%)
7	I surf the internet/ I go to the cyber café	25 (10.86%)	205 (89.13%)
8	I send somebody to search and get the information	108 (46.95%)	122 (53.04%)

(Multiple Response)

Table 4.11 above shows that majority 204 (88.69%), 190 (82.6%), of the respondents indicate that information through Friends/Family, News paper/Magazines, followed by 158 (68.69%), and 111 (48.26%) and 108 (46.95%) of the respondents who listen to information from Radio/Television and Executives and other association members are strategies they employ when seeking for information they need respectively. Therefore, the study found that women artisans do not visit the library to get information they need. The finding shows that women artisans do not actually read the magazines and newspaper, they glance through pages with pictures that relates to their socio-economic activities. The findings of this study relates to Adekanye, Aramide and Adewuyi (2012) that individuals are motivated to seek information which they perceived as useful

4.7 Information Use Pattern of Women Artisans

The respondents were asked to indicate their information use pattern in relation to their empowerment activities. The table 4.12 shows the different categories of information used pattern by the respondents.

Table 4.12 Information Use Pattern of Women Artisans in Metropolitan Kano

S/N	Use Pattern	Frequency	Percentage
1	I use information to improve my socio-economic skills	205	89%
2	I use information to improve my procedures of performing task	94	41%
3	I use information to improve my education	81	35%
4	I use information to improve my health care	73	32%
5	I use information to maintain my household better	87	38%
6	I use information to care for my children and run the family	187	81%
7	I use information to know new government policies and understand politics	34	15%

(Multiple Response)

Table 4.12 shows that more than half 205(89%) and 187(81%) of the respondents use information to improve their socio-economic skills and care for children and run the family respectively, while the least 73(32%) and 34(15%) of the respondents use information to

improve health care and to know new government policies and understand politics respectively. Therefore, the finding shows that women artisans seek information to improve their socio-economic skills and also cater for their family, this could be as a result of the manner in which information is perceived by them and what they actually need the information for at that moment.

4.8 Socio-Economic Activities Engaged by Women in Metropolitan Kano

The respondents were asked to indicate their socio-economic activities they are engaged in. The table 4.13 shows the types of socio-economic activities engaged by the respondents.

Table 4.13 Socio economic activities engaged by women artisans in Metropolitan Kano

Socio-economic activities	Frequency	Percentages
Hairdressing/manicure and pedicure	90	39%
food vending/catering	67	29%
Tailoring/Embroidery	46	20%
Jewelry making	21	9%
Book binding	7	3%
Total	230	100%

Table 4.13 shows that 90(39%) and 67(29%) of the respondents are engaged in hairdressing/manicure and pedicure activities and food vending/catering respectively. While the least 21(9%) and 7(3%) of respondents are Jewelry making and Book binding respectively. Therefore this study found out that the most socio-economic activities engaged by women in Metropolitan Kano is Hairdressing/manicure and pedicure and food vending/catering.

4.9 Challenges to Information Seeking and Use by Women Artisans in Metropolitan Kano

The respondents were asked to indicate barriers that serve as a hindrance to their information seeking and use to socio-economic activities. Table 4.14 shows the different barriers to information seeking and use by the respondents.

Table 4.14 Challenges to Information Seeking and Use By Women Artisans in Kano State

	Challenges to information seeking and use by women Artisans	Frequency	Percentage (%)
a.	Lack of non-orientation/ignorance about the use of library	50	22
b.	Absence of public library services that will take care of artisans.	38	17
c.	Language Barriers	35	15
d.	Lack of access to credit facilities.	30	13
e.	Illiteracy	25	11
f.	Lack of technical/special knowledge to women artisans.	25	11
g.	Lack of empowerment programmes from government for women Artisans	15	7
	Total	230	100

Table 4.13 above indicates that the barriers to information seeking and use by women artisans in Kano state less than half 50 (22%) of the respondents indicated that lack of orientation/ignorance about the use of library for socio-economic activities is their major barrier to information seeking, followed by absence of public library services that will take care of artisans with 38 (17%), then Language Barriers with 35 (15%) and Lack of access to credit facilities with 30 (13%). Other barriers are Illiteracy with 25 (11%), Lack of technical/special knowledge to women artisans with 25 (11%) and lack of empowerment programmes from government for women Artisans with 15 (7%).

4.10 Inferential Analysis and Hypotheses Testing

The hypotheses were formulated to serve as a guide and provide answers to lead in taking decisions. A hypothesis testing is a fundamental activity in statistics; the Pearson Product Moment Coefficient (PPMC) was used to test the hypotheses through the use of the statistical Package for Social Sciences (SPSS) version 16.0. In conducting the test, 0.05 was used as the

level of significance for the interpretation to test whether the hypotheses should be rejected or accepted. The interpretation rule is that when the computed significant value is greater than the critical p-value ($p=0.05$), then the null hypotheses should be rejected. But if the p-value is greater than the critical value ($p=0.05$) of the correlation, we should accept the null hypotheses.

Ho1: There is no significant relationship between Information need and socio-economic activities of women artisans in Metropolitan Kano.

Ho2: there is no significant relationship between Information resources/sources and Socio-Economic Activities of women artisans.

Ho3: There is no significant relationship between Information services used and socio-economic activity of women artisans in Metropolitan Kano.

Ho4: There is no significant relationship between the Information use patterns and socio-economic activities of women artisans in Metropolitan Kano.

Ho5: There is no significant relationship between Information seeking and socio-economic activities of women artisans in Metropolitan Kano.

4.10.1 Hypothesis One

Ho₁: There is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities.

Table 4.13 Relationship between the Information need of women artisans and socio-economic activities

	R	p-value	N
Information needs Vs Socio-economic activities	.458 ^{**}	0.0014	230

The Pearson Product Moment Correlation (PPMC) result shows the relationship between information need of women artisan and socio-economic activities. The result shows there was weak positive relationship between information needs and socio economic activities of women

artisans with a coefficient value 0.458 at p-value 0.0014. Therefore, the null hypothesis which states that there is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities is hereby rejected.

4.10.2 Hypothesis Two

Ho₂: There is no significant relationship between Information source/resource and socio-economic activity of women artisans in Metropolitan Kano.

Table 4.14 Relationship between the Information source/resources of women artisans in Metropolitan Kano and their socio-economic activities

	R	p-value	N
Information source/resources Vs socio-economic activities	.016**	0.000	230

The Pearson Product Moment Correlation (PPMC) result shows the relationship between information need of women artisan and socio-economic activities. The result shows there was weak positive relationship between information needs and socio economic activities of women artisan with a coefficient value 0.016 at p-value 0.000. Therefore, the null hypothesis which states that there is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities is hereby rejected.

4.10.3 Hypothesis Three

Ho₃: There is no significant relationship between Information service used and socio-economic activity of women artisans in Metropolitan Kano.

Table 4.15 Relationship between the Information services used of women artisans in Metropolitan Kano and their socio-economic activities

	R	p-value	N
Information service used Vs socio-economic activities	.652**	0.000	230

The Pearson Product Moment Correlation (PPMC) result shows the relationship between information need of women artisan and socio-economic activities. The result shows there was weak positive relationship between information needs and socio economic activities of women

artisans with a coefficient value 0.0652 at p-value 0.000. Therefore, the null hypothesis which states that there is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities is hereby rejected.

4.10.4 Hypothesis Four

Ho₄: There is no significant relationship between the Information use patterns of women artisans in Metropolitan Kano and their socio-economic activities.

Table 4.16 Relationship between the Information use patterns of women artisans in Metropolitan Kano and their socio-economic activities

	R	p-value	N
Information use patterns VS socio-economic activities	741**	0.000	230

The Pearson Product Moment Correlation (PPMC) result shows the relationship between information need of women artisan and socio-economic activities. The result shows there was weak positive relationship between information needs and socio economic activities of women artisan with a coefficient value 0.741 at p-value 0.000. Therefore, the null hypothesis which states that there is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities is hereby rejected.

4.10.4 Hypothesis Five

Ho₅: There is no significant relationship between Information seeking and socio-economic activity of women artisans in Metropolitan Kano.

Table 4.17 Relationship between the Information seeking of women artisans in Metropolitan Kano and their socio-economic activities

	R	p-value	N
Information service used Vs socio-economic activities	.273**	0.028	230

The Pearson Product Moment Correlation (PPMC) result shows the relationship between information need of women artisan and socio-economic activities. The result shows there was weak positive relationship between information needs and socio economic activities of women artisan with a coefficient value 0.0273 at p-value 0.0028. Therefore, the null hypothesis which states that there is no significant relationship between the Information need of women artisans in Metropolitan Kano and their socio-economic activities is hereby rejected.

4.11 Discussion of Findings

This study is concerned with the information seeking and utilization by women artisans for socio-economic empowerment in metropolitan Kano, and the major findings of the study are hereby discussed:

1. The Information Needs of Women Artisans in Metropolitan Kano

Findings showed that the information needs of women artisans includes raw materials such as the cost, quality, location, source, dealers/seller and information on financial matters such as on loan, location, source, dealers etc. The findings are inconsistent with the works of Mooko & Aina (2007), their findings showed that artisans need information mostly on job related matters. Lebechi (2010) had similar findings, the artisans of Nsukka had various information needs on the area of information needs such as their occupational matters, education, financial matters, skill acquisitions etc. Adimorah (1983) also stated that hairdressers had information needs mainly on their profession, also during the conversation he had with some of the artisans, they revealed that they need information on their occupation mostly because that is their means of livelihood and they want to upgrade artisanship by getting relevant information that will help them to do so locally instead of depending on foreign goods. It was also revealed that women artisans had other

information needs on customers' relations and information on current trends in the vocation and new scopes, new designs, procedures for production which enables them interact with customers and adjust with current issues related to their artisanship.

2. The Information Sources Used by Women Artisans to Satisfy their Information Needs

The finding also revealed data on the information sources/resources used by women artisans to satisfy their information needs; based on the results it clearly deduced that women artisans used information obtained from their friends and relatives as well as through association of their occupation to satisfy their information needs. The women artisans prefer to use information obtained from their friends, relatives and association of their occupation because, these sources/resources do not require much schedule or any arrangement before consultation from them; they accessed such information in their day-to-day activities through interaction without any cost or any protocol unlike other information sources with low percentage indicating poor responses by the women artisans such information sources include libraries or information centers, newspaper and magazines, mosques/churches and/or social networking sites such as Instagram/Facebook through the internet/cyber café; this might be attributed to the fact that these information sources have tended to neglect women artisans in Kano and need certain expenses, schedule, protocol and time. However, the low level use of the libraries or information centers, newspaper and magazines, social networking sites such as Instagram/Facebook etc. to source information could be due to the low level of education of women artisans or the lack of widespread use of computers in their artisanship. When the respondents were asked to indicate their preferred source of information need; friends and relatives as well as association of their occupation was mentioned as the most preferred source of information need. In the discovery of

Mabawonku (2004), he stated that artisans in Ibadan source information through people and mass media; Mooko and Aina had a similar finding. Lebechi, J. (2010) also found out that majority of the artisans in Nsukka used informal conversations when seeking for information. He further lamented that the information sources preferred by artisans confirm what has already been documented on the information seeking by various communities in Africa. Africa is sometimes described as an oral society.

3. The Information Services Used by Women Artisans

The data obtained from research question three indicated that the women artisans used information services through interpersonal relationship with friends/family and physical social network (network formed through association with members of women artisans' organizations). The finding was in agreement with Mooko and Ania's (2007) finding that which submitted that information services used by artisans in Botswana to satisfy their information needs are largely unmet. This could be as a result of the information services rendered by the information agencies/centres failed to provide adequate information services for the women artisans and the inability of public libraries to include the need of women artisans in their collections. They lack materials that would have relevant information for the women artisans. In a study by Manyerere (2015), the results showed that rural women involved in SMEs consulted informal than formal sources of information to satisfy their need. This was attributed to the fact that it was easy to access and use the informal sources of information as they also did not have adequate skills and or knowledge of accessing and using formal sources of information. The women found it easy to access information from friends, neighbors, and fellow group members regarding for example how to cure their chicken rather than using information centers, journals or reading various books or special available sources that would require high literacy level.

4. The Information Seeking Strategies Employed by Women Artisans for Socio-Economic Empowerment in Metropolitan Kano

The data analyzed under research question four revealed the information seeking strategies employed by women artisans to use information on their socio-economic empowerment in the study area; based on the results presented in table 13 above clearly deduced that majority of the women artisans seek information for their socio-economic empowerment through their friends and families as well as from association of their occupation. Unfortunately, they do not seek information for their socio-economic empowerment through visiting the public libraries/information centers, checking Instagram/Facebook. Equally, only few of them do patronized vendors by buying newspapers/magazines to get information and they do not visit cyber cafes to browse the Internet, even in this information age where information searching using Information Communication Technology. The finding was also in agreement with the findings of Patterson (1976), Wilson (1987), and Kalu (2008) on the sources of information and information seeking behaviour of people in business and other vocations. Similarly, Chiware (2008) suggested that information and business information services are of strategic importance to businesses, as the success of any firm depends on its ability to acquire the right information at the right time and cost. Ojo, Akinsunmi, and Olayonu (2015) averred that business information is an indispensable resource in overall business performance. Information is one of the critical resources needed by SMEs to thrive (Chiware, 2008). However, women artisans in Kano State preferred to seek information for their socio-economic empowerment through their friends and families as well as from association of their occupation due to the fact that it boosted their overall artisanship performances which has link to their socio-economic wellbeing. Ezugwu and Ozioko (2014) also investigated strategies to enhance the information seeking behaviour of Artisans in Nsukka Metropolis of Enugu state. The finding revealed that artisans do have various

information strategies employed toward their needs and the areas of their information needs include occupation, education, finance, and skill acquisition. It was revealed that the extent to which their information is met is low. The strategies that could be used to meet their information seeking behaviour include disseminating information through selective dissemination of information, creating awareness campaign and financial support from government.

5. The Information Use Patterns of Women Artisans in Metropolitan Kano

The data presented in table 18 indicated that the women artisans used information daily and when due in Kano State. This is because information is vital and indispensable that improve their socio-economic wellbeing as well as help in meeting their information needs. The finding is in agreement with the analysis of Apata and Ogunrewo (2010), they suggested that information seeking is a fundamental human process closely related to learning and problem solving. It is a process in which one goes about seeking information that will meet his or her needs.

6. Socio-economic activities engaged by Women Artisans in Metropolitan Kano

The finding also revealed that women artisan engaged in different socio-economical activities. The result shows that majority of the women engage in Hairdressing/Manicure and Pedicure activities, followed by food vendor/Catering activities and Tailoring/Embroidery activities. Other socio-economic activities engaged in by women artisans in metropolitan Kano includes Jewelry making and Book binding. It was observed that majority of the women artisans engaged in Hairdressing/Manicure and Pedicure because it has low capital input and easy to acquire such skills. Thus food vendor/catering, tailoring are capital intensive because it requires some items, machines to facilitate such activities. The finding is consistent with the findings of Adekanye (2014), who opined that women participation in socio-economic activities is not a new phenomenon, he further found that the socio-economic activities in which women are involved

vary and they are also subsistent in nature; such activities include farming, fishing, hairdressing, black-smiting, bead making and trading, among others. Such activities need to be upgraded to improve women's income-earning base. Similarly, Moyo (2013) emphasized that women constitute the bulk of the labour force in the farming sector; are heavily involved in subsistence farming, live mostly in the rural areas and are the country's poorest.

7. The Challenges to Information Seeking and Use by Women Artisans in Kano State

From the findings under table 29 above indicates the barriers to information seeking and use by women artisans in Kano state includes non-orientation/ignorance about the use of library, language barriers, illiteracy and other issues such as cost of accessing information from fee-based sources like internet is high and maybe unreliable. This finding is inconsistence with the works of Moyo (2011) in Moyo (2014) observed that patriarchy, culture and tradition had a negative effect on their development in most African countries. Moyo further explained that culture has led women to believe that issues of development and decision making are masculine, meaning that they are the preserve for men. IFAD (2011) emphasized that inequalities that exist between men and women make it difficult for women to fulfill their potential. Moyo (2014) also claimed that violence against women, illiteracy and time constrains also has a negative impact on women's health so their participation in development is hampered. Although in Tanzania there are still problems facing women towards full involvement in the development process (allocation of resources, decision-making at various levels) still women contribute in different ways in development activities.

However, Njoku (2004) in a study confirmed that other source characteristics which act as barriers to information accessing are the lack of business support organizations to articulate the information requirements of Artisans well as failing to educate and train them on how to access

and use information. This could be attributed to the lack of trained personnel to process and disseminate information within business support organizations. The dissemination methods of service providers are generally poor. They pose physical constraints in the flow of information to target groups especially in rural areas where the literacy rates are low and postal, telecommunication and related services are inadequate. Therefore, it can be seen that women artisans face some barriers which hinder the accessibility to information, which is expected to improve their skills and also make them stay up to date with modern technology for their various skills.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the summary of the study is presented. The conclusions emanating from the findings and also subsequent recommendations arising from the study are also discussed. The chapter also ends with the highlights of the limitations of the study and suggestion for further studies.

5.2 Summary of the Study

The main aim of this study is to investigate the information seeking and utilization by women artisans for socio-economic empowerment in metropolitan Kano. The objectives of the study and research questions were derived based on the major variables as outlined in chapter one of this study. The study was specifically targeted to identify the information needs of women artisans, identify the information sources use by women artisans, identify information services used by women artisans to satisfy their information needs, identify the information seeking strategies employed by women artisans to use for their information their socio-economic activities, determine the information use patterns of women artisans, determine the socio-economic activities engaged by women artisans and identify the barriers to Information Seeking and Use by Women Artisans in metropolitan Kano.

The literature reviewed was based on the following headings: concept and significance of information and women socio-economic empowerment, information needs of women artisan, categories and its significance, information sources and services used by women artisans, concept and significance of information seeking of women artisan, information strategy

employed by women artisan to access information, information seeking and utilization by women artisan to, barriers to information seeking and use by women artisans, summary of the literature review, uniqueness of the study, theoretical framework (information utilization capacity theory) and conceptual framework. The exercise helped in detecting the research gap to be filled by the current work so as to expand the frontiers of knowledge in the subject area.

The study adopted cross sectional research design. The population of the study comprises of all women artisans in metropolitan Kano. According to the Kano Metropolitan (2015) Business Premises Register, the women artisans in the metropolitan area are engaged in three vocations which are identified as hairdresser, caterers/food vendors and tailors/embroiders with Seven Hundred and Eighteen (718) members. The researcher purposely chose these vocations because they are the most commonly found artisans in Kano state metropolitan. Hence, the population of this study is 718, with 250 as a sample size. The instrument for data collection was a structured questionnaire. The content validity of the instrument (the questionnaire) was ascertained by three experts from the Library and Information Science Department, Bayero University, Kano. To ascertain the reliability of the instrument, twenty questionnaires was administered, pilot tested in some respondents that are out of the sampled population of this study in Kano state whether each of the questions is reliable, all the words understood, questions interpreted similarly by all respondents. Cronbach alpha coefficient was used to obtain the reliability coefficient of the instrument. Reliability coefficient of above 0.70 was obtained for all the test items.

The data collected was analyzed by using some statistical techniques including frequency counts and percentages to analyze demographic data of the respondents and research questions, the hypotheses was tested using Person Product Moment Correlation (PPMC) coefficient and regression coefficient statistics tested at 0.05 level of significance. This was done with the aid of

a computer programme; Statistical Package for Social Sciences (SPSS) version 24.0 for windows. The findings of the study are summarized below

5.3 Summary of the Findings

1. The study found that the information needs of women artisans were information on raw materials such as the cost, quality, location, source and dealers/seller and information on financial matters such on loan.
2. The study found that the information source/resources used by women artisans were information from friend/relatives, newspapers and magazines, radio and television and Internet cafés.
3. The study found that the information services used by women artisans were Media Services, Online Internet services and Marketing services.
4. The study found that the information seeking strategies employed by women artisans were information through friends/family, news paper/magazines.
5. The study found that the information used pattern of women artisans were to improve their socio-economic skills and care for children and run the family.
6. The study found that the socio-economic activities engaged by women in metropolitan Kano are: hairdressing/manicure and pedicure, food vendor, tailoring/embroider, book binder and jewelry making.
7. The study found that the challenges to information seeking and use by women artisans in metropolitan Kano are lack of orientation/ignorance about the use of library, language barriers and lack of access to credit facilities.
8. In addition, the inferential statistics found out that there was significant relationship between socio-economic activities and information needs, resources, services,

seeking strategies and use pattern and all null hypotheses tested, the results was rejected.

5.4 Conclusion

This study investigated the information seeking and utilization by women artisans for socio-economic empowerment in metropolitan Kano, from the findings of the research the following conclusions were made.

In the view of the findings obtained from this study, the researcher was able to establish that the women artisans play a vital role in the socio-economic wellbeing of any nation. The importance of women artisans cannot be over-stressed and it is essential if they are fully informed and participated in socio-economic growth of the nation. However, the information needs of women artisans have not been adequately provided, whereas they depended on their friends, relatives and association of their occupations to satisfy their information needs. This is mostly through interpersonal relationship and physical social network. Furthermore, for the information needs of women artisans to be adequately provided or met, they engaged in physical social contact with friends and families to sourced information needs daily and when the needs arises. It was also concluded that the women artisans engaged in tailoring/embroiders and food vendors/caterers for their socio-economic activities even though, they encountered some challenges in the process of accessing their information needs such as non-orientation/ignorance about the use of library, language barriers, illiteracy and other issues such as lack of access to credit facilities.

5.4.1 Contribution to Knowledge

The contribution to knowledge of this study has three dimensions, which are;

1. It has established that access to information by women artisans in metropolitan Kano will help increase their socio-economic activities.
2. The study has established a new approach to government, policy makers, information center, library and non-governmental organization on how to provide information resources to women artisans of this region to help empower their socio-economic activities.
3. It has also nurtured new information seeking strategies and information use pattern for the benefit of women artisans and researchers in this field of information seeking.
4. The study has brought in new literature that could be used to conduct similar researches.

5.5 Recommendations

The following recommendations are:

1. Government should provide access to entrepreneurship skills and continuing education programmes/training based on the information needs of women artisans.
2. Public libraries/government should be proactively involved in the provision of information to women artisans. The public library system in Kano metropolis should include material in their collections to support the learning needs of women artisans in different vocational areas this could help in boosting their socio-economic activities.
3. Community mobilization campaign programmes should be organized by government and other information agencies; talks on radio, film shows and live programmes on television could be used to sensitize women artisan on the availability of information agencies.

5.5 Suggestions for Further Study

- Information seeking and utilization by women artisans and availability/competency of information usage.
- The impact of information on socio-economic empowerment of women artisans.
- How information use pattern of the women artisans affects their revenue.
- Similar study should be conducted elsewhere to see whether it will yield similar or different result with the present study.

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APPENDIX I: Questionnaire

Department of Library and-
Information Science,
School of Postgraduate Studies,
Bayero University, Kano,
Kano State.

Questionnaire on Information Seeking and Utilization by Women Artisans for Socio-Economic Empowerment (QISUWASE)

Dear Respondents,

I am a postgraduate student of the above named Department currently conducting a research on the topic “Information Seeking and Utilization by Women Artisans for Socio-economic Empowerment in Kano State” which is part of the partial fulfillment for the award of Master of Education degree in Library and Information Science. I am therefore soliciting for your assistance by way of answering the questions below.

However, I assured you that all the responses provided will be kept highly confidential and only used for the purpose of this study.

Thanks for your anticipated cooperation.

Yours Faithfully

AISHA MAMMAN SANI
SPS/15/MLS/00027

Questionnaire on Information Seeking and Utilization by Women Artisans for Socio-Economic Empowerment (QISUWASE)

SECTION “A”

PERSONAL DATA

Instructions: Please read the questionnaire below carefully and tick (√) the options appropriately in the space provided.

1. Age

- a) Less than 30 { }
- b) 31-40 { }
- c) 41-50 { }
- d) 61- 70 { }
- e) Above 70 { }

2. Marital Status

- a) Single { } b) Married { } c) Divorced { } d)Widowed { }

3. Your highest level of Education

- a) Primary School { }
- b) b) SSCE/GCE { }
- c) c) OND/NCE { }
- d) Bachelor’s Degree/HND { } e) None of the Above { }

4. Please Tick (√) below level of your monthly income?

- a) Less than N10,000 { }
- b) 15,000 – 20,000 { }
- c) 25,000 – 30,000 { }
- d) 35,000 Above. { }

5. Please Tick (√) below your location of socio-economic activity

- a) Fagge LGA { }
- b) Nassarawa LGA { }
- c)Dala LGA { }
- d)Taurauni LGA { }
- e) Gwale LGA { } f)Kano Municipal { }

SECTION “B”

5. Information Needs of Women Artisans in Kano State

S/N	Information needs	Yes	No
1	Information on raw materials such as the cost, quality, location, source and dealers/seller.		
2	Information on financial matters such as how to obtain loan, cooperative societies and government assistance to artisans.		
3	Information on Current trends in the vocation and new scopes, New Designs, procedures for production		
4	Information on Education such as good schools, how to apply for admission and cost of Education.		
5	Information on Political issues related to Women artisans, and Government policies and human rights		
6	Information on health such as personal hygiene, food and nutrition, housekeeping, child care and family planning		
7	Information on customer relations		
8	Information on sports and Entertainments		
9	Information on global and International issues		
10	Information on socio-economic activities such as skills acquisition training/entrepreneurial training.		

SECTION “C”

1. Information Resources used by Women Artisans in Kano State

Please kindly indicate below the information source you use to find information on your socio-economic activity

	Sources	Yes	No
1.	Libraries and Information Centers		
2.	Association of my Occupation		
3.	News paper and Magazines,		
4.	Friends and Relatives		
5.	Radio/Television		
6.	Internet/Cyber Café		
7.	Instagram/Facebook		
8.	Churches/Mosques		

SECTION “D”**8. Information services used by women artisans in Kano state?**

Please kindly Tick (√) as applicable. What services you use in sourcing for your information needs?

Information Services	Yes	No
Current awareness services		
Selective Dissemination of Information		
Online Internet services		
Extension services		
Abstracting and Indexing services		
Media Services		
Marketing/Physical social network services		

SECTION “E”**Q9. Information seeking strategies employed by Women Artisans in Kano State**

Please indicate by Ticking (√) the strategies through which you seek for information?

S/N	Ways for Seeking Information	Yes	No
1.	Visiting the Library/Information center		
2.	Browsing the internet/Cyber Café		
3.	I check Instagram/Facebook		
4.	I seek information through my friends/Family		
5.	I seek for information through Radio/Televisio		
6.	I seek for information through News paper/Magazines		
7.	I seek for information through my association of occupation		

SECTION “F”

10. What is the information use pattern of women artisan in Kano state?

Please kindly indicate below your information use pattern.

S/N	Information Use	Yes	No
1	I use information to improve my socio-economic skills		
2.	I use information to improve my procedures of performing tasks		
3.	I use information to improve my education		
4.	I use information to improve my health care		
5.	I use information to maintain my household better		
6.	I use information to care for my children and run the family		
7.	I use information to know new government policies and understand politics		

SECTION “G”

11.Socio-Economic activities engaged by women artisans in Kano state

Please kindly Tick (√) the socio-economic activities you are engaged in

	Socio-economic activities	
1.	Hairdressing/manicure and pedicure	
2.	food vending/catering	
3.	Tailoring/Embroidery	
4.	Jewelry making	
5.	Book binding	

SECTION “H”

12. Challenges to Information Seeking and Use By Women Artisans in Kano State

Please kindly Tick (√) the challenges you face when seek and use information for you socio-economic activity?

	Challenges to information seeking and use	
1.	Lack of non-orientation/ignorance about the use of library	
2.	Absence of public library services that will take care of artisans	
3.	Language Barriers	
4.	Lack of access to credit facilities	
5.	Illiteracy	
6.	Lack of technical/special knowledge to women artisans	
7.	Lack of empowerment programmes from government for women Artisans	

THANK YOU FOR COMPLETING THE QUESTIONNAIRE

Appendix II: Sample Size Table

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

APPENDIX III: SPSS Output

RELIABILITY

```
/VARIABLES=prevent1 preven2 prevent3 prevent4 prevent5 prevent6 prevent7  
prevent8 prevet9 PS1 PS2  
/SCALE('INFORMATION NEEDS') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: INFORMATION NEEDS

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.832	11

RELIABILITY

```
/VARIABLES=prevent1 preven2 prevent3 prevent4 prevent5 prevent6 prevent7  
prevent8  
/SCALE('INFORMATION SOURCES/RESOURCES') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: INFORMATION SOURCES/RESOURCES

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.816	8

```
RELIABILITY  
  /VARIABLES=prevent1 preven2 prevent3 prevent4 prevent5 prevent7 prevent8  
  /SCALE('INFORMATION SERVICES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: INFORMATION SERVICES

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.733	7

RELIABILITY

```
/VARIABLES=prevent1 preven2 prevent3 prevent4 prevent5 prevent7 prevent6  
/SCALE('INFORMATION SEEKING PATTERNS') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: INFORMATION SEEKING PATTERNS

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.726	7

RELIABILITY

```
/VARIABLES=prevent1 preven2 prevent4 prevent5 prevent7 prevent6 prevet9  
/SCALE('INFORMATION USE PATTERNS') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: INFORMATION USE PATTERNS

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.828	7

RELIABILITY

```
/VARIABLES=preven2 prevent4 prevent5 prevent7 prevent6 prevet9 STEP5
```

```
/SCALE('BARRIERS') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: BARRIERS

Case Processing Summary

		N	%
Cases	Valid	230	100.0
	Excluded ^a	0	.0
	Total	230	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	7

CORRELATIONS

```
/VARIABLES=AQ causes5 causes6 Causes7 causes8 causes9  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE.
```

Correlations

Correlations

		Information Use Pattern	Tailoring/Embroiders	Food vendors/Caterers	Hair dresser/Manicurist	Book binder	Jewelry maker
Information Use Pattern	Pearson Correlation	1	.741**	.416**	.538**	.473**	.454**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	230	230	230	230	230	230
Tailoring/Embroiders	Pearson Correlation	.741**	1	-.101	.042	.060	.047
	Sig. (2-tailed)	.000		.128	.530	.367	.483
	N	230	230	230	230	230	230
Food vendors/Caterers	Pearson Correlation	.416**	-.101	1	-.080	-.033	.107
	Sig. (2-tailed)	.000	.128		.225	.618	.107
	N	230	230	230	230	230	230
Hair dresser/Manicurist	Pearson Correlation	.538**	.042	-.080	1	.027	.005
	Sig. (2-tailed)	.000	.530	.225		.682	.940
	N	230	230	230	230	230	230
Book binder	Pearson Correlation	.473**	.060	-.033	.027	1	-.032
	Sig. (2-tailed)	.000	.367	.618	.682		.624
	N	230	230	230	230	230	230
Jewelry maker	Pearson Correlation	.454**	.047	.107	.005	-.032	1
	Sig. (2-tailed)	.000	.483	.107	.940	.624	
	N	230	230	230	230	230	230

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

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251 ^a	.063	.042	.86024

a. Predictors: (Constant), Jewelry maker, Hair dresser/Manicurist, Book binder, Tailoring/Embroiders, Food vendors/Caterers

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.170	5	2.234	3.019	.012 ^b
	Residual	165.761	224	.740		
	Total	176.931	229			

a. Dependent Variable: Information services used

b. Predictors: (Constant), Jewelry maker, Hair dresser/Manicurist, Book binder, Tailoring/Embroiders, Food vendors/Caterers

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.956	.981		.975	.330
	Tailoring/Embroiders	.322	.130	.161	2.468	.014
	Food vendors/Caterers	.069	.090	.051	.773	.040
	Hair dresser/Manicurist	.080	.075	.069	1.062	.028
	Book binder	.178	.088	.131	2.015	.054
	Jewelry maker	.156	.103	.099	1.512	.132

a. Dependent Variable: Information services used