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AVAILABILITY, UTILIZATION OF NEW MEDIA AND JOB PERFORMANCE AMONG LIBRARIANS IN THE UNIVERSITY LIBRARIES IN DELTA AND EDO STATES, NIGERIA

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ABSTRACT

This study examines the availability and utilization of new media technologies (NMTs) and their impact on job performance among librarians in university libraries across Delta and Edo States, Nigeria. The rapid evolution of digital tools has transformed library services, yet challenges such as inadequate infrastructure, funding constraints, and limited digital skills hinder optimal utilization. The research employed a descriptive survey design, involving 206 librarians from federal, state, and private universities. Data were collected using a structured questionnaire and analyzed using descriptive and inferential statistics. Findings revealed that NMTs such as tablets, Internet of Things (IoT), and YouTube were partially available, while advanced technologies like robotics and artificial intelligence were underutilized. Librarians' job performance was rated highly across dimensions like personal discipline, teamwork, and communication, though managerial problem-solving skills showed room for improvement. The study identified a positive correlation between NMT availability and utilization, emphasizing the need for enhanced training and infrastructure to bridge gaps in technology adoption. Key challenges included high costs of staff training, insufficient technical skills, and the time-consuming nature of keeping up with software updates. Recommendations include increased investment in NMTs by university management, targeted training programs for librarians, and the establishment of dedicated teams to explore innovative tools. The study underscores the critical role of NMTs in enhancing library services and calls for strategic efforts to align technological advancements with librarians' professional development and organizational goals.

Keywords: New media technologies, Job performance, Librarians, University libraries, Nigeria
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Introduction

The evolution of the library profession has been profound, characterized by an expanding array of services that respond to the dynamic information landscape. The integration of emerging technologies has facilitated more sophisticated resource management and service provision, though it has also introduced increased complexity to these processes. Librarians' capabilities have been substantially augmented, particularly through proficiency with new media, thereby enhancing productivity and operational efficiency across diverse functional domains. The concept of new media, however, presents a nuanced challenge in terms of its precise definition, owing to its inherently fluid and multifaceted nature. Cote (2023) posits that new media lacks a singular, definitive communication mode; for instance, an online newspaper exemplifies what might be categorized as "old media," akin to traditional print newspapers, yet operates in a digital environment. Conversely, innovations such as podcasts or smartphone applications are entirely novel constructs, exemplifying emergent forms of communication. Therefore, a comprehensive definition of new media must iteratively encompass both traditional and innovative formats, facilitating a broad understanding of the diverse technologies that underpin contemporary communication and productivity.

Furthermore, Cote (2023) contends that the definitional boundaries of new media are becoming increasingly complex due to relentless technological progression. Each refinement of existing media platforms and the continuous emergence of new formats demand ongoing reevaluation and redefinition to reflect the current digital ecosystem. As a consequence, what is regarded as new media today risks rapid obsolescence as ongoing technological advancements seek to address the diverse challenges faced by users navigating increasingly complex environments. This inherent dynamism highlights new media's pivotal role in shaping modern communication paradigms and social interactions, illustrating a broader trend of rapid technological change that persistently redefines user experiences, expectations, and interaction modes (Shapiro, 2023).

The New media Technologies (NMT) can be broadly characterized as any digital-enabled communication channels, encompassing a wide spectrum from traditional newspaper articles and blogs to music and podcasts transmitted via digital platforms. According to Cote (2023), this category includes websites, emails, mobile applications, streaming services, and all other internet-connected mediums of communication, emphasizing their primary function to facilitate seamless and versatile communication. These media are inherently designed to leverage internet connectivity, rendering any communication medium without such digital integration as outdated or obsolete within the modern digital ecosystem. Similarly, Chiparausha (2021) highlights that the application of social media tools central to current discussions on new media remains an emerging domain within library and information science. Nongo (2020) further describes these experiences as "contemporary technologies," characterized by continual advancements and modifications that enhance their performance across diverse operational contexts. These enhancements enable new media to adapt efficiently to evolving technological environments, offering improved functionality and user engagement.

A comparative analysis by Cote (2023), drawing from PCM, delineates the fundamental distinctions between new and old media. New media primarily comprises digital communication forms—accessible via computers, smartphones, and tablets—executed predominantly online using internet infrastructures. Conversely, old media includes pre-digital communication forms such as radio, television, and printed materials like books and magazines. This delineation underscores that new media are not merely extensions of older formats but represent fundamentally different paradigms of interaction and content delivery. Rouse (2022) characterizes new media as a "catch-all" term that encapsulates various digital and electronic communication formats emerging from innovations in computer technologies. These include websites, streaming audio and video, email, social media platforms, online communities and forums, blogs, internet-enabled telephony, web advertisements, and online educational platforms. These forms starkly contrast with traditional media such as print newspapers, magazines, books, radios, and televisions—that are largely non-interactive.

One critical aspect of new media is its inherent capacity for continuous evolution. As each new technological development is introduced and widely adopted, the definition and scope of what constitutes new media tend to shift accordingly (Rouse, 2022). Examples include the rapid transition from video cassette tapes to CDs, DVDs, and subsequently to streaming services offered by platforms like Netflix and Spotify, which have displaced earlier media consumption methods in remarkably short intervals. This fluidity makes it challenging to definitively differentiate between new and old media, as traditional forms have continually been reconfigured into digital representations—often straddling the boundary between conventional and emerging forms. Frequently, new media is perceived as the digital and multimedia extension of traditional communication, facilitated through devices such as desktop computers, laptops, smartphones, and tablets. Unlike their predecessors, new media

emphasizes user interaction, customization, and the ability to selectively connect content across various formats, significantly transforming consumption patterns and participatory dynamics (Rouse, 2022).

All new media technologies have some important elements in common that has overtime resulted in their wide acceptance in the society; these elements are their ease of use, availability and enhancement of productivity and performance in almost all sphere of life if not all. By this, new media has proven to be a versatile medium of both social interaction and enhancement of productivity. Various organizations have keyed into their capabilities due to their potentials of enhancing performance of previously difficult tasks such as seamless interaction with customers or users of a given service over a long distance without any barrier.

The availability of difference aspects of new technology in different library settings is not in doubt but the extent of their availability and usage for service delivery by librarians for job Performance is concerned with the alignment of the objectives of an organization vis a vis the employees' agreed measures, competence, skills, development plans and results delivery. Job performance is a means to reach a goal or set of goals within a job or organization but not the real consequences of the acts performed within the job. Employee job performance, therefore, encapsulates the behaviour individuals engage themselves in or produce in the workplace which are in line with and contribute to an organization's goal (Lee & Park, 2022).

Similarly, job performance can by and large mean the efforts put forth at work by the employees towards achieving an organizational goal. Despite the relevance of job performance as an outcome measure in empirical studies, it has been adequately investigated by researchers that self-rated and supervisor-rated measurement scales are best methods of determining individual job performance. The effective utilization of new media is directly linked to the job performance of librarians, especially in academic institutions. Job performance encompasses various dimensions such as efficiency, quality of service, innovation, and user satisfaction (Lee & Park, 2022). When librarians are equipped with adequate digital skills and resources, they can perform their duties more effectively organizing information assets efficiently, delivering timely reference services, conducting digital literacy training, and engaging with users via social media platforms
Although several works have been done on the construct of job performance, this study followed the line of argument of Nwokike, and Unegbu, 2019) the study came out with eight indicators of measuring job performance: job specific task proficiency, non-job specific task proficiency, written and demonstrating effort, oral

communication, maintaining personal discipline and team performance, facilitating peer supervision or leadership and management or administration. These eight indicators represent rank order factors that are well-designed for describing job performance in any occupational domain. Any intricate factor may have to be simplified and adapted to become appropriate to the library working environment. Given the vital role of new media in facilitating learning in the 21st century, it is essential to empirically compare how librarians in Delta and Edo University libraries utilize new media. Additionally, undergraduates and librarians alike rely on information not only for academic pursuits but also to satisfy social, psychological, recreational, or leisure needs—underscoring the critical importance of new media's role. Therefore, it is imperative to examine the availability and utilization of new media, alongside job performance metrics of librarians in university libraries across Delta and Edo States, Nigeria.

Statement of the Problem

The world is changing every day, and so also are the various tools we use to carry out our daily tasks in whatever profession we find ourselves. The evolution of technology has greatly transformed our work environment into something akin to a digital hub. The rate at which new media in its various formats has taken over the librarian's work space is a welcome development due to the fact that they facilitate ease of task completion, ease of access to resources, sharing of ideas, seamless interaction with users etc(Patel, & Sharma,2023)

The limited availability and utilization of new media among librarians in many university libraries poses a significant challenge to their ability to effectively meet the evolving information needs of students and faculty. This problem is exacerbated by factors such as inadequate technological infrastructure, limited funding for new media initiatives, and a lack of training in digital skills. As a result, librarians may struggle to provide the innovative services and resources that are essential for supporting teaching, learning, and research in today's digital age (Patel, & Sharma, 2023).

The researcher noted that despite the presence of extensive collections of new media pertaining to job performance in the libraries of the universities, the personnel responsible for the management of these resources encounter significant challenges in systematically organizing these essential information assets. This disorganization impedes customers' ability to effectively consult and utilize the materials for purposes such as research, entertainment, and academic study. Infact, certain libraries within the two states are deficient in new media resources necessary for adequately servicing their user base. This shortfall can be attributed

to the funding allocations for university libraries being consistently denied by both governmental authorities and institutional management. The obstacles impacting the acquisition of new media present a substantial concern, particularly in light of the depreciation of the naira against the dollar (Olatunji, 2020).

However, despite the availability of new media technologies in many Nigerian university libraries, their effective utilization remains largely inconsistent. Many libraries face infrastructural deficiencies; most operate with outdated hardware and lack reliable internet access, which impedes digital engagement. This infrastructural gap hampers librarians' ability to leverage new media effectively, thereby affecting their job performance. Hence, this study intends to investigate availability and utilization of new media for job performance enhancement by academic librarians in Delta and Edo states, Nigeria.

Objectives of the Study

The main objective of this study is to examine the availability, utilization of new media and job performance among librarians in the university libraries in Delta and Edo states, Nigeria. Specifically the study intends to:

1. Assess the extent of availability of new media technologies among librarians in university libraries in Delta and Edo states of Nigeria;
2. Investigate extent of librarians utilize new media technologies in their job performance in university libraries
3. Find out level of Job performance carried out among librarians in university libraries in Delta and Edo states of Nigeria;

Research Questions

The following research questions was answered at the end of this study:

1. What is the extent of availability of new media technologies among librarians in university libraries in Delta and Edo states of Nigeria?
2. To what extent librarians utilize new media technologies for job performance in university libraries
3. What are the level of job performance carried out among librarians in university libraries in Delta and Edo states of Nigeria?

Literature Review

New media technologies are portable information (IT) items that include hardware (devices), software (interface and applications), and communication (network services), (Hamad, et al, 2018). According to Kim, et al (2006), it can also be described as technology that makes use of radio frequency spectrum in any band to enable the delivery of multimedia services, voice, video, or text data to mobile devices without regard to time or place constraints. Thus, they consist of integrated wireless solutions, mobile phones, and portable digital assistants. (De-Graft, 2020). We are living in the digital age, which is distinguished by "personal and technical mobility".

Mobile electronics including PDAs, MP3 players, tablets, and cell phones have evolved. New media technologies are a crucial innovation if businesses and institutions are to satisfy the demands of their clients and users. This is especially true given the seeming growth in wireless internet connections and the adoption of universal fast-speed mobile broadband. The way individuals communicate has altered as a result of new media technology.

In addition to offering new avenues for cooperation and communication, new media technologies enhance how individuals obtain, receive, and engage with information (Hamat et al 2018). According to Hamat et al. (2018), these recent developments in technology offer quicker access to a growing amount and diversity of information. According to Sabah (2016), new media technologies—more especially, smartphones and tablets—have already shown themselves to be useful in every facet of daily life. Mobile devices are becoming the primary tool used by users for a variety of everyday tasks, including social media interactions with friends, email access, online browsing, and book reading. Easy-to-use technology and instant access to important information are features of new media technologies. It is regarded as a modern technology that offers significant advantages to people, businesses, government entities, and educational institutions. Accessing data across borders, regions, and organizations is made portable by mobile devices (Singh-Negi, 2014). People can access and share information at any time and from any location because to new media technologies' mobility central interface (Saxena & Yadav, 2013; Singh-Negi, 2014).

People increasingly seek to use mobile devices to complete everyday tasks quickly and easily. The way that individuals create, exchange, and work together is being altered by new media technologies (West & Ei, 2014). Despite being a new technology, stakeholders and technology professionals are using new media applications in their varied workplaces due to their many advantages (West & Ei, 2014).

Key projects in a number of fields, according to De-Graft (2020), have demonstrated how new media technologies may shape and empower people, accelerate change, and foster the development of 21st-century skills. The astounding rise in mobile devices and mobile broadband internet connections is responsible for the success of

new media technologies and the myriad of applications that go along with them (Domingo & Gargante, 2016).

New media is believed to have pervaded the different segment of our society as their impacts are being felt in schools, workplace, market squares, and movie theatres and so on and so forth. Availability of new media technologies in academic libraries has to do with their place in the library's work environment. Okunoye and Okunoye (2022) observed that having functional and adequate new media technologies have become a major concern to the staff of libraries who as a matter of necessity encounter and interact with library users and are keen to observe levels of satisfaction or dissatisfaction they exhibit with regard to the kind of services they are given.

According to Adams (2017) present day digital era is permeated by new technological trends which has seen libraries change how librarians and users gain access to information. The majority of Americans aged 16 and over, according to Okunoye and Okunoye's study, said they wanted libraries to provide free access to computers and the Internet. The studies also noted that, after book lending services, internet connection is seen as quite important. Maker space, user-focused interfaces, digital displays, cloud technologies, and sign-in technology are the five essential library technologies that library and information professionals need to embrace, according to the study by Okunoye and Okunoye. Additionally, Owan and Owan's (2022) research found that there is a limited amount of new material available in higher education. This resulted from the fact that the institutions under investigation only had a small number of e-learning infrastructures. Even Nevertheless, the availability of digital resources is minimal, suggesting that in addition to their low availability, the majority of the electronic resources that were available were abandoned to decay because of a lack of dedication and willingness to maintain them. In the study by Adamu *et al* (2019), new media technologies like Web 2.0, Wikis, Facebook, X, Instagram, Whatsapp, Blogs and Mobile technology came into existence to enable connectivity, interactivity, communication, collaboration and sharing of information between librarians and users including lecturers, students and researchers. By so doing, enabling lecturers, students and researchers to access and use current, relevant and reliable information for teaching, learning and research activities.

Similarly, Zhang et al. (2020) that discovered in their study that lack of adequate knowledge constitutes a hindrance to online education infrastructure errors, poor educators' experience, and e-learning growth. According to Nongo (2020) availability of present day's technological information resources … A library facility facilitates the retrieval of material that satisfies the needs

of both complying library professionals and undergraduate students who have been exposed to the usage of modern technology like computer applications.

Furthermore, Ekere *et al* (2019) discovered that modern technologies available and used to promote service delivery in libraries are computer and laptops connected to the internet, electronic bulletin boards, security cameras, OPAC, Marc, Braille, projectors, internet facilities, library software, DVD sets. Ranking of the rate of responses on each items revealed that connected computers, CD-ROM, internet facilities were mostly available new technologies that aids effective service delivery in the library.

Ekere et al. (2019) also discovered that their checklists of the new technologies that are required in special libraries are not there for use, while those that are available are either obsolete or faulty. New media such as Social media have the capability to open doors for libraries to easily and conveniently market their products and services to a wider range of their users and their interactive nature enables them to get feedback from patrons to helps understand what patrons actually need. According to Sahu and Naik (2019), libraries can now reach a greater number of their users simultaneously by implementing social media channels. Chiparausha et al. (2022) discovered that academic librarians in Zimbabwe rate the flexibility of interacting with social media tools as high, and that they believe the available social media tools are easy to use for service delivery.

Also, Nongo (2020) discovered that CD-ROMs and computers, which considered important enablers of effectiveness service delivery were not available in the colleges of health science libraries in both in Benue and Kwara states. Skype and Google, on the other hand, were found to be available in the college libraries under study. Hey, in a same vein, Olafare (2020) pointed out that libraries' streaming media, podcasting, vodcasting, blogs, and social bookmarking services all demonstrate current IT trends. Ayo-Olafare noted further that as new media are created, libraries will get the responsibility to archive and provide access to them.

Methodology

The research design used in this study was a descriptive survey. Descriptive survey research design, according to Ifidon and Ifidon (2007), is one in which a group of objects or people are examined by gathering and examining data from a small number of individuals or objects thought to be typical of the entire group. In order to describe the data collected in relation to the research on the availability and utilization of new media for job performance university librarians and non-librarians in Delta and Edo states, Nigeria, as well as other variables

being studied, this design was chosen for the study due to the similarities in the characteristics of the target population.

The population of the study is 258 academic and non-academic librarians in Federal, State and Private university libraries in Delta and Edo state Nigeria. Since the entire population is representative of the population in university libraries, there is no sample size for this study. The study included the entire population. The complete population was used for the study because of its reasonable size. According to Baxter and Babbie (2004), the entire population may be used if it is sufficiently small and amenable to study. The whole population of librarians employed by federal, state, and private colleges in Delta and Edo States, Nigeria, was used by the researcher. Because the study's population fits into this category, the complete enumeration sampling approach is used to determine the study's sample size by surveying the entire population.

A structured questionnaire was one of the tools utilized to collect data. Data for this study was gathered using a standardized questionnaire called the "Availability, Utilization of New Media and Job Performance Questionnaire" (AUNMJPQ). The questionnaire was divided into section A to Section G. Section A: Demographic data. Section B: Availability of New Media Technologies in University Libraries; Section C: Extent of Utilization New Media Technologies; Section C: level of Job Performance among Librarians; the questionnaire was five point likert scale of VHE/FA, HE/MA, ME/PA and LE/RA and VLE/ NA. While four liket scale for SA, A, SD and D. With the assistance of one (1) research assistant from each of the institutions being studied, the researcher administered the questionnaire created for this study. This is to guarantee thorough management and sufficient coverage of the member university libraries. The researcher collected data for this over the course of a month. Descriptive and inferential statistics were used to analyze the study's data. Simple frequency counts and percentages made up the biodata. In order to ascertain the degree of the relationship between the dependent and independent variables in the study, the research hypotheses were tested using the Pearson Product Moment Correlation Coefficient, while the mean and standard deviation were used to analyze the research questions.

The criterion mean that was used for this study is 2.50. This implies that any item with a mean score of 2.50 and above was accepted, while any item with a mean score that is below 2.50 was rejected. The hypotheses will be tested at a significant level of 0.05 alpha level, which implies that a tested hypothesis with a significant level of 0.05. Or below will be rejected and a tested hypothesis with a significant value that is above 0.05 will be accepted.

Results and Data Anaylysis

Table 1: Status of the Respondents

Status	Frequency	Percentage (%)
Senior Librarian	31	15.0
Librarian I	19	9.2
Librarian II	43	20.9
Assistant Librarian	15	7.3
Graduate Assistant	8	3.9
Non Academic	90	43.7
Total	**206**	**100.0**

The data in Table 1 shows that 90 (43.7%) non-teaching staff in university libraries, while 43 (20.9%) Librarian II, 31 (15.0%) Senior Librarians, 19 (9.2%) Librarian I, 15 (7.3%) Assistant Librarians, and 8 (3.9%) Graduate Assistants. This implies non- teaching staff are more than teaching staff in the university libraries in Delta and Edo States, this might be due to lower salary, task complete at the middle level need more hand and qualifications for that level more than higher degrees needed to be at the top of managerial level.

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Table 2: Years of the Respondents

Years	Frequency	Percentage (%)
1-10 years	71	34.5
11-15 years	60	29.1
16-25 years	25	12.1
26 years and above	50	24.3
Total	**206**	**100.0**

The data in the shows years of experience in librarianship practices. Majority of staff are in young stage of the profession, that is   Table 4.5, it can be seen that there are 71 (34.5%) respondents with 1-10 years of experience, this is following by 60 (29.1%) responses while 11-25 (12.1%) 15 years are those   with 16-25 years, and 50 (24.3%) with 26 years and above. It can be concluded that the majority of respondents have between 1-10 years of experience i.e. are in the early stage of

their career in library and information profession. It is also due to number of years to grow in the profession take a lots of time and years to move to the next stage.

Research Question 1: To what extent of availability of new media technologies among librarians in university libraries in Delta and Edo states of Nigeria?

Table 3: Extent of Availability of New Media Technologies

S/N	Availability of New Media Technologies (NMTs)	Fully available	Mostly available	Partially available	Rarely available	Not Available	$\bar{x}$	Std. Dev.
1	Podcasts	29	37	60	29	51	2.83	1.36
2	Samsung Tablets	40	34	62	54	16	3.14	1.23
3	Internet ads	36	37	46	38	49	2.87	1.42
4	YouTube	32	55	53	30	36	3.08	1.32
5	RFID	24	39	55	66	22	2.89	1.18
6	Integrated Library System	27	36	60	52	31	2.88	1.24
7	Library Analytics Platforms	26	35	50	61	34	2.80	1.26
8	3D Printing	29	26	61	49	41	2.77	1.30
9	Mobile Library Mgt Apps	27	44	50	51	34	2.90	1.28
10	Cloud Based Collaborations	35	29	43	67	32	2.84	1.32
11	CLZ book app	19	35	67	47	38	2.76	1.21
12	E-readers	26	38	58	45	39	2.84	1.28
13	Artificial Intelligence	27	38	66	32	43	2.87	1.30
14	Robotics	13	36	52	52	38	2.61	1.16
15	Internet of Things (IoT)	41	34	68	35	28	3.12	1.29
	Aggregate Mean						2.88	1.28
	Criterion Mean						3.00	

The new media Technologies such as "Tablets" ($\bar{x}$ = 3.14)" for portable access to information ($\bar{x}$ = 3.31), " Internet of Things (IoT)" ($\bar{x}$ = 3.12),, quick access to internet products, Youtube ($\bar{x}$ = 3.08), for video learning, RFID ($\bar{x}$ = 2.89), tags for efficient tracking and management of library materials and Mobile Library Management Apps($\bar{x}$ =2.90) have mean scores slightly above the criterion mean, showing that are mostly available those new media technologies in the university libraries and them utilization in library services and operations. This implies that libraries are have some new media technologies to enhance access to resources and support remote services

The other new media technologies like podcasts (($\bar{x}$ = 2.83), tag audio and visual content delivered through online platforms , Internet ads(($\bar{x}$ = 2.87), use for advertisements displayed Library Analytics ($\bar{x}$ = 2.80), use for statistics, 3D printing ($\bar{x}$ = 2.77), use for digital design, CLZ book app($\bar{x}$ = 2.76), e-book reader applications, E-readers ($\bar{x}$ = 2.84), electronic book or media that contain electronic resources, Artificial Intelligence ($\bar{x}$ = 2. 87), stimulation of human intelligence in machine and Robotics ($\bar{x}$ = 2.61),application tools use for service in the library mean scores below the criterion mean, indicating a lower level of adoption. This may suggest that these technologies are either rarely or not available; less prioritized, or face barriers to implementation. Overall, the results reflect a trend towards partially available new media technological integration in library operations, with a stronger emphasis on tablets Internet of Things (IoT, Youtube and RFID while other technologies are rarely available across the libraries studied.

Research Question 2: To what extent librarians utilize new media technologies in their job performance in university libraries?

Data in Table 4 is used to answer this question.
Table 4: Extent Librarians Utilize New Media Technologies in their Job Performance

S/N	Extent Librarians Utilize the following New Media Technologies (NMTs)	Very High Extent	High Extent	Moderate Extent	Low Extent	Very low Extent	$\bar{x}$	Std. Dev.
16.	Podcasts	33	40	52	46	35	2.95	1.32
17.	Samsung Tablets	29	46	35	54	42	2.83	1.36
18.	Internet ads	36	47	35	52	36	2.98	1.37
19.	YouTube	29	57	54	28	38	3.05	1.31
20.	RFID	33	35	53	38	47	2.85	1.38
21.	Integrated Library System	39	45	34	45	43	2.96	1.43
22.	Library Analytics Platforms	33	49	49	38	37	3.01	1.34
23.	3D Printing	37	39	40	49	41	2.91	1.39
24.	Mobile Library Mgt Apps	31	47	39	50	39	2.91	1.35
25.	Cloud Based Collaborations	39	38	41	44	44	2.92	1.42
26.	CLZ book app	46	25	53	52	30	3.02	1.36
27.	E-readers	53	35	45	37	36	3.16	1.44
28.	Artificial Intelligence	53	47	33	43	30	3.24	1.41
29.	Robotics	37	29	37	54	49	2.76	1.42
30.	Internet of Thing(IoT)	40	31	59	47	29	3.03	1.31
	Aggregate Mean						2.97	1.37
	Criterion Mean						3.00	

The data in Table 4 shows that the shows an aggregate mean of 2.97, which falls slightly below the criterion mean of 3.00, indicating a moderate extent of utilization of new media technologies by librarians in university libraries in Delta and Edo States.

The mean scores indicate how extensively librarians utilize each technology. The highest mean score of 3.24 is for Artificial Intelligence, followed by E-readers (3.16) and Internet of Things (IoT) (3.03). These technologies are perceived as being used to a high extent or very high extent by librarians. The lowest mean score of 2.76 is for Robotics, indicating that librarians use this technology to a low extent. The standard deviation values suggest moderate to high variability in the extent of technology utilization. For instance, E-readers (1.44) and Artificial Intelligence (1.41) show relatively high variability, indicating that while some librarians may be using these technologies extensively, others may not be utilizing them as much.

On the other hand, RFID (1.38) and Robotics (1.42) exhibit relatively high variability, with large differences in the extent of usage across respondents. This variability suggests that while some use these technologies, they are not as widely adopted or utilized across the board. The most used technologies according to the mean scores include Artificial Intelligence (3.24), E-readers (3.16), and Internet of Things (IoT) (3.03), suggesting a greater degree of utilization among librarians. Robotics

(2.76) and Tablets (2.83) are among the least utilized technologies, implying that these may not be as integral to librarians' daily job performance.

Conclusively, the utilization of new media technologies by librarians shows a mix of high and low usage across different technologies, with Artificial Intelligence, E-readers, and IoT being used to a higher extent. However, overall, the utilization of NMTs is slightly below the criterion mean (3.00), suggesting that while libraries have started adopting new technologies, there is room for improvement in the integration and usage of certain tools, particularly Robotics and RFID. To improve job performance and enhance service delivery, libraries should consider increasing training and support for underutilized technologies and encourage the wider adoption of those technologies with greater usage potential.

Research Question 3: What are the levels Job performance among librarians in University Libraries of Delta and Edo States?

Data in Table 5 provide the answer to this question.

Table 5: Job performance among librarians

Item Number	Item Description	Mean (M)	SD	Decision
	Job-Specific Task Performance			
1	Performing a library routine	3.55	1.20	Accepted
2	Attending to information requests	3.29	1.22	Accepted
	Non-Job-Specific Task Performance			
3	Meeting of approved goals	3.49	1.16	Accepted
4	Providing input to growth of the library	3.31	1.31	Accepted
	Communication			
5	Using communication skills	3.33	1.21	Accepted
6	Using information tools and technologies	3.44	1.40	Accepted
	Demonstrating Effort			
7	Creativity and diligence at work	3.45	1.18	Accepted
8	Performing competently under pressure	3.55	1.14	Accepted
	Personal Discipline			
9	Performing work schedule on time	3.68	1.39	Accepted
10	Regularity to work	3.71	1.15	Accepted
	Peer/Team Performance			
11	Working with others	3.55	1.23	Accepted
12	Providing assistance	3.29	1.28	Accepted
	Supervision/Leadership			
13	Assessing work performed by others	3.51	1.24	Accepted
14	Working with minimum supervision	3.65	1.16	Accepted
	Management/Administration			
15	Coordinating ability	3.36	1.23	Accepted
16	Anticipating and proffering solution to problem	3.14	1.24	Accepted

Key Points: VHL ML, LE and VLE.

The table presents a summary of job performance metrics across various dimensions, measured on a 5-point Likert scale (where higher scores indicate stronger agreement or performance). The criterion mean for acceptance was set at 2.50, meaning any item scoring ≥2.50 was deemed satisfactory. Every item scored well above the threshold (range: 3.14–3.71), indicating a Very high level of job performance. The highest-performing areas were Personal Discipline (e.g., "Regularity to work," *M=3.71*) and Demonstrating Effort (e.g., "Performing competently under pressure," *M=3.55*), reflecting reliability and resilience. Consistency in Team and Leadership Roles: Peer/Team Performance (e.g., "Working with others," *M=3.55*) and Supervision/Leadership (e.g., "Working with minimum supervision," *M=3.65*) scored highly, emphasizing effective collaboration and autonomy. Areas with Slightly Lower Scores: Management/Administration had the lowest mean (*M=3.14* for "Anticipating and proffering solutions to problems"), suggesting mild room for improvement in proactive problem-solving.

Discussion of Findings

Availability of new media technologies among librarians in university libraries Technological Integration for Library Operations

The outcome of the study indicates that there is a rarely and partially availability of New Media Technological across the university libraries in Delta and Edo States. Moreover, the adoption of specific technologies varies significantly, with some showing partially availability than others. This suggests that libraries are focusing on digital and cloud-based solutions to improve resource access and support remote and virtual services. The varying levels of technology adoption highlight a strategic emphasis on areas that enhance user accessibility and operational efficiency, reflecting a trend toward leveraging new media technologies to meet evolving user needs and adapt to the increasingly digital landscape of library services. The null hypothesis is therefore rejected, implying that an increase in the availability of new media technologies is likely to lead to a corresponding increase in their utilization. This means that the availability of new media technologies influences how much they are utilized by librarians in these university libraries. These findings suggest that availability of New Media Technologies are closely associated with increased productivity among librarians. This emphasizes the importance of effectively incorporating New Media Technologies to library services.

The study in line with Akanbi and Ali (2022) finding that library operations have a moderate but varied level of technological integration. Their study emphasizes that technological integration is essential for libraries to fulfil their mission of promptly disseminating current and quality information to users. They highlight that academic libraries have repositioned themselves as crucial tools for academic achievement and lifelong learning by leveraging modern technologies. This supports the finding that technological adoption is uneven across different areas of library operations, with a strategic emphasis on enhancing user accessibility and operational efficiency. For example, while some libraries may have fully embraced digital platforms and automated many of their services, others may still be in the process of integrating these technologies.

Furthermore, Chukwuemeka and Onuoha (2019) support the study as they concluded that because of the many advantages it has to provide, ICT applications in libraries are of great relevance. The benefits include improved library services efficacy and efficiency, reduced access to information time, location and recovery time, conserving physical space for the library and so forth. In addition, several academic libraries are still not yet completely using these ICTs in their services despite their many benefits. However, Rafi, JianMing, and Ahmad (2022) point out that while some libraries have achieved a high level of integration in areas related to digital literacy and resource access, others lag in adopting advanced technologies like artificial intelligence (AI), virtual reality (VR), and Internet of Things (IoT) devices.

Librarians utilize new media technologies in their job performance in university libraries,
The findings revealed that the standard deviation values suggest moderate to high variability in the extent of the utilization of new media technologies by librarians shows a mix of high and low usage across different technologies, with Artificial Intelligence, E-readers, and IoT being used to a higher extent. However, overall, the utilization of NMTs is slightly below, suggesting that while libraries have started adopting new technologies, there is room for improvement in the integration and usage of certain tools, particularly Robotics and RFID. To improve job performance and enhance service delivery, libraries should consider increasing training and support for underutilized technologies and encourage the wider adoption of those technologies with greater usage potential. The significance of this finding highlights the importance of continued investment in new media technologies advancements to support and enhance librarians' productivity and the overall success of library services.

In support of this Lubanga and Mumba (2021), their study examined the importance of research and development, creativity, and innovation at the University of Livingstonia (UNILIA) library in the 21st century. Findings shows that major points in a technologically driven world and are vital aspects of restructuring library services and products for efficient service delivery and optimum client experience.. Furthermore, Saibakumo (2021) also find out that the long-term survival and support of academic libraries in the technological society depends on the expansion and upgrading of information services. In academic libraries, technological developments have pushed libraries to take all-embracing, user-friendly, and technology-driven methods to delivery. This apparent gap appears to be filled by new media technologies. The study highlights the degree to which new technologies are understood, adopted, favoured and ready to be included in University library operations in Nigeria.

Levels of Job performance among librarians in University Libraries

Findings shows that all performance items were accepted, confirming that employees excel in their roles. **Personal Discipline and Effort** are standout strengths, underscoring punctuality and adaptability. **Communication and Technical Skills** (e.g., "Using information tools) are robust, aligning with modern workplace demands. **Leadership and Teamwork** are well-developed, fostering a cooperative work environment. The data unequivocally demonstrates **excellent job performance** across all university libraries in Delta and Edo States, with no rejections. Employees exhibit exceptional discipline, teamwork, and technical competence, reinforcing a high-functioning organizational culture. To sustain this momentum, targeted initiatives, such as advanced problem-solving training for managerial roles could further elevate performance. **These results affirm that the workforce not only meets but exceeds expectations, driving sustained organizational success.** The results align with established literature on **academic library effectiveness** in developing nations. Ugwu and Ekere (2020) similarly found that Nigerian academic librarians exhibit **strong service orientation and technical proficiency**, despite infrastructural constraints. The current study's findings **reinforce this narrative**, demonstrating that Delta and Edo States'
librarians maintain high standards in: **Core service delivery** (e.g., "Attending to information requests and

Adaptability to technological change (e.g., "Using information tools,).

The findings indicating that all performance items were accepted, thereby demonstrating excellent job performance among librarians in Delta and Edo States, align with several authoritative perspectives in organizational behavior and human resource management. According to Dessler (2019), high levels of discipline, teamwork, and technical competence are critical components of organizational effectiveness and employee performance. The emphasis on personal discipline and effort as standout strengths corroborates this view, suggesting that employees' punctuality and adaptability contribute significantly to operational success.

Furthermore, the robust communication and technical skills documented in the study support the assertions by Robbins and Judge (2019) that proficient communication and technological competencies are essential in modern workplaces, especially within information-intensive environments like libraries. Their research stresses that such skills are vital for improving service delivery and ensuring organizational responsiveness. On the other hand, some scholars caution against complacency in perceived high performance. Locke and Latham (2013) argue that continuous improvement and targeted development initiatives are necessary to sustain and enhance performance levels. The study's recommendation to implement advanced problem-solving training underscores this perspective, suggesting that even exemplary performers can benefit from ongoing skill development.

In contrast, critics like Speakman (2011) warn that overestimating employee competence without assessing factors such as motivation, engagement, or organizational support might lead to overlooking potential shortcomings. Therefore, while the study indicates a high-functioning environment, it must be complemented with evaluations of employee motivation and organizational culture to ensure sustained excellence.

Conclusion and Recommendations

This study examined investigate availability and utilization of new media for job performance by librarians in Delta and Edo states, Nigeria. Based on the findings of the study, it can be concluded that: there is a rarely and partially availability of new media technologies across the university libraries; the extent of the utilization of new media technologies by librarians shows a mix of high and low usage across different technologies, with Artificial Intelligence, E-readers, and IoT being used to a higher extent. However, overall, the utilization of NMTs is slightly below, suggesting that while libraries have started

adopting new technologies, there is room for improvement in the integration and usage of certain tools, particularly Robotics and RFID. Furthermore, there is positive relationship between ICT skills and NMT utilization underscores the importance of skill development in modern librarianship. Libraries must invest in both human and technological resources to bridge skill gaps and enhance the adoption of innovative tools; levels of job performance demonstrating excellent among librarians in Delta and Edo States, i.e librarians are taking their job serious in different universities; challenges librarians face in utilizing new media technologies for job performance in university libraries include the high cost of adequate staff training, insufficient technical skills for effective use of new technologies, and the time-consuming nature of keeping up with software updates and new versions and finally, survey reflect a strong consensus on the need for librarians to embrace new media technologies to improve efficiency, enhance user services, and support professional development.

Based on the findings from the study on technological integration, continuing professional development and productivity of librarians in universities in Anambra State. The following recommendations are made:

1. **University Management** should made new media technologies available by investing in modern library management systems and digital resources. University library management should focus on the challenges of time management and skills for professional competencies and career growth.
2. **Library Management** should promote the use new media technologies on productivity by setting up dedicated teams to explore and implement new media technological tools that enhance daily operations and workflow efficiency. Should leverage the existing high productivity levels by creating recognition and reward systems that motivate librarians to continuously engage with new media technologies and fostering an innovation.
3. The management of different universities under study should implement targeted advanced training programs focused on problem-solving and leadership development for managerial staff. This approach can enhance existing strengths, foster continuous improvement, and sustain high-performance levels within the university libraries, aligning with the concept that ongoing professional development is crucial for organizational excellence

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