THE NEED TO EXPLORE NEW STRATEGIES FOR INFORMATION REPACKAGING IN NIGERIAN ACADEMIC LIBRARIES

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Abstract:
Information repackaging is a way of improving library services, particularly in this era of electronic information. Libraries served repackaging information in the following ways; translation, literacy, scientific and technical information, economic information, selective dissemination of information etc. information repackaging involves selection, analyzing, and processing information with a view of communicating a message in a convenient and effective form to a target audience defined for the purpose. It is very essential for information centers to have a thorough knowledge of the target audience, the message and the message carrier.

Introduction

In information age information explosion pushing to information overload in every sector of society. Information repackaging can save time, labor, and cost of the user. It is a systematic process of adding value to information services. This is in the line with the shift from documents to their contents and from collections to their users. Information is the bundling of product and services to address specific needs.it could possible through reformatting and synthesizing raw information, combining expertise on a subject with access to relevant information sources, providing training or assistance to a user in accessing an information product. Process of repackaging depends on the availability of materials, from research institutes, government sources, online services and networks, and indigenous knowledge. Grey literature is important in repackaging; although it may be unattractive and hard to access information repackaging can also be seen as part of a process of information consolidation. The process of repackaging begins with the

selection of information and the evaluation of content. There are three requirements for information repackaging; the material should be collected and organized efficiently, there should be the capacity to analyze their content and create new information packages from them, the new package should be disseminated freely. çç Information is a driving force in contemporary society. Libraries disseminating information, preserving and contributing to intellectual, social and cultural life.

Definition to Information Repackaging

Information repackaging is process to repackage the analysis of consolidated information in that form which is more suitable and usable for library users. Repackaging of information in digital form or in electronic medium like CD, DVD, etc. in other hand repackaging of information is a physical recording, arrangement and presentation of information on a given medium and in and in a given form. The aim of repackaging is to enhance the acceptance and use of information products and the assimilation and recall of their contacts (Saracevic & Wood 1989); & bunch (1984) were the first to use the term in their publication in describing "how an information service selects appropriate materials, reprocessing and packaging the information, and arranging the materials in way that is appropriate to the user those two type of information and the communities that use them are still the basis for information repackaging today, which is part of both rural development and highly industrialized setting."

Information Repackaging and the Rising Information Setting

Information has become one of the most important resources in contemporary society. This is especially true for business and commercial ventures. Businesses create markets for their products and services through innovation, quality management, improved customer service, strategic planning and a host of other approaches and techniques. For these efforts to succeed, businesses require access to information that is relevant, current, accurate and comprehensive. Unfortunately, while today's business decision-makers may have electronic access to thousands of information resources, they often lack the time and synthesize and apply information to their decision making processes the result is that businesses often fail to take full advantage of the abundance of information at their disposal. Business managers need "capsulated" information which has been processed and rendered meaningful in the context of their decisions.

Consequently, librarians need to design information services for such clientele based on diagnosis of their information needs as inferred from:

(i)   the roles they play;
(ii)   (ii) the structure of such roles in the given work environment or organization; and
(iii)   (iii) their information use patterns, traits and characteristics (Hale, 1986).

The composite data generated from such diagnosis would be used to repackage or customize information to match the needs and convenience of the user. Information Repackaging then entails a systematic process of adding value to information services. These value added components would include but are not limited to information analysis, synthesis, editing, translating and transforming its symbolic and media formats. IR also ensures the currency, accuracy, pertinence, comprehensiveness, ease of comprehension (e.g. technical level, presentation style); and convenience of use (e.g. timing, format of coding). IR services are in consonance with an on-going shift from documents to their content and from collections to their users. Although customized information services have been advocated in the library literature within the last decade little guidance has been provided for the systematic design and provision of such services. What principles for instance, underlie the choices involved at each stage of Information Repackaging and what is the correct sequence to its elements?

An Information Repackaging State of Matter

An Information Repackaging service could assemble relevant information from a variety of sources such as local archives e.g. the company's past budgets, performance appraisals and projected goals and plans; and external resources e.g. competitive intelligence, market surveys and government regulatory information.

These sources are checked for accuracy and currency. Their contents are then synthesized and edited to enhance their pertinence to the overall organizational management philosophy or style, the client manager's role in the budget process, in relation to his/her relevant previous experience, knowledge and skills. Based on this diagnosis, the information needed is coded or documented in the format that best accommodates the manager's information processing, cognitive and learning styles. Thus, primary information from books, annual reports, video and audio recordings may be reduced to graphs and charts with explanatory notes. The mode and time for delivery of the package would also be designed to gain the manager's attention and meet his/her constrains in time and other facilities e.g. effectiveness of operations, thereby increasing the profit margins of the corporation.

Functions of Information Repackaging
1. As a tool for saving information.
2. As a systematic and selective sorter of useful information.
3. As a means for more wide information transmission and   delivery.
4. As a translation tool.
5. As an opportunity for the practical application of research   results.
6. As a means for the promote delivery of relevant   information.

Importance of Information repackaging in Nigerian Academic Libraries
Information repackaging entitles a systematic process of adding value to information services. It is a value added components would include but are not limited to information analysis, synthesis, editing, translating and transmitting its symbolic and media formats. IR ensures currency, accuracy, pertinence, comprehensiveness, ease of comprehension and convenience of use. Following are fore major importance of (IR) information repackaging.
1. To customize information to user need.
2. To facilitate dissemination, organization, and for communication.
3. To simplify e.g. an automated bibliography is like a map in the world of information overload.
4. To facilitate interactivity between user, knowledge base, and technology.

Methods for Information Repackaging
In the process of designing the repackaging, it is essential to have specific information about the target audience to collect, process and apply the required information and design and repackage of information according to user demands. The methodology of information repackaging includes the following points.
1.Preparation of the first brief: the first transitory brief consist selective information prepared by information experts.
2.Analysis of the brief: the first brief should analyze with reference to the target audience, the information content, the budget of the message carrier as well as the life cycle of the carrier. The repackaged product should give sufficient description on the required information topic and communicate to the target audience.
3. Design criteria for the message carrier: the message carrier should be such that it attracts the reader.
4.Selection of the message carrier: the message carrier should be designed with several with several shapes and sizes.
5.Production of the message carrier: the message carrier should be well designed before producing it.
6.Feedback system planning: it is important to design a feedback system to judge the success of the repackaging information.

Strategies for Information Repackaging in Nigerian Academic Libraries:
1 Current Awareness Services (CAS)
Current awareness services playing a major role in repackaging of information and providing current, new

repackaged information to the user in the library. This is system for reviewing newly available documents, selecting items relevant to the need of an individual or group and recording them so that notification may be sent to those individuals or groups to whose needs they are related. Current awareness services include review of publication immediately upon receipt, selecting information pertinent to the program of the organization served, and not individual items to be brought to the attention, by one man or another of those persons to whose work they are related.

Concept: "CAS is a system of service which ensures that all the current information likely to influence the progress of a search worker or a research team is made available to them at the right time and in convenient form"

2 Selective Dissemination of Information (SDI)

Selective dissemination of information also one strategy of information repackaging for users, "It is a service within the organization which concerns itself with channeling of new items of information from various services to those points within the organization where they usually serve some ones interest" SDI is a modification of CAS current awareness and is unrivalled for its effectiveness in calling user attention to those few items found in current literature, which are directly relevant to the practice of their professions and the pursuit of their interests. SDI provides anticipatory services in the sense that the most useful information is identified on the based on pre-determined needs of users.

Future Viewpoint of Information Repackaging for Nigerian Academic Libraries

The term information repackaging to refer to the way an information service selects appropriate materials reprocesses and packages the material according to user specifications. Repackaging can be done through various forms for example, popular theatre, drama, storytelling and the use of songs. In future modern technology would make it much easier to repackage information through integration of text and graphics and texts. Information technology assists in repackaging information into oral form, for example, the use of podcasts in rural areas to record oral history and songs. The use of tape recorders also assists in capturing a fading memory with regards to traditional knowledge in every branch of knowledge Repackaging of information help in locating, retrieval, evaluation, interpretation and repackaging of information on a particular subject area. It would be very beneficial for library and information centers in future.

Conclusion

Information repackaging is a process to collect information from various sources, process the information and make more effective and attractive package of information and disseminate or serve according to demand. Repackaging services are the result of attempts to cope with the information explosion and the competition for fast, reliable, convenient and efficient information support for corporate decision making. Information repackaging is a way of improving library services, particularly in this era of electronic information. Librarians must give critical thought to this phenomenon with the intent of implementing it is considerable, but the long-term benefits outweigh the disadvantage of not providing it.

Recommendations

1. Utilization of modern technology (ICT's) to repackage information to meet user needs
2. Balancing library collections by including print, electronic and oral forms that caters for indigenous knowledge.

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