

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

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### Abstract

This study investigates influence of newspaper towards the development of students' reading culture in two Nigerian libraries. Descriptive survey design was adopted for this study and the population consisted of students who read newspaper in the serials section of the library. Simple random sampling technique was employed to select a sample size of 200 and questionnaire was the major instrument used for data collection. Data were analyzed using descriptive statistics consisting of tables of frequency and percentage. The findings revealed that newspaper were available in both university libraries, majority of the respondents 61(73.5%) and 75(75.0%) from UI and TASUED indicated that guardian and punch newspaper were available in their libraries. Most of the respondents 35(42.2%) from UI and 55(55.0%) from TASUED read newspaper on daily basis, while 33(39.8%) and 24(24.0%) read newspaper occasionally. Lack of personnel in attending to library users, inadequate access to and use of newspapers were some of the challenges encountered by the students. Recommendations were therefore put forward.

**Keywords:** Library, Newspaper, Reading Culture, University.

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

### Introduction

Nothing is more important towards achieving academic excellence than being a good reader. Also, it is said that readers are leaders hence the need to attain and acquire reading skills at a very tender age is required. Reading is basic to learning and it is hoped that if student learn to read, they will read to learn. It is one of life's greatest pleasures that open the door to culture, knowledge and independence. This is true as information contains in newspapers and magazines have tremendous impact on perception, socialization and transformation of people that border to read them. Through reading individual knowledge base is enhanced, intellect sharpened and misconception wear way (Nkiko & Yusuff, 2006).

Information can be regarded as indispensable factor for promoting the development of a society and also an essential part of nation's resources. It is evident that information is the raw materials for making decision, creating knowledge and fuelling the modern organization. The quality of life, to a great extent depends on the quantum, quality and accessibility of information available to users. In the present world, information is a valuable commodity flowing through the various media such as: radio, television, magazine, newspaper, Internet.

In recent time, undergraduates rely heavily on print materials such as textbooks, notebooks and newspapers for information because they help to create and improve reading habits/culture, knowledge, and awareness. Reading is a way of making meaning from printed or written materials

which requires the reader to be an active participant. Several scholars have looked at reading at different levels. Reading according to Fatimayin and Lawal (2010), connotes the ability to read well not only English language and literature texts, but also newspapers, magazines, journals, periodicals, etc.

Reading enlightens the mind, makes the intellect sharper and makes an individual travel far without motion (Braunger & Lewis, 2006). In addition, reading has been accepted as an interactive process, a communication process, an active process and a meaning inducing process.

In other words, habits are a disposition to behave or do something in a particular way. They are patterns of behavior which manifest with regularity in what one does and how it is done. Habits when formed in relation to reading manifest in how, what and when one reads. Helping students learn to read, learn to love reading and read to learn may turn out to be among other things the panacea for rebranding the Nigerian education system (Fatimatin, 2012). Reading is generally accepted as a way of acquiring new information and new knowledge. It is not only to increase knowledge but also to build maturity and widen awareness of contemporary issues (Kim & Anderson, 2011).

Reading culture in the other hand is the process of building up positive reading attitude among students and children over a period of time. When an individual habitually and regularly read books and other information materials that are not necessarily required for him to advance in

his profession or career, he is said to have a reading culture (Gbadamosi, 2007). Reading culture in essence therefore is the kind of culture that imbibes reading and studying as the basis of growth and development. It is the type that sees continuous and dedicated reading of information resources by pupils, children, students and adults for knowledge acquisition, which will be applied practically for development.

Newspaper is a serial collection that comes daily into the library so as to inform and update library users on information about country and the world. It gives information about sports, health, education, advertisement, and stock market to mention but few. Newspaper medium has developed and overshadowed the radio and television as mass communication tool in terms of access, performance, concentration and even in terms of growth. A newspaper contains ephemeral information which becomes stale as the day passes by, but some newspaper are known to contain articles of research value and intelligent reviews (Strommen & Mates, 2004).

Newspaper helps in creating reading habits and easily differentiates people who read and who do not. Reading can be referred to as the act of learning something. Newspaper can be termed to mean the power house of knowledge which provides knowledge of different kinds of segments in the society. It is moreover, important to all people from student to government officials. Reading builds and develops vocabulary skills as well as background knowledge that strengthens and boosts reading skills and increases the enjoyment of reading (Strommen & Mates, 2004). Lesesne (1991) posited that older and elder people can stimulate younger ones for

reading by increasing their own reading habit culture and by showing the art of reading to the younger generation. The role of teachers and guardians cannot be overemphasized particularly in this regard. Only telling young ones to read alone is not sufficient. Therefore, teachers and guardians should be readers themselves. In majority tertiary institutions, especially in the developing nations, the demonstrative effects of reading cannot be achieved because of the weakness in collections and resources in libraries.

Newspapers record events and activities that take place in the country. Reading of newspaper as a habit is highly rewarding. Reading newspaper makes people to be knowledgeable, well-reserved and well-informed about the events of the world. Babalola (2002) opined that newspapers are the most available and accessible written information/documents to the comparative ratio of people of all categories, young and old, students and workers, elites and peasants, literates and illiterates. Babalola (2002) mentioned various ways in which newspapers have been used as driving mechanism for facilitating literacy empowerment. Owing to the way students and youths gather to discuss contents of newspapers, it inevitably promotes critical thinking, retention of information, problem solving and the querying of information source. Newspapers promote life-oriented education on a par global standard, inculcate and build discipline and enhance the knowledge of university students. Newspapers help to improve reading habits, speaking, spelling and pronouncing correct English in the universities and other tertiary institutions. Reading can enhance and broaden the knowledge of ethnic communities who wish to live together and

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

solve cultural adaptation problem especially in developing nation like Nigeria.

Commenting on the importance of reading newspaper, Kanizmoun (2013) commented that the world becomes smaller with the advancement of media. The communication system has increased among the countries. Newspaper is also a media in which information can reach larger people; it gives us current information of all countries and plays a vital role in modern civilization. The author further reported that newspapers contain a lot of information happening in every minute in the world. It publishes important news and views of home and abroad. One part of the world has been linked up with another through newspaper as it publishes all the burning issues of both inside and outside of the country. It gives us news about politics, economics, culture, business, games and sports and also other topics. Bndaka (2007) opined that the use of newspaper help to develop students reading skills and habit in senior high school. Olorunsola (1997) reported that reading equally help students, researchers, lecturers, teachers and information professionals to be aware and well-informed about current events as they unfold. He further asserted that the knowledge gained from reading newspapers and other serials collections help to build a whole man. Reading newspapers have tremendously increases and enhance learning of students which help in knowledge creation, development and spelling ability of students.

Mefor (2010) opined that tertiary institutions in Nigeria should initiate a readership promotion campaign that will help to cultivate the culture of reading habit in students. Also it is germane to begin early reading culture in a child. Olukemi (2010)

recommended that Nigerian youths and students should inculcate reading culture in all ramifications. Olukemi also submitted that lack of reading culture among Nigerian students in this age has greatly affected quality of graduates being turned out by the nation's tertiary institutions. It is against this background that the study investigates the influence of newspaper towards the development of students' reading culture in two Nigerian University libraries.

### Objectives

1. To find out the available newspaper and determine the frequency of reading newspapers in the library;
2. To determine the level of satisfaction derive when reading newspaper;
3. To determine what type of information sought for in the newspapers ;
4. To identify the purpose of reading newspaper;
5. To identify the challenges encountered when reading newspapers by students.

### Methodology

Descriptive survey research design was adopted for this study and the target population consisted of students of University of Ibadan and Tai Solarin University of education who visited serials section of the libraries to read newspapers. The population consisted of students who read newspaper in the serials section of both libraries, the patronage of users who visit newspaper section is scanty as such the exact population is not realistic. Simple random sampling technique was employed to select 100 students each from University of Ibadan and Tai Solarin University of education which gave a total of 200 respondents. The questionnaire was the

major instrument used for the data collection. Data collected was analyzed using descriptive statistics such as tables, frequencies and percentages.

**Findings and Discussion**

A total of 200 copies of the questionnaire were administered to respondents in University of Ibadan, Ibadan and Tai Solarin University of Education, Ijagun, Ijebu-Ode. 100 copies were administered to University of Ibadan library, out of which 83 copies were duly filled and returned giving a response rate of 83%. While all the 100 copies administered to the respondents in Tai Solarin University of Education library were duly filled and returned giving 100% response rate. Thus, the overall response rate was 91.5%.

Ibadan were in their 700 level of study while most of those in Tai Solarin University 38(38.0%) were in 400 level. The least of the respondents 1(1.2%) were in 800 level in UI and 18(18.0%) were in 100 level in TASUED. Also, 54(65.1%) of the respondents in UI and 56(56.0%) in TASUED were male while 29(34.9%) in UI and 44(44.0%) in TASUED were female. Most of the respondents 29(34.9%) in UI were above 27 years of age while majority of those in TASUED 46(46.0%) were between 22 and 24 years of age. The least respondents from both Universities were between 16 and 18 age range with 2(2.4%) and 1(1.0%)

The analyses revealed that majority of the respondents in UI were in 700 level, while most of the respondents in TASUED were in 400 level. It was also shown that male were more than female in both university libraries.

Table 1 shows that majority of the respondents 20(24.1%) in University of **Demographic Characteristics of Respondents**

Variable		U.I		Tai Solarin	
		N	%	N	%
Level of Study	100	05	6.0	18	18.0
	200	17	20.5	19	19.0
	300	15	18.1	25	25.0
	400	14	16.9	38	38.0
	500	11	13.3	-	-
	700	20	24.1	-	-
	800	01	1.2	-	-
Sex	Male	54	65.1	56	56.0
	Female	29	34.9	44	44.0
Age	16-18	02	02.4	01	01.0
	19-21	13	15.7	31	31.0
	22-24	13	15.7	46	46.0
	25-27	24	28.9	17	17.0
	Above 27	29	34.9	04	04.0

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

The result in Table 2 reveal that majority of the respondents from UI 61(73.5%) indicated that Guardian newspaper was available and Punch 75(72.0%) and On-line newspapers 72(72.0%) were also available in TASUED. The least available newspaper in UI was

Financial Standard with 5(6.0%) and Compass 28(28.0%) in TASUED. The analysis also indicated that other newspapers that were available in both University libraries include Tribune, Daily Independent, and The Nation.

### Available Newspapers in the University Libraries

Newspapers	U.I				Tai Solarin			
	Available		Not Available		Available		Not Available	
	N	%	N	%	N	%	N	%
The Guardian	61	73.5	22	26.5	72	72.0	28	28.0
Daily Sun	24	28.9	59	71.1	57	57.0	28	28.0
Daily Independent	30	36.1	53	63.9	35	35.0	65	65.0
Punch	48	57.8	35	42.2	75	75.0	25	25.0
Tribune	42	50.6	41	49.4	59	59.0	41	41.0
Compass	15	18.1	68	81.9	28	28.0	72	72.0
The Nation	36	43.4	47	56.6	53	53.0	47	47.0
Business Days	22	26.5	61	73.5	33	33.0	67	67.0
financial Standard	05	06.0	78	94.0	20	20.0	80	80.0
On-line Newspaper	24	28.9	59	71.1	26	26.0	74	74.0

Table 3 shows that majority of the respondents from both university libraries read newspaper on daily basis 35(42.2%) and 55(55.0%), while 33(39.8%) from UI and 24(24.0%) from TASUED read newspaper occasionally. The least respondents 4(4.8%) from UI and 1(1.0%)

from TASUED read newspaper once a month while 11(13.3%) and 1(1.0%) never read the newspaper at all. These finding was supported by (Quadri & Abomoge, 2013) who found that students read newspapers, novel, comic, notebook, magazines on daily basis.

### Frequency of Reading Newspapers in the University Libraries

Frequency of Reading	U.I		Tai Solarin	
	N	%	N	%
Daily	35	42.2	55	55.0
Once a week	9	10.8	12	12.0
Twice a week	6	7.2	12	12.0
Once a month	4	4.8	1	1.0
Occasionally	33	39.8	24	24.0
Never	11	13.3	1	1.0

Table 4 reveal that majority of the respondents from UI 30(36.15) were very satisfied when reading Guardian newspaper, 24(28.9%) were satisfied when reading the Nation newspaper, 17(20.5%) and 16(19.3%) were less satisfied in reading Daily Sun and Daily Independent newspapers while 2(2.4%) and 3(3.6%) were not satisfied in reading On-line and Tribune newspapers at all.

Majority of the respondents in TASUED 53(53.0%) and 38(38.05) were very satisfied

in reading Punch and Tribune newspapers, 39(39.0%) and 32(32.0%) indicated that they were satisfied in reading The Guardian and the Nation newspapers, 14(14.0%) were less satisfied in reading Business Days and 16(16.0%) were not satisfied at all when reading Financial Standard. These findings is corroborated by (Benard & Dulle, 2014), who reported that 93.5% of secondary school students in Morogoro Municipality, Tanzania were not satisfied with reading newspapers/magazines in the library.

### Level of Satisfaction in Reading Newspaper at U.I Library

Newspapers	VS		S		LS		NS	
	N	%	N	%	N	%	N	%
The Guardian	30	36.1	28	33.7	6	7.2	-	-
Daily Sun	9	10.8	18	21.7	17	20.5	3	3.6
Daily Independent	15	18.1	9	10.8	16	19.3	3	3.6
Punch	38	45.8	23	27.7	3	3.6	-	-
Tribune	25	30.1	22	26.5	5	6.0	3	3.6

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

Compass	8	9.6	13	15.7	12	14.5	6	7.2
The Nation	20	24.1	24	28.9	9	10.8	-	-
Business Days	8	9.6	12	14.5	14	16.9	4	4.8
Financial Standard	6	7.2	6	7.2	13	15.7	7	8.4
On-line Newspaper	17	20.5	15	18.1	8	9.6	2	2.4

### Level of Satisfaction in Reading Newspaper at Tai Solarin Library

Newspapers	VS		S		LS		NS	
	N	%	N	%	N	%	N	%
The Guardian	32	32.0	39	39.0	7	7.0	3	3.0
Daily Sun	16	16.0	31	31.0	18	18.0	3	3.0
Daily Independent	11	11.0	23	23.0	25	25.0	6	6.0
Punch	53	53.0	26	26.0	4	4.0	3	3.0
Tribune	38	38.0	27	27.0	4	4.0	5	5.0
Compass	7	7.0	26	26.0	14	14.0	7	7.0
The Nation	18	18.0	32	32.0	13	13.0	-	-
Business Days	9	9.0	15	15.0	20	20.0	10	10.0
Financial Standard	8	8.0	15	15.0	9	9.0	16	16.0
On-line Newspaper	32	32.0	17	17.0	6	6.0	5	5.0

Table 5 shows that most of the respondents 66(79.5) from UI sought for information on Academics while the least respondents 14(16.7%) sought for information on Nutrition. Majority of the respondents 75(75.0%) also sought for information on

Academics in TASUED while the least respondents 16(16.0%) sought for information on Recreation. Other information sought for by respondents in both university libraries as indicated in the table include Education, Politic, Health,

Sport and Entertainment etc. These findings was supported by (Bankole & Babalola, 2012), who found that information sought for by the students of Olabisi Onabanjo University in reading newspaper include

information on politics/governments, sporting events, entertainments, health matters, world affairs and their academic work.

**Information Sought for by Students in the University Libraries**

Information Sought for	UI		Tai Solarin	
	N	%	N	%
Recreation	21	25	16	16.0
Academic	66	79.5	75	75.0
Health	31	37.3	30	30.0
Nutritional	14	16.7	17	17.0
Entertainment	21	25.3	28	28.0
Sport	23	27.7	24	24.0
Public Affairs	24	28.9	42	42.0
Politics	36	43.4	38	38.0
Education	47	56.6	48	48.0
Advertisement	29	34.9	22	22.0

Table 5 indicated that majority of the respondents 42(50.6%) and 52(52.0%) from both university libraries read the newspaper for the purpose of Relaxation while 35(42.2%) and 28(28.0%) respondents from both libraries read for the purpose of Research/Project. The least respondents 7(8.45%) and 4(4.0%) from the libraries

indicated that they read for the purpose of Seminar. This corresponds with (Bankole & Babalola, 2012) study who reported students read for the purpose of recreation or respite to remove stress when they feel bored. The author’s also affirmed that students also read for the purpose of entertainment, socialization and public affairs.

## Influence of Newspapers in the Development of Student's Reading Culture in two Nigerian University Libraries

### Purpose of Reading the Newspaper

Purpose	UI		Tai Solarin	
	N	%	N	%
Assignment	14	16.9	20	20.0
Research/Project	35	42.2	28	28.0
Relaxation	42	50.6	52	52.0
Seminar	7	8.4	4	4.0
Class work	7	8.4	7	7.0

Table 7 revealed that there were various benefits of reading the newspaper to the library users in the university libraries. However, the table indicated that majority of the respondents 62(74.7%) from UI and 64(64.0%) from TASUED agreed that they benefited from access to political information and 61(73.5%) from UI and 82(82.0%) from TASUED also benefited from information on education when reading newspapers, while 23(27.7%) respondents from UI and 32(32.0%) from TASUED

agreed that stock market was the least benefit information gained when reading newspapers in the university libraries. Other benefits gained in reading newspapers as indicated by the respondents include access to sport and recreational, advertisements, foreign news and entertainment news. This finding was supported by (Babalola, 2002) who found that benefit of reading newspaper include promotes critical thinking, retention of information, problem solving and the querying of information source.

### Benefit of Reading Newspaper to Library users in both University Libraries

Benefit	UI		Tai Solarin	
	N	%	N	%
Access to political information	62	74.7	64	64.0
Access to information on education	61	73.5	82	82.0
Access to sport and recreational information	40	48.2	46	46.0
Advertisement	41	49.4	37	37.0
Foreign news	41	41.4	53	53.0
Entertainment	52	62.7	45	45.0
Stock market	23	27.7	32	32.0

Table 6 shows that majority of the respondents in UI 37(44.6%) and TASUED 23(23.0%) was faced with the problem of lack of personnel to attend to library users

and obsolete newspaper. Also, the problem of costly to access and use were faced by the respondents from both UI 18(21.6%) and 13(13.0%) from TASUED, while 75(37.5%)

and 58(58.0%) respondents from UI and TASUED disagreed with irrelevance of the newspapers to the need of the users and lack of current information from UI 39(47.0%) and TASUED 59(59.0%) respectively. This

findings corroborated with (Benard & Dulle, 2014) who found that lack of reading materials and lack of information professional/librarians to process reading materials.

**Challenges Encountered when Reading Newspaper in the Library**

Challenges	UI				Tai Solarin			
	Agree		Disagree		Agree		Disagree	
	N	%	N	%	N	%	N	%
lack of personnel to attend to library users	37	44.6	31	37.4	24	24.0	54	54.0
Obsolesce newspaper	27	32.5	36	43.4	23	23.0	52	52.0
Lack of current information	29	35.5	39	47.0	20	20.0	59	59.0
Irrelevance of the newspaper to the need of the users	23	27.7	75	37.5	16	16.0	58	58.0
Inaccessibility of the newspapers to the user	33	39.8	34	41.0	23	23.0	54	54.0
Costly to access and use	18	21.6	44	53.0	13	13.0	63	63.0

**Conclusion**

Newspapers contains vital information needed by the students to update them of what is happening in their country and other countries of the world as well as broaden their knowledge in their academic pursuit. It can be deduced from the study that students from both university libraries read newspapers to sought and obtain information on academic, nutritional, education, politics and sport. More so, users need are met when they are satisfied with the information they are searching for, this study claim that students were very satisfied when reading guardian, punch and tribune newspapers, while the least students from both universities submitted they are not satisfied at all with on-line newspaper and financial standard.

The study also concluded that majority of the students from both libraries read

newspapers on daily basis while the least respondents read the newspaper once a month, some of them indicated that they never read newspaper at all. There are numerous benefits derived when reading newspaper, some of which are access to political information, information on education and entertainment as indicated by the students from both libraries.

People search and read information for different purposes, the students affirmed that they read newspapers for the purpose of relaxation, research/project and assignments. There were a lot of challenges militating to reading newspapers as opined by the students in both libraries, these include lack

of personnel to attend to library users, obsolesce newspaper, costly to access and use were some of the challenges faced by students.

## Recommendations

1. Newspapers should be available at little or no cost to its users;
2. Fund should be made available to purchase newspaper that will interest the library users;
3. Personnel/staff should be employed to the newspaper section of the library so as to attend to the users;
4. Students should be sensitized to use the newspaper section in the library.

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