

CHAPTER FOURTEEN

PUBLIC RELATIONS VARIABLES AND EFFECTIVE SERVICE DELIVERY IN NIGERIAN UNIVERSITY LIBRARIES

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ABSTRACT

This research examined public relations variables and effective service delivery in Nigerian university libraries, 3 objectives, research questions and hypotheses were formulated to guide the study. Descriptive survey design was used for the study while the area of the study is selected Nigerian federal university libraries. The sample size are 198 librarians from various federal universities in Nigeria while census sampling technique was used for the sampling. The instrument for data collection for this study was a researcher developed questionnaire titled: "public relation variables and effective library services delivery Questionnaire" (PRVELSDQ). The instrument was distributed electronically through whatsapp platforms of the various federal university libraries and through librarian's emails. The instruments that were properly filled and returned were analysed using mean and standard deviation to answer the research questions while depended t-test was used to analyse the hypotheses at .05 level of significance. At the end of the research, it was discovered that there is a significant influence of public relations on effective service delivery by librarians in federal university libraries. Hence, university libraries should ensure that they utilize human relationship, websites and library displays to easily have out effective service delivery, as it is important to ensure that services are properly, efficiently and effectively carried out in university libraries because librarianship is a service-oriented profession.

KEYWORDS: Public Relations, Library Service, Service Delivery, Human Relations, Websites and Library Display.

INTRODUCTION

The operation of successful library services relies heavily on the effective application of public relations. Public relations are geared towards better service delivery and increase patronage. It includes the ongoing activities to ensure that the library has a strong public image. It is a management function of continuing and planned character, through which public and private organization such as the library seek to win and retain the confidence,

understanding, sympathy, and support of their clientele (Odede, 2012). The main purpose of public relations in the library organization is to create and maintain sound relationships with individuals and groups of users in and outside the library.

It is therefore apparent that the whole essence of public relations in libraries is to communicate and inform users about the existing services, resources and materials. Public relations in the library are a deliberate, planned, and sustained effort to establish and maintain mutual understanding between the library and the users. These activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's materials, programs, and services. According to Adewusi (2015) any institution is secure only as long as it commands the fullest measure of public understanding and support. Each library should therefore device appropriate means of creating mutual relationship with all segments of its users through effective public relation practices.

With public relations in the library there is a chance for wider awareness on the operations and services of the library, the exposition of information resources as well as other unconventional services which are aim at satisfying the users (Egwin, Edom & Nnadozie, 2015). The importance of public relations activities cannot be over-looked in any library, especially in university libraries. Nnadozie (2016) posited that public relations aim at the promotion of good rapport and beneficial collaboration between the library and the public that populate its operational community.

This is achieved through deliberate policies and services, distribution of interpretative and promotional materials, development of neighborly interaction and the assessment of public opinion-cum-reaction. This is to say that the objectives of any university institution cannot be achieved without the presence of adequate public relations. Any library activity, directly or indirectly, is an act of public relations, as far as it is done to promote effective library service delivery. It is true that public relations in the libraries works to bring the required desire to fulfillment and therefore has a lot to contribute to make the services of the library a success (Odede, 2012).

Library services delivery is defined as a set of activities that the library performs in order to satisfy the information needs of users. Each library function is achieved by several services; however, the nature and efficiency of services provided may vary from library to library. As opined by Ozioko and Usman (2019), these services are provided to ensure that the users of the libraries make maximum use of the information resources and also to ensure that their information needs are satisfied. On the basis of this, libraries should therefore endeavor to provide effective and efficient services to users. It is obvious that when users are satisfied, they can now refer others, acquaintances to the library. According to Dodsworth (1998) as cited in Odede (2012) libraries are very important in university education institutions. Libraries assist the universities in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions. However, they are not achieving their full potential because of lack of or failure of public relations. No matter how libraries respond to the needs of their users, their values will not be appreciated without a systematic and determined programme of publicity to stimulate and inform the members of the academic community. In order to achieve this, application of effective variables of public relations such as human relations, creating library websites and library display programmes are necessary.

The Term Human Relations means interactions among people. Human Relation in library services helps in accomplishing the goals of the institutions/organization. Without any friction, it is developed on the services offered by library and the success of librarians depends on the extent to which he brings out the best of the staff, students and the community and develops wholesome relationship (Ravat et al, 2021). Human relations

in library as practiced by Librarian should as a communication between the librarians and the community or the audience that the library serves. Human relation includes a desire to understand others, their needs and weakness, talent and abilities, whereas human rights awareness calls for more skill full relationship among employees, using trust, tact, diplomacy with greater skill. According to Balakrishnan (2014) human relation is the skill or the ability to work effectively at the work place with the co-workers. Human relation has important effect on librarians' service delivery. At the same time a librarian should also possess competencies like creating library websites to allow for a greater flexibility.

A website is simply a collection of web pages including multimedia content, typically identified with a common domain name and published on at least one web server. The emergence of technology and its impact on library services have created opportunities for libraries to relate with patrons and even the general public without barriers at any time and at any space. According to Edom, Nwosu and Akanwa (2015) with the creation of library websites, the library can disseminate information about the information resources and also the library operation, staff data, library procedures, policies and so on. The websites can be used as a public relation tool to communicate the users on the events and services that are of immense benefit to them. Another vital strategy for library public relation is the library display.

Library display is a programme that helps the library to promote their services and collections in a variety of ways to attract the users or the public in general and also improve information literacy among users (Rashid, 2021). It is an important tool for public relations that helps to inform the library users about the holdings of the library under specific subjects or discipline. According to Nwalo (2003) library displays help to stimulate the exploitation of information resources in the library because it is a veritable tool for the announcing of the arrival of new additions to the library collection. It contributes largely to the creation of awareness services with the aim of making the library resources and information available the targeted audience.

It is therefore important for libraries as service organization to establish channels that can empower users to air their opinion as regards the services provided. It is clear that public relations go beyond publicity rather it helps make management aware of public opinion and response to them. Apparently, public relation in libraries is a very important tool for relation of information between the library and the public hence it should be given the necessary attention in terms of provision of human and materials resources as well as services to the satisfaction of the library users. It is against this background that this study seeks to determine the influence of public relations variables on effective library service delivery in Nigerian federal university libraries..

STATEMENT OF THE PROBLEM

University libraries are established to provide information services to support the teaching, learning and research process of the users. But it has been noticed that the university library is finding it difficult to provide the required services to the satisfaction of its users. Also, it has been observed that the services provided has not been effectively and adequately utilized by the users. The researchers then wondered if these problems are as a result of poor public relations like human relation, ineffective library websites, and poor library display. This therefore raises curiosity; could inadequate library service delivery in Nigerian university libraries be as a result of poor public relation programmes? The researchers therefore find it necessary to investigate into the public relation variables and how they influence effective library service delivery in Nigerian university libraries.

PURPOSE OF THE STUDY

The major objective of the study is to determine the influence of public relations on effective library service delivery in Nigerian University Libraries. Specifically, the study seeks to:

- Determine the influence of human relation on effective service delivery in Nigerian university libraries.
- Examine the influence of library websites on effective service delivery in Nigerian university libraries.
- Ascertain the influence of library display on effective service delivery in Nigerian university libraries.

RESEARCH QUESTIONS

- What is the influence of human relations on effective service delivery Nigerian university libraries?
- What is the influence of library websites on effective service delivery in Nigerian university libraries?
- What is the influence of library display on effective service delivery in Nigerian university libraries?

Hypotheses

- There is no significant influence of human relations on effective service delivery in Nigerian university Libraries.
- There is no significant influence of websites on effective service delivery in Nigerian university Libraries
- There is no significant influence of library display on effective service delivery in Nigerian university Libraries

CONCEPT OF PUBLIC RELATIONS

Public relations in the library as a concept has to do with the creation of awareness on the operations and services of the library, the exposition of information resources in stock as well as other unconventional services which are aimed at ensuring that library patrons are satisfied.

Public relation is a management tool that is increasingly becoming important in the management of organization such as the library, whether private or public. It is an essential element in the communication system that enables individuals to be informed on many aspects of subjects that affects their lives.

According to Egwim, Edom and Nnadozie (2015) the purpose of public relations in the library is to create better understanding and relationship between the library and members of the public. Public relation is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics (Odede, 2012). Public relation is an activity geared towards human relationship to enhance good services.

As posited by Ozioko and Usman (2019) public relations is the art by which organizations achieve social harmony and mutual understanding with the people which it

interfaces. Irrespective of the methods, practice, or strategies used by the public relations officer, it is always aimed at building a positive image and strong relationship with the organization's publics. This fact corresponds with the proposition of Nnadozie and Okeke (2015) that despite noticeable variations in the methods, strategies and tools, the aim of public relations has always been anchored on the need to maintain good social standing, communicate activities effectively and facilitate mutual understanding amongst members of the community. Public relations are activities aimed at increasing communication and understanding between an organization or individual and one or more groups called publics.

CONCEPT OF LIBRARY SERVICE DELIVERY

Service delivery on the other hand is the generation, collection, organization and dissemination of up-to-date, accurate, unbiased and relevant information available in a variety of formats either when demanded by the user or in anticipation of a demand (Kumar, 1982 cited in Dogara, 2011).

Service delivery generally is a set of principles, standards to be used to guide the designs, development and operation of services delivered with a view to offering a consistent service experience to a specific user community in a specific area of need. Service delivery in the library has to do with the processes and activities that are deployed by libraries to deliver information services and resources to library users, with the aim of enhancing the activities and productivity of library users (Agoh and Omekwu, 2021).

These services provide access to information resources, which are stored in a library collection and can be accessible manually and in an electronic environment. Libraries serve a unique and important role in providing free access to all types of information electronically through effective service delivery. Service delivery therefore, can be said to include those activities that create, store, and disseminate knowledge, skills and artifacts that define new technologies such as the Internet, E-mail, etc. This is especially true; the demand for such services has increased significantly with ever-growing need for access to electronic and online information.

Consequently, the application of these services in library service delivery, with no doubt has advanced the libraries and further led to breakthrough and developments, rapidly reshaping the ways libraries and librarians store, manipulate, retrieve and disseminate information needs of users (Adigun, 2015). Service delivery performance and effectiveness of any library according to Uganneya (2011) depends not only on how the individual performs a service in isolation, but also on how they interact with each other as elements of a collective system of knowledge to enhance information dissemination, use and interplay with other information resource bases.

HUMAN RELATION AND EFFECTIVE SERVICE DELIVERY

Human relations refer to the ability to interact in a healthy manner with others and build strong relationships. From the perspective of a librarian in a library, it involves the process of creating systems and communication channels to enable users and parent's institution relationships as well as strong one-on-one relationships. Additionally, it includes the process of enlightening the people for specific roles, addressing their needs, resolving issues amongst employees or between management and employees and creating a positive workplace culture for effective service delivery. According to Indeed Editorial Team (2022) human relations is critical for developing and maintaining a positive work environment, retaining employees and encouraging productivity.

By making human relations the focus of the management approach in the library, it can effectively create a workplace culture in which the library staff can thrive to ensure effective service delivery in the library. Developing human relations skills can help to modify management style. Human relations' is critical in library organization for a variety of reasons as stated by Williams (2022), namely:

- **Productivity:** When relationships between a library management and its employees are supportive and positive, performance is sure to increase and in turn effective service delivery. Additionally, when librarians are dependent upon each other with their work, it directly influences service delivery.
- **Positive perception:** a librarians interpersonal and communication skills impact the perception that other library staff have about their ability to positively contribute to the library organization. A positive perception of a librarians work and attitude could create opportunities for effective service delivery.
- **Employee retention:** By using human relations to establish a feeling of mutual trust and value, a library creates an environment where staff feel that they matter and are less likely to carry out the services effectively. There are some critical human relations skills that are accompaniment of public relation. They are:
- **Communication:** this is essential in any work environment. According to Etebu (2010) communication exists between the librarian and the users for actualization of goals. By being able to communicate effectively within the library you will be able to convey messages to both your colleague and the users and listening with the intention of understanding, managers can nurture feelings of trust. Empathy is another important human relations skill that allows you to show genuine interest in understanding the feelings or challenges that other are experiencing. As opined by Vlismas (2020) empathy allows you to look at a situation from their perspective and help them feel they can trust you. By looking at a situation from their point of view, you can show them compassion and more easily find solutions to problems they may be having, if appropriate. This can strengthen public relation in the library while ensuring effective service delivery. Also ability to persuade someone is an important skill in human relation. According to the Cambridge Dictionary (2023) persuasiveness means the ability of being able to make you someone want to do or believe a particular thing. Persuasiveness skills are important for helping multiple parties reach agreeable terms in any organization. The library management and its staff members are often responsible for helping reach agreements between users and even the opposing viewpoints of the library staff. The mirroring approach described above can help librarians be more effective negotiators between users and staff for adequate service delivery. Another public relation activity that can motivate service delivery is the creation of the library websites.

LIBRARY WEBSITES AND EFFECTIVE SERVICE DELIVERY

In today's electronic environment, the value of having access to information is greater than having access to physical space. This brings up two important issues, the diverse need of academic users for library resources and the importance of user's awareness of library resources. Libraries need to categorize their users to be able to provide each group with its desired and required services. Information technology including the use of websites can help the library to provide better services the user community. University

library users need the resources that the library provides; it is therefore up to the library to make sure the resources are visible and useable. They should bear in mind that if there is no awareness about the available information resources in the library the institution is wasting fund on financing the library.

Through the websites, libraries can also project their collections and activities on the site and supplement their services by exploiting the internet. The main function of a library websites is to inform the library users about the library information resources and services. This corroborate with the concept behind the design of the early library website as reported by Blummer (2007), who noted that the early 90's websites were tools of communication, providing the university community with information about the collection and services available in the physical library. Apparently, librarians now use websites as a means to provide web-based library and information services, as well as facilitate access to both print and non-print resources.

According to Carter (2012) the mission of the university library is to serve the teaching learning process of the parent institution. The author further stated that information is nowadays mostly digital requires some sort of authentication, which lead to the relative new type of library service; access provision. The library websites will ever remain relevant information portal to the public as far the users need information on catalogue databases subject guide and research tools. Effective library websites use links to facilitate access to library holdings including subscribed databases, intuitional based license databases, and course reserved and open access data bases.

Madhusudhan and Nagabhushabam (2011) also highlighted information on web base reference services provided by libraries to include electronic documents delivery services, electronic current awareness services, electronic selective dissemination of information services, web-based reference tools, electronic research guide, and virtual references. The university library website can support research in higher education through providing access to internet research tools and full text databases. It can support public services through allowing the general public to access its online resources, including the online access public access catalog.

A good website as opined by Nicol and O'English (2012) helps to bring services and resources together in a unique way because it is a direct link between the library and its specific users and the services it is seeking to promote. The university library websites can support public services through the following medium example internal search engine, online reference services, stable link to other internet sites, access to online catalogue and other data bases, basic information about the library and timely updates.

Library websites becomes a tool for public relation from the standpoint of not only delivery of services but also communication with the library public. It allows for the two ways asymmetrical communication as feedback mechanism can be provided. The use of library websites enables the users to know what information exists and where to find this information not only on the web but also physically in the library. According to Edom, Nwosu and Akanwa (2015) the library website is another tool for relating to the publics of the library by providing them with information on what the library offers, the staff strength, information resources, operations, services catalogue, opening and closing hours, location of the main and branch libraries, registration, eligibility and requirements, lending processes, collection development policy as well as links to other sources of information.

In response to the use of the library websites as a medium for quality service delivery Stojanovski (2013) in the analysis of academic library websites for services delivery stated that academic libraries websites are virtual representation of the library. Websites creation supports public relations, communication, data services, publishing services, technical services and services to the special groups of library users. A study by Gbaje and Kotso

(2014) assessed the contents of Nigeria academic library websites the study found that though Nigeria academic libraries have made their presence online by deploying a library website, many of them do not use their library websites to provide their users with contact and general information on the services they provide and facilitate access to their resources. Okon, *et al* (2023) also added that website promotes the university libraries and bring them to lime light. Attracting prospective users to notice the library and also visit the library and utilize the library services. The authors noted that I could also help the librarians to deliver effective services to users.

LIBRARY DISPLAY AND EFFECTIVE SERVICE DELIVERY

Library display is seen as the public display of works of arts or items of interest held in a particular place example museum or library and so on. Display is organized to mark special days such as events, weeks, conferences, workshops or seminar. In these occasions the library displays its resources to suit them. Display is a very important ceremony in the library which would be given wider publicity either on radio, television or news prints to inform the public on the date and place of the display. This method of publicity helps to keep the date alive in the minds of the interested people. The library can also do their display on important celebration days through which people will know more about the library, its holdings its operation and services.

Library display is essentially a specially arranged selection of books to put forth for the public notice. It offers opportunity for the library to market their collections and may use ideas or techniques with the purpose of increasing circulation (McPhie and Wannerton, 2014). In the university libraries, displays serve an even more distinctive purpose as they offer opportunities for campuses outreach, the promotion of inclusivity, and the engagement of the curiosities of their diverse user communities (Maloney, 2012).

Library display appeals to the intellectual considerations of its campus community and effective exhibition of needs to also move both the heart and the perception to create an active rather than passive connection with the user.

Further, effective display reduces information search complexity to making assortment assembly easier, it reduces acquisition effort, enhances convenience, it facilitates variety seeking and new choice of resources. According to Baker as cited in Camacho, Spackman and Cluff (2014) revealed that books placed on display circulated significantly more than the same books did when they were not on display. The author further stated that placing information resources on display location increase their visibility and accessibility, making them more likely to be noticed and ultimately chosen by browsers and also that display is thought to help the narrow reader's choices by guiding them to a small collection of titles, thus overcoming the effects on information overload.

Several studies have shown that library display play a very vital role in awareness and use of information resources of the library thus enhancing the image of the library (Perren, 2005). Effective library displays of books and other information resources have a greater role to play in the library service delivery. Not only has it created information awareness and publicity of the library resources and operations but it has increased the circulation of library resources as resources that may have not been read would be considered due to display. It is true that the librarians are serving the public which automatically makes them image makers, they have the responsibility of showcasing the library to the outside world, therefore their actions and appearances reflect on the library.

RESEARCH METHODOLOGY

Descriptive survey design was used for the study while the area of the study is Nigerian federal university libraries. The sample size are 198 librarians from various federal universities in Nigeria while census sampling technique was used for the sampling. The instrument for data collection for this study was a researcher developed questionnaire titled: “public relation variables and effective library services delivery Questionnaire” (PRVELSDQ). The instrument was distributed electronically through whatsapp platforms of the various federal university libraries and through librarian’s emails. The instruments that were properly filled and returned were analysed using mean and standard deviation to answer the research questions while depended t-test was used to analyse the hypotheses at .05 level of significance.

RESULTS OF FINDINGS

Research question 1: what is the influence of Human relations on effective service delivery in Nigerian University Library?

Mean and Standard Deviation analysis for Human Relations and Effective Library Service Delivery in Nigerian University Libraries. (n= 189)

S/N	ITEMS	MEAN	SD	Remarks
1.	Interacting n a healthy manner ensures effective service delivery	15.1	3.08	Agreed
2.	Human relation encourages high productivity	15.16	3.11	Agreed
3.	Good reward systems encourage work effectiveness and efficiency	14,61	2.03	Agreed
4.	Empathy is vital for effective service delivery	14.72	3.06	Agreed
5.	Adequate human relation requires effective communication	14.62	3.14	Agreed
	Grand Mean	88.79	20.16	

The results on table 1 above, indicates respondents’ agreement to all the items as indicated by the standard deviation and mean score above. This indicates that there is an influence of human relations through healthy interactions, reward system, empathy and effective communication on library service delivery in Nigerian federal university libraries.

Research Question 2: What is the influence of library websites on effective library service delivery in Nigerian University Libraries?

Mean and Standard Deviation analysis for websites and Effective Library Service Delivery in Nigerian University Libraries. (n= 189)

S/N	ITEMS	MEAN	SD	REMARKS
1.	The library has a website for the communication of library policies	15.01	3.08	Agreed
2.	The library website lists the newly acquired information resources	15.16	2.03	Agreed
3.	The library website is used for the communication of news and events in the library	14.67	3.18	Agreed
4.	The library website aids service delivery as some library services are carried out there	14.61	2.73	Agreed
5.	The library roles are well described in the library website	14.12	3.17	Agreed
	Grand Mean	83.38	21.19	

The results on table 2 above, indicates respondents' agreement to all the items as indicated by the standard deviation and mean score above. This indicates that there is an influence of websites through communicating library policies, listing newly acquired information resources, communication and advertisement of news and event, carrying out library services, posting of news and current awareness and roles the library plays on library service delivery in Nigerian federal universities

Research question 3: What is the influence of library display on Library Service Delivery in Nigerian University Library?

Mean and Standard Deviation analysis for Library display and Effective Library Service Delivery in Nigerian University Libraries. (n= 189)

S/N	ITEMS	MEAN	SD	REMARKS
1.	The library provides book stands for the display of newly acquired materials	18.12	3.16	Agreed
2.	The library display books in conference / seminar	17.11	4.14	Agreed
3.	The library display newspapers for visible access	18.61	4.13	Agreed
4.	Library display, information, offers and opportunities available in the university community that can be of help to library users	14.21	3.14	Agreed
5.	Library display helps to ensure proper and efficient service delivery to users	13.11	3.18	Agreed
	Grand Mean	73.15	19.17	

The results on table 3 above, indicates respondents' agreement to all the items as indicated by the standard deviation and mean score above. This indicates that there is an influence of Library display through display of newly acquired library materials, display of information resources at conferences, workshops and fairs, display of newspapers, display of offers and opportunities and display of information that can help users access needed information on library service delivery in Nigerian federal universities

Hypothesis Testing

HO 1: There is no significant influence of Human relations on effective service delivery in Nigerian federal University Libraries.

Table 4: Depended t-test analysis for the influence of Human resources on effective service delivery in Nigerian University Libraries. N= 189

Variables	\bar{X}	SD	t-Cal	t-Crit	Decision
Human relations	88.79	20.16	2.86	2.05	Significant
Effective serv. Del.	37.91	18.19			

***significant @.05 alpha level at 188 df**

Table 4 above showed that the calculated t -value was 2.86 at .05 level of significance, the critical t-value was 2.05. Since the calculated t -value is greater than the t-critical, the null hypothesis is rejected, thus there is a significant influence of human resources on service delivery in Nigerian federal university libraries.

HO 2: There is no significant influence of websites on effective service delivery in Nigerian federal University Libraries.

Table 5: Depended t-test analysis for the influence of websites on effective service delivery in Nigerian federal University Libraries. N= 189

Variables	\bar{X}	SD	t-Cal	t-Crit	Decision
Websites	83.38	21.19	2.63	2.05	Significant
Effective serv. Del.	37.91	18.19			

***significant @.05 alpha level at 188 df**

Table 5 above showed that the calculated t -value was 2.63 at .05 level of significance, the critical t-value was 2.05. Since the calculated t -value is greater than the t-critical, the null hypothesis is rejected, thus there is a significant influence of websites on effective service delivery in Nigerian federal university libraries.

HO 3: There is no significant influence of display on effective service delivery in Nigerian federal University Libraries.

Table 4: Depended t-test analysis for the influence of display on effective service delivery in Nigerian University Libraries. N= 189

Variables	\bar{X}	SD	t-Cal	t-Crit	Decision
Library display	73.15	19.17	2.51	2.05	Significant
Effective serv. Del.	37.91	18.19			

***significant @.05 alpha level at 188 df**

Table 6 above showed that the calculated t -value was 2.51 at .05 level of significance, the critical t-value was 2.05. Since the calculated t -value is greater than the t-critical, the null hypothesis is rejected, thus there is a significant influence of library display on service delivery in Nigerian federal university libraries.

DISCUSSION OF FINDINGS

The result of the research findings is as discussed below according to the research objectives.

HUMAN RELATION AND LIBRARY SERVICE DELIVERY

The findings with respect to human relations showed that human relations influence effective library service delivery in University of Uyo. This result implies that human relation is very important when it comes to effective service delivery in University of Uyo library. This finding is in line with the opinion by Indeed Editorial Team (2022) who opined that human relation are critical for developing and maintaining a positive work environment, retaining employees and encouraging productivity. Also, the findings corroborate with Williams (2022) who was of the opinion that human relations is critical in library organization for a variety of reasons namely: for productivity, positive perception by both

users and staff, employee's retention and so on. Hence is it pertinent for libraries to have good and cordial relations with librarians as it enhances effective service delivery in Nigerian university libraries.

LIBRARY WEBSITES AND EFFECTIVE LIBRARY SERVICES DELIVERY

This research hypothesis which addresses the influence of library websites as an aspect of public relation on effective library service delivery in University of Uyo Library revealed that there was a significant influence of library websites as an aspect of public relations on service delivery in Nigerian federal University Libraries. The result supports Madhusudhan and Nagabhushabam (2011) that highlighted the fact that information delivered on websites include reference services provided by libraries such as electronic documents delivery services, electronic current awareness services, electronic selective dissemination of information services, web-based reference tools, electronic research guide, and virtual references. Also, Nicol and O'English (2012) stated that a good website helps to bring services and resources together in a unique way because it is a direct link between the library and its specific users and the services it promotes. Hence, University Library websites should be used effectively by ensuring that required and necessary information are posted there to render effective services to users who regularly visits the site for guide, instruction and information.

LIBRARY DISPLAY AND EFFECTIVE LIBRARY SERVICE DISPLAY

This research hypothesis which addresses the influence of library display as one of the variables for effective library service delivery in Nigerian Federal University Library revealed that there was a significant influence of library display as an aspect of public relations on service delivery in University Library. The result corroborates with McPhie and Wannerton (2014) who stated that library display offers opportunity for the library to market their collections and may use ideas or techniques with the purpose of increasing circulation. Also, Maloney (2012) opined that university libraries displays services, events and offer opportunities for campuses outreach, the promotion of inclusivity, and the engagement of the curiosities of their diverse user communities. It is pertinent to note that the university library can serve as a medium for the university community to promote their ideals and ideas knowing so well that the library attracts a whole lot of learners. Scholars, researchers and individuals who seek for needed information.

SUMMARY

This research examined the influence of public relations on effective service delivery in Nigerian federal university libraries. Based on the findings of the study it is established that there is an influence of public relation variables on effective library service delivery in Nigerian federal University libraries. The study therefore concludes that effective library service delivery in Nigerian federal university library is greatly influenced by Human relations, library websites and library display which are all indices of public relations in libraries. Therefore, efforts should be intensified by university library management to ensure that proper consideration is given to human relations, library websites, and library display as it would greatly enhance effective library service delivery in Nigerian federal university libraries.

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