AN INVESTIGATION INTO LIBRARY ASSOCIATIONS: A CASE STUDY OF NAMIBIA INFORMATION WORKERS ASSOCIATION

A research project report submitted in partial fulfillment of the requirements for the degree of Bachelor of Arts in Library and information Science (Honours) to the University of Namibia, Faculty of Humanities and Social Sciences, Department of Information and Communication Studies

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ABSTRACT

The study investigated Namibia Information Workers Association (NIWA) to determine its contribution to the library and information profession in Namibia. The main objective of this study was to assess the contributions and challenges of NIWA. The objectives of the study were: to investigate how NIWA contributed to the development of the information profession in Namibia; to find out if NIWA had realized or achieved its objectives; to determine the effectiveness of NIWA members; to identify the challenges NIWA encountered; and to recommend strategies NIWA can use to increase visibility.

This study used mixed methods research approach whereby both quantitative and qualitative research approaches were used to collect data. The population of the study was NIWA members and executive committee members. Convenience sampling technique was used for survey questionnaire. Purposive sampling technique was used to select two executive committee members followed by snowball sampling. Data was collected using survey questionnaire for NIWA members and interview guide for executive committee members. The research instruments used for this study were self-administered questionnaire for survey questionnaire and semi-structured interview guide for interviews. Descriptive statistics and content analysis were used to analyse data.

The study revealed that NIWA contributed to the development of information profession by offering trainings, workshops and represented the interest of library and information profession in Namibia. The study pointed out that NIWA found out what members needed and responded to their top priorities needs. The findings revealed that NIWA maintained contact with relevant international organisations such as IFLA, AFLIA, SCECSAL, and ESARBICA. The study also

found that there were some active and inactive members and some members' had apathy with regards to the Association. The study also revealed that some members paid their subscription fees while some did not. Moreover, the study indicated that NIWA was faced by challenges such as lack of finance, time, and small membership base, lack of publicity and lack of subscription fees. Finally, the study recommends that NIWA should make use of social media to increase visibility.

DEDICATION

I would like to dedicate this thesis to my parents and sisters for being there for me throughout my years of study.

ACKNOWLEDGEMENTS

Firstly I would like to thank God for giving me strength. Secondly, I would like to thank my supervisor Professor C. T. Nengomasha for her guidance and mentoring me during the preparation of this thesis. I sincerely appreciate the support she offered me. Without her support, I could not have completed the task on time. Lastly, I would like to thank the participants, who took part in my study, my friends Patricia Likando, Eba Mutakalilumo and Tonchi Triphina for their encouragement and support during this research. I thank you all and may God bless you.

DECLARATION

I, Hilja Naambo Iita declare that this study is my own work and that this work has not been submitted in any academic institution. I have not allowed and will not allow anyone to copy my work with the intention of passing it as her or his own work.

Signed_____   Date_____

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Signed_____   Date_____

Prof C. T. Nengomasha

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ABBREVIATIONS AND ACRONOMYS

AFLIA- African Library and Information and Association

ECM- Executive Committee Members

ESARBICA- Eastern and Southern Africa Regional Branch of the International Council on Archive

IFLA- International Federation of Library Association

NIWA- Namibia Information Workers Association

SCECSAL- Standing Conference of Eastern, Central and Southern Africa Library and Information Association

SPSS- Statistical Package for the Social Sciences

UNAM- University of Namibia

CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter introduces the study "An investigation of library association: A case study of Namibia Information Workers Association". The chapter provides the statement of problem, research objectives, the significance of the study, limitation of the study. This chapter also contains a brief literature review and conceptual framework, methodology and research ethics.

1.2 Orientation of the proposed study

Library associations are the leading body representing the interests of library and information professionals such as librarians, archivists, record managers, information managers' specialists (International Federation of Library Associations and Institutions (Farmer & Stricevic, 2011). Library associations should embrace and adopt International Federation of Library Associations (IFLA) and African Library and Information Association and Institution (AFLIA) initiated programmes to enable them to increase visibility, stakeholder engagement, and to lobby and advocate for the recognition of libraries in advancing sustainable development goals (Mangemba, 2017). Due to the interests of library and information services and users, Namibia is also represented by library association body known as Namibia Information Workers Association (NIWA). According to Onyango (2000) IWA was formed in 1990 with the aim to promote information services throughout Namibia with the vision of empowering the nation through information and knowledge sharing. The mission statement of NIWA is to unite, support, advocate and promote the development of all libraries, archives and information services in Namibia (Ashilungu, 2017).

Ashilungu (2017) states that the objectives of the Association was to unite all information workers in Namibia in an autonomous and representative body; to make and maintain contact with relevant international and national organizations; to raise the level of expertise of information workers by offered training, seminars, workshop and other relevant activities; to advice academic institutions involved in the training information workers in curriculum development and to support accreditation for library, archival, records management, and museum professionals and training institutions in line with the Namibia Qualifications Authority guidelines. NIWA is open to all information workers and information institutions.

Furthermore, NIWA has gone further to be part of International Federation of Library Associations and Institutions (IFLA) which is a trusted voice of library and information professions. It provides librarians and information workers a forum for exchanging ideas, promotion of international cooperation, unifying library practices and advances the cause of librarianship. IFLA's professional programmes provide sustainable platforms for initiating advocacy for libraries in society, improve services for library users, provide equitable access to information and develop the library and information profession (Mangemba, 2017).

 Mangemba (2017) explains that library associations have a significant role to play in strengthening partnerships with IFLA and AFLIA through developing an effective action plan for strategic positioning on government and public agenda. Library associations are encouraged to increase lobbying and advocacy initiatives for the development of library and information services (LIS) infrastructure to achieve a positive influence from government policy regarding LIS. Library associations should represent libraries and librarianship to the larger society and continual stakeholder engagement should be a top priority that leads to the identifying of sources of local funding for projects. Onyango (2000) emphasises that library association can contribute

to the development of the information profession through advocacy of creating library and information professionals course in high institution such as University of Namibia (UNAM).

Ashilungu (2017), Lachance (2006) and Mutula (2003) states that library associations are faced with challenges such as access associates with costs, small number of membership base, lack of subscription, limited financial resources, lack of adaptation to changes within their environments and lack of visibility in terms of newsletter, websites, posters and Facebook page, intellectual property rights, and determining the right way to deliver quality information for users. To overcome these challenges right strategies should be implemented to meet the needs of the global community of librarians and information professionals.

Library associations experience a number of challenges which make them become inactive such as the issues of lack of finance, time, poverty, limited interest in library matters among library association leaders and library personnel, inadequate commitment of the leadership and members (Bannerman, 2007, Macharazo & Olden, 2007).

1.3 Statement of the problem

Library associations are important as they contribute to the development of information profession (Ashilungu, 2014; Onyango, 2000) but they face a number of challenges such lack of finance, small membership base, time, poverty, limited interest in library matters among library association leaders and library personnel, access associates with cost, lack of visibility and lack of adaptation to change (Ashilungu, 2017; Bannerman, 2007; Lachance, 2006; Mutula, 2003). This study therefore investigated the Namibia Information Workers Association to assess its contribution to the information profession in Namibia and establish if it experienced the same challenges as other professional associations.

1.4 Objectives of the study

The main objective of this study was to assess the contributions and challenges of NIWA. The sub objectives are as follows:

(a) To investigate how NIWA has contributed to the development of the information profession in Namibia;

(b) To find out if NIWA has realized its objectives;

(c) To determine activeness of NIWA membership;

(d) To identify the challenges faced by NIWA;

(e) To recommend strategies NIWA can use to enhance visibility.

1.5 Significance of the study

The study could inform NIWA on how it can enhance and realise its objectives and solve some of the problems. It also contributes to body of knowledge on library associations, specifically on Namibia.

1.6 Limitation of the study

Limitations are influences that cannot be controlled by the researcher that places the restrictions on the methodology and conclusion (Simon & Goes, 2013). The study concentrated on NIWA members in the entire Namibia. The methodology of the emails did not yield much in terms of questionnaire returns. Therefore the researcher did self-administered questionnaire covered Windhoek residents only, limited other members outside Windhoek in the sense that they were not administered with questionnaires physically. There was an imbalance in terms of returning the questionnaires

1.7 Literature review and conceptual framework

Conceptual framework according to Jabareen (2009) is an analytical tool with many variations and context used to make conceptual distinctions and organize ideas. Theoretical framework is the structure that holds or support a theory of a research study.

The study was guided by a conceptual framework which includes the following:

- Benefits from professional associations
- Challenges faced by professional associations

Ashilungu (2014) states that members don't pay their subscriptions until there is election coming, sometimes people pay but don't provide their details and it becomes difficult for the treasure to know who deposited money.

Africa's professional associations are not effectively contributing to the world information environment. The IFLA directory shows that only 25 per cent of library associations in Africa manage to pay their IFLA membership. For example in 1998-1999 only 14 members out of the possible 54 in Africa had paid up. Some of the problems affecting the continent are poverty, political instability, declining budgets and lack of interest among professional associations could be referred as contributory factors (Were, 2000). The inability of the associations to pay membership fees to IFLA means that they cannot effectively benefit from IFLA professional activities such as receiving its publications and participating in its elections. Though Africa has hundreds of members who have membership with IFLA, they would be prevented from participating in IFLA elections schedules until they pay their subscription fees (Mutula, 2003).

Mangemba (2017) explains that IFLA's professional programmes provide sustainable platforms for initiating advocacy for libraries in society, improve services for library users, provide equitable access to information and develop the library and information profession. This emphasizes that library association members need to work together to develop their association and reach its targeted goals. Library associations have a significant role to play in strengthening partnerships with IFLA and AFLIA through developing an effective action plan for strategic positioning on government and public agenda. Mangemba (2017) encourages library associations to increase lobbying and advocacy initiatives for the development of library and information services infrastructure to achieve a positive influence from government policy regarding LIS. Library associations should represent libraries and librarianship to the larger society and continual stakeholder engagement should be a top priority that leads to the identifying of sources of local funding for projects Mangemba, 2017).

In the world of technology associations can be able to exchange ideas with other through different means of technology such as Facebook, blogs etc. Professional networks according to Mangemba (2017) can be used to get expert advice, exchange ideas, get a second opinion, obtain a reality check, test new ideas, gain moral support and engage in collaborative problem solving. Social media applications have great potential to enhance networking, collaboration, sharing of experiences and communication among professionals. The applications provide affordable means to link up professional colleagues and facilitate sharing of experiences and information. They provide easy access to a pool of peer knowledge such as SCECAL, IFLA, IFLA and others. For example, subscribing to the blogs of other information professionals can provide insight into the profession, enable learning from their experiences and lead to conversation in blog comments.

Furthermore, according to Lachance (2006) library and information associations are taking on a greater role in promoting accessibility and educating the public on the nature and scope of information that is available in the modern age. As people around the world become more empowered and comfortable in gaining access to information, library and information associations have been forced to think ahead to ensure that their members are anticipating the needs of their organizations as well as the organizations' clients' needs. The very nature of library and information associations themselves has change and develops. As technology has made the world a smaller place, an increasing number of associations have begun to organize on a more global scale. This serves a dual purpose to define a larger community into which the association can connect for growth and to expose existing members to a larger network of peers for the benefit of the profession (Ali, 2015; Lachance, 2006).

1.8 Methodology

The study used mixed methods research approach combining quantitative and qualitative methods. Labaree (2009) defines quantitative research as a research that gathers information using number data. Quantitative approach provides answers to questions such as how much, to what extent and how many. Quantitative methods emphasize objective measurements, statistical and numerical analysis of data collected through questionnaires, surveys and polls. Qualitative research is an exploratory research which is used to gain an understanding of underlying reasons, opinions and motivations (DeFranzo, 2011).

Research design is the structure of the research that holds all of the elements in a research project together. The study used case study of NIWA for an in- depth investigation. Labaree, (2009) refers to case study as methods of analyzing a specific research design of investigating a problem of which are used in circumstances to generalize across population.

Data collection as defined by Whitney, Lind and Wahl (1998) is the process of gathering information and measuring of information on variables of interest in an established systematic approach that enables one to answer stated research questions and evaluate outcomes. Survey methods for quantitative approach and interviews for qualitative approach were used. Norman and Lincoln (2005) explain survey as a questionnaire with a list of questions which the person who gets the questionnaire answers. NIWA members' answered the questionnaire and NIWA's Executive Committee was interviewed.

Population is defined as a group of many cases from which a researcher draws a small population (sample) and to which results from a sample are generalized (Neuman, 2011). The population of the study was NIWA members and executive committee members. The population of the study was two hundred and seventy three (273) (M. Ashilungu, personal communication, April 2, 2018). According to Punch (2005), a sample is a target population that is drawn from the total population to participate in the research through the process of sampling. The small subgroup of NIWA represented the whole population of NIWA. The study used convenience sampling for quantitative approach. Convenience sampling was used whereby emails were sent to all members who ever happened to reply. One hundred (100) members were the sample size from two hundred seventy three (273) to represent the whole group of NIWA. Out of one hundred members only fifty five (55) members' filled and returned the questionnaires. Convenience sampling is a non-probability sampling technique where researcher selects units because of their convenient accessibility (Kagee, 2006).

The study used purposive sample for qualitative approach. Kagee (2006) explains purposive sample as a non- probability sample that is selected based on the characteristics of a representative sample. The researcher was judgmental to select who to interview depending on

the knowledge and experiences of the interviewers in the Association such as executive committee members. The study started with purposive sampling and during the interview ECM 1 led the researcher to snowball by referred the researcher to ECM 3 with knowledge in the Association as they know each other. Kagee (2006) defines snowball as where the researcher brings in other participants for a study. The participants are likely to know each others who share the characteristics that make them eligible for inclusion in the study.

Labaree (2009) explains research instruments as tools designed to obtain data on a topic of interest from research subjects. The study used questionnaire in a form of likert scale. The questionnaire was used for members and interview guide for Executive Committees. The questionnaire was for quantitative and a semi structured interview guide was for qualitative method research approaches.

In order for research data to be of value and of use, they must be both reliable and valid. Reliability is the degree to which an assessment tool produces stable and consistent results. Validity is the extent to which an instrument measures what is supposed to measure and performs as it is designed to perform. Validation involves collecting and analyzing data to assess the accuracy of an instrument (Phelan & Wren, 2006). The study used different respondents to get a reliable data. Since the interview was face to face between the interviewer and the respondents, the interviewer asked follow up questions to ensure reliability. The researcher ensured validity through pilot study to pre-test the questionnaire by asked a small number of people who did not participate in the actual study before the actual research.

Leonard (2011) explains that procedures describe the manner in which data would be collected and how the researcher plan to carry out a study. The researcher made an appointment with

NIWA Treasurer in order to get hold of NIWA members` details since the questionnaires were administered through emails. The researcher asked permission from the Executive Committee members to be interviewed and then made appointments for the interviews. The questionnaires were sent to all NIWA members across the entire Namibia. The researcher expected the participants to return the questionnaires after two weeks. As the methodology of emails did not yield much in terms of questionnaires returns, the researcher did self-administration in Windhoek.

1.9 Research ethics

As described by Shamoo and Resnik (2003) data analysis are the methods of analyzing data and in what format they are presented, they systematically apply statistical logical techniques to describe, illustrate, recap and evaluate data. The study used Statistical Package for Social Science (SPSS) to come up with descriptive statistics. Data was presented in form of tables and charts. Qualitative data was analyzed by content analysis. Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual materials (Norman & Lincoln, 2005).

Resnik (2015) describe research ethics as specifically interested in the analysis of ethical issues that are raised when people are involved as participants in research. The researcher will ensure that no data collected will be disclosed to the public, especially without permission from the participants. Codes instead of participants' names were used to ensure anonymity. Participants had the right to decline to participate and withdraw from the study at any time. Participation was voluntary and no person was forced to take part.

1.10 Chapter summary

This chapter discussed the proposed topic of the study which is an investigation into library associations; a case study of NIWA. Library associations play a major role in promoting the interest of information professionals. Even though there are some challenges surrounding the association much have been done to develop and revive the associations. Library associations brought people with interest in information and library services together and they can share the issues affecting them and the way forward that contribute to the development of information profession and associations. The next chapter is research methodology which will discuss the mixed methods approaches.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1. Introduction

University of Toronto (n. d.) defines literature review as an evaluation of information found in the literature related to the selected area of study. The purpose of conducting literature review is a means of demonstrating the author's knowledge about a particular field of study including vocabulary, theories, key variables and phenomena, its methods and history (Randolph, 2009). The purpose of this study was to investigate into library association of Namibia Information Workers Association (NIWA). The literature review in this chapter is aimed at bringing the reader up with previous research in the area of library associations.

 The literature review of this study was guided by the conceptual framework. A conceptual framework represents the researcher's combination of literature on how to explain an occurrence. It maps out the actions required in the course of the study given the previous knowledge of other researchers' point of view and the observations on the subject of research (Patrick, 2015).

The conceptual framework and literature reviewed in this study are sourced from journals, conference proceedings, SCECSAL reports. The literature reviewed and conceptual framework in this chapter is organised around the research objectives as follow; to identify the challenges faced by the Association; to investigate how NIWA has contributed to the development of information profession; and to find out how NIWA has realized its benefits. The conceptual framework includes the following concepts;

- Developments and benefits from the professional associations

- Issues of membership in professional associations

- Activities/ strategies to enhance visibility in professional associations

- Challenges faced by the professional associations

2.2 Development and benefits of information profession

This concept indicates the developments and benefits library and information professions brought within the associations. They are as follow: library associations and advocacy; development and training; technology and benefits.

2.1.1. Library associations and advocacy

Mangemba (2017) stated that IFLA's professional programmes provide sustainable platforms for initiating advocacy for libraries in society, improve services for library users, provide equitable access to information and develop the library and information profession. This emphasized that library association need to work together to develop their association and reach its targeted goals. Library associations have a significant role to play in strengthening partnerships with IFLA and AFLIA through developing an effective action plan for strategic positioning on government and public agenda. Mangemba (2017) encouraged the library associations to increase lobbying and advocacy initiatives for the development of library and information services infrastructure to achieve a positive influence from government policy regarding library and information services (LIS). Library associations should represent libraries and librarianship to the larger society and continual stakeholder engagement should be a top priority that leads to the identifying of sources of local funding for projects.

Mutula (2003) indicated that advocacy is an important component of any profession to grow, succeed and be recognized. To develop and make the associations visible and known

the library associations could encourage readership, research and publication by having awards for leaders in different aspects of information. SCECSAL XIV in Namibia lately realised this and started author of the year and best paper presented awards.

Therefore the library associations should make use of the media in publicizing the activities and events so that the public can participate. Recently NIWA organized the cleaning campaigns in Windhoek to attract members and the community at large, and this can promote the image of the Association as more people come to know about it. After all, consumers of any service have a right to know its value. This will go a long way in helping them to alter their negative image of the library profession (Mutula, 2003).

2.1.2. Development and Training

According to Onyango (2000) a significant development happened when University of Namibia established a diploma programme in Library and Information Studies to address the issue of para- professional library and information professionals. Moreover, they went further to establish degree and higher diploma in library and information science at the University of Namibia. This was a good and commendable move from the Association and the University. It was an important event, in which a quite number of para- professionals who were stuck in their carrier development being provided with the opportunity to further their career.

2.1.3. Technology and benefits

In the world of technology associations can be able to exchange ideas with other through different means of technology such as Facebook, blogs, twitter etc. Professional networks according to Mangemba (2017)) can be used to get expert advice, exchange ideas, get a second opinion, obtain a reality check, test new ideas, gain moral support and engage in collaborative problem solving. Social media applications have great a potential to enhance networking, collaboration, sharing of experiences and communication among professionals. The applications provide affordable means to link up professional colleagues and facilitate sharing of experiences and information. They provide easy access to a pool of peer knowledge such as SCECAL, IFLA, IFLA and others. For example, subscribing to the blogs of other information professionals can provide insight into the profession, enable learning from their experiences and lead to conversation in blog comments (Chisenga and Chande-Mallya, 2012).

Furthermore, library and information associations are taking on a greater role in promoting accessibility and educating the public on the nature and scope of information that is available in the modern age. As people around the world become more endowed and comfortable in gaining access to information, library and information associations have been forced to think ahead to ensure that their members are anticipating the needs of their organisations as well as the organisations' clients' needs. The very nature of library and information associations themselves had change and developed. As technology made the world a smaller place, an increasing number of associations had begun to organise on a more global scale. This serves a dual purpose to define a larger community into which the association can connect for growth and to expose existing members to a larger network of peers for the benefit of the profession (Lachance, 2006 and Ali 2015).

2.3 Membership issues

These concepts indicate members' involvements within the professional associations as follow: Membership contributions to the profession associations; membership subscription fees; and declining membership and member inactivity.

2.3.1 Membership contributions to the profession associations

According to Agee and Lillard (2005) most associations provide a vehicle for new members to become involved and gain assistance in network of divisions, roundtables and in conference meeting rooms. Active members can assist the associations in decision making and in the development of libraries and achievement of the profession associations. The progressive growing of membership base and more driven association would develop alternative funding sources as well as strive to sustain the associations' programmes (Yeboah, 2007). Moreover, Bannerman (2007) argue that retired members would add to the expertise offered represent retired colleagues and also pool their knowledge and skills for the benefit of the associations. This is considered that retirees experienced and their contribution to the associations need to be sustained.

Furthermore, this is a case study of Botswana Library Association (BLA) according to Mutula (2003). Since its formation, BLA had witnessed a growth number of personal members and institutional memberships and experienced some successes. The Association made a significant contribution to the development of Botswana through contributions of its membership to various national sectors. Mcharazo (2006) the success of library associations depends so much on its membership contributions and their subscriptions for the effective running of their activities.

2.3.2. Membership subscription fees

Ashilungu (2014) states that members don't pay their subscriptions until there is election coming, sometimes people pay but don't provide their details and it becomes difficult for the treasure to know who deposited money.

Africa's professional associations are not effectively contributing to the world information environment. The IFLA directory shows that only 25 per cent of library associations in Africa manage to pay their IFLA membership. For example in 1998-1999 only 14 members out of the possible 54 in Africa had paid up. Some of the problems affecting the continent are poverty, political instability, declining budgets and lack of interest among professional associations could be referred as contributory factors (Were, 2000). The inability of the associations to pay membership fees to IFLA means that they cannot effectively benefit from IFLA professional activities such as receiving its publications and participating in its elections. Though Africa has hundreds of members who have membership with IFLA, they would be prevented from participating in IFLA elections schedules until they pay their subscription fees (Mutula, 2003).

According to Alemna (1995) it is often difficult to understand why some members of the library profession in Africa refuse to join the professional association. On the other hand, there are some members who are inactive in the association. Some members do not attend meetings, not pay their subscription fees and are always give excuses for not accepting any positions of responsibility in the association. What such members forgot is that since professional associations tend to have some influence on education for the profession and on status and professional standards, belonging to a professional association and actively participating can bring about change in the profession. The association is the public voice of

the profession therefore the strength of the voice depends on the contribution of individuals who join and actively participate in its activities (Alemna, 1995).

2.3.3 Declining membership and member inactivity

Mcharazo (2006) indicated that the experiences from other parts of the world showed that the success of library associations depends so much on its membership contributions and their subscriptions for the effective running of their activities. Library associations rely on an active membership to develop and deliver their products and services. As largely volunteer organizations, activity in the form of engagement, commitment and participation on behalf of the members will determine what products and services an association can provide, how well it can engage in advocacy and lobbying activities and attract gainful and profitable partnerships and the types of opportunities it can provide to its members through committee, board and working group involvement (Henczel, 2014).

Membership of library associations is declining due to factors such as shortage of financial support from employers as employers are withdrawing as members, greater demands on the professional's time and this could be because most of the committee members are full time employees and it made it difficult to conduct a lot of activities due to limited time, the presence of a broad choice of relevant associations including those established to support non-library professions and online services, the cost of membership (Ashilungu, 2017; Richard, 2002).

Ashilungu (2017), Lachance (2006) and Mutula (2003) indicated that the associations are characterised by a small membership base, limited financial resources, lack of adaptation to changes within their environments and lack of visibility in terms of newsletter, websites, posters and Facebook page, intellectual property rights, and determining the right way to deliver

quality information for users. The image of most associations is poor and they suffer from lack of interest membership and identity crises. Most library associations have not adopted business strategies in the promotion of their image, neither have they adapted to reflect the great changes within the environments in which they live.

A study by King and Maglitha (1995) found that there was also lack of interest, especially on the part of younger professional members whereby they were not attending meetings. Librarianship is an ageing profession and as people retire they distance themselves from their association, or they increase their levels of participation due to the availability of more time and flexibility because they are no more fulltime employees according to Henczel (2014). Membership of professional library associations is voluntary; therefore the various levels and types of associations are competing with one another for members (Henczel, 2014).

2.4. Recommendations to enhance association's visibility

The following are recommendations which can increase associations' visibility according to the literature. They includes: strategies to increase associations' visibility; use of social media application; and use of celebrities.

2.4.1 Strategies to increase associations' visibility

According to Alemna (1995) librarians and information professionals should not blame poor image and low status of the library profession in Africa and sit down and wait for the image to improve. Librarians and information professionals can make use of the media in publicizing the activities and events so that the public can participate. This can help to attract the public to get to know about the library associations and join the associations. It can also give different stakeholders and government opportunities to fund library

associations. Recently NIWA held two cleaning campaigns which attracted a large number of community members and this made people to know about the Association.

2.4.2 Use of social media application

Yates and Paquette (2011) define social media as tools that enable open online exchange of information through conversation and interaction. Social media describes the online technologies and practices that people use to share opinions and experiences (Marchese, 2007). Professional networking is the process of developing relationships with people in the field of one's occupation (Association of American Geographers, 2012). Professional networks can be used to get expert advice, exchange ideas, get a second opinion, obtain a reality check, test new ideas, gain moral support, and engage in collaborative problem solving. Social media applications have great potential to enhance networking, collaboration, sharing of experiences and communication among professionals.

The applications provide affordable means to link up professional colleagues and facilitate sharing of experiences and information. They provide easy access to a pool of peer knowledge. For example, subscribing to the blogs of other information professionals can provide insight into the profession, enable learning from their experiences, and lead to conversation in blog comments (Chande-Mallya & Chisenga 2012).

2.4.3 Use of celebrities

Assertiveness of the professional membership is needed to demonstrate what the profession is all about and what it can offer. According to Walker (2006) states that librarians can effectively use celebrities in music during the events to popularize the library associations.

2.5 Factors and challenges faced by library associations

Library and information professions are faced by challenges. They are as follow: finance and time.

2.5.1. Finance

Alemna (1995) states that common complaint among library associations in Africa is finance whereby the associations have no money to fund for conferences, seminars and to pay for students who want to pursue their study in library and information science. Moreover, according to Mutula (2003) the library associations that have hosted the conference have often relied upon donor funding to enable the conference to take place, as most associations have financial difficulties. The survival of most library associations within the region moves around individuals who carry the name of their respective associations to regional and international information for a though and for some reasons they have found it difficult to market their associations effectively within their own countries. Often some members of the library associations sponsor themselves to travel to attend and participate in conferences within the region and abroad (Mutula, 2003).

In addition, Alemna (1995) indicated that many associations in different African countries stopped to publish their national bibliographies a long way back due to limited resources such as finance. Many associations wait to be funded to undertake activities such as publications of professional journals, newsletter and organizing seminars. This made donors to get tired of funding for associations and it is important for the library associations within Africa to find ways and means to remain independent.

2.5.2 Time

According to Mutula (2003) most members do not have time to attend meeting as they are not full time in the association. The time of the meetings are done during working hours or during evening and these arrangements does not suit the members. Moreover, all NIWA committee members are full time employee's which makes it difficult to conduct a lot of activities due to limited time (Ashilungu, (2017).

2.6 Summary

This chapter revealed how library associations contributed to the information professions and the challenges they faced. The literature stated that IFLA's professional programmes provide sustainable platforms for initiating advocacy for libraries, improve services for library users and provide equitable access to information and develop the library and information profession. Moreover, the literature also stated that library associations are faced with challenges such as small membership base, finance, lack of subscriptions and lack of visibility. The literature further stated that social applications provide affordable means to link up professional colleagues and facilitate sharing of experiences and information. The next chapter will discuss research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology of the study titled "An investigation of library associations: A case study of Namibia Information Workers Association". The chapter covers the research design, data collection methods, population, sample, research instrument, reliability and validity, procedures, data analysis, and research ethics.

3. 2 Research design

Research design is the structure of the research that holds all of the elements in a research project together. This study used case study of NIWA to provide the in- depth investigation. Labaree, (2009) refers to case study as methods of analyzing a specific research design of investigating a problem of which are used in circumstances to generalize across population. Case studies are based on an in-depth investigation of a single individual, group or event to explore the causes of underlying principles. The in-depth investigation of this study looked into a case study of library associations: A case study of NIWA. Data were gathered from different sources and by using different methods such as from questionnaire and interviews. A case study involves an attempt to describe relationships that exist in reality mostly in a single organization (McLeod, 2008).

3. 3 Data collection methods

This study used mixed methods approach whereby questionnaire and interview guide were used to collect data from NIWA members and executive committee members. Questionnaire is defined as a research instrument consisting of a series of questions for a purpose of gathering information from the respondents (Norman & Lincoln, 2005). Set of questionnaire were administered to NIWA members in the entire Namibia through mailed survey and interviews.

According to Bentil (2011) mail survey method is the process whereby the researcher mails the questionnaire directly to the participants for them to complete and return them to the researcher on a certain period of time. Quantitative method was in a form of self- administered questionnaire whereby the participants completed the questions without the intervention of the researcher collecting data.

According to Easwaramoorthy and Zarinpoush (2006) interview is a formal meeting of people face to face done through consultation. A research interview involves an interviewer who coordinates the process of the conversation and asks questions and an interviewer responds to those questions. Interview consists of collecting data by asking organized questions and the researcher can ask follow up questions. Face to face interview was conducted between three NIWA executive members. In this study interviews were done in a form of semi-structured interviews. According to the University of South Africa (2007) semi-structured interview is when the interviewer has a loosely constructed interview guide. The interviewer asks few questions to get the conservation going and will then probe to explore issues in more details. The questions are mainly open-ended and the participant is given the opportunity to give any possible answers in their own words. The interviewer can probe areas based on the participant's answers or ask follow up questions for clarification. Semi-structured interviews are useful when there is a need to collect in-depth information in a systematic manner from a number of participants for interviewees (Easwaramoorthy & Zarinoush, 2006).

3. 4 Population

Population is a large group of many cases from which a researcher draws a sample and to which results from a sample are generalized according to Neuman, (2011). Population includes all elements that form up the component of analysis and it can be said that is a group of objects or people on which the research focus on. The population of this study was NIWA members with the population study of two hundred seventy-three (M. Ashilungu, personal communication, April 2, 2018).

3. 5 Sample

Punch (2005) defines sample as a group of people, objects or items that are taken from a larger population for measurements. Sample is a subset of a population that is used to represent the entire group as a whole. The sample should be a representative of the population to ensure the generalisation of the findings from the research sample to the population as a whole. The population was sampled with a small subgroup of NIWA members who represented the whole population. Convenience sampling was used whereby emails were sent to all members who ever happened to reply. One hundred (100) members were the sample size from two hundred seventy three (273) to represent the whole group of NIWA. Convenience sampling is a non-probability sampling technique where researcher selects units because of their convenient accessibility (Kagee, 2006).

The study started with purposive sampling followed by snowball sampling in the case of the NIWA Executive Committee members. Langkos (2014) defines purposive sample as a non-probability sample selected based on the characteristics of a population and the objective of the study. Snowball sampling is when the researcher brings in other participants for a study. The

participants are likely to know others who share the characteristics that make them eligible for inclusion in the study (Kagee, 2006).

Two Executive Committee members were selected depending on their positions and understanding of information profession within the Association. For confidentiality purposes their positions were not mentioned. The researcher started with purposive sampling and during the course of the interview with Executive Committee one had referred the researcher to the Executive Committee three who had additional expertise in information profession within the Association.

3. 6 Research instruments

According to David and Peter (2003), research instruments are measurement tools such as questionnaire and interview guide designed to obtain data on a research topic from research subjects. Research instruments are used to collect data to answer research objectives or research questions applied both to quantitative and qualitative approaches. In quantitative approach this study used questionnaire in a form of likert scale. Likert scale is designed to measure people's attitude, opinions or perception.

Semi structured interview includes a number of planned questions but the interviewer has more freedom to control the wording and order of questions. The interviewer directs the interview more closely (David & peter, 2003). Interviewer had a semi-structured interview guide. Semi-structured interviews are non-standardized and are also mostly used in qualitative analysis. These kinds of interview allow the researcher to have a list of key themes, issues, and questions to be covered (Harrell & Bradley, 2009). The order of the questions in the interview can be also changed depending on the direction of the interview.

3. 7 Reliability and validity

Phelan and Wren (2006) indicate that reliability and validity are used interchangeably. Reliability is a measure of the stability or consistency of measures. It also refers to the repeatability of findings which means that if the study is to be done for the second time it will give the same results. On the other hand, an instrument that always gives the same score when used to measure an unchanging value can be trusted to give an accurate measurement and said to have high reliability (Alka & Raghuvanshi, 2017).

To assess test-retest reliability, the same measurement procedure is applied to the same group of people over a period of time (Kagee, 2006). To ensure reliability for this study the researcher asked follow up questions. Validity means that a test or instrument is accurately measuring what is supposed to. Pilot study was used to pre-test questionnaire by asked a small number of people who did not take part in the actual research before the actual research. The researcher asked few NIWA members about their understanding of NIWA, its challenges and its role as a representation library association in Namibia before they were handed over the questionnaire. Janghorban, Latifnejad, and Tanghipour (2014) describe pilot study as the research study conducted before the intended research. A pilot or preliminary study usually executed as planned for the intended study but on the small scale of a complete survey or a pretest for a particular research instrument such as interview guide or questionnaire.

3. 8 Procedures

These are the procedures the researcher follows when collecting data. Babbie (2010) says procedures explain the manner in which data would be collected and how the researchers plan to carry out a study. The researcher made an appointment with NIWA Treasurer in order to get hold

of NIWA members` details since the questionnaires were administered through emails. The researcher asked permission from the Executive Committee members to be interviewed and then made appointments for the interviews. The questionnaires were sent to all NIWA members across the entire Namibia. The researcher expected the participants to return the questionnaires after two weeks. As the methodology of emails did not yield much in terms of questionnaire returns, the researcher did self-administration in Windhoek.

3. 9 Data analysis

Data analysis means to systematically organise, integrate and examine data; to connect data to concepts; and to identify broad trends or themes (Neuman, 2011). An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings (Shamoo & Resnik, 2003). Data collected can be analysed so that the research can come to a conclusion. The data gathered in this study was analyzed by descriptive statistics for quantitative and content analysis for qualitative research. Descriptive statistics were generated using Statistical Package for Social Science (SPSS) to analyse the data collected from the participants. According to Chandler (n.d.) SPSS is the most widely and popular statistical software in the science especially for quantitative study. SPSS can take data from almost any type of file and use them to generate tabulated reports, charts, tables and plots of distributions and trends, descriptive statistics and complex statistical analysis. The questionnaire results from the participants were presented in form of tables and charts.

Content analysis was used to analyze data gathered from the interviews from the executive committees. Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material (Norman & Lincoln, 2005). Content analysis can be used as a powerful research tool to determine from the content of a message,

sound interferences concerning the attitude of the speaker or writer according to Wilkinson and Birmingham (2003). The advantage of content analysis is to help data being collected reduced and simplified. Moreover, content analysis gives the ability of researchers to structure the qualitative data collected in a way that satisfies the accomplishment of research objectives (Langkos, 2014). Data collected in this study from the interviews were analysed so that the researcher could come up with the conclusion depending on the research objectives.

3.10 Evaluation of methodology

From the experience of this study, administrating questionnaire through email did not work. The process of self-administration worked in which the researcher got to collect more data compared to data collected from the emails. What the researcher will not do, as lesson learnt for future references in collecting data is the use of email survey as it did not work in the first research.

3.11 Chapter summary

This chapter discussed research methodology. Research design was case study using survey questionnaire and interviews to collect data. The population of the study was NIWA members. Simple random sampling, purposive sampling and snowball were the sampling techniques used.

Research instruments used to collect data were questionnaire in a form of likert scale and semi-structured interview was used and allowed the researcher to control the interview. For the research to be reliable and valid, reliability and validity were used in which test-retest and pilot studies were used. Appointments were made for the interviews and data were analyzed using descriptive statistics and content analysis. Confidentiality, anonymity and were granted and information gathered was kept confidential. The next chapter is on data analysis and presentation.

CHAPTER 4: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the research findings of a study titled "An investigation into library associations: A case study of Namibia Information Workers Association". Shamoo and Resnik (2003) define data analysis as the process of systematically applying statistical and logical techniques to describe and recap, and evaluate data. Furthermore, people can use data analysis and presentation to condense, organise and communicate information using a variety of tool such as, diagrams, charts, histogram and graphs (Richmond, 2006). This chapter will use descriptive statistics and content analysis to analyse data. Tables and figure will also be used in this chapter. Data was collected from NIWA members using questionnaires and Executive Committee members using interviews. Data collection is integrated under subheadings according to research objectives. The research objectives of the study were as follows;

a) To investigate NIWA's contribution to the development of information profession in Namibia;

b) To identify NIWA's achievements of its objectives;

c) To determine the activeness of NIWA members;

d) To identify the challenges NIWA encounters;

e) To recommend strategies NIWA can use to increase its visibility.

4.2 Participants of the study

Data was collected from 58 participants comprising of 55 NIWA members and 3 Executive Committee members. The sample was meant for 100 participants. Out of 100 members who were sent emails only 15 members completed and returned the questionnaires. From the emails 2

participants were from Omusati region, 2 from Oshana region, 1 from Erongo region and 10 from Khomas region. The researcher administered 52 questionnaires to different libraries in Windhoek and to information science students at UNAM main campus. Out of 52 questionnaires administered, 12 were not returned back which made the researcher to come up with 55 questionnaires in total.

For confidentiality purposes the positions of the Executive Committee members are not mentioned. Therefore, in the reporting data was reported as Executive Committee member 1 (ECM 1), Executive Committee member 2 (ECM 2) and Executive Committee member 3 (ECM 3).

4.3 NIWA's contribution to the development of information profession in Namibia

The objective of this study was to find out how NIWA has contributed to the development of information profession in Namibia. As a result several questions were asked, and one of them was to find out if NIWA represents the interests of library and information professional in Namibia. Members were expected to choose one answer and explain their responses. The table 1 below shows the responses from members.

Table 1: NIWA representation of library and information professionals in Namibia

N = 55

NIWA is representing the interests of library and information professionals in Namibia.	Frequency	Percent %	Valid Percent %	Cumulative Percent
Agree	51	92.75%	92.7%	92.7%
Disagree	3	5.5%	5.5%	98.2%
Do not know	1	1.8%	1.8%	100.0%
Total	55	100.0	100.0	

Table 1 above shows that 51 (92.7%) members agreed that NIWA represented the interest of library and information profession in Namibia. Some respondents indicated that NIWA contributed to the development of national Library and Information Science (LIS) and archives in Namibia. The respondents further stated that through meetings members were able to further their interest in information profession which can contribute to the development of the Association. The Executive Committee members in the interview highlighted that members were given platforms to discuss matters that had developed the interest of information profession such as; workshops had been done where members identified training in cataloguing and classification, how to write research and do presentations. ECM 2 highlighted that the Association did a survey for users' information needs and assessed members' needs.

Moreover, the Executive Committee members pointed out that NIWA was one of the partner institutions at the information professional conference that was hosted by the University of Namibia (UNAM) on the 30th and 31st of August 2017. Members from different regions got the

opportunity to present their papers where librarians and information workers were able to share their experiences, tackled challenges facing information profession and they came up with resolutions on how to move the profession forward. ECM 2 pointed out that NIWA attended global vision for Africa in July 2018 in Cameroon and discussed issues that added to the development of information profession. Executive Committee members indicated that NIWA joined the reading culture in Namibia under the association of high commission to educate and develop the information profession.

4.4 NIWA's achievements of its objectives

One of the objectives of this study was to find out if NIWA had achieved its objectives. NIWA has five objectives and members were given multiple responses to choose from these objectives.

Table 2: The objectives of NIWA

N = 55 (Multiple responses)

Objectives	Respondents	Percentages	Percentages of cases
To unite all information workers in Namibia	38	31.9%	70.4%
To make and maintain contact with relevant international and national organization	27	22.7%	50.0%
To raise the level of expertise of information workers by offering training, seminars and other activities	22	18.5%	40.7%
To advice academic institutions involved in the training information workers in curriculum development	12	10.1%	22.2%
To support accreditation for library, archival, record management and museum professional	20	16.8%	37.0%

Table 2 shows that NIWA reached its objectives. The majority of NIWA members showed that 31.9% NIWA united all information workers in Namibia, 22.7% maintained contact with relevant international and national organizations. In the interview ECM 1 and ECM 2 supported the idea that NIWA united all information workers when they called for meetings to discuss information related issues, offered trainings such as how to write abstract and do presentations. ECM 2 interpreted that NIWA offered members with recommendation letters when they applied for grants and to those participated in international conferences. Members of Executive Committee further indicated that the Association maintained contacts with other international associations such as IFLA, AFLIA, SCECSAL and ESARBICA. One of the participants indicated that NIWA was a member of Southern Africa Library and Information Association, an entity promoting Information Communication Technology in Namibia. The Association was in contact with academic institution such as UNAM and shared information to information sciences students and information workers.

4.5 Activeness of NIWA members

The study wanted to determine if NIWA members were active in the Association. Members were asked if they paid their subscriptions, and if library associations relied on active members to deliver their products and services. Table 3 shows members responses to subscription fees.

Table 3: NIWA member subscription fees

N = 55

Subscriptions	Respondents	Percent	Valid Percent	Cumulative Percent
Yes	27	49.1%	50.0%	50.0%
No	5	9.1%	9.3%	59.3%
Sometimes	22	40.0%	40.7%	

Table 3 shows that 27 (49.1%) of the respondents indicated that they paid their subscriptions. The responses showed that 9.1% members paid sometimes as they tend to forget and some were unable to pay because they were students. As a result, the Executive Committee members indicated that members' subscriptions were useful to the development of the Association. The Executive Committee members also highlighted that sometimes members only paid when they wanted to attend an upcoming events such as conferences and workshops. The example given was NIWA is expected to hold SCECSAL 2020 in Windhoek, Namibia and it is when members will pay because they want to attend the conference.

Moreover, the Executive Committee members engaged that active members contributed to the Association services by engaging in different activities through comments and suggestions, meetings, donations, and volunteerism. However, ECM 2 and ECM 3 emphasized that some members were not showing up for meetings and did not participate in the Association activities. ECM 2 added that some members and Executive Committee attended global vision for Africa and discussed information profession and how to connect all libraries together.

4.6 Strategies NIWA can use to increase its visibility

One of the objectives of the study was to recommend the strategies NIWA can use to increase its visibility. The researcher wanted to find out how the Association reached out to its members and how it advertised itself to the public. One of the questions asked was how members would like NIWA to publicize its activities. The responses are shown in the table below and multiple responses were allowed.

Table 4: Publicising of NIWA activities

N = 55 (Multiple responses)

Publicize through	Responses		Percent of Cases
	N	Percent	
Social media	49	50.0%	92.5%
Leaflets/brochures	26	26.5%	49.1%
Posters	22	22.4%	41.5%
Do not know	1	1.0%	1.9%

In table 4 above the majority 49 (50%) of respondents showed that they want NIWA to publicise the activities through social media. As indicated 26 (26.5%) showed leaflets and 22 (22.4%) showed posters. The Executive Committee members came up with similar issues as from the questionnaires and explained that the Association reached to social media for awareness and marketing purposes. There were talk shows on radio program and television program on Namibia Broadcasting Corporation and in newspapers. These were done to reach out to members and to the public in general.

Members of the Executive Committees further highlighted that the Association had different platforms to reach out to its members as follows; WhatsApp group; Facebook page: https://www.facebook.cm/niwa.namibia; website: http://www.niwa-namibia.org/; email: niwaassociation@gmail.com, newsletter and leaflets. Moreover, ECM 3 pointed out that the Association attended UNAM carrier fair to market the Association and attended some classes and encouraged library and information sciences and records and archive students to join. Furthermore, ECM 3 pointed out that NIWA formed the advocacy committee to market the profession to the policy makers and support the Association. The Executive Committee members add that NIWA was part of cleaning campaigns in Windhoek for visibility.

4.7 Challenges NIWA encounters

One of the objectives of the study was to find out the challenges NIWA encountered. As a result the following challenges in the table below were drawn from the questionnaire findings. Members were asked to identify the challenges NIWA faced. Respondents were given multiple responses to choose.

Table 5: Challenges NIWA encountered

N = 55 (Multiple responses)

Challenges	Responses		Percent of Cases
	N of respondents	Percent	
Lack of finance	34	21.8%	69.4%
Small membership base	29	18.6%	59.2%
Lack of subscription fees	11	7.1%	22.4%
Lack of visibility/publicity	27	17.3%	55.1%
Lack of adaptation to change	3	1.9%	6.1%
Limited interest in library & archive matters	15	9.6%	30.6%
Unable to pay subscription	19	12.2%	38.8%
Time	18	11.5%	36.7%

The table above shows that the majority of respondents indicated finance as a huge challenge with 21.8% followed by small membership base 18.6% and lack of visibility 17.3%. It was therefore supported by ECM 2 in the interview that there was no fund and the Association was not be able to reach to all regions. Questionnaire respondents pointed out that there were no

funds to organize for activities like trainings on new areas of skills in the field. Members of the Executive Committee and questionnaire respondents also pointed out the time constraints of NIWA members. All members were full time employees and the Committee had no time to organize meetings while members had no time to attend the meetings and other activities.

The respondents from the questionnaires further indicated that there was lack of paid staff members; therefore NIWA had no administrator to organize the activities that can add to the development of information profession. Some respondents indicated that there was lack of marketing, writing and publishing within the Association. The study also revealed that some members were not paying their subscriptions; not showing up for meetings which led to small membership base. Some members lost apathy and stopped participating in the Association matters. The study found out that NIWA activities were mostly being done in Windhoek only leaving out other regions unattended.

The above challenges are also portrayed as summarized in the graph below.
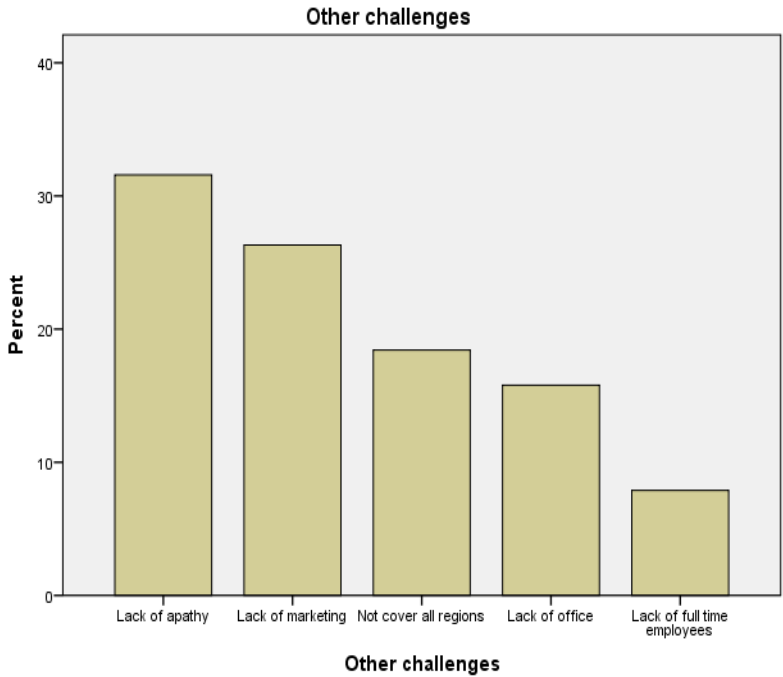
Figure 1: Summarised challenges NIWA encountered

In response to the question what should be done to overcome the challenges, the following are some of the recommendations given by members of Executive Committee during the interview as an attempt to address the challenges which were highlighted:

The Executive Committee members recommended that NIWA should market itself a lot across all the regions in Namibia and find ways to encourage members to attend meetings. The Executive Committee further encouraged members to be active and support the Association through self-empowerment. Moreover, the call was made for the reminders to be sent to the members two months before the due date to ensure members are paying their annual subscriptions. The recommendation to also advocate and lobby for decision makers to attract members was made. The Association needed to come up with fundraising in all regions and write proposals requesting for funds. ECM 2 pointed out that there is a need to have more branches so that information can be spread to all members in their respective regions.

4.8 Chapter summary

This chapter discussed data collected from NIWA Executive Committee members by use of interviews while NIWA members used the questionnaire across all regions in Namibia. For confidentiality purposes the positions of the Executive Committee members were not mentioned. The data reported as ECM 1, ECM 2 and ECM 3. Data collected were presented according to the research objectives of this study. The study found out that NIWA represented the interest of library and information profession in Namibia and contributed to the development of information profession in Namibia. The study also revealed that NIWA had achieved some of its objectives and is in partnership with other international library associations.

Furthermore, the study indicated that members' who engaged in NIWA's activities contributed to the development and services of the Association. NIWA members and Executive Committee members wanted the Association to publicize its activities through social media for visibility. Moreover, the Association was faced by different challenges and Executive Committee members suggested that NIWA should market itself, do lots of activities, lobbying and work together to overcome the challenges. The next chapter will present the discussion of findings, conclusion and recommendations.

Chapter 5: Discussion of findings, summary, conclusions and recommendations

5.1 Introduction

This chapter discusses and interprets the findings of the study presented in the previous chapter four. The discussion will be presented according to what the study discovered and compare them to the literature. The chapter also includes summary of findings, conclusions and recommendations. This chapter will discuss the findings from the participants.

5.2 Discussions of findings

The discussion of the research findings entails the researcher discussing the outcomes of a research project, what the project suggested, revealed or indicated (Thomas, 2010). The discussion of the findings in this chapter is done under the following research objectives:

a) NIWA's contribution to the development of information profession in Namibia;

b) NIWA's achievements of its objectives;

c) Activeness of NIWA members;

d) Challenges NIWA encounters;

e) Strategies NIWA can use to increase visibility.

5.2.1 NIWA's contribution to the development of information profession in Namibia.

Mangemba (2017) stated that IFLA's professional programmes provide sustainable platforms for initiating advocacy for libraries in society, improve services for library users, provide equitable access to information and develop the library and information profession.

The study found out that NIWA has found out what its members needed and members were given platforms to discuss their needs which can add to the development of the Association. Workshops had been done in which trainings were offered such as cataloguing and classification, how to write research and do presentations. Survey was also done for users' information needs and assessed members' needs.

Mutula (2003) indicated that advocacy is an important component of any profession to grow, succeed and be recognized. To develop and make the associations visible and known the library associations could encourage leadership, research and publication by having awards for leaders in different aspects of information.

The study found out that SCECSAL XIV in Namibia came up with a reading culture, author of the year and best paper presented awards. NIWA managed to come up with a successful 2016 strategic plan based on the Association top priorities. Moreover, the findings also revealed that the Association grew when it opened the northern branch that brought members together to discuss information profession and the advantages it can bring to the Association.

The study found out that NIWA was in touch with other professional associations whereby they exchanged new ideas which add value to the development of the Association.

5.2.2 NIWA's achievements of its objectives

Mutula (2003) emphasized that consumers of any service have a right to know its value. Library associations can help to alter the negative image of the library profession. The finding showed that among NIWA's five objectives the top two were; to unite all information workers in Namibia with 31.9%, to make and maintain contact with relevant international and national organization with 22.7%. See chapter 4 table 2. NIWA was in contact with relevant international associations such as IFLA, AFLIA, SCECSAL and ESARBICA. Some members had an opportunity to attend international conferences.

NIWA managed to achieve the following;

- The Association came up with a five year strategic plan for 2017- 2021.
- NIWA has an opportunity to host SCECSAL 2020. Some members had the opportunities to attend conferences international.
- NIWA was part of a reading culture under the Association of High Commission of Namibia.
- NIWA had the opportunity to market the Association through Namibia Broadcasting Corporation (NBC).

5.2.3 Activeness of NIWA members

The study found that some NIWA members add value to the Association developments as members voluntarily took part in different activities such as in cleaning campaigns, and represented the Association in other countries. Members came up with suggestions, comments and what they wanted the Association to do for them. Agee and Lillard (2005) stated that most library associations provide a vehicle for new members to become involved and gain

assistance in network of divisions, roundtables and in conference meeting rooms. Moreover, active members can assist the associations in decision making and in the development of libraries and achievement of the profession associations, develop alternative funding sources as well as strive to sustain the associations' programmes (Yeboah, 2007). NIWA active members came up with 2017-2021 strategic plan. Members' contributions and participation led to resolutions on how to move the profession forward.

Ashilungu (2017) stated that members do not pay their subscriptions until there is election coming. The study found that some members paid their subscriptions and some members only paid when they wanted to attend conferences and workshop on a discounted rate. The success of library associations depends so much on its membership contributions and their subscriptions for the effective running of their activities (Mcharazo, 2006).

5.2.4 Strategies NIWA can use to increase visibility

Alemna (1995) indicated that librarians and information professionals can make use of the social media in publicizing the activities and events so that the public can participate. The study found out that NIWA members got hold of information through WhatsApp group and they wanted to see the Association publicise its activities through social media.

According to Chande-Mallya and Chisenga (2012) social media applications have great potential to enhance networking, collaboration, sharing of experiences and communication among professionals. The findings revealed that NIWA was in partnership with other library associations, had its own web site, WhatsApp group, email address and they exchanged ideas with other information professionals associations. The study further found out that NIWA's activities were being announced through social media platforms. The applications

provided affordable means to link up professional colleagues and facilitated sharing of experiences and information. They provided easy access to a pool of peer knowledge. For example subscribing to the blogs of other information professionals can provide insight into the profession, enable learning from their experiences, and lead to conversation in blog comments (Justin & Rehama, 2012). The study indicated that NIWA gained knowledge from other professional associations and subscribed to SCECSAL blog.

5.2.5 Challenges NIWA encounters'

Alemna (1995) states that common complaint among library associations in Africa is finance whereby the associations have no money to fund for conferences, seminars and to pay for students who want to pursue their study in library and information science.

The findings shows that NIWA experienced many challenges such as finance; time; lack of apathy; lack of proactive members; lack of subscription fees and lack of office space. A highest percentage number of 21.8% showed that there was lack of finance. The study revealed that there was no fund to have branches in all regions; to fund for students who wanted to pursue their study in information science; NIWA had no office and paid up employees. The Association was still young and had no money for development and had no sponsors for funding.

The study discovered that some members were not interested in the Association matters as they were not attending meetings and were not participating in other activities. Some members were not paying their subscriptions annually. Mutula (2003) and Ashilungu (2017) indicated that most members do not have time to attend meeting as they are not full time employees in the association. The study suggested that NIWA members were full time employees and full

time students and they had no time to attend to all meetings. The study further revealed that some NIWA members lost interest and stopped attending to the Association matters.

5.3 Summary of the findings

This section of the chapter contains summaries of the findings of the study conducted on the title "An investigation into library associations: A case study of Namibia Information Workers Association". The aim of the study was to investigate the Namibia Information Workers Association to assess its contributions and challenges to the information profession in Namibia. NIWA is the leading body which represents the interests of library and information professionals in Namibia. Data was collected from NIWA members used questionnaire and Executive Committee members used interviews in all parts of Namibia. This study could inform NIWA on how to enhance and realize its objectives and solve some of the problems. It will contribute to the body of knowledge on library association specifically NIWA.

The summary of findings is presented according to the research objectives of this study.

5.3.1 NIWA's contribution to the development of the information profession in Namibia

The findings of the study showed that NIWA contributed to the development of the information profession in Namibia by setting up a strategic plan looking at the top priorities of the Association. Members were given platforms to raise issues pertaining to the development of the Association. NIWA is in partnership with other library association which can add value to the Association development by learning success stories from them.

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5.3.2 NIWA's achievements of its objectives

The study indicated that even though the Association was still small and not fully developed it touched on each of its objectives, toping with united all information workers in Namibia. The Association had achieved certain issues such as a five year strategic plan, culture reading and reaching out to social media for marketing.

5.3.3 Activeness of NIWA members

Active members contributed to the development of the Association through giving comments, suggestions and attended to different activities. Members who were not paying their subscriptions and withdrew from the Association led to financial problems and small membership base.

5.3.4 Challenges NIWA encounters

The study found out that NIWA encountered the following challenges;

a.   Lack of finance which also include lack of sponsors;

b.   Lack of apathy among members;

c.   Lack of proactive members, members are not attending meetings and not participating in the Association need

d.   Lack of subscription fees;

e.   Lack of office space and whenever the meeting is organized the committee has to ask for a venue and no administrator to do the work; and

f.   Time, in which all members are volunteers, full time employees, full time students and Executive Committees have no time to call for meetings all the time.

5.3.5 Strategies NIWA can use to increase visibility

Members indicated that NIWA could use social media to enhance networking; collaborate with Namibia Library and Archives services (NLAS) and Namibia Library and Information Council (NLIC) by sharing experiences and communicating among other international professionals national and international. NIWA has different platform where members communicate to discuss issues on profession.

5.4 Conclusions

This section of the chapter shows how the study reached its objectives. The main objective of this study was to assess the contributions and challenges of NIWA. The study reached/met its objectives. This section is organized according to the study objectives:

(a) To investigate how NIWA had contributed to the development of the information profession in Namibia;

(b) To find out if NIWA has realized its objectives;

(c) To determine activeness of NIWA membership; and

(d) To identify the challenges faced by NIWA

5.4.1 To find out how NIWA has contributed to the development of the information profession in Namibia.

The study concluded that NIWA had found what members needed and how it responded to their needs. Based on a five year strategic plan the Association came up with a one year plan for dealing the members' top priorities. Members were given opportunities to discuss issues they

wanted the Association do for them. The Association was part of reading culture in Namibia under the association of high commission to educate and develop the information profession.

5.4.2 To find out if NIWA realised its objectives.

The study showed that NIWA united all information workers in Namibia as an evident that members were called to conferences and workshop to raise and discuss their needs in information profession, members were given training on how to write abstracts, do presentations and addressed challenges faced the Association and came up resolutions on how to move the profession forward; maintained contact with relevant international professionals such as IFLA, AFLIA, SCECSAL and ESARBICA. Members were also given a platform to raise their needs. This was one of NIWA objective to raise the level of expertise of information workers by offering training, seminars, workshop and other relevant activities.

5.4.3 To determine the activeness of NIWA members

The study concluded that active members contributed to the development of the Association by coming up with suggestions and volunteered in different activities. Some members paid their subscriptions and some forgot while some members only paid when they wanted to attend conferences and meetings. The study also concluded that some members were not attending meetings and not participated in the Association activities.

5.4.4 To identify challenges NIWA encountered

The study concluded that NIWA faced different challenges such as lack of finance, lack of apathy, time as all members were full time employees and full time students, small membership base, lack of publicity, lack of reaching out to all regions and lack of office pace .

5.5 Recommendations

One of the objectives of this study was to come up with recommendations of strategies NIWA could use to increase visibility. Therefore, this section provides the following recommendations:

NIWA needed to increase more branches in the entire regions in Namibia, for example Northern branch, Southern branch, Eastern branch and Western branch so that more members are sensitised about NIWA through their respective branches. There should be more awareness such as calling for meetings, market a lot through media, distributions of posters and leaflets across all the regions.

The following recommendations emanated from the suggestions which were given by the participants:

- NIWA should lobby government institutions with the aim of bringing itself to the public attention so that it could contribute to the development of the Association, negotiate with patrons who understands and could support the development of information service sector.

- NIWA should come up with fundraisings, write proposals to the government and non-governmental organisations requesting for funds for the Association.

- There should be a lot of activities, awareness, advocacy and marketing in all regions so that members and the public could understand the importance of NIWA.

- Members need to be active and support their Association through self-empowerment.

- Members to be reminded before the due date to pay their annual subscription fees.

5.6 Final conclusion

This study focused on the title "An investigation into library associations: A case study of NIWA. The main objective of the research was to assess the contributions and challenges of NIWA. The research problem was to investigate the Namibia Information Workers Association and assess its contributions to the information profession in Namibia and establish if it experienced the same challenges as other professional associations. The study however found out that NIWA has contributed to the information profession in Namibia but it is also encountered some challenges.

The population of this study was NIWA members and NIWA Executive Committee members across the entire Namibia. The sample size of the study was one hundred; however only fifty five members completed and returned the questionnaires. The methodology of emails did not yield much in questionnaire returns and members outside Windhoek were limited in the sense that they were not administered questionnaires physically. This study used a mixed research design approach to collect data. The researcher asked for permission and made appointments to interview three executive committee members. The sampling techniques used by the study were convenience sampling; purposive sampling and snowball sampling. The instruments used to collect data were likert survey questionnaire and semi-structured interview guide. Descriptive statistics was used to analyse data from the questionnaires and content analysis to analyse data from the interviews. The study used various literatures to understand what other scholars said about the importance of library associations.

Furthermore, research ethics was used as a means of confidentiality to the participants. Moreover data was presented in tables and graph for discussions. The study found out that NIWA was in partnership with other international organisations to exchange ideas, got expert advice, got new

ideas and learn from them. Recommendation where given on what NIWA should do to develop, increase visibility and overcome some challenges. The study indicated that more activities and campaigns should be done in all regions to bring members together to discuss information profession and the way forward.

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APPENDIX A

NIWA MEMBERS QUESTIONNAIRE

I am Hilja Iita a 4th year student of Bachelor of Library and Information Science of the University of Namibia. I am conducting a study titled **"An investigation into library associations: A case study of Namibia Information Workers Association"** as a partial fulfillment of the requirement for the degree of Bachelor of Arts in Library & Information Science (Honours) to the University of Namibia, Faculty of Humanities and Social Sciences, Department of Information and Communication Studies. Your response will be treated with utmost confidence. Do not supply your name or any other means of identification.

 Please return this questionnaire to me by email at hiljaiita2@gmail.com

 Thank you for agreeing to participate in this study.

Part A: Demographic data

Kindly indicate your response with a tick (√).

1.   Please indicate your gender

 a.   Female( )

 b.   Male   ( )

2.   Please indicate your age group

 a.   18- 25   ( )

 b.   26- 35   ( )

 c.   36- 45   ( )

 d.   46- 55   ( )

e.   56 above ( )

3. How did you come to know about NIWA?

    a.   Through a colleague   ( )

    b.   Information practitioner   ( )

    c.   Social media   ( )

    d.   Other, specify………………………………

4. When did you join NIWA?

    a.   1 or less year   ( )

    b.   1- 5 years   ( )

    c.   6- 10 years   ( )

    d.   11 or over   ( )

5. Please indicate your occupation

    a.   Student   ( )

    b.   Librarian   ( )

    c.   Archivist   ( )

    d.   Record manager   ( )

    e.   Information practitioner   ( )

    f.   Other, specify………   ( )

6. Please indicate your institution/organization

    a.   Academic library   ( )

b.   Special library   ( )

c.   Ministry library   ( )

d.   School library   ( )

e.   Public library   ( )

f.   Other, specify…..........................

7. Please indicate your membership category

a.   Student   ( )

b.   Institutional membership   ( )

c.   Practicing information worker   ( )

d.   Retired information worker

e.   Other, specify------------------

Part B: NIWA's contributions' to the development of information profession in Namibia

8. The objectives of NIWA are as follows. Which one do you think the Association has accomplished so far? Tick all that apply.

a.   To unite all information workers in Namibia;   ( )

b.   To make and maintain contact with relevant international and national organization ;   ( )

c.   To raise the level of expertise of information workers by offering training, seminars and other activities;   ( )

d.   To advice academic institutions involved in the training information workers in curriculum development;   ( )

e.   To support accreditation for library, archival, record management and museum professional.   ( )

9. Members who attend meetings, donates, volunteering and participate in NIWA activities contribute to the development of the Association.

Indicate your level of agreement

Strongly agree	Agree	Somewhat agree	Not agree

10. NIWA is representing the interests of library and information professionals in Namibia.

Indicate your level of agreement

Agree	Disagree	Do not know

Please explain your response: --

----

11. How do you rate the performance of NIWA?

a.   Good   ( )

b.   Better   ( )

c.   Poor   ( )

d.   Do not know   ( )

e.   Please explain your response: --

Part C: NIWA benefits from other professional associations

12. Which of the following professional associations could NIWA be in partnership with? Choose all that apply.

a.   International Federation of Library Associations (IFLA)   ( )

b.   African Library and Information Association and Institution (AFLIA)   ( )

c.   Standing Conference of Eastern, Central and South Africa Library and Information Association (SCECSAL)   ( )

d.   Eastern and Southern Africa Regional Branch of the International Council on Archive (ESARBICA)   (   )

Other, please specify--

----

13. How important is the Association to you?

a.   Very important   ( )

b.   Important   ( )

c.   Somewhat important ( )

d.   Not important   ( )

e.   Do not know   ( )

14. How have you benefited from NIWA? --

Part E: Activeness of NIWA members

15. Do you pay your subscription fee annually?

      a.   Yes   ( )

      b.   No   ( )

      c.   Sometimes   ( )

If your Answer is No, please explain why not: --

----

16. Library associations rely on active membership to develop and deliver their products and

    services.

      a.   Strongly agree   ( )

      b.   Agree   ( )

      c.   Disagree   ( )

      d.   Strongly disagree   ( )

17. Have you ever attended any NIWA meetings, conferences, seminars or activities?

      a.   Yes   ( )

      b.   No   ( )

18. Have you ever donated anything to NIWA?

      a.   Yes   ( )

b.   No   ( )

19. Have you ever volunteered in any NIWA activities?

     a.   Yes   ( )

     b.   No   ( )

20. Is NIWA offering training to its members?

     a.   Yes   ( )

     b.   No   ( )

Section E: Strategies NIWA can use for publicity/visibility

21. How do you get hold of the information about NIWA?

     a.   NIWA website   ( )

     b.   Conference papers   ( )

     c.   WhatsApp group   ( )

     d.   SCECSAL blog   ( )

     e.   Information professionals   ( )

     f.   Leaflets/brochures   ( )

           Other, specify--

22. How would you rate NIWA level of reaching out to its members?

     a.   Very satisfied   ( )

     b.   Satisfied   ( )

     c.   Somewhat satisfied ( )

     d.   Not satisfied   ( )

23. How would you like NIWA to publicising its activities?

     a.   Social media   ( )

     b.   Leaflets/ brochures   ( )

     c.   Posters   ( )

     d.   Do not know   ( )

     Other, specify --

Section F: Challenges NIWA encounters

24. What are the challenges facing NIWA? Please tick all that apply.

     a.   Lack of finance   ( )

     b.   Small membership base   ( )

     c.   Lack of subscription fees   ( )

     d.   Lack of visibility/publicity   ( )

     e.   Lack of adaptation to changes   ( )

     f.   Limited interest in library matters   ( )

     g.   Members unable to pay for subscription fees ( )

     h.   Time due to limited time   ( )

     i.   Other (Please specify) -------------------------------------

25. What are other challenges do you think are facing the Namibia Information Workers Association?

....

………

………

26. What do you think should be done to overcome those challenges?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

THANK YOU VERY MUCH FOR YOUR TIME!

INTERVIEW GUIDE FOR NIWA EXECUTIVE COMMITTE

I am a fourth year student, doing a study on "**An investigation into library associations: A case study of Namibia Information Workers Association**". The study is done in the fulfilment of the requirements for a Bachelor of Arts in Library and Information Studies (Honours). Information about the participants of the study will be kept confidential. I'm humbly request to take few minutes of your time to complete the interview.

Section A: Developments to information profession in Namibia

1. Are NIWA members happy with the Association?

2. Has the Association found out what members need?

3. How the Committee has responded to member's needs?

Section B: Benefits from other professional associations

4. Is NIWA a member of any professional associations?

5. If the answer is yes, what are those professional associations?

6. How NIWA has benefited from those associations?

Section C: Activeness of NIWA members

7. Do members pay their subscriptions?

8. If the answer is no, why members are not paying for their subscriptions?

9. Are members contributing to the development and services of the Association?

10. What can be done to encourage members to stay and not to withdraw from the Association?

Section D: Strategies NIWA can use to increase publicity.

11. What is the Association doing regarding publicity?

12. What can the Association do to increase publicity?

Section E: Challenges NIWA encounters

13. Identify challenges the Association is faced with.

14. What do you think should be done to overcome or improve these challenges?

Thank you very much for your time!