



INTERNATIONAL STANDARD BIBLIOGRAPHIC DESCRIPTION (ISBD) AS STANDARD FOR QUALITY BOOK PUBLISHING IN NIGERIA

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ABSTRACT

This study examines international standard bibliographic description (ISBD) as standard for quality book publishing in Nigeria. It discusses ISBD as it affects quality book publishing. Three Universities in the South-South region and 250 publishers sampled from six states of the federation were used for the study. The instruments used were validated questionnaire and standardized checklist of the book. One null hypothesis was formulated and tested. The data collected were analyzed using simple percentages and Pearson Product Moment Correlation Coefficient (PPMC). The finding of the study shows that there is a significant relationship between ISBD and the quality of books published in Nigeria with regard to authorship, title, place of publication, year of publication, publisher's name, ISBN, copyright, bibliography and index. The study concluded that ISBD adds quality to published books.

Keywords: Bibliographic Description; International Standard Bibliographic Description (ISBD); Quality Book Edition; Quality Book Publishing.

1 INTRODUCTION

Publishing is very important in national development because of its roles in information dissemination and as a repository of human culture, history, and knowledge. Publishing has emerged as a strategic industry in determining the educational system of a country. Books are not only recognized as reservoirs of cultural heritage, but are also carriers of information and knowledge vital making informed choices necessary for developing a people and the nation. The rapid development of a sustainable indigenous publishing industry in a country according to Okwilagwe (1997) depends upon the capacity of the operators to innovate and

chart a professional direction for their industry. Publishing is the process of producing for dissemination of facts and fiction, books, journals, films, computer programs, records, newspapers, discs, bulletins, magazines, and other literary materials. This is particularly true in a society like Nigeria where the infrastructure of communications is as yet to be fully developed.

In any given industry, there exists a law that must be obeyed so that the set goals can be achieved. This is not just the achievement of goals but also the satisfaction of the industry. With the preliminary survey of books published in Nigeria, it was observed that there are set of standards, for publishing books. These publishing standards, according to Bryson (1999), provide for consistency in the use of resources. Publishing standards provide rules about choice of pattern, and management of information and its supporting technologies. Standards include protocols; data capture and transfer standards, bibliographic descriptions and standards for record keeping.

Registered publishers are aware that publishing standards not obeyed might be an avenue of losing good authors. It is therefore worthwhile to examine ISBD as standard for quality book publishing in Nigeria.

2 INTERNATIONAL STANDARD BIBLIOGRAPHIC DESCRIPTION (ISBD)

The ISBD is a set of rules produced by the International Federation of Library Association to describe a wide range of library materials, within the context of a catalogue and it has been incorporated in Anglo-American Cataloguing Rules (AACR) of 1988.

The primary purpose of ISBD is to provide the stipulations for compatible descriptive cataloguing worldwide in order to aid the international exchange of bibliographic records between national bibliographic agencies and throughout the international library and information community. The specific purpose of ISBD is to provide a sufficiently precise transcription of title pages, etc., to enable different works and different editions of the same work to be readily identified (BYRUM, 2005).

The ISBD assures accurate recording of data relating to the publication for easy exchange. It recognizes specific areas such as author, title, publisher price, etc,

which must be clearly provided on any given publication and be identified easily. The title and statement of authorship are important for the identification for a book, although, the Nigerian publishers are doing their best to publish according to international standard but majority still need to be made aware of these rules. Majority of Nigerian published books might be said to be incomplete especially during this period of economy instability, which brings about low quality production of books.

3 QUALITY BOOK PUBLISHING

Quality is a concept that has become increasingly influential in recent years. Initially a concept is considered appropriate only to the manufacturing process, it is now equally at home in service industries and education. Wherever and however quality is presented as a catalyst in refocusing an organization's activities, it is true to say that its maintenance is everybody's responsibility (PINDER, 1996). Quality book publishing means creating a product that can be profitably sold as well as satisfying the requirements of authors, cataloguers, documentalists, and readers.

The quality book publishing reduces the task of incomplete classification. It is a pointer to and focuses on the entire process of book production. It is the whole intellectual and business procedures of selecting and arranging to make a book and of promoting its ultimate use (OKWILAGWE, 2001). The major aspect of quality book publishing is the process of making sure that all aspects of book publishing are applied. It is the conformance to the requirements of the ISBD. It involves the inspection of products (books) to see that they conform to a specification and then rejecting those, which do not.

4 THE PROBLEM

Nigeria is faced with the problem of substandard products; publishing is not left out of this menace, in fact it is one of the most affected areas as the case may be. So many people tamper into the field of publishing for economic gains rather than for professionalism, these people lack the knowhow of this business because they are not trained in the act of publishing. All countries are expected to issue the list of

publications emanating from their own territories. National bibliography and components of ISBD must be clearly specified to ensure easy exchange of publication. It is based on this that Smith (1990) posits that if books are to be truly useful, publishers must respond to the laid down standards.

Based on this background the study sought to examine ISBD as standard for quality book publishing.

5 RESEARCH METHODS

For the study ex-post-facto survey research design was used, and the area covered was three university libraries in the South-South region of Nigeria namely, University of Uyo, Calabar, and Port Harcourt libraries. The population was all books available in the three university libraries and all publishers (1680) (ISBN Publishers' Directories, 2009) in Nigeria. The stratified sampling technique was used to obtain 1000 books because different subjects had to be represented and the purposive and proportionate sampling techniques were used to obtain data from 273 publishers for the study, while the instruments used were structured questionnaire titled ISBD as correlate of quality books published in Nigeria "ISBDCQUAPIN" and standardized checklist for the book.

6 DATA ANALYSIS AND DISCUSSION OF FINDINGS

The data collected and the documentary evidence were gathered and used to test the hypothesis using Pearson Products Moment Correlation Coefficient (PPMC). The discussion of findings was guided by the Tables 1, 2 and 3.

Table 1: ISBD as Correlate of Quality Book Publishing in Nigeria.

International Standard Bibliographic Description				
Items	Available	%	Not Available	%
Author	1000	100	0	0
Title	999	99.9	1	0.1
Place of Publication	998	99.8	2	0.2
Year of Publication	973	97.3	27	2.7
Publisher's Name	1000	100	0	0
Copyright	700	70.0	300	30.0

ISBN	941	94.1	59	5.9
Bibliography	574	57.4	462	46.2
Index	708	70.8	292	29.2

Table 2: Nigerian Publishers Perception of the Quality of Books Published in Nigeria.

S/N	Item	(A)	%	(D)	%
1.	Authors name is given in full together with academic qualifications and official position in the title page.	137	54.8	113	45.2
2.	Author name is significant in Nigerian published books.	250	100	0	0
3.	Title information is relevant to quality book publishing	250	100	0	0
4.	A standard book is published with a title	250	100	0	0
5.	Year of publication helps to ascertain the currency of the book.	167	66.8	83	33.2
6.	Place of publication does not help to identify the city or town in which the publishing industry is located	113	45.6	137	54.4
7.	Publisher's name is important as far as book publishing is concerned	152	60.8	98	39.2
8.	Only reputable publishers contribute to quality book publishing in Nigeria	163	65.2	87	34.8
9.	Books can be easily pirated if copyright information is absent in published books.	136	54.4	114	45.6
10.	Copyright is the exclusive right to publish, reproduce and sell documentary property	73	31.6	177	68.4
11.	International Standard Book Number evades mistakes about the exact book and edition required	143	57.2	107	42.8
12.	ISBN registration is a necessary element in quality book publishing	74	29.6	176	70.4
13.	Greater number of books published in Nigeria have ISBN	116	46.4	134	53.6
14.	Books published without bibliography at the end is termed as incomplete	197	78.8	53	21.2
15.	All books published in Nigeria have good physical appearance	51	20.4	199	79.6
16.	Attractiveness of a book makes for a good physical appearance	140	56.0	110	44.0
17.	Good font size makes for a clear and high quality book publishing.	124	49.6	126	50.4
18.	Good binding enhances quality book publishing and longevity of the book.	206	82.4	44	17.6
19.	Good printing works subscribes to high quality publishing	196	78.4	54	21.6
20.	A qualitative book is published with an index at the end of the book	133	53.2	117	46.8

Note: A = Agree; D = Disagree

HO: ISBD has no significant relationship to the quality of books published by Nigerians with regard to: (i) authorship, (ii) title, (iii) place of publication, (iv) year of publication (v) publisher's name, (vi) copyright, (vii) ISBN, (viii) bibliography, (ix) index

Table 3: Pearson Product Moment Correlation Coefficient Analysis of ISBD and Quality of Books Published in Nigeria.

Variables	$\sum X$	$\sum Y$	$\sum X^2$	$\sum Y^2$	$\sum XY$	r
Quality	15786.00		334406.00		668812.00	.865
Use		3412.00		714655.00		

P < .05

df 7

crt = .666

As indicated in Table 3 the calculated r value of .865 is greater than the critical r value .666. It is evident that the calculated r value is higher than the r value which leads to rejection of the null hypothesis. It implies that there is a significant relationship between ISBD and the quality of books published in Nigeria. This is in line with Okoro (1992) who commented on the poor quality of Nigerian published books comparatively to that of the industrialized nations.

The study shows that there is a significant relationship between ISBD and the quality of books published in Nigeria with regard to authorship, title, place of publication, year of publication, publisher's name, ISBN, copyright, bibliography and index. The data in Table 1 shows the ISBD as correlate of quality book publishing in Nigeria. The surveyed books in the University of Uyo, Port Harcourt and Calabar libraries showed that 1000 (100%) of Nigerian published books have authorship information. It was surprising to observe that only 1 (0.1%) book was published without a title. This can be viewed as a typographical error because; although Nigerian books lack some of the variables but almost all except this one book came without a title.

Out of one thousand books surveyed, only 700 books had copyright information on them. This finding on the absence of copyright information in Nigerian published books supports Asein's (2002) findings that the copyright law emanated from the overseas into Nigeria, so some publishers are still ignorant of the copyright laws. When Nigerian books are copyrighted, books cannot easily be pirated.

The surveyed books in the three federal university libraries under study revealed that 941 (94.1%) of Nigerian published books have ISBN and 59 (5.9%) of the books did not have ISBN. In the views of Aje (1978) and Edoke (2000) the use of ISBN is very important in published books because it helps to avoid misunderstanding about the exact book and edition required. In those books published without ISBN, which unfortunately is a common thing in Nigeria, it will be difficult to know the exact book or edition of book required. The disadvantage of this is that the publication cannot be fed into the data bank and as such causes in the production of the data bank and at the same time affect quality book publishing.

It was also found that 574 (57.4%) have bibliography, that is acknowledgement of other authors and 426 (42.6%) of the authors did not

acknowledge or suggest other books that can be of help to the users. This did not only affect the quality of books published in Nigeria but also create problems for the user of such books because it becomes difficult for the user to be able to make references to other books that would have been of help to them. Seven hundred and eight books were published with index at the end of the text and 192 (19.2%) have no index.

The findings are in line with Lamm (1996) who stressed the importance of an index in a published book. He maintained that index saves the time of the reader by helping him move straight to his area of interest if he had no intention of reading the whole book.

From the above observation, it could be said that Nigerian publishers are far from adhering to the laid down international standards. Some of the books that exhibited the use of ISBD qualities were found to have been published by such publishing firms as African-Feb, Heineman and Macmillan to mention but a few which owe their establishments to foreign affiliation.

To support Table 1, the study sought the opinions of Nigerian publishers on all the elements of ISBD under study, which is represented in Table 2.

Out of two hundred and fifty respondents, one hundred and ninety on agreed with the statement that year of publication helps to ascertain the currency of the book and 59 (23.6%) disagreed with that statement to support the findings Aje (1978) states that date of publication is very useful in published books. It also supports Aguolu (2002) view that date of publication, is a very useful element in published books because it gives insight to the most recent published books and at the same time inform the user that the information gathered are up-to-date.

One hundred and thirty seven of the respondents agreed that place of publication helps in identifying the city or town in which the publishing industry is located while 113 (45.6%) of the respondents disagreed.

On the statement whether publisher's name is important as far as book publishing is concerned 98 (39.2%) agreed and 152 (60.8%) disagreed, while 163 (55.2%) respondents agreed that only reputable publishers contribute to quality book publishing in Nigeria and 87 (34.8%) disagreed. This finding once again supports

Aje's (1978) statement that imprint information is not complete without the date of publication, place of publication and publisher's name.

The findings are very significant and corroborate with the findings of Fanoiki (1984) that to maximize profit some of the high standards for authorship and publishing have been sacrificed. One is tempted to say that most publishers go ahead to publish manuscripts, which are only fit for the shredding machine. The urge according to her by these publishers to make money has led to over production and consequently poor physical appearance of the books. As stated by her the shortage and high cost of printing paper is not helping the situation, pages of books rather than being sewn together to hard wearing are merely stuck together with gum. Thus the turning of a few pages, the leaves begin to disintegrate. Illustrations in books are of poor quality, the color is either too dull or too bright and those in black and white are far-fetched and larger than life. Okoro (1992) is in consonance with Fanoiki's statement that there are very few specialist printers and quality of finished books has not attained maturity level. He stressed that Nigerian books still remain poorly designed. He also noted that the few binderies that are available lack necessary equipment and durable binding materials to cope with the demand of publishers.

On these problems, Pottinger (2005) opined that to promote the work of Nigerian published books would depend on how soon the Nigerian authors and publishers come to the market with quality books. He stressed that Johnnic Communications Ltd. (Africa) (Pty) Limited would like to be involved in encouraging the production of quality books locally. He indicated that there are good writers in Nigeria, but the problem is with the production of Nigerian works. He pointed out that the physical productions of Nigerian books are poorly done and he sees this as an economic problem. He maintained that the cost of production is so high that most of the local publishers could not cope.

For the benefit of the buyers Wilson (1967) advised that the necessity of book design is to bring to the purchaser a book of the best possible quality for the price he is able and willing to pay. Nwankwo (1986) views on this is that the quality of book production that matters not necessarily the availability of any kind of book material, that the layout must be attractive enough to convince the publishers that the design will enhance the text, and it will be appealing in the bookstore as well as

satisfying in the reader's hand. While Nyariki and Makotsi (1997) pinpoints that the lack of publishing management skills often result in the production of low quality books, which cannot adequately compete at the international level. Bankole (2005) advice Nigerian publishers in the Punch Newspaper (http://www.ejournals.com.br/jornal_nigeria_puch.html) to compete favorably with other countries by making sure that they are innovative in the production of quality books which will compete with other internationally published books. Okwilagwe (2001) on the same subject matter opined that using adjective to qualify a profession would not in any way affects the status of the profession, rather it will give insight into the quality of practice.

Generalizing the findings in the words of Anderson (1976) and Aguolu and Aguolu (2002), much time is often spent on trying to identify the authorship or to determine the correct imprint, as publishers do not conform to internationally accepted standards with regard to the format of each publication. In summary Bankole (1981) in tackling the dilemma of Nigerian librarians on the problem of publishing defects, stated that the insufficient bibliographic data in most of the publications create problems for documentation. He stressed that a lot of time and effort are expended in trying to provide full bibliographic description of the publications. For example, the problems experienced in the documentation of materials result in long delays, which may prevent the publications from appearing in the National Bibliography with the shortest delay, required in the UNESCO guidelines for national bibliographies.

7 CONCLUSION

International Standard Bibliographic Description is a vital aspect as far as quality book publishing is concerned in Nigeria. It aids and guides the production of quality books which in turn makes it easier for librarians to documents the necessary bibliographic data for the users of the library. This is so when publishers focus their attention on publishing problems such as poor production of books generally. It is concluded that a description is a definitive record of each publication listed in the national bibliography and that it is difficult to provide full description when certain vital

data are missing from the publications. The effect of this work on LIS practitioners is that if the identified problems are tackled documentation will be easier and the users will locate needed information with ease.

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