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Contents

Information Attitude of Book Editors and Productivity in the Publishing Firms in South-West, Nigeria

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Abstract

The publishing industry is a vital index of a nation's development. It makes its contribution to national growth through its productivity, and a key agent of this productivity is the editor. The editor forms the nucleus of the publishing firm. He/she is the nerve of the publishing operations and is highly indispensable in the publishing processes. However, information is germane to editorial activities and as such he/she cannot perform optimally without having requisite information. This thus implies that editor must seek for information. Information-seeking entails requisite and appropriate disposition which is otherwise called attitude. The attitude of editors, the type as well as source of information are all important for editorial efficiency. It is these issues of information attitude of editors and their productivity that this study seeks to answer. Survey method was adopted for the study, structured questionnaire was the instrument employed for data collection while three research questions were formulated. The study population was 62 educational publishing firms in South-West Nigeria while the sample for the study was the 205 editorial staff of twenty randomly selected publishing houses which constituted 19.4 %. The data collected were analysed using Statistical Package for the Social Science (SPSS) version 21. Mean and standard deviation were determined for continuous variables while frequencies and percentages

were carried out on categorical variables. The results were presented in tables and charts. The study recommended that editors should obtain information on production, explore the Internet and social media more effectively, and strive for more editorial competence to attain higher productivity. Structured into seven parts, the paper is discussed under the following subheadings: introduction, literature review, theoretical framework, methodology, analysis and discussion, conclusion and recommendations.

Keywords: *Information, Attitude, Editors, Productivity, Publishing firms*

Introduction

Information is vital to human existence. It is an invaluable resource required by all for performance efficiency be it at a formal or an informal setting. More than ever before, information is desperately sought and highly priced for productivity in this information age. Experts have drawn a semantic progression among data, information and knowledge. Data simply refers to facts, figures, numbers, records, etc.; it is the smallest unit of information. Information, on the other hand, is the cumulation of data; it is data that has been processed. According to Giannetto and Wheeler (2000:3), through a process of change, data become systematically arranged and processed data denote information. To Gamble and Blackwell (2001:143), information is a result of processed data but in a meaningful form. Case (2002) and Feather and Sturges (2003) did not agree less that information is a product of processed data. They maintained that organised and analysed data develop into information while information in turn develops into knowledge.

This corroborates Reitz (2004) in Manjunath and Babu (2018:2) in which he defines "Information as all the facts, conclusions, ideas, and creative works of the human intellect and imagination that have been communicated, formally or informally, in any form". This thus implies that information is an essential and primary ingredient for human existence and survival.
McCreadie and Rice (1999:46), in their exposition on infor-

mation in Makinde (2018:36), identify four major assumptions about information namely: Information as commodity/resource, Information as data in the environment, Information as a representation of knowledge, and Information as part of the communication process.

In formal setting, information is pivotal to performance and attainment of organisational goals. Every professional desires and seeks crucial information that is peculiar and relevant to such organisational setting so that it can remain afloat and perform optimally. Therefore policy makers, governmental officials, bankers, farmers, marketers, insurance brokers, planners, economists, teachers, researchers, scholars, doctors, engineers, librarians, students, etc. all require information to carry out their daily transactions. The same is applicable to editors who are the kernel of operations in publishing firms.

Publishing firms are significant to national development. Publishers are mass information disseminator using the print media as channel of expression. At the fore front of this task are

editors, and to do this effectively and successfully, up-to-date information is required. The attitude of editors to information is equally crucial as editors may exhibit positive or negative attitude to information acquisition. The attitudinal disposition of editors to information may make or mar the organisational goals as positive attitude to information will add value to organisational performance and productivity while negative attitude will, on the contrary, devalue productivity. Information, no doubt, is vital to the performance of a publishing company and the crucial place occupied by editors in this task is incontestable.

Information behaviour is a field of information science that seeks to understand the way people search for and use information. It preoccupies itself with information seeking and information retrieval, but it also aims to understand why people seek information and how they use it. Wilson (2000) defined information as "the totality of human behavior in relation to sources and channels of information". Several studies have been conducted on information

attitude and information seeking behavior in the field of social sciences particularly in the library and information science but no significant attention has been paid to publishing studies. Again, most of the existing studies were conducted in developed countries. Not many studies have been conducted on the information attitude of publishers and none focused on book editors in Nigeria. It is in the light of this that this study seeks to fill this crucial gap by examining the information attitude of book editors in book publishing firms in South-West, Nigeria. This therefore justify the need for this study and its relevance to knowledge creation.

Literature review

The relevant literature for this study is reviewed under the following sub-headings: Information required by editors in the publishing firms, Information sources of editors in the publishing firms, Information attitude of editors in publishing firms, Values of information to editors' productivity, and Information Seeking and Using Process Model.

Information required by editors in the publishing firms

Information is required by all to actualise personal or organisational goals. In publishing firms, editors depend on available information to carry out their official assignments. Book publishing is an information-oriented profession with multiple professionals, it is therefore procedural and in stages. Notable among these professionals are author, typesetter, compositor, illustrator, graphic artist/designer, indexer, assessor, printer, binder, lithographer, and editor, among others. The editor who coordinates and directs the activities of all others can only function effectively if he/she has requisite information at his/her disposal. An editor is a thoroughbred professional with glaring love and flair for books and letters, he/she also caps this with requisite academic qualifications. In addition to this, an editor must have a pleasant personality, be a good communicator, relates and blends easily, imbued with self-confidence, keeps abreast of happenings and development around him/her and in his/her society be it educational, social,

political, economic, religious, etc. In the words of Awolalu (2002) in Ihebuzor (2013:35),

An editor is in the business of selling ideas, and a good editor will help his author to put his best foot forward – arguing, cajoling trying to convince without offending him, always being aware of the author's feeling about his work.

Conventional publishing follows broad operational stages which start with manuscript acquisition. Manuscript acquisition implies "to acquire" and is otherwise called 'commissioning' or 'sourcing'. Manuscript is the basic raw materials from which books are made. The acquisition process is central to the business of book publishing, it is the very foundation of book publishing, and the acquisition process is a *sine qua non* to the business and profession of publishing. There are two basic ways of acquiring manuscripts namely: solicited and unsolicited manuscripts (Ihebuzor, 2013). This is followed by Origination and Design (O&D). Processing the manuscript for press is a series of activities which is carried out by multiple professionals and coordinated by the editor. Manuscript processing begins with manuscript assessment; it is a formal evaluation of the manuscript acquired for the house and if found publishable, it is handed over to the Origination and Design unit for series of activities which include typesetting, formatting and layout; Editing of galleys and proofreading of page proofs by the editor, composing illustration and cover briefs, placement of all tables, graphs, charts, pictures, illustrations, etc. placement of the company logo, compliance with the house style, and indication of the ISBN, Cataloguing-in-publication (CIP) data, and bar-code, compilation of index, and approval of the camera ready copy (CRC) for press; among others (Akangbe, 2019:371). Production is the mass printing of Camera Ready Artwork (CRA). It is a process that has several stages which are divided into three namely: prepress, press, and post-press. Production is followed by distribution and marketing. This entails promotion, sales and distribution. It is a series of activities which culminate to the exchange of the printed publication with physical cash.

Ihebuzor (2013:17) identified four stages in the book publishing process. These are listed as identification of viable projects via development of manuscripts (writing, editing, gathering illustrative materials, copy editing, corrections and approval of complete proofs as camera ready), design (graphics, illustrative materials, checking layout, mark-up, pre-press), production (printing, binding and packaging), and warehousing, marketing, sales and distribution.

As diverse as these activities are, an editor requires information on every bit of them to be able to perform optimally. This is because an editor's task in the book publishing firm is not limited to editing alone, rather, it subsists from manuscript acquisition stage to mass printing, promotion and distribution of the book. Even the editor still follows the book to the market to monitor its market performance. For productive performance therefore, an editor requires information on every aspect of his/her job.

One of such key areas is publishing philosophy and programme of the firm. The philosophy of a publishing firm is a succinct statement about the principles, precepts, aims and objectives guiding the firm's practice or conduct. Company philosophy stands for the basic beliefs that people in the business are expected to hold and be guided by. They are informal and unwritten guidelines on how people should perform and conduct themselves. A corporate philosophy expresses a company's values and the values which the products and services offered to target audience. Arising from the firm's philosophy is the publishing programme stating what a firm will engage in over a certain period of time say 3 – 5 years. A publishing programme is derived from the firm's philosophy. It is also crucial that editor seeks for information on company policy and house style. A publishing firm's policy outlines a set of principles on which the company's existence and operations are based. Other information areas include remuneration, promotion, disciplinary measures, trainings, conferences and workshops, condition of service, medicals, casual and leave, etc.

Manuscript acquisition and adoption are crucial to the existence and survival of a pub-

lishing organisation (Areo, 2011: 158). If there is no acquisition, there would be no products to produce for sale. If this arises, a great vacuum will be created in the educational and intellectual needs of the society. This therefore explains why publishing firms who know their onions go all out to acquire manuscripts of high quality. The task of acquiring and assessing manuscripts is the responsibility of the editor who midwifes all publishing processes and activities.

An editor is guided in his/her manuscripts acquisition drive by the in-house publishing policy, which spells out clearly the company's scope and latitude of subjects and areas of interest in publishing. He/she therefore has at the back of his/her mind to hunt for manuscripts that will turn out to be good books with reasonable profit margin so that the firm can remain in business to continue to publish more. The task of acquiring and assessing manuscripts is the responsibility of the editor who midwifes all publishing processes and activities. In line with this, editor is concerned with information on authorship: authors, profiles, man-

uscript acquisition, curriculum and syllabus, educational policies, book adoption regulations, editors in rival companies, etc.

Editors also seek for information on market performance of their titles. The marketing information required include level of sales of their titles, information on competing titles from other companies, information on market leaders in different subject areas, etc. A proactive editor must also seek information on educational bodies such as ministry of education, agencies and parastatals. The same is applicable to examinations and admission bodies. Sufficient information on all these areas will arm a book editor adequately to perform his/task very well (Areo, 2011:159).

Information sources of editors in the publishing firms

There are many sources of information for editors to contend with, therefore, editors choose from varying sources to generate information for book publication. It is fundamental that the source of information is genuine, credible and reliable. In the light of the above therefore, editors

are particular about how factual, how credible, and how current the information is (Ihebuzor, 2013). A number of questions which bother on the quality of the information also agitate the minds of editors such as: Where did the information come from? Who wrote the information? Is the person an expert? Is the information fair and objective? The whole essence of this is to ascertain the genuineness of information so that book users would not be misled.

As Lauren Kosrow maintains in https://library.triton.edu, "information can come from virtually everywhere – social media, blogs, personal experiences, books, journal and magazine articles, expert opinions, encyclopedias, and web pages". Credible information sources for editors include: reference books such as dictionaries, encyclopaedia, directories, etc. which display facts, figures, addresses, statistics, definitions, dates, etc.; newspapers which provide very current information about people, events, places, etc.; magazines which contain articles on diverse and interesting topics and current events; academic journals which contain peer-reviewed and credible articles written by experts; and of course books which cover virtually every available topic in human endeavour. All these and more information sources are not only useful to editors but are widely consulted as frequently as possible.

It must be submitted also that the information required determines the information source to be consulted. Editors often seek information on school subjects, educational issues, general knowledge, history, culture, politics, economics, socials, religion, statistics, opinions, maps, etc. For all these and more, books, reference materials such as dictionaries, encyclopaedias, gazettes and directories, Web pages, databases, magazines, newspapers, almanacs, newsletters, journals, indexes, Websites, television, radio, social media, blogs, the Internet, etc. are often consulted.

On a general note, there are three sources of information, namely: primary, secondary and tertiary, and all these are amply used by book editors. As Mary Woodley maintain in https://lib.guides.merrimack.edu, Primary sources are original materials on which other research is based. These include

poems, diaries, court records, interviews, surveys, and research published in scholarly or academic journals. Secondary sources of information are those which analyse primary sources. This can be books and articles which interpret or review original research; or reference materials such as textbooks, dictionaries, encyclopaedias, etc. Tertiary sources, which is the third, refer to those information sources which are used to organise and locate secondary and primary sources. Examples include abstracts, databases and indexes.

It is also pertinent that editors seek information from authors. As a matter of fact, authors are frequently consulted in the course of publishing processes. Apart from the aforementioned, editors also generate information from interpersonal sources, firm's corporate policy, governmental policies, in-house style, educational instruments like syllabus, curriculum, past questions, etc. Information from the field by marketers and market-based research is also crucial for editors' effective performance (Areo, 2011:159).

Information attitude of editors in publishing firms

Editors in book publishing firms exhibit different attitude in gathering and sourcing for information to carry out their professional service. Attitude is subjective and personal, it is a settled way of thinking or feeling about something. It is always directed towards some object, so it could be described as an individual's state of mind towards a value. We can define an attitude as a set of beliefs that we hold in relation to an object which can be a person, thing, event or issue. According to businessdictionary.com, attitude is "a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation". A person's choice of action, and responses to challenges, incentives, and rewards is influenced by attitude. An individual's attitude is formed as a result of upbringing, experience or observation and it can have a powerful influence over behaviour. This is corroborated by Venes (2008:189) who simply defines attitude as "Behavior based on conscious or unconscious mental views de-

veloped through cumulative experience". Attitude is enduring but it can also change. It has three components, namely: cognitive component, which is the belief or opinions held consciously; affective component, which is emotions or feelings; and behavioural component. According to Altmann (2008:146), there are three obvious characteristics of attitude which are: (a) a mental state – conscious or unconscious, (b) a value, belief, or feeling; and (c) a predisposition to behavior or action. "An attitude is a mental and neural state of readiness, organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related." It must be noted that all people, irrespective of their status or intelligence, hold attitudes.

A major attitude of book editors is to seek information through research. It is primary for editors to embark on research while working on a title. As noted by Makinde, Jiyane and Mugwisi (2019), the actions that researchers exhibit during the critical research process of searching for information char-

acterize how he/she will be guided to getting research facts and this essentially encompasses the researcher's 'information-seeking behaviour'. In other words, the actions that an editor exhibit during the critical research process of searching for information will determine how productive his/her search will be. The research could be conducted through library search by consulting relevant materials. Editors also consult reference materials that are relevant to the project at hand. These reference materials could be dictionary, encyclopaedia, thesaurus, directory, gazette, etc. In this age of rapid technology, a dominant attitude of editors is to surf the internet for information. Eftekhar and Hayati (2016) opine that information-seeking behaviors exhibited by information users are derived from users' information needs when they have the urge for information. In the present dispensation when traditional print information sources are fastly being replaced by different electronic sources such as online databases, electronic journals, and virtual libraries, editors are not left out of turning to the Internet to source for information.

Another information attitude of editors in the publishing firms in South-West, Nigeria is to consult with authors. Consultation with authors is quite fundamental for editors in the course of origination and design. It is pertinent to confer and liaise with author while processing manuscripts for press by raising queries, seeking clarifications, obtaining consent for illustrations and cover design, and seeking press approval for the publication, among others. Editors also do contact book marketers and sales representatives for information on competing or rival companies' titles, titles that are market leaders in different subjects, and more importantly, the market performance of their own company's titles (Areo, 2011:159).

Information attitude and editors' productivity

Productivity is the whole essence of organisational activities. The target of every establishment is to be productive and profitable. The same is true of publishing firms. According to Krugman in https://www.oecd.org in his essay titled "Defining and measuring productivity", "productivity is defined as a ratio between the output volume and the volume of inputs. It measures how efficiently production inputs, such as labour and capital, are being used in an economy to produce a given level of output. In other word, productivity is the result or outcome of effort put into production. The European Productivity Agency (EPA) gave a more detail and comprehensive definition of productivity in Jain and Aggarwal (2002:595) thus:

Productivity is an attitude of mind. It is a mentality of a progress, of the constant improvement of that which exist. It is the certainty of being able to do better today than yesterday and continuously. It is the constant adaptation of economic and social life to changing conditions. It is the continual effort to apply new techniques and methods. It is the faith in human progress.

One can simply infer from the definition that productivity is all about being resourceful, productive and result-proven. It is the ability to achieve progress from one's effort. It is attaining better output from one's input.

The International Labour Organisation maintains that some think of productivity as a measure of the economy as a whole, others think of productivity in terms of individual industries or plants. On the whole, productivity can be measured at the level of an individual, an organisation or a nation. In this study, productivity has to do with the editors as employees whose cumulative outputs translate to organisational productivity.

The information attitude of an editor is germane to his/her productivity. A negative attitude is the result of negative thinking while a positive attitude is the result of a disciplined mind. In other word, while negative attitude results in negative productivity, positive attitude yields positive productivity. This implies that an editor's attitude has a direct impact on his/her communication and collaboration with others, contribution to the culture of the work environment, and performance of his/her daily tasks and responsibilities. In a nutshell, an editor's information attitude definitely affects his/her performance.

In the publishing firms in South-West, Nigeria, the information attitude of editors impacts on their productivity. Positive disposition to information by editors enhances individual productivity and also enhances attaining the corporate goals of the organisation. Positive information attitude leads to selection of good authors, promotes quality manuscript acquisition, entrenches compliance with house style, boosts editorial policy, facilitates quality illustration and design, aids compliance with curriculum, and enriches textual contents of publications. Apart from the listed gains, positive information attitude also projects bibliotherapeutic attributes of publications, improves quality layout and formatting, facilitates adoption of titles, increases firm's earnings, reduces copyright infringements, and eases competition.

On the whole, the information attitude of editors certainly affect their productivity. As Chris Joseph maintains in https://smallbusiness.chron.com, "a positive attitude will have a positive impact on productivity while the reverse is also true." He identifies change adaptation, teamwork, innovation, and turn-

over as factors that can reduce or increase productivity.

Theoretical framework

This study employs two theories. These are Information Seeking and Using Process Model by Bonnie Wai-yi Cheuk and Theory of Reasoned Action by Ajzen and Fishbein and Ajzen.

Information Seeking and Using Process Model

This study is anchored on Bonnie Wai-yi Cheuk Information Seeking and Using Process Model also known as ISU process model. Bonnie Wai-yi Cheuk's (1998) model which is based on Dervin's Sense-making approach was to empirically develop a model that can meaningfully reflect real-life practice. The model primarily targets information professionals who are involved in the management of information services, systems design and information literacy education. Wai-yi Cheuk developed the ISU process model to illustrate the dynamic and diverse information seeking behaviour exhibited by each "individual-in-situation". The model in its first set of findings highlights seven critically different situations that participants experienced in their workplaces. The seven situations are: task initiating, focus forming, ideas assuming, ideas confirming, ideas rejecting, ideas finalising, and the passing on of ideas. The second major findings which are on information-seeking aspects are: use and choice of information sources, information relevance judgement criteria, information organisation strategies, information presentation strategies, feelings, and definition of information. Cheuk's third major finding reveals that ISU process in the workplace does not follow any specified sequential order but that rather people move between these seven ISU situations in a multi-directional paths.

Wai-yi finds in his theory a relationship between the above mentioned seven situations and information-seeking aspects. The model clearly establishes the always-moving nature of the process of human information seeking and use. In order word, the human search and use of information is in a constant state of flux, it is changing and not static. Also information seeking is multi-dimensional and not

unidirectional or linear. It reflects that the people move between the seven ISU situations in multidirectional paths. It is these features that distance ISU model from several others before it which present information seeking and use as static and occurring in sequential stages.

Wai-yi Cheuk contends that this makes the process of human information seeking and use systematic and predictable. Wai-yi Cheuk also imply that although "people-belonging-to-the-same professional-group" use similar information sources and channels but they do not have the same information needs. The model is considered relevant to this study in that editors use and choose from diverse information sources that are very relevant and enhancing to their tasks. Such information is carefully organised and presented. Editors also have diverse information needs so even when they employ similar sources of information, their destinations vary as they do not make use of the information obtained from these similar sources for the same purpose. They also exhibit feelings which culminate in eventual confirmation or rejection of their ideas.

Theory of Reasoned Action

Theory of Reasoned Action (TRA), propounded by Ajzen and Fishbein and Ajzen (1975, 1980) developed out of social-psychological research on attitudes and the attitude-behaviour relationship. The model assumes that most behaviours of social relevance are under volitional control, and that a person's intention to perform a behaviour is both the immediate determinant and the single best predictor of that behaviour. Intention is regarded as a product of two basic determinants which are attitude towards the behaviour and the subjective norm. Attitude implies the person's overall evaluation of performing the behaviour. The focus of TRA is that a person's behaviour is determined by their intention to perform that behaviour and that this intention is in turn a function of their attitude toward the behaviour and subjective norms (Fishbein & Ajzen, 1975). The best predictor of behaviour is intention or instrumentality i.e. the belief that the behaviour will lead to the intended outcome.

Instrumentality is determined by three things: their attitude toward the specific behaviour, their subjective norms, and their perceived behavioural control. The more favourable the attitude and the subjective norms and the greater the perceived control, the stronger the person's intention to perform the behaviour.

The Theory of Reasoned Action is considered suitable for this study because an editor's information attitude is essentially pre-determined. An editorial action is determined by the intention to perform that behaviour, and the intention itself is borne out of his/her attitude toward the behaviour and subjective norms.

Methodology

This study adopted the survey research design. The population of the study comprised the 62 educational publishers in South-West, Nigeria. The study sample was 205 editorial staff of twenty randomly selected publishing houses. Total enumeration sampling method was adopted in the selected houses as all the editorial staff, totalling 205, constituted the target population as reflected in Table 1.

Table 1: Population of the study

S/No.	Publishing firm	Number of respondents
1.	Africana-First (Nigeria) Ltd.	12
2.	Bookcraft Limited, Ibadan, Oyo State	10
3.	Bounty Press Limited, Orita Challenge, Ibadan	08
4.	C. S. S. Bookshops Limited, Broad Street, Lagos	10
5.	Evans Brothers (Nig.) publishers Limited, Jericho, Ibadan	14
6.	Extension Publications Limited, Ibadan	12

7.	HEBN Plc Jericho, Ibadan	10
8.	Learn Africa, Lagos	12
9.	Learning Solutions, Ibadan	08
10.	Literamed Publications Limited, Lagos	12
11.	Macmillan Nig. Publishers Ltd., Ilupeju, Lagos	10
12.	Melrose Books and Pub. Ltd, Sango-Ota, Ogun State	10
13.	Metropolitan Publishers Limited, Ibadan	10
14.	Rasmed Publications Limited, Dugbe, Ibadan	10
15.	Reddot Africa Eduational Services Ltd., Ilupe-ju, Lagos	08
16.	Spectrum Books Limited, Ibadan	10
17.	Straight-Gate Publishers Ltd., Opp. U.I. 2nd Gate, Ibadan	10
18.	Sumob Publishers, Osogbo, Osun State	08
19.	University Press Plc, Jericho-Ibadan	15
20.	West African Book Publishers, Ilupeju, Lagos State	10
	Total	**205**

Source: Human Relations Unit of the Publishing Houses

The following three research questions which were derived from the objectives guided the study:

1. What kind of information do editors in the publishing firms in South-West, Nigeria require?
2. What are the sources of information of editors in the publishing firms in South-West, Nigeria?
3. What values does information add to productivity of editors in publishing firms in South-West, Nigeria?

The research instrument employed was the questionnaire. Copies of the questionnaire were administered to the editorial staff of the selected publishing houses. The staff were given ample time to complete the questionnaire and afterwards, the completed copies were retrieved and collated for analysis. The data collected were analysed using Statistical Package for the Social Science (SPSS) version

21. Mean and standard deviation were determined for continuous variables while frequencies and percentages were carried out on categorical variables. The results were presented in tables and charts.

Results and discussion of findings

This section discusses the demographic characteristics of respondents, analysis and results, and discussion of findings.

Demographic characteristics of respondents

The analysis of the data collected for the study is presented in this section. Two hundred and five (205) copies of the questionnaire were administered to the editorial staff of the selected publishing houses across the South-West, Nigeria. The response and return rate was 100% as the whole 205 copies were returned and found useful for analysis.
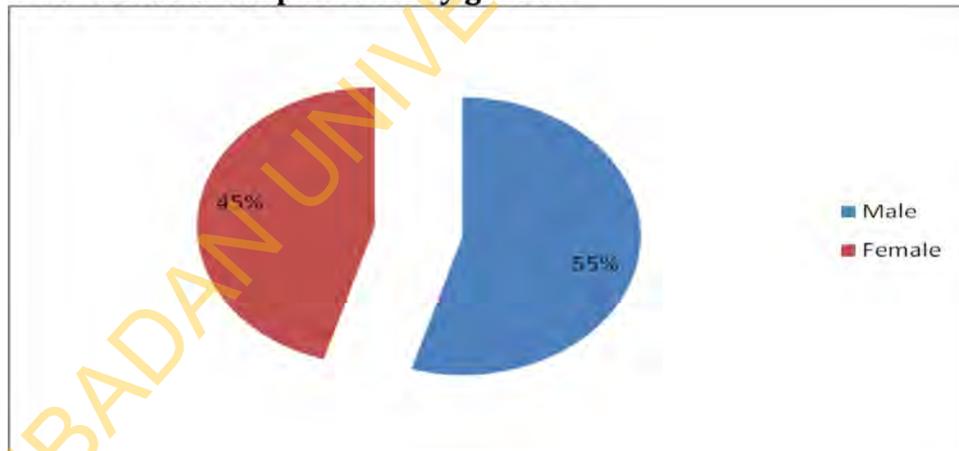
Distribution of respondents by gender

Fig. 1: *Pie chart on distribution of respondents by gender*

The distribution of demographic information of the respondents by gender revealed that the editorial staff comprised 92(45.0%) males and 113(55.0%) females as seen in Figure 1. It thus implies that

there were more female editors than males working in the editorial departments of publishing firms in South-West, Nigeria.

Distribution of respondents by academic qualifications
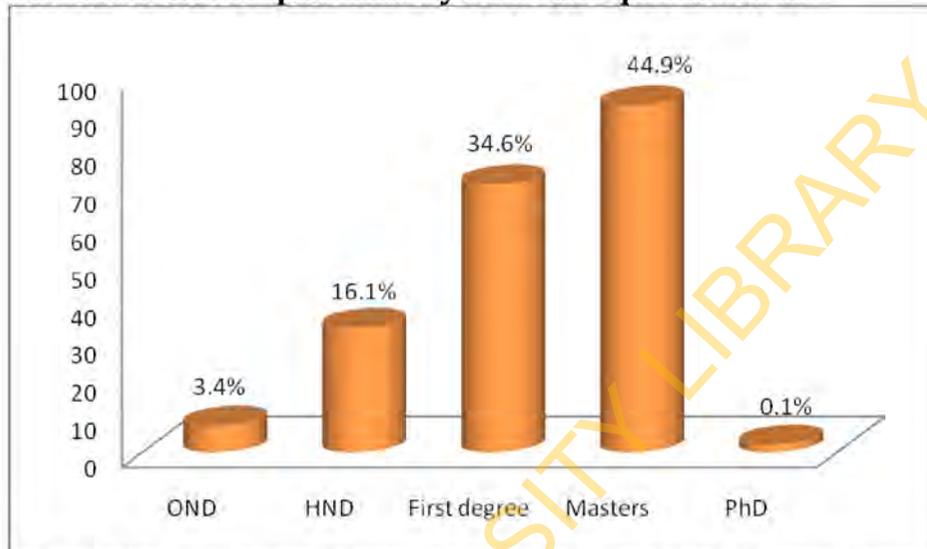
Fig. 2: *Histogram showing respondents' academic qualifications*

The data collected showed that majority of the respondents 92(44.9%) had Master degree, this was followed by holders of first degree which was 71(34.6%). Next was holders of Higher National Diploma (HND) with thirty-three (33) respondents which was 16.1%. Seven respondents which was 3.4% had Ordinary National Diploma (OND) **while only 2(1.0%) of the respondents had Ph.D.** The implication of this demographic data was that the editorial department in publishing firm is elitist as many of the staff hold master degree certificate. This should be so because the editorial unit is the intellectual hub of the industry.

Distribution of respondents by years of experience
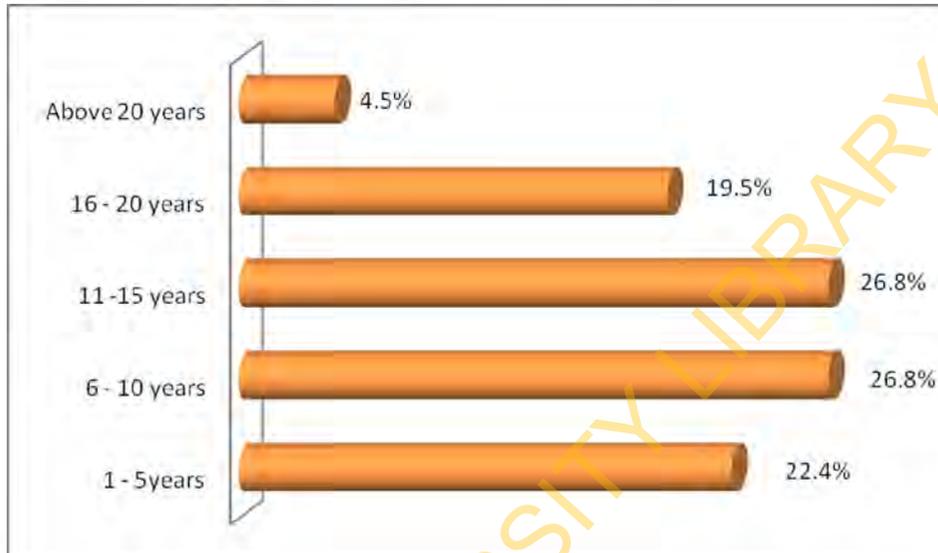
Fig. 3: *Histogram showing respondents' years of experience*

On years of experience of respondents, data showed that two different ranges of experience, namely: 6 – 10 years and 11 – 15 years had the highest number of respondents with 55(26.8%) each. This was followed by 1 – 5 years with 45(22.4%). The second to the last range of years of experience was 16 – 20 years which had 40 respondents which translates to 19.5%. The very least was workers with over twenty years' experience. In this category were only 9 respondents which implies 4.5%. The data show that job retention was relatively high in the editorial departments in the publishing sector as the highest age range of years of experience has spent between 6 – 10 years and 11 – 15 years respectively.

Analysis and results

This section discusses the research questions and analyses the results obtained from the data collected.

Research question one: **What kind of information do editors in the publishing firms in South-West, Nigeria require?**

Table 2: Kind of information required by editors in the publishing firms in South-West, Nigeria   **(N =205)**

Kind of Information required	SA (%)	A (%)	D (%)	SD (%)	Mean	S.D
Bi	89(43.45)	63(30.7)	36(17.6)	17(8.3)	3.09	0.97
Bii	138(67.3)	55(26.8)	7(3.4)	5(2.4)	3.59	0.68
Biii	87(42.4)	108(52.7)	8(3.9)	2(1.0)	3.37	0.61
Biv	109(53.2)	68(33.2)	28(13.7)	0(0.0)	3.40	0.72
Bv	85(41.5)	44(21.5)	68(33.2)	8(3.9)	3.00	0.95
Bvi	71(34.6)	58(28.3)	20(9.8)	56(27.3)	2.70	1.21
Bvii	113(55.5)	68(33.2)	22(10.7)	2(1.0)	3.42	0.72
Bviii	39(19.0)	159(77.6)	5(2.4)	2(1.0)	3.15	0.48
Bix	66(32.2)	115(56.1)	19(10.7)	2(1.0)	3.19	0.66
Bx	68(33.2)	115(56.1)	13(6.3)	9(4.4)	3.36	0.91
Bxi	120(58.5)	53(25.9)	18(8.8)	14(6.8)	3.18	0.74
Bxii	95(46.3)	80(39.0)	16(7.8)	14(6.8)	3.25	0.87
Bxiii	51(24.9)	123(60.0)	18(8.8)	13(6.3)	3.03	0.77
Bxiv	59(28.8)	144(70.2)	2(1.0)	0(0.8)	3.28	0.47
Bxv	69(33.7)	131(63.9)	5(2.4)	0(0.0)	3.31	0.51

Table 2 presents the views of the respondents on the kinds of information required by editors in the publishing firms in South-West, Nigeria. Findings showed that a high percentage of the respondents were unanimous on all the fifteen question items on editorial information indicated in the research instrument though with varying degrees of agreement. Topmost on the type of information required by editors was information on trainings, conferences and workshops with 59 respondents which was 28.8% picking Strongly Agree and 144, which amounted to 70.2%, picking Agree. Next was information on the condition of service which had 69 respondents which was 33.7% who picked Strongly Agree and 131 respondents which amounted to 63.9% who picked Agree. This was closely followed by information on market performance of the firm's titles, publishing philosophy and publishing programme, and authors and their profiles. The numbers and percentages of respondents who picked both

'Strongly Agree' and 'Agree' were 198(96.6), 195(95.1%), and 195(94.1%) respectively. The last three information on the rear of the ladder were information on company policy and house style, information about authors in rival companies, and information about editors in rival companies with 152(74.%), 129(62.9%) and 129(62.9) respectively. Other information adjudged critical for editorial performance by the respondents include manuscript acquisition, curriculum and syllabus, competing titles from other companies, educational policies, book adoption regulations, copyright policy, among others.

Research question 2: **What are the sources of information of editors in the publishing firms in South-West, Nigeria?**

Table 3: The sources of information of editors in the publishing firms in in South-West, Nigeria **(N=205)**

Sources of information	SA (%)	A (%)	D (%)	SD (%)	Mean	S.D
Ci	80(39.0)	117(57.1)	6(2.9)	2(1.0)	3.34	0.59
Cii	68(33.2)	113(55.1)	20(9.8)	4(20)	3.19	0.69
Ciii	99(48.3)	79(38.5)	19(9.3)	8(3.9)	3.31	0.79
Civ	87(42.4)	71(34.6)	47(22.9)	0(0.0)	3.19	0.79
Cv	75(36.6)	120(58.5)	10(4.9)	0(0.0)	3.32	0.56
Cvi	64(31.2)	121(59.0)	18(8.8)	2(1.0)	3.21	0.63
Cvii	54(26.3)	117(57.1)	32(15.6)	2(1.0)	3.09	0.67
Cviii	36(17.6)	93(45.4)	70(34.1)	6(2.9)	2.78	0.77
Cix	53(25.9)	107(52.2)	37(18.0)	8(3.9)	3.00	0.77
Cx	56(27.3)	111(54.1)	34(16.6)	4(2.0)	3.07	0.72
Cxi	91(44.4)	63(30.7)	47(22.9)	4(2.0)	3.17	0.85

In Table 3, the sources of information of editors in the publishing firms in in South-West, Nigeria is presented. Findings showed that the most common source of information to editors is book as 80(39.0%) respondents picked 'Strongly Agree' and 117(57.1%) picked 'Agree'. Information from reference materials like thesaurus, dictionary, encyclopaedia, maps, atlas, etc. is the next source of information to editors. A total of 195 respondents picked reference materials as 75(36.6%) strongly agreed and 120(58.5%) agreed.

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Next was information from authors with a response rate of 185(90.2%). Other sources of information as manifested in the data gathered were magazines and newspapers 181(88.3%), radio and television 178(86.8%), and in-house style, corporate and industrial policy 171(83.4%). At the bottom of the ladder were information from the internet and social media 158(77%), information from interpersonal sources 154(67.3%) and information from syllabus, curriculum and governmental policies 129(63%). The implication of the data gathered was that editors actually depend on multiple sources for information for their jobs.

Research question 3: **What values does information add to the productivity of editors in publishing firms in South-West, Nigeria?**

Table 4: The values that information added to the productivity of editors in publishing firms in South-West, Nigeria **(N = 205)**

Values of information added	SA (%)	A (%)	D (%)	SD (%)	Mean	S.D
Di	136(66.3)	58(28.3)	8(3.9)	3(1.5)	3.59	0.64
Dii	139(67.8)	57(27.8)	7(3.4)	2(1.0)	3.62	0.60
Diii	22(10.7)	132(64.4)	20(29.8)	31(15.1)	2.71	0.85
Div	49(32.9)	130(63.4)	17(8.3)	9(4.4)	3.07	0.70
Dv	79(38.5)	85(41.5)	20(9.8)	21(10.2)	3.08	0.94
Dvi	62(30.2)	115(56.1)	19(9.3)	9(4.4)	3.12	0.75
Dvii	6(2.9)	168(82.0)	9(4.4)	22(10.7)	2.77	0.67
Dviii	34(16.6)	134(65.4)	16(7.8)	21(10.2)	2.88	0.80
Dix	99(48.3)	56(27.3)	8(3.9)	42(20.5)	3.03	1.16
Dx	98(47.8)	69(33.7)	16(7.8)	22(10.7)	3.19	0.98
Dxi	61(29.8)	118(57.6)	12(5.9)	14(6.8)	3.10	0.49
Dxii	11(5.4)	136(66.3)	36(17.6)	22(10.7)	2.66	0.74

Table 4 consists of the data gathered on values that information added to productivity of editors in publishing firms in South-West, Nigeria. The greatest productivity value of information to editors is that it enhances quality manuscript acquisition. One hundred and ninety six respondents which was 95.6% agreed to this. The second productivity value of information to editors is that it leads to selec-

tion of good authors as agreed to by 194(94.6%) respondents. Facilitation of quality design and illustration on one hand, and reduction of copyright infringement on the other were both rated third by 179 respondents which translates to 87.3%. Other values of information to productivity include: boosts to the textual contents of publications, 177(86.3%); projects the bibliotherapeutic attributes of publications, 174(84.8%), and aids quality layout and formatting 168(82%). From the rear, the least rated items were facilitation of adoptable titles, 155(75.7%); compliance with house style and editorial policy, 154(75.1%); and nullification of competition, 147(71.1%) respectively.

From these data, it was obvious that the value of information to productivity of editors is diverse.

Discussion of the Findings

The findings from the study showed that information was critical for effective editorial performance. On research question one which investigated the kind of information which editors in the publishing firms in South-West, Nigeria require, it was discovered that editors require information on every area of their work particularly trainings, conferences and workshops, condition of service, and market performance of the firm's titles. A proactive editor also seek information on publishing philosophy and publishing programme of the publishing company, and also on authors and their profiles. This is cor-roborated by (Areo, 2011 and Ihebuzor, 2013) that editors need to cultivate a reliable and friendly relationship with their authors. The findings that information on manuscript acquisition, curriculum and syllabus, competing titles from other companies, educational policies, book adoption regulations, and copyright policy are equally crucial to editors' work are also truthful in practice because without adequate information on those diverse areas of publishing operations, it will be difficult for a title to excel both in production and marketing. This finding is in line with Wai-yi Cheuk's Information Seeking and Using Process Model which establishes the always-moving na-

ture of the process of human information seeking and use. This reveals the frequently changing nature of information. Apart from this, it also confirms the multi-dimensional nature of information as editors have multifarious needs to which they also employ varying means to satisfy.

On the sources of information of editors in the publishing firms in South-West, Nigeria in research question two, findings revealed that the most common source of information useful to editors for editorial activities is book. This was followed by reference materials such as thesaurus, dictionary, encyclopaedia, maps, atlas, etc. These were more vital than magazines and newspapers which, though were equally useful, but not as crucial and resourceful as books. The internet and social media, interpersonal sources, syllabus, curriculum and governmental policies were also found to be quite useful in varying degrees. These findings were corroborated by Tella, Ayeni and Olaniyi (2017:24 – 25) who submitted that:

Information seeking is an important part of people's everyday lives. To obtain information, people use Web search engines, consult authorities, ask questions from friends, visit the libraries, read newspapers, and watch television, among others. Through such activities, people continually make judgments about how useful information is to their needs, actively construct meaning, and form judgments about the relevance of the information to their goal based on various attributes or criteria.

This implies that editors actually depend on multiple sources of information for their jobs.

Findings on research question three which investigated the values of information to productivity showed that the greatest productivity value of information to editors is its enhancement of quality manuscript acquisition. Next is that it leads to selection of good authors. Not only these, it also facilitates quality design and illustration on one hand, and reduction of copyright infringement on the other. Cumulatively, right information boosts the textual contents of publications which, of course, is a tonic for good performance of the title in the market. This is because its adoption is facilitated by the available quality information which is at

the disposal of the editor which helps to produce a good product. This confirms the view of Manjunath and Babu (2018:333) that

Information is the primary agent of action and change. It reduces entropy by increasing certainty and decreases the number of choices before us for better judgement. A person seeks information to make sense of the world, getting across a barrier, solve a problem and to fill the gap in the knowledge.

From these findings, it was obvious that the value of information to productivity of editors is diverse.

Conclusion

The study has established that information is a *sine qua non to* effective performance of editors and by implication, the organisational success of the company. Not only this, the publishing industry as a vital index of a nation's development can only live up to that crucial expectation if requisite information is at it the disposal of the editor and the information is well utilised.

Recommendations

The study makes the following recommendations:

1. Editors should seek for information beyond the editorial by obtaining information on production also as this will impact positively on their editorial output.

2. Editors in the publishing firms in South-West, Nigeria should explore the Internet and social media more effectively to generate additional and current information.

3. Editors in the publishing firms in South-West, Nigeria should strive for more editorial competence to attain higher productivity.

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