EXPLORING EVERYDAY LIFE INFORMATION SOURCES AMONG COMMERCIAL MOTORCYCLE RIDERS IN SAMARU, SABON GARI LOCAL GOVERNMENT AREA, KADUNA STATE

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Abstract
This study explored the everyday life information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State, Nigeria. The objective of the study was to identify the information sources available to commercial motorcycle riders in Samaru Community. Savolainen's (1995) Everyday Life Information Seeking (ELIS) theory served as the theoretical framework for the study. A qualitative research methodology was adopted. Data were collected through semi-structured interviews with ten participants selected using purposive sampling. The data were analyzed using qualitative content analysis. The study found that formal and informal sources constituted the two major types of everyday life information sources used by commercial motorcycle riders in Samaru Community. The study recommends that the Kaduna State Government, security agencies, and health agencies should use these channels to disseminate relevant information to commercial motorcycle riders. The commercial motorcycle riders' association should also encourage its members to utilize these sources to obtain information related to their needs. The study concludes that commercial motorcycle riders rely on two major types of information sources: formal and informal sources.

Keywords: Information sources, commercial motorcycle riders, Samaru Community

Introduction

Information is one of the important elements of economic and national development. For individuals to function effectively in their communities and everyday lives, they need to access information from a variety of sources and channels. Information sources may serve as suppliers or generators of information to fill perceived gaps in knowledge or satisfy information needs (Wiche & Ray-Ogbonna, 2021). Individuals consult a wide variety of sources, including radio, social media, and interactions with other people (Lachlan, Hutter, Gilbert, & Spence, 2021). Commercial motorcycle riders are commonly referred to as *Okada*, *Achaba*, *Goyin*, *Express*, or *Inaga* in different parts of Nigeria. Commercial motorcycles provide an affordable and reliable means of transportation and are among the most common forms of informal transportation in the country (Cervero, 2015).

Due to economic downturns, commercial vehicles began to disappear from the roads in many towns and cities in Nigeria, including Samaru. This resulted in a scarcity of buses and taxis, which were consequently restricted mainly to major roads. The emergence of commercial motorcycle riding can be linked to

the Structural Adjustment Programme (SAP) of the late 1980s and early 1990s. The use of commercial motorcycles increased when many civil servants in both the public and private sectors were retrenched or prematurely retired. Many of those who owned motorcycles resorted to commercializing them as a means of livelihood.

Commercial motorcycle riders serve various purposes for their passengers. In some instances, they are the only means of transportation available to certain passengers (Altiko, 2018). Similarly, different groups in society, including government workers, students, traders, and businesspeople, rely on commercial motorcycles to avoid congested traffic, especially during morning and afternoon rush hours when schools and offices open and close (Olalekan, Rebecca, & Adenike, 2013).

The purpose of this study was to explore the everyday life information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State, Nigeria. Savolainen's (1995) Everyday Life Information Seeking theory was used as the theoretical framework. The theory refers to the acquisition of cognitive and expressive information that people use to orient themselves in their daily lives or solve problems not directly connected with professional work or full-time study.

Statement of the Problem

People from different walks of life need information. As the population grows and society becomes increasingly complex, the production of information and the perceived need for information also expand. These information needs may relate not only to occupational roles but also to everyday life issues such as health, education, security, shopping, and current affairs. This suggests that people's culture, living environment, and occupational practices can influence their information-seeking behavior (Dankasa, 2015).

Commercial motorcycle rider's access information from different sources to solve problems encountered in their everyday lives. Such information provides them with a sense of security, achievement, and control. However, limited understanding of the information sources used by commercial motorcycle riders may create difficulties in addressing issues related to their health, security, occupational activities, government policies, and current affairs.

Several studies have examined commercial motorcycle riders and their information-seeking behaviour (Abbas, Abubakar, Omeiza, & Minoza, 2013). However, to the best of the researcher's knowledge, no study has specifically explored everyday life information sources among commercial motorcycle riders in Samaru Community. Therefore, this study explored the everyday life information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State, and using Everyday Life Information Seeking theory as its theoretical framework.

Research Question

The study was guided by the following research question:

What everyday life information sources are available to commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State, Nigeria?

Literature Review

The literature review adopted a theoretical approach. Theoretical literature reviews focus on the theoretical aspects of a phenomenon and the extent to which existing theories have examined that phenomenon (University of Alabama, 2018).

Jun, Aristeguieta, Ha, and Li (2022) conducted a study to explore people's information practices in rural communities and their use of libraries in everyday life. The study adopted a qualitative approach involving individual interviews. The findings revealed that participants' sources and attitudes toward information varied according to the situation. Participants sometimes showed little concern about information sources when monitoring everyday information but verified sources when dealing with schoolwork or health-related issues. The findings also showed that participants commonly perceived libraries as repositories of books and compared libraries with Google as information providers.

Wu (2021) examined New Yorkers' everyday life information-seeking behavior in the context of coping with COVID-19. Based on semi-structured interviews with ten New Yorkers, the study identified 15 major categories of everyday life information needs and developed a typology of preferred ELIS sources. The findings showed that participants actively sought information about grocery shopping and delivery, health and safety guidelines, and current events. Social media became a popular source of immediate, local, and relevant information in their daily lives. These findings may inform the development of information services to assist residents of large urban areas during public health crises.

Markwei and Rasmussen (2015) examined the everyday life information needs, information sources, and information-seeking behaviors of homeless youth in Accra, Ghana. Forty-one homeless young people between the ages of 15 and 18 participated in the qualitative study. Participants were selected through snowball sampling, and data were collected through field observations, an adaptation of the critical incident technique, and in-depth interviews. The results showed that the participants' information needs were related primarily to basic needs, consistent with Maslow's hierarchy of needs. Their sources of information were mainly interpersonal and comparatively limited in range. The most important information-seeking behavior was a community-based approach characterized by the free sharing of information among friends. Participants relied on their social networks to meet eight of the eleven information needs identified in the study.

Hider and Liu (2012) investigated 34 students between the ages of 18 and 25 at an Australian university to explore how the media informed their everyday lives. The qualitative study found that the participants preferred local news. The most frequently used news sources were print newspapers, television, radio, and information obtained from friends and relatives. Only a few participants relied on the Internet as their primary source of news. Although students of this age might be expected to prefer the Internet, the finding may be explained by their preference for local news, which could be obtained from various sources, including local newspapers. Parbie et al. (2024) examined the information sources used by first-year undergraduate students at the University of Cape Coast, Ghana. The major information sources identified were Google, Android smartphones, YouTube, computers, textbooks, and lecture notes or handouts. Family members and CD-ROMs were not considered major information sources among the students studied.

Anwar, Batool, and Naveed (2021) investigated the everyday life information-seeking behavior of postgraduate students living in the residence halls of the University of the Punjab, Lahore. Their findings showed that the students relied mainly on interpersonal information sources to resolve their everyday-life problems. Similarly, Ilhaq and Tousif (2021) examined the information channels

used by respondents. Eight channels were included in the questionnaire, and respondents were asked to rank them according to frequency of use. The results showed that the Internet was the most frequently used channel, followed by online consultancy, mass media, colleagues, social media, teachers, libraries, and records.

Agosto and Hughes-Hassell (2015) investigated the everyday life information-seeking behaviors of urban young adults. The study assumed that young people's choices when seeking everyday life information are influenced by their social lives. The researchers examined the types of everyday life information sought by urban youth, the media they used, and the people they relied on most. The findings showed that young people, particularly teenagers, did not frequently use libraries or books, even though schoolwork was identified as their primary information need. This was because they did not view libraries as helpful in solving their major everyday problems, which often involved relationships. The participants preferred human sources, particularly friends.

Methodology

The study adopted a qualitative research methodology. This approach was considered appropriate because the study was conducted in a natural setting and sought to gain an in-depth understanding of the information sources and channels used by commercial motorcycle riders in Samaru Community. The participants comprised commercial motorcycle riders in Samaru Community. The total population was reported as 2,637 riders, consisting of 1,056 riders registered with jackets and 1,637 riders registered without jackets. Ten commercial motorcycle riders were selected as the sample for the study.

Purposive sampling was used to select participants. This technique enabled the researcher to select individuals who possessed relevant knowledge and experience concerning the phenomenon under investigation. Data were collected through semi-structured interviews, which enabled the researcher to obtain detailed information based on the participants' opinions, understanding, and experiences. The data were analyzed using qualitative content analysis. This process involved examining the interview transcripts and generating codes, categories, and subcategories from the data.

Data Analysis and Discussion

Qualitative data were collected through semi-structured interviews. The interviews were recorded using a tape recorder and subsequently transcribed. The transcripts were read and reread carefully to identify phrases and sentences that formed patterns consistent with the objective of the study. These patterns were grouped into categories using the analytic-inductive process described by Creswell (2013).

Forty-eight open codes were generated from the research question. Nine subcategories emerged from the open codes, and two broad categories were used to group the related subcategories. In total, 48 open codes, two categories, and nine subcategories were generated. This process involved the iterative sorting, ordering, and coding of qualitative data into units of meaning, categories, patterns, and themes (Cohen, Manion, & Morrison, 2011; Kekeya, 2016).

Table 1: Information Sources Used by Commercial Motorcycle Riders in Samaru Community

Objective	Categories	Subcategories
To identify the information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State	Formal sources	Radio; Television; Newspapers; Mobile phones; Social media
To identify the information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State	Informal sources	Commercial motorcycle riders' stations; Commercial motorcycle riders' association; Colleagues; Passengers/customers

The study identified two major types of everyday life information sources available to commercial motorcycle riders in Samaru Community: formal and informal sources.
The formal sources included radio, television, newspapers, mobile phones, and social media. The informal sources included commercial motorcycle riders' stations, the commercial motorcycle riders' association, colleagues, and passengers or customers.

These findings are consistent with previous studies in the field of library and information science (Downie & Laplante, 2011; Anwar, Batool, & Naveed, 2021; Haines & Du, 2017). The findings suggest that stakeholders, including information professionals, government agencies, health agencies, security agencies, and commercial motorcycle riders' associations, should disseminate health, security, occupational, and other everyday life information through these channels. Using familiar and accessible sources would make it easier for commercial motorcycle riders to obtain relevant information and address problems in their everyday lives.

Summary of Findings

The major finding of the study was as follows:

1. The study found that formal and informal sources were the two major types of everyday life information sources used by commercial motorcycle riders in Samaru Community, Sabon Gari Local Government Area of Kaduna State.

Conclusion

This study explored the everyday life information sources used by commercial motorcycle riders in Samaru Community. The findings revealed that the participants relied on two major types of information sources: formal sources and informal sources. The study adopted Savolainen's Everyday Life Information Seeking theory as its theoretical framework.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. The commercial motorcycle riders' association should encourage its members to make effective use of both formal and informal information sources to obtain relevant information related to their needs.

2. The Kaduna State Government, health agencies, and security agencies should develop strategic information channels specifically for commercial motorcycle riders. These channels should provide adequate information on health, security, occupational activities, government policies, and other everyday life concerns.

Relevant agencies should create awareness among commercial motorcycle riders about the availability and usefulness of these information sources.

Information professionals and other stakeholders should disseminate important information through radio, television, newspapers, mobile phones, social media, riders' stations, riders' associations, and other interpersonal channels commonly used by commercial motorcycle riders.

Commercial motorcycle riders should be encouraged to verify information obtained through informal sources before acting on it, particularly when the information concerns health, security, or government policies.

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