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Using Digital Publishing to Drive Legal Practice

The Nigerian Experience

EMMANUEL IFEDUBA, BENEDICT AGU, AND HELEN ADEJOH

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University of Illinois Research Park

2001 South First Street, Suite 202

Champaign, IL 61820 USA

Ph: +1-217-328-0405

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Using Digital Publishing to Drive Legal Practice: The Nigerian Experience

Emmanuel Ifeduba,¹ Redeemer's University, Nigeria
Benedict Agu, Nigerian Institute of Advanced Legal Studies, Nigeria
Helen Adejoh, Redeemer's University, Nigeria

Abstract: Digital technology currently drives the processes of producing and distributing professional books, and law book publishing is one of the businesses in which digital innovations are driving rapid growth worldwide. Notwithstanding, there is a dearth of studies specifically interrogating innovation adoption among law publishing firms, especially in developing countries. This study, therefore, examined the adoption of law book publishing innovations in Nigeria with a view to establishing the correlates of innovation adoption within the framework of the Diffusion of Innovations theory. Content analysis of all available law book publishing websites was undertaken, while 151 lawyers filled out a questionnaire. Findings indicate that over 27,000 titles have been issued in digital formats. E-commerce innovations are the most widely adopted, followed by e-content, e-promotion, e-collaboration, and e-socialization. A statistical measure of relationships indicates that there is a significant relationship between the adoption levels of downloadable contents and adopter characteristics, whereas there is a significant relationship between the range of innovation types adopted and innovation characteristics, adopter characteristics, and industry characteristics. To facilitate adoption depth and diffusion breadth, regulatory bodies are advised to authorize lawyers to use digital devices in all courtrooms thereby narrowing the digital divide between older judges and younger lawyers.

Key Words: Law Books, Digital Publishing, Innovations, Nigeria, e-Commerce, Devices in Courtrooms

Introduction

Long before the coming of missionaries and colonialists who brought Western education and the Western legal system to Nigeria, indigenous legal systems were generally neither written nor published on paper. Many rules and regulations were published at community meetings, through town criers or by word-of-mouth, and were often passed down to new generations as part of oral tradition. However, the profession in its present form came into being in 1861, when English law and English types of court were imposed on the Colony of Lagos and formalized later with Ordinance No 3 of 186 (LegalNigeria.com 2016).

The imposed legal system, as expected, was fraught with challenges. Therefore, at Nigeria's independence in 1960, there arose an urgent need for a better system of legal education. Thus, the Federal Government enacted the Legal Education Act of 1962, establishing the Council of Legal Education charged with the responsibility of legal education of Africans seeking to become members of the legal profession. The establishment of a system of legal education increased the need for local publication of reading materials. Between 1962 and the 1990s all legal books published locally to fill this gap were printed, and the cost of acquiring law books and equipping law libraries was enormous and so challenging that the mere thought of digital book innovations appeared to be liberating (Ayorinde 2014). Moreover, a plethora of law reports have emerged over the years to serve the growing demand of lawyers in Nigeria. A list is presented in Table 1:

¹ Corresponding Author: Emmanuel Ifeduba, Room 16, Social Science Building, Department of Mass Communication, Redeemer's University, Akoda Ede, Osun State, 232102, Nigeria. Email: ifedubae@run.edu.ng

Table 1: Law Reports Published in Nigeria in 2017

SN	Publication Titles	SN	Publication Titles
1	All Federation Weekly Law Reports	20	Criminal Appeal Case
2	Election Petition Reports	21	Customary Law in Nigeria through the cases
3	Failed Banks Tribunal of Nigeria Law Reports	22	Eastern Region of Nigeria Law Reports
4	Federal Reporter	23	Sharia Law reports of Nigeria
5	Federation of Nigeria Law Reports	24	Supreme Court Monthly
6	Federation Weekly Law Reports	25	Supreme Court of Nigeria Judgments
7	Investment & Securities Law Reports	26	Supreme Court Reports
8	Judgments of Nigerian Superior Courts (JNSC),	27	Nigerian Monthly Law Reports
9	Land Law Appeal Cases,	28	Nigerian Revenue Law Reports
10	Law Reports of Nigeria	29	Nigerian Supreme Court Cases
11	Monthly Judgments of the Supreme Court of Nigeria	30	Nigerian Supreme Court Quarterly Law Reports
12	Nigeria Law Report	31	Law Reports of different State High Courts
13	Nigerian Commercial Law Cases	32	Weekly Reports of Nigeria
14	Nigerian Constitutional Law Reports	33	Telecommunications Law Reports
15	Nigerian Weekly Law Reports	34	Quarterly Law Reports of Nigeria
16	Northern Region of Nigeria Law Reports	35	Selected Judgments of the West African Court of Appeal (WACA)
17	Appellate Courts Landmark Cases	36	Constitutional Law
18	All Nigeria Law Reports	37	Classicus
19	Commercial Law Reports		

Source: Data Adapted from Ayorinde 2014, Edeh 2019

With about forty law reports to grapple with, digital publishing innovations seem to offer opportunities for cheaper law books and easier storage for both educational purposes and law practice. Law firms which previously struggled with both space and fund adequacy toward the funding of their libraries are beginning to find digital publications cheaper and more convenient. Lawyers and their corporate clients seem to find it easier to update their libraries in a timely manner with current digital case law digests, law reports, constitutions, legislations and other useful legal research publications and articles (Last 2006). The expectation, therefore, is that local publishers would adopt these relevant innovations that would help them meet the needs of their clients.

Law reports and other research materials are now increasingly electronically stored and transmitted. Thus, it is no longer out of place to see lawyers rely more on various search engines for their research, a development which implies that a lawyer's law library can move around with them via laptop computer. To take advantage of this, most law reports have found their way onto electronic formats in the existing search engines

All over the world, technological developments seem to define publisher's adoption patterns, and law book publishers are adopting these innovations from print media to digital media. In the United States and South Africa, similar studies on innovation adoption have been conducted to examine the advantages and how lawyers can deploy these innovations to sustain their practice (O'Grady 2015). In Nigeria, however, the few available studies on law publishing seem to revolve around print publications only (Edem and Okwilagwe 2012). In other words, studies on digital innovation adoption in this sector seem to be few, and it is not clear what the factors responsible for the dearth of digital publishing studies are. However, explanations offered by extant literature suggest that digital publishing innovation adoption could be influenced by several factors which, in Nigeria, are yet to be empirically identified.

Statement of Problem

Law is a profession that is evolving and thrives solely on published information such as law reports, legislations, and case law digests. The lawyer's library is a great asset to individual lawyers or law firms and law book publishers play a pivotal role in making information available to lawyers, other professionals and those dealing generally in legal issues (Dada 2011).

Related studies have shown that adoption of innovations in publishing will not only increase convenience and accessibility to the lawyer but would also increase output, widen distribution possibilities, and reduce cost to law book publishers and their customers. Lawyers can now have their libraries in the palm of their hands—just a click, a touch, or a scroll away using an iPad, laptop, or a mobile device (Haines and Klein 2011; Warren 2010). In other words, lawyers need to adopt digital publishing to sustain development in their sector of the economy, but it is not clear to what extent these innovations are being adopted in Nigeria, neither is the role played by innovation characteristics, adopter characteristics, and industry characteristics understood (Rogers 2003). Moreover, there are hardly any empirical and theoretical studies to show the correlates of adoption of law books in Nigeria. This study, therefore, seeks to investigate the extent of adoption of digital publishing innovations among law publishers and how adoption extent relates with these factors—innovation characteristics, adopter characteristics, and industry characteristics.

Purpose of the Study

This study aims to describe the extent of adoption of digital publishing innovations and the correlates of adoption with a view to increasing lawyers and scholars' understanding of the factors that determine the adoption of publishing innovations. In specific terms, the study seeks to identify the roles played by innovation characteristics and adopter characteristics in the context of sustainable publishing.

Concept Clarifications

For the purpose of this study, law books and law publications were used interchangeably, and only titles of publications (such as law reports, case laws, law digests, constitutions, and other legal resources and documents) were counted to arrive at the total number of digital works.

Review of Relevant Literature

Ancient Law Books and Innovations

From a biblical perspective, the very first law ever made was orally given to Adam and his wife by God as recorded in the book of Genesis 1:28: “Be fruitful and multiply, and replenish the earth.” However, when God inscribed instructions on tablets of stone for the Israelites during the Mosaic era, which became the first law book ever published (Maxwell 2002,). In 1455 when Johannes Gutenberg introduced the forty-two line and the thirty-six line bibles printed on paper with movable type, they were considered as a disruptive innovation although the monks thought they were of a lower standard than the predecessors hand-copied by them (Warren 2010). From that time, several other publishing innovations have emerged.

Conventional Law Publications and Innovations

Between 1944 and 2000 digital publishing technologies evolved and have rapidly changed the face of publishing all over the world. Their development involved the following stages: the mainframe computer, editing suites, use of floppy disk, emails, hard disk, word processors, laptops, mouse and windows, operating systems, CD-ROMs, hyper card, the World Wide Web, browsers, several search engines, audio and video software, programming languages, flash animating software, mobile apps, e-book reading devices, and, of course the internet (Milanova 2012).

E-publishing represents a major transition from the print version to digital formats, beginning with print books converted to digital forms, and generally follows a linear progression from print to CD-ROM, then to the online medium. They may also be “born digital,” that is, first appearing in digital format only. Horne identified other formats, including eBook, formats that add multimedia to text for the purpose of augmentation as well as the audio and app versions like iPhone or iPad-driven books, whereas Warren studied adoption of the portable document format (PDF), [Electronic Publication (EPUB), DVD/CD format, audio book formats, Hypertext Markup Language format (HTML), Microsoft Word Processor format, and Print on Demand (POD) format (Horne 2011; Warren 2010). Horne explained that some of these digital formats make, purchase, distribution and search easy, and observed that publishers promote the adoption of digital books by, first, attaching CDs and DVDs to the print versions (Horne 2011). Meanwhile EPUB allows publishers to publish content that would be available only online.

Information technology, since its emergence, has ordered the course of developments for law book publishers to the advantage of legal resource users. E-publishing innovation adoption involves the prior adoption of some new technologies to disseminate information or knowledge to a unified, specified, or heterogeneous class or group of people or individuals in the society (Ifeduba and Christopher 2018; Conford 2011). The availability or adequacy of these sometimes determine or affect patterns of adoption and extent of use of publishing innovations.

Currently, law publications such as law reports, case laws, law digests, constitutions and other legal resources offer invaluable information to lawyers and the legal profession through technologies such as the computer, CD-ROM, proprietary software, web based products, electronic newsletters, custom RSS, feeds and apps. All these aid the retrieval of information in law libraries and courts. Conventional catalogues are being transformed into portals with several links that could help a lawyer to find useful resources online. Law book publishers make such inventory readily available on the websites. Moreover, IP authentication makes law book publishers deliver resources to law firms on a flat rate, enabling lawyers within a domain to gain access once they subscribe. So, rather than providing individual passwords, this innovation provides a general password for everyone to have access to legal resources published by law book publishers. This will reduce cost, when compared to individual subscription in a whole law firm (O’Grady 2015). Law publishers have a variety of eBook titles available online. While some

eBooks are born digital, most eBooks contain same content as print books, but with added advantage and option such as, search or find, highlight, save, and other links. Many law publishers have mobile apps for the category of their subscribers who may want to have access to those resources on their devices. This is true, especially of publishers who do not have online stores, collaborate with owners of electronic bookshops like Amazon Kindle, Apple, and Google. Some of these online book stores give discounts to subscribers and sometimes give offers such as one day free for shipping. E-Newsletters, alerts and feeds are used to inform lawyers of the most recent publications. Law book publishers can now send custom newsletters to their readers and subscribers by using tools such as linex, ozmosys, manzama, attensa, and infoNzen (Amis 2013).

Speed, accessibility, convenience, and availability are some of the factors driving law publishing innovations. Law publishers leveraging on these can now make available to their readers large number of titles, sometimes with almost half of those titles available online. However, law-book publishers acknowledge that their customers in the legal profession tend to rely on the electronic format while the print formats tend to be more significant to the student market (Last 2006).

Traditionally, lawyers search for information in law libraries by, first, searching for key phrases in a catalogue or an appendix before searching the book where the law was actually cited. This creates some difficulties regarding accessibility. Thus, when law book publishers found that the process of searching for information in law libraries, the traditional way, was laborious and time consuming, they perceived digital options as better solutions. This is because digital format makes search easier for users of law books. Easy access to information through the internet and websites of law book publishers is, therefore, perceived as a significant factor associated with law book publishing innovation adoption (Haines and Klein 2011).

Related to accessibility are concerns regarding network connectivity and adequate bandwidth which have been found to be limiting factors to the adoption of electronic texts in some contexts. Notwithstanding, law book publishers perceive a good and strong growth in bandwidth and spectrum. Also, the challenge of reliability has influenced law book publishing innovations because law as a field is ever evolving and so law book publishers who want to stay in the business and have an edge must keep up with the pace by employing the online medium lest they be relegated to the back and become outdated. This is the only way they can achieve reliability (Conford 2011).

Another significant factor which has helped to improve the services law book publishers render is awareness and promotion. Law book publishers realize the need to keep customers or readers updated with the most recent titles, news, case laws, and law reports through emails and alerts. These methods of promotion align with other related innovations such as a law e-library, which makes it easy for lawyers to have their library on their phones, iPad, tablets, and laptops, enabling them to enjoy mobility. Even clients expect lawyers to make use of technology to render services since some legal resources are available online for free. In every business, there is a need to meet customers where they are. Many lawyers are, therefore, attempting to practice strictly online e-lawyering, which is done on the internet (Blau 2011; Haines and Klein 2011).

The influencing factors cut across all segments of the industry—clients, lawyers, and law-book publishers. Clients go online to find a lawyer and other solutions, lawyers need to acquaint themselves with the knowledge of these new technologies and publishers must keep up with the pace to make sufficient legal resources available. By so doing, publishers reduced overhead costs and added value to their services. This in turn enhanced collaboration since it is established that social media, mailing apps, and online forums make collaboration easy for publishers and lawyers in their various circles (Amis 2013).

Adoption Patterns of Digital Law Books

Adoption of high-tech publishing innovations is ordering the course of development in law book publishing and the influence of technology has generally brought about rapid increase in output.

Adoption patterns in most cases favor online retrieval of legal information as a first step. For Bar Associations like the American Bar Association, this began over fifty year ago with the mainframe computers searching for law resources (O'Grady 2015). From that time forward, the legal profession has been in the business of adopting high-tech solutions for legal content delivery. The adoption of digital law books come much later following this pattern: law books in CD-ROM, law eBooks, law resources in PDF format, software program like Microsoft Word documents, PowerPoint, MS Excel, HTML, JPEG, law audio books, and law video books. Most publishers customize these publishing innovations to create a niche for themselves. The adoption patterns overtime has improved as publishers not only offer law digital content but also gadgets and software as well as USB, IPad, tablet, CSS3 HM (O'Grady 2015).

Studies on Law Book Publishing

Scholars studied technology-driven information for a changing legal market and found that Information and Communication Technology (ICT) sets the course for developmental progress in the field of law book publishing. Publishers are beginning to make major transitions from print to the online medium, considering the electronic medium as a solution, regardless of factors such as cost of connectivity and bandwidth. The study indicated that law book publishers see digital innovation as a more productive and efficient way of providing information to their readers. Edem and Okwilagwe studied the acquisition and use of locally published law text books in Nigeria and found that there is a relationship between library acquisition and availability of locally published textbooks though inadequacy of funding discouraged acquisition and development of law libraries and the production of more books in the law text books market (Edem and Okwilagwe 2012).

Dada emphasized the rapid transformation of the world from a print society to a digital society while examining law librarianship and legal research in the digital age and recommended that electronic libraries containing large law database resources have become necessary for sustainability (2011). Sherwin, Feigenson, and Spiesel examined the relationship between digital, visual communication, and rhetoric with regards to the legal profession and argued that the rapid increase in the use of digital and visual innovations is in a great way transforming how legal practitioners go about their job. This implies that the present use of digital and visual gadgets like PowerPoints, photographs, video clips, and other digital recorded materials has brought about an ongoing change in the way legal practitioners work. The study argued that legal practitioners who employ these new methods will become better in any rhetorical encounter. However, they suggest that the legal domain should be stretched out to become more accommodating to these new technologies (Sherwin, Feigenson, and Spiesel 2006).

Haines and Klein reviewed top challenges facing the legal profession and found that there is pressure on the economic terrain of the legal profession and this has a direct effect on the practice of law as clients seek competence, productivity, and quality service at a lower rate (2011). The study shows that clients are ahead of lawyers when it comes to applying innovations to realities such as the day to day activities. It is recommended that the identified challenges should be harnessed in light of the changing environment of the legal profession to bring about development in the practice of law.

A study by Terry, Mark, and Gordon (2015) of trends and challenges in lawyer regulation and the impact of globalization and technology identified the changing environment of the legal profession and how it is affecting the law regulators. It explained the advantage of new technologies to lawyers; how the virtual presence cuts across geographical boundaries and breaks its limitations. The study also observed that Lawyers can now attend to clients from remote locations away from their offices, and therefore no longer limited to their offices for consultation (Terry, Mark, and Gordon 2015).

Theoretical Framework

The Diffusion of Innovations theory provided the major framework for this study. Diffusion, according to Rogers (2003), is the process by which innovations spread to the members of a social system and begins with a perceived problem through research and development, and therefore offers an organization alternative, a new way of solving a problem. Sometimes the process takes time and brings about social change in the sense that when a new idea is introduced to a society or a social system, the “new idea” is adopted and reinvented, thereby bringing about an alteration in the already existing structure and function of the social system. Rogers identified five stages of the innovation-decision process as the knowledge stage, the persuasion stage, the decision stage, the implementation stage, and the confirmation stage and explained that innovations are usually affected by innovation characteristics and adopter characteristics, among other factors. For the purpose of this study, two of the variables (innovation characteristics and adopter characteristics) are adapted from this theory. This study strives to answer the following questions:

1. To what extent have digital publishing innovations been adopted by law publishers in Nigeria?
2. What is the relationship between the number of downloadable titles available on Nigerian law book publishing sites and innovation characteristics, adopter characteristics, and industry characteristics?
3. What is the relationship between the types of digital publishing innovation adopted by law book publishers in Nigeria and innovation characteristics, adopter characteristics, and industry characteristics?

Methods

Website content analysis method was employed to collect preliminary data from publishers’ websites on the extent of adoption whereas a questionnaire was employed to collect data on lawyers’ perception of the determining factors. This triangulation process (of using more than one method of research) helped to establish two independent measurements thereby further increasing the certainty of data interpretations and substantially reduced uncertainty. For the website evaluation, data was collected from all available thirty-four law-book publishing websites identified from the Nigeria Bar Association directory.

For the questionnaire survey, a cluster sample of lawyers in Abuja and Lagos was taken since the website analysis indicated that the majority of law book publishers in the country cluster around the nation’s business capital, Lagos, and the current capital, Abuja. From the Lagos cluster, a sample of sixty-one available lawyers was selected whereas a sample of ninety available lawyers was selected from the Abuja cluster—total 151. Useful data were collected only from twenty-seven law-publishing websites (17 in Lagos and 10 in Abuja).

The study used a coding sheet and questionnaire as instruments for collecting data. An analysis of contents on law book publishing websites was used to gather data. A sixteen-item self-administered questionnaire made up of two close-ended questions, two open-ended questions, and twelve Likert-type statements was administered to lawyers at various firms in Abuja and Lagos. The study made use of Statistical Package for the Social Science (SPSS) statistical tool to analyze data collected for the study.

Unit of Analysis and Content Categories:

The unit of analysis for the website evaluation was icon, graphics, and textual contents on website home pages of law book publishers. The iconic indicators include items such as download icons, cover exhibit, PDF, advertisements, e-store, and e-book icons. The content categories are presented in Table 2.

Table 2: Content Categories Operationalized

S/N	Category	Indicating Units
1	E- formats	Text, icon or graphics indicating the availability of PDF, HTML, CD/DVD, POD, Apps, CD-ROM, EPUB (Doiron 2011).
2	E- Promotion	Text, icon, or graphics indicating the availability of all forms of online advertising on publisher’s websites, on Facebook, Twitter, email promotion, newsletters, blogs, alerts, and messaging.
3	E-Commerce	Text, icon or graphics indicating the availability of online book stores, online book purchase and payment, online delivery (E-Business Watch 2006).
4	E-Collaboration	Text, icon, or graphics indicating the availability of links, joint publication, joint distribution or joint authorship (Knock 2011).
5	E-Socialization	Text, icon, or graphics indicating the availability of social networks, forums, alerts, newsletters, and online communities.

Source: Ifeduba 2018

Inter-Coder Reliability

Inter coder reliability is widely recognized as critical for content analys. Therefore two coders independently coded the contents of law publishing websites in May 2016 (Lombard et al 2010). Details of the inter-coder reliability coefficient are presented in Table 3. The inter-coder reliability was calculated using the Holsti’s formula:

$$R = \frac{2M}{N1a + N1b}$$

2M= Total items agreed upon

N1b= Coding scores for the first coding

N1b= Coding scores for the second coding (Freelon 2010).

Table 3: Summary of Inter-Coder Reliability Coefficient

SN	Innovations	Available	Soon Available	Not Available
1	Digital Book Format	.924	1	.921
2	E-Promotion	.955	1	.888
3	E-Commerce	.934	.955	.473
4	E-Collaboration	.952	1	.838
5	E-Socialization	.862	1	.844

Source: Ifeduba 2018

Reliability coefficients up to 0.60 and above are generally considered acceptable. Therefore, from these reliability coefficients, it is clear that the website observation instrument was highly reliable. With regard to the questionnaire, the Delphi method was adopted to ascertain its validity and reliability. After two rounds of expert critique, an unanimous position was achieved on almost all the items. Five questions were modified while two were dropped by an unanimous decision.

Results

A total of twenty-seven law book publishing websites were observed and content analyzed, while 151 out of the 154 copies of the questionnaire administered on lawyers were correctly filled out and returned, leaving the researcher with a response rate of 98 percent. Data collected are presented in line with the research questions as follows.

RQ1: To what extent have digital publishing innovations been adopted by law publishers in Nigeria?

Data to answer this question was collected from the websites, and analysis indicated that all the sites had book titles listed for distribution. A total of 27,473 titles were listed on the websites. However, 63 percent of the sites had downloadable contents, and over 61 percent of the downloadable contents were for sale while over 38 percent was free. A breakdown indicates that the publishing firms were highly focused on e-commerce innovations such as e-payment instruments, e-store, e-cart, and e-transfer, which are necessary for online sales. Over 52 percent of the sites had evidence of e-commerce adoption, implying that the produced e-contents are generally targeting the commercial digital book market. E-socialization (48.2%) and e-promotion (45%) came second, followed by digital book format (21.1%) and e-collaboration innovations (6.2%). Rogers (2003) stated that most times the gap between what is known about an innovation and what is put to use is usually wide. This seems to be the case of most law book publishers in Nigeria as the gap between what is known about publishing innovations is wider than what is put to use, especially in terms of the range of innovations adopted. Details are presented in Figure 1.

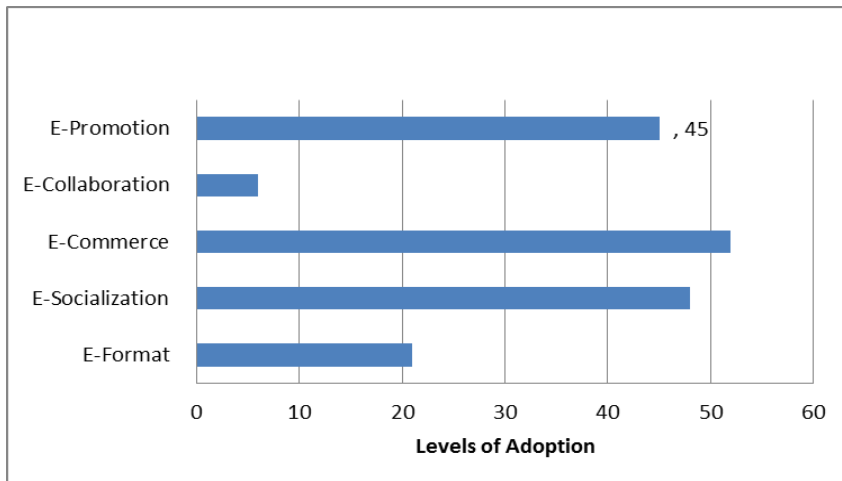


Figure 1: Extent of Adoption of E-Publishing Innovations
 Source: Ifeduba 2018

RQ2: What is the relationship between the number of downloadable titles available on Nigerian law book publishing sites and innovation characteristics, adopter characteristics and industry characteristics?

About 27,473 titles were available and 63 percent of these were downloadable contents. Pearson correlation was, therefore, computed (at 0.05 level of significance) to assess the relationship between the availability of downloadable contents and adopter characteristics, industry characteristics, and innovation characteristics. Findings indicate that only adopter characteristics correlate significantly with available downloadable contents ($r = 0.187$, $N = 151$, $p = 0.022 < 0.05$). This means that the higher the presence of the adopter characteristics (commercial business focus, innovation champions, incorporation) the more likely law publishers would publish downloadable content. Conversely, the less available these factors are the less likely law publishers would publish downloadable contents. Details are presented in Table 4:

Table 4: Relating Adoption of Downloadable Contents to Innovation, Adopter, and Industry Characteristics

Pearson Correlation Statistics	Innovation Characteristics	Adopter Characteristics	Industry Characteristics
Pearson r	.038	.187*	.057
Sig. (2-tailed)	.659	.022	.486
N	151	151	151

Correlation is significant at the 0.05 level (2-tailed).

Source: Ifeduba and Adejoh 2018

RQ3: What is the relationship between the innovation types available on Nigerian law book publishing sites and adopter characteristics, industry characteristics, and innovation characteristics?

Five innovation types (digital book formats, e-promotion, e-commerce, e-collaboration and e-socialization indicators), were available on the sites. Pearson correlation was computed (at 0.05 level of significance) to assess the relationship between the available innovation types and adopter characteristics, industry characteristics, and innovation characteristics. Findings indicate that the three variables (adopter characteristics, $r = 0.857$, $N = 151$, $p = 0.000 < 0.05$; industry characteristics $r = 0.809$, $N = 151$, $p = 0.000 < 0.05$; and innovation characteristics, $r = 0.811$, $N = 151$, $p = 0.000 < 0.05$) correlate significantly with adopted innovation types. This means that the higher the presence of these variables the more likely law publishers would adopt these innovation types. Conversely the less available these factors are the less likely law publishers would adopt digital book formats, e-promotion, e-commerce, e-collaboration, and e-socialization. Details are presented in Table 5:

Table 5: Relating Innovation Adoption to Innovation, Adopter, and Industry Characteristics

Pearson Correlation Statistics	Innovation Characteristics	Adopter Characteristics	Industry Characteristics
Pearson r	.811*	.857*	.809*
Sig. (2-tailed)	.000	.000	.000
N	151	151	151

**. Correlation is significant at the 0.05 level (2-tailed).

Source: Adejoh 2018

Discussion

With regard to the extent of innovation adoption, 27,473 digital titles were available on the analyzed websites, implying that law publishers might be doing much better than other sub-sectors of the publishing industry (education, university presses, and religious publishers) which were the focus of an earlier study indicating that adoption extent of digital formats is low. In other words, this finding is not consistent with previous studies. On the other hand, it might also mean that there has been a rapid change in publishers' adoption behavior. However, the adoption level of e-socialization and e-promotion seem to be consistent with previous studies (Ifeduba 2018).

The low adoption level of EPUB, which is most suitable for school curriculum-based titles, is understandable but the fact that there were almost 7000 titles in HTML format compared to 897 in PDF format raises a question about their commercial inclination and why they think lawyers would prefer the HTML format to PDF format. In terms of spread, ten sites had the HTML format, thirteen exhibited the PDF format, and two displayed 410 titles in CD/DVD formats, whereas two had eleven titles available in both CD and audio formats. This is, however, consistent with findings of related studies (Ifeduba 2018b).

E-Book apps were available on six websites and seventeen law book publishers' websites had downloadable content. However, findings show that the downloadable content does not only include legal resources, but also excerpts of books and cover pages of books which are a part of e-promotion and e-commerce, and this supports previous studies (E-Business Watch 2006). Over 19,000 documents published in formats such as Microsoft Word, PDF, PowerPoint, apps, and other legal software unanticipated, and therefore excluded from this study's instrument, were available on the websites, indicating that a deeper look into the range of formats and the motivation for publishing in those formats would have enriching effects on studies of this nature on this subject.

Spread of e-promotion is consistent with spread of e-contents adoption in this study as well as previous studies because findings show that 13 out of 27 law book publishers had promotional items on their websites, five had promo videos, 15 had evidence of social networking (Facebook, Twitter, LinkedIn, Tumblr, Google plus), and only 14 law book publishers' websites had evidence of search engine optimization. Findings on e-commerce are consistent with the business focus of the majority of the publishers, who are commercial publishers. Innovations like e-pricing and e-payment were adopted more than other related innovations, and this is consistent with findings on e-promotion. There was minimal collaboration with authors, online libraries, schools and publishers. The adoption of e-socialization revolved around alerts, newsletters, and e-forums such as blogs.

Results of the analysis indicate that only adopter characteristics (commercial business focus, innovation champions, and corporate status) correlated significantly with the extent of downloadable contents available online. These findings support previous studies indicating that the presence of innovation champions and other demographic characteristics determine innovation adoption levels and underscore the importance of prior possession of digital skill by technology adopters. Such skills motivate adopters to take the critical first step and help them to champion customer adoption as change agents. Though most respondents indicated that it is more convenient to use digital books in courtrooms, the Nigerian system does not fully accommodate the use of digital books in court rooms since some judges still prefer lawyers to tender hard copies of whatever law they are citing or interpreting. This is consistent with the diffusion of innovation theory that states that if an innovation is not well diffused within a social class, it would not gain full acceptance (Rogers 2003). It could also be a reflection of a generational gap existing between the older judges and younger lawyers. Whatever the perspective from which one views it, it creates an obvious policy lacuna in law practice.

The results also indicate that the three variables—innovation characteristics, adopter characteristics, and industry characteristics—correlated significantly with innovation types

adopted. These findings support the Diffusion of Innovations theory (Rogers 2003) and previous studies indicating that these innovation characteristics—cost saving, convenience, relative advantage, and complexity—determine technology adoption. It also validates studies anchored on the Technology-Organization-Environment framework, which states that industry characteristics influence technology adoption.

Conclusion

Several digital publishing innovations have been adopted by law book publishers in Nigeria, and the fact that over 27,000 titles have been published as e-content shows that innovation adoption has reached the implementation stage at which almost all the websites had evidence of e-content, e-commerce, and e-socialization. Though adoption depth and breadth were influenced by adopter characteristics, innovation characteristics, and industry characteristics to different degrees, adopter characteristics—commercial business-focus, innovation champions, and incorporation status—were more significant in determining adoption level.

Due to the gap observed between the publishers' digital skill level and the lawyers and judges' digital skill levels, it is recommended that the relevant regulatory bodies should play the role of change agents by authorizing the use of digital devices in courtrooms where they are currently not allowed. This will not only motivate the publishers to issue more titles and reports in electronic format but will also enhance sustainable development in the industry.

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ABOUT THE AUTHORS

Emmanuel Ifeduba: Senior Lecturer, Department of Mass Communication, Redeemer’s University, Akoda, Ede, Osun State, Nigeria

Benedict Agu: Senior Researcher, Nigerian Institute of Advanced Legal Studies, Human Rights Section, Lagos, Nigeria

Helen Adejoh: Research Assistant, Department of Mass Communication, Redeemer’s University, Akoda, Ede, Osun State, Nigeria

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