



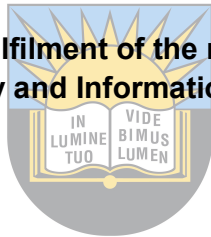
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**Evaluation of the extent of the public programming by Eastern Cape Provincial
Archives and Records Services**

By

Mr. Siyathemba Mboneleli Tshebi (200603997)

**A dissertation submitted in fulfilment of the requirements for the degree of
Masters in Library and Information Science (M.LIS)**



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2022

DECLARATION

I declare that this research project titled **Evaluation of the extent of the public programming by Eastern Cape Provincial Archives and Records Services** is my original work and has not been submitted previously. All sources that were used and quoted have been accordingly acknowledged using references.

Signature of the researcher.....

Date

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DEDICATION

I dedicate my dissertation work to my family, friends, and colleagues for their moral support. A special dedication to my loving parents, whose words of encouragement kept me going.



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ABSTRACT

Public programming initiatives are an integral part of archival operations worldwide as they support the greater use of archival records by attracting prospective users and sponsors. Public programming comprises a sequence of strategies for publicizing and marketing archives to the public, which are crucial in archival operations as they promote better use of archives and records. South African National Archives and Records Services depends on provisions of the National Archives of South Africa Act of 1996 in its strive to promote access and use of archives as sources of information. However, it does seem that the country's public archival repository centers are unknown and therefore not used to their maximal utility value, likely due to low-key and ineffective archival public programming initiatives. Consequently, the primary purpose of this research study was to evaluate the extent of public programming strategies used by the Eastern Cape Provincial Archives and Records Services (EAPARS). The study used a mixed-method, embracing qualitative and quantitative research approaches. As an integrated record-keeping framework, Record Continuum was used as a theoretical framework to guide the study. Sixteen copies of questionnaire were distributed among staff and users ECPARS. The research uncovered that ECPARS does not have specific regulations and policies on public programming, but relies on the more general provisions of the Provincial Archives and Records Services Act of 1996 as a guiding instrument in executing its public programming operations. The study further revealed various factors, such as the limited budget and inadequate staff, as key hindering factors in the smooth execution of archival public programming plans by ECPARS. The study recommends a review and update by ECPARS of how it can specifically effectively implement the provisions of the 1996 Act to the modern ways of taking public archives to the people. The research also recommends that ECPARS engage additional staff or outsourced services to strengthen its the public programming of its archival resources and services workforce for Eastern Cape Provincial Archives and Records. The study concludes that improved financial resources, use of ICTs, and coherent policy framework, and public awareness creation and education can facilitate better achievement by ECPARS's local holdings in its mandate to acquire, widen access to use of its archives.

Keywords: Public Programming, Records Management, Archives, Eastern Cape Province, Information Technologies, Provincial Archives, Archival Legislation, Eastern Cape Provincial Archives and Records Services

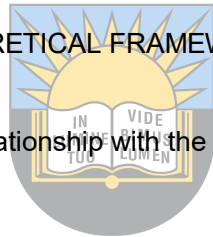


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TABLE OF CONTENTS

DECLARATION	I
ACKNOWLEDGEMENTS	II
DEDICATION	III
ABSTRACT	IV
LIST OF FIGURES	XII
Figure 3.1: Eastern Cape Province	XII
Figure 4.1: Categories of Participants	XII
Figure 4.2: Gender Profile	XII
Figure 4.3: Age Range of the Respondents	XII
Figure 4.4: Public Users Age Profile	XII
Figure 4.5: Level of Education for Archives Staff	XII
Figure 4.6: Level of Education for Public Users	XII
Figure 4.7: Positions within Eastern Cape Provincial Archives and Records Services	XII
Figure 4.8: Training on Archives Public Programming	XII
Figure 4.9: Personnel satisfaction of funds allocated for Public Programming activities	XII
Figure 4.10: Functionality of Public Programming in Eastern Cape Provincial Archives and Records Services	XII
Figure 4.11: Frequency of Public Programming Activities	XII
Figure 4.12: User`s Awareness about Eastern Cape Provincial Archives and Records Services	XII
Figure 4.14: Frequency of visits to the Eastern Cape Provincial Archives and Records Services	XII
Figure 4.15: Provision of the strategy document	XII
Figure 4.16: Staff preference for public programming strategies	XII
Figure 4.17: User`s satisfaction with ECPARS promotion	XII
Figure 4.18: Strategies users prefer to be used by ECPARS	XII
Figure 4.19: Policies that guide the Eastern Cape Provincial Archives on public programmes	XII
Figure 4.20: Formal or Informal Policy	XII
Figure 4.21: Policies on Funding	XII
LIST OF TABLES	XIII
LIST OF ABBREVIATIONS/ ACRONYMS	XIV
LIST OF APPENDICES	XV
CHAPTER 1	1
INTRODUCTION AND BACKGROUND OF THE STUDY	1
	VI

1.1. Introduction	1
1.2. Research problem	4
1.3. Research aim and objectives	6
1.3.1. Research questions	6
1.3.2. Study objectives	7
1.4 Significance of the study	7
1.5 Definition of terms	8
1.6 Delimitations	8
1.7. Ethical considerations	8
1.7.1 Informed consent	9
1.7.2 Confidentiality	9
1.7.3. Voluntary participation	9
1.7.4. Anonymity	10
1.8. Chapter outline of the dissertation	10
CHAPTER 2	11
LITERATURE REVIEW AND THEORETICAL FRAMEWORK	11
2.1 Introduction	11
2.2 Theoretical framework and its relationship with the study	12
2.2.1 Record Continuum model	12
2.3 Literature review	15
2.3.1 Public programming in archives	16
2.3.2 Enhancing awareness of archival holdings	17
2.3.2.1 Image-building	18
2.3.2.2 Awareness	18
2.3.3 Education	19
2.4 Global perspectives on public programming	20
2.5 Public programming in developing countries of the African region	21
2.6 Archives awareness and public programming in South Africa	23
2.7. Policy and statutory essentials for public programming	26
2.7.1 Role of PAIA in promoting awareness and usage of archives	28
2.8 Application of public programming strategies in archives	29
2.9 Important Role of public programming for archives awareness	30
2.10 Difficulties encountered by archives in implementing archival programming strategies	31
2.11 Summary	32
CHAPTER 3	34
RESEARCH METHODOLOGY	34



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3.1 Introduction	34
3.2 Case description	34
3.3 Research methodology	35
3.3.1 Research paradigm	36
3.3.2 Methodological research approaches	36
3.3.2.1 Qualitative research	39
3.3.2.2 Quantitative research	39
3.3.2.3 Mixed method approach	39
3.4 Research design	40
3.4.1 Study Population	42
3.4.2 Sampling Procedure	42
3.5 Data collection methods	43
3.5.1 Survey Questionnaire	44
3.5.1.1 The advantages and disadvantages of survey questionnaires	44
3.5.2 Content analysis	45
3.6 Data analysis	46
3.7 Validity and Reliability of the study	46
3.8 Ethical considerations	47
3.9 Summary of the chapter	48
CHAPTER 4	49
DATA PRESENTATION AND ANALYSIS	49
4.1 Introduction	49
Section A	50
Biographic Information of the Respondents	50
4.2 Demographic profiles of participants	50
4.2.1 Categories of Participants	50
4.2.2 Gender Profile for study participants	51
4.2.3 Age Profile of Surveyed Staff	51
4.2.4 Age Profile of Public Users	52
4.2.5 Level of Education for Archives Staff	53
4.2.6 Level of Education for Survey Users	53
4.2.7 Positions within the Eastern Cape Provincial Archives and Records Services	54
4.3 Knowledge and Skills, of Human Resources	55
4.3.1 Training of Human Resources	56
4.3.2 Number of staff working in public programmes	57
4.3.3 Support Volunteers	57



University of Fort Hare
Together in Excellence

Section C	58
4.4 Extent of public programming in the Eastern Cape Provincial Archives and Records Services	58
4.4.1 Public programmes by ECPARS	59
4.4.2 Frequency of public programming activities	59
4.4.3 Perceived Importance of public programming	60
4.4.4 Public User's awareness of Eastern Cape Provincial Archives and Records Services	61
4.4.5 A perspective on Use of archives and records as a source of information by users	62
4.4.6 Frequency of visits to archives by users	64
4.4.7 What type of information were the users looking for from Eastern Cape Provincial Archives and Records Services?	66
4.5 Strategies and Tactics for Public Programming (Ways of Taking Archives to the People)	67
4.5.1 Strategies of taking archives to the public	67
4.5.2 Provision of the strategy document	68
4.5.3 What strategies are in place for archival Public Programming?	69
4.5.4 Does the Centre use any public programming strategies?	69
4.5.5 User's satisfaction with the promotion of archives by provincial holding centre	70
Section E	72
4.6 Regulatory Framework and Policies	72
4.6.1 Archival Public programming policy	72
4.6.2 Nature of policy/formality	73
4.6.3 Policy on Funding	74
4.6.4 Legislative framework	75
Section F	76
4.7 Use of Current Technologies for Promotion of Awareness and Dissemination of Information	76
4.7.1 Use of current technologies in promotion of archives awareness	76
4.7.2 Types of Information Technology platforms	77
4.7.3 Social media and website policies	78
4.7.4 Social Media accounts used by ECPARS	79
CHAPTER 5	81
DISCUSSION AND INTERPRETATION OF THE FINDINGS	81
5.1 Introduction	81
5.2 Response rate	81
5.3 Section A: Respondents' profiles	82
	IX

5.3.1 Characteristics of respondents	82
5.3.2 Knowledge, skills and human resources at ECPARS	82
5.3.3 Composition of ECPARS Staff: Number of employees and Volunteers	83
5.4 Discussion of findings according to the research questions	83
5.4.1 Extent of public programming by the Eastern Cape Provincial Archives and Records Services	83
5.4.2 Public programming in ECPARS	84
5.4.3 Frequency of public programming by ECPARS	85
5.4.5 Strategic plan for public programming	86
5.5 Regulations and policy frameworks	87
5.5.1 Impact of Provincial Archives Act	87
5.6 Information Communication Technologies (ICT`s) used for public programming by Eastern Cape Provincial Archives and Records Services	89
5.7 User Insight on public programming by ECPARS	90
5.8 Common challenges in implementation of public programming initiatives	92
5.9 Summary of the chapter	92
CHAPTER 6	94
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	94
6.1. Introduction	94
6.2 Purpose of the study and research questions	94
6.3 Summary of the findings	95
6.3.1 What is the current extent of public programming by the Eastern Cape Provincial Archives and Records Services?	95
6.3.2 What are Information Technologies used for public programming by Eastern Cape Provincial Archives and Records Services?	96
6.4 Legal and regulatory frameworks guiding Eastern Cape Provincial Archives and Records Services in executing public programming functions?	96
6.5 What is users' response to public programming by Eastern Cape Provincial Archives and Records Services?	97
6.6 Recommendations	97
6.6.1 Employment of volunteers	98
6.6.2 More funding for Provincial Archives and Records Services	98
6.6.3 Extensive utilisation of Information Communication Technologies (ITCs) in public programming initiatives by ECPARS	99
6.6.4 Diversification of social media platforms	100
6.6.5 Legal and regulatory frameworks that guide public programming in the Eastern Cape Provincial Archives and Records Services	100
6.6.6 Collaborations as means of improving advocacy through a partnership	100



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6.7 Suggestion for future research	101
6.8 Summary	101
REFERENCES	103
APPENDIX A: ETHICAL CLEARANCE CERTIFICATE	122
APPENDIX B: QUESTIONNAIRE FOR STAFF OF EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES	124
APPENDIX C: QUESTIONNAIRE FOR USERS OF EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES	130
APPENDIX D: TURNITIN REPORT	134



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LIST OF FIGURES

Figure 3.1: Eastern Cape Province-----	31
Figure 4.1: Categories of Participants-----	49
Figure 4.2: Gender Profile-----	50
Figure 4.3: Age Range of the Respondents-----	51
Figure 4.4: Public Users Age Profile-----	51
Figure 4.5: Level of Education for Archives Staff-----	52
Figure 4.6: Level of Education for Public Users-----	53
Figure 4.7: Positions within Eastern Cape Provincial Archives and Records Services-----	54
Figure 4.8: Training on Archives Public Programming-----	55
Figure 4.9: Personnel satisfaction of funds allocated for Public Programming activities-----	57
Figure 4.10: Functionality of Public Programming in Eastern Cape Provincial Archives and Records Services-----	58
Figure 4.11: Frequency of Public Programming Activities-----	59
Figure 4.12: User`s Awareness about Eastern Cape Provincial Archives and Records Services-----	61
Figure 4.13: Awareness and Use of ECPARS as sources of information-----	62
<i>Together in Excellence</i>	
Figure 4.14: Frequency of visits to the Eastern Cape Provincial Archives and Records Services-----	64
Figure 4.15: Provision of the strategy document-----	67
Figure 4.16: Staff preference for public programming strategies-----	69
Figure 4.17: User`s satisfaction with ECPARS promotion-----	70
Figure 4.18: Strategies users prefer to be used by ECPARS-----	71
Figure 4.19: Policies that guide the Eastern Cape Provincial Archives on public programmes-----	72
Figure 4.20: Formal or Informal Policy-----	73
Figure 4.21: Policies on Funding-----	74

No table of figures entries found.

LIST OF TABLES

Table 3.1: Qualitative, Quantitative, and Mixed methods comparison-----	35
Table 4.1: Types of electronic platforms-----	77
Table 4.2: Response rate-----	88



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LIST OF ABBREVIATIONS/ ACRONYMS

ECPARS	Eastern Cape Provincial Archives and Records Services
ESARBICA	East and Southern Africa Regional Branch of the International Council on Archives
ICTs	Information Communication Technologies
AGSA	Auditor-General South Africa
NARSSA	National Archives and Records Service of South Africa
WWW	World Wide Web
SADC	Southern African Development Community
NAHECS	National Heritage and Cultural Studies Centre



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LIST OF APPENDICES

APPENDIX A: ETHICAL CLEARANCE CERTIFICATE.....	121
APPENDIX B: QUESTIONNAIRE FOR EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS STAFF.....	123
APPENDIX B: QUESTIONNAIRE FOR EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES USERS.....	129



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CHAPTER 1

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1. Introduction

Public programming is a strategy used by public archives institutions to create awareness into the public about archival records, which form part of the foundation of the documentary heritage, social memory, and national identity. Public programming is an essential function that can connect the value of the archives to the public and ultimately encourage them to make use of their services (Kau, 2018). Koopman (2002:7) describes public programming as “a planned sequence of community outreach programmes and promotional activities that inform the broader community about archival holding services”. Public programming initiatives are an integral part of archival operations worldwide because they support the greater use of archival records by educating the patrons and attracting prospective users and sponsors (Kau, 2018).

Blais and Enns (1991:103) also debunk that public programming encompasses activities that result in direct contact with the public necessary to guarantee active participation and support in achieving the archival repository's mission and fulfil its mandate. Archival public programming is defined as a function performed by archives to create awareness of archives within society, promote their use, and educate their sponsors and users on using them (Mnjama, 2009). Harris (1993:31) defines archival programming as a group of activities through which archival institutions secure awareness of user needs and participation in all their functions to provide further perspectives.

Archival public programming is perceived as only reference and outreach, and there is a need for a better understanding in the realisation of archives' mission and function in society in support of this calling. There is a need to erase the notion of public programming being placed in the periphery of the archival practice and advocate for the integration of public programmes into core archival functions and appreciation of the archivists in the interaction publics in taking archives to the people (Blais, 1991).

Public programming and outreach are reference-related projects of an archival institution (Roper & Millar, 1999). Further to this, public programming activities act as a finding aid into holdings of archival collections. Reference and access are essential administration functions within archives, as they facilitate the use of the important records held in these institutions. These public programming tools and activities include lectures, seminars, workshops, exhibits, displays, tours, newsletters, and film shows meant to inform the broader community about heritage assets and the need to utilise them in archival institutions.

In this world of fake news and untested sources of information, archives are not an easy task for potential clients; the use of records must be intentionally and actively encouraged based mainly on the institution's relations with the public. Saurombe (2016:23) avers that public archives should feature as institutions of choice where one can find credible information to address different needs. Archival public programming aims to increase the user base and, more importantly, build awareness among people unfamiliar with archives as a cultural resource. The more people have access to collections, the better they appreciate archives institutions' value to the community. Saurombe, (2016:1) extrapolated the above assertion that public awareness, facilitation of public archives access, and maximum usage will be achievable through an integrated public awareness marketing strategy termed "Public Programming."

According to the analysis of South Africa's national archives system by Archival Platform (2014), the Auditor-General (AGSA) and the South African Human Rights Commission note that in recent years that the state of public record-keeping is embarrassing. Public archives are neither equipped, resourced, nor positioned to do the records auditing and record management support required by their mandates. Poor record-keeping and inadequate archival public programming undermines service delivery, cripples accountability, and creates environments where corruption thrives (Archival platform, 2014).

Ngoepe and Keakopa (2011:159) found that national archival institutions don't enjoy public prominence in many countries in the East and Southern Africa Regional Branch of the International Council of Archives (ESARBICA) region due to social invisibility and misunderstanding of the purpose of archives among laypeople.

Archival institutions have a transformational potential in people's socio-economic and political development (Kamatula, 2011). Therefore, they must be visible and accessible (Chaterera, 2017). Archival programmes serve a vital role in the preservation and promotion of public history; thus, community-based educational programmes sponsored and implemented by archival repositories allow actual and prospective users to absorb knowledge about their local history and familiarise themselves with archival materials as a source of information (Hagedorn, 2011: IV)

Generally, “transformation in public archives has been slow into being active documenters of society, nor to fulfil their mandated role of co-coordinating and setting standards for the archival sector as envisaged in the 1990s” (Archival platform, 2014: 32). Oral history and outreach programming projects are common but random and undertaken in profoundly problematic modes. The massive potential of digitisation in support of preservation and public access has not been harnessed.

Due to the troubled state of archives, the assessment by Archival platform (2014:149) in findings pointed out lack of political will as a driving force to the poor realisation of the objective of taking archives to the public and further note that, the “apartheid-era patterns of archival use and accessibility have proved resilient which subsequently pushed archives to remain as the domain of elites.” Archives institutions do minimal public programmes, and only a fraction of their holdings are accessible online. Christen (2011:189) highlights a bleak narrative of apartheid centred state of South African archives by noting that the only archives of note in South Africa are those of the various former colonies and the apartheid government identical to Australia, where the public domain does not accommodate indigenous knowledge production models.

Saurombe (2016:11) concedes that public programming and outreach are regarded as important tools for communicating archives to the citizens and organisations within ESARBICA. However, public archives do not fully utilise these tools to create an awareness of their products and services to the people they serve (Kamatula, Kemoni, Ngoepe & Ngulube, 2011; Sulej, 2014).

Eastern and Southern African citizens may perhaps not utilise services and resources they are unaware of Saurombe`s study and a few others that have been conducted in Africa (ESARBICA region) show that there is no study on the extent of archives public

programmes in South Africa. In addition, there is no literature from the Eastern Cape region about archives programming.

In the SADC region, where there are footprints of public programming, the visitations to archival reading rooms in countries such as South Africa, Botswana, Malawi, Swaziland, and Zimbabwe between 1998 and 2001 paint a fluctuating picture (Murambiwa & Ngulube 2011). However, the substantial public programming initiatives that could contribute towards a stable growth path regarding access to archives were noted in the ESARBICA region (Saurombe, 2016).

1.2. Research problem

Hernon and Schwartz (2007:35) state that the problem statement of any research should communicate the study's importance, benefits, and justification. Public programmes are viewed as important tools for publicising archives to the citizens and organisations within ESARBICA. However, these tools are not fully exploited by public archives of the ESARBICA region to make people aware of their products and services to the people they serve (Kamatula, 2011; Kemoni, Wamukoya & Kiplang'at, 2003)



Archives are treasure houses of the information held on behalf of the public in the form of original documents such as letters, reports, photographic images, plans, deeds, maps, and so forth. They are carefully chosen for permanent preservation because of their enduring value to society. Citing the study conducted by Saurombe (2016), in the Eastern and Southern African region, archival materials are not utilised fully by researchers. Consequently, marketing and promotion of archives to the public through solid strategic programmes can boost the use of archives by the public and improve the sense of public ownership of archives, stimulating interest and improving knowledge about archives (Kamuela, 2013). The present dynamic information and knowledge society places a high value on information; as a result, it is necessary to promote awareness and usage of archives as one of the sources of information of choice for people, governments and commercial companies.

Archival public programming emphasises activities, strategies, and programmes designed to open up the archives to the public, particularly the less privileged and previously marginalised members of society, ensuring that these activities make the information preserved in holdings known to the public. The

following benefits can be attained if the national government can collaborate with local government and other relevant institutions in the use of archives programming activities:

- Larger user community group
- Improved relationships with partner institutions such as local museums
- Better services for users
- Visibility of their institution
- Possibility to get finances for collaborative activities; and
- Financial savings (OECD & Museumsrat, 2018:25)

The legislation and policies in South Africa advocate that public programming and outreach activities are operational at national and local spheres of government through public lectures and exhibitions, tied in with historical celebrations such as workshops and publications. Finding aids from archives can be used as exhibits (Wilson 1990). However, the literature shows minimum public programmes at the national level.

Studies by Ngoepe and Ngulube (2011), Hamooya, and Mwila (2012) cite the need for better public programming activities in Eastern and Southern African countries. They mention matters that require urgent attention, such as inadequate funding, lack of training programmes, lack of proper strategies, the use of ICT, and social networking. The literature also further identifies the need for studies that can evaluate the current public programming practices in South Africa (Saurombe, 2016). In the local zone where the study was conducted, archives have been administered by the Eastern Cape Provincial Archives and Records Services since 1994.

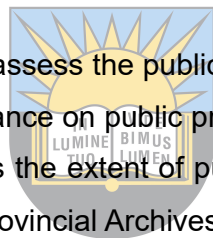
According to Statistics SA (2018), the Eastern Cape province has the lowest Gross Domestic Products per capita, making it one of the financially struggling provinces in South Africa; thus, there is no public programming of archives. According to the Department of Sport, Recreation, Arts and Culture Strategic Plan 2020-2021 (2020:27), public finances are constrained, and annual budget cuts have affected the sustainability of various projects, including infrastructure funds for the maintenance of Community Arts Centres and Museums. Departments have experienced zero growth in budgets. As a result, these factors necessitated government departments to restructure their operations.

Relatedly, the Department of Sport, Recreation Arts and Culture Strategic Plan (2020:27) had identified several specific challenges being faced by the Eastern Cape Provincial Archives and Records Services (ECPARS) as follows:

“Eastern Cape has poor housing and equipment (for its archives): Archives have no proper building; consequently, archives kept in unsuitable buildings within the Eastern Cape province. Some are in boxes not arranged nor accessible to communities. Some buildings used do not meet the standards of an Archives building (e.g., Mthatha and King Williams Town Repositories). The non-existence of archives infrastructure due to inadequate funding and thus records and archival holdings not adequately equipped with weather control mechanisms”

More so, inadequate funding and budget constraints impede the vital activities for proper archives and records management, such as public programming and preservation.

Consequently, this study aims to assess the public programmes of the Eastern Cape Provincial Archives and give guidance on public programming activities for the region in the future. This study evaluates the extent of public programming in South Africa, particularly in the Eastern Cape Provincial Archives and Records Services (ECPARS), to take archives to the people.



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1.3. Research aim and objectives

This study aims to evaluate public programming activities of the Eastern Cape Provincial Archives to understand what programmes have been used to create an awareness of the archive to the public and to promote its use.

1.3.1. Research questions

Derived from the research problem, the following research questions are asked:

1. What is the extent of public programming by the Eastern Cape Provincial Archives and Records Services?

2. What Information Communication Technologies (ICT's) are used for public programming by Eastern Cape Provincial Archives and Records Services?
3. What legislative and regulatory frameworks guide public programming in Eastern Cape Provincial Archives and Records Services?
4. What is the users' response to public programming by Eastern Cape Provincial Archives and Records Services?

1.3.2. Study objectives

The study objectives are as follows:

1. To find out the extent of public programming strategies by the Eastern Cape Provincial Archives and Records Services.
2. To find out Information Technologies (ICT's) used for public programming by Eastern Cape Provincial Archives and Records Services.
3. To establish legislative and regulatory frameworks that guide public programming in Eastern Cape Provincial Archives and Records Services
4. To examine users' response to public programming by the Eastern Cape Provincial Archives and Records Services.



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1.4 Significance of the study

The concept of public programming in East and Southern Africa has not been extensively explored (Ngoepe and Ngulube, 2011; Ngulube, 1999). Consequently, this study aimed to provide and broaden the scope of research literature, closing the knowledge gap on public programming practices in the Eastern Cape province and in South Africa in general.

This study also seeks to submit the importance of public programming as a critical management function of archives that promotes awareness and markets archives for maximum use and educates the public about the role of records in their lives.

This study explored current practices, identified obstacles and developed a framework for public programming activities in regions that will further improve existing public

programming strategies. The archives organisations can eventually influence the policies with archival programming strategies that Eastern Cape Provincial Archives and Records Services (ECPARS) can employ to achieve its mandate of taking archives to the people.

Moreover, the findings from this study will provide a more comprehensive understanding of the landscape and scope of public programmes and how this function can be aligned to the local and national development plan.

1.5 Definition of terms

1. **Public programming** is a function performed by archives to create awareness of archives within society, promote archives use, and educate sponsors and users on how to use them.
2. **Provincial archives** can refer to archival institutions operating on a centralised and decentralised provincial basis under the central control government. Provincial archives centres are responsible for identifying, preserving access and making available documentary materials of long-term value to the public or the organisations that the archives serve.

1.6 Delimitations

The study was conducted in the Eastern Cape Provincial Archives and Records Services (ECPARS). The respondents of the study were archives staff from Eastern Cape Province and the services users around the province. There are various archival holdings in the province of the Eastern Cape; however, only archives staff from King Williams Town repository centre were selected to participate in the study.

1.7. Ethical considerations

The University Research and Higher Degrees Committee (2008) articulates that the primary responsibility for the conduct of ethical research lies with the researcher. It is a fundamental principle that the researcher and human participants engaged in research adopt a continuing personal commitment to act ethically, encourage ethical behaviour in those with whom they collaborate, and consult where appropriate concerning ethical issues (University Research and Higher Degrees Committee, 2008). In this study, the dignity and right of the participants were fully considered and protected by the researcher. In addition, a letter requesting permission to conduct research at the Eastern Cape Provincial Archives and Records Services was written to acquire information from the directorate and staff. The researcher was permitted to conduct research and duly adhered to the ethical principles outlined in the section below.

1.7.1 Informed consent

The researcher informed and made sure that the participants knew their part in the study. In addition, the participants were informed of the subject's prior interview proceedings.



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1.7.2 Confidentiality

The researcher indicated the intention to keep the information shared by the participants confidential. Furthermore, the researcher made sure that the information obtained from the participants was merely used only for the study.

1.7.3. Voluntary participation

According to Babbie (2013:56), this principle means “no one should be forced to participate.” Therefore, the researcher ensured that the respondents participated on their own accord. The participants initially informed the respondents that it was their right to withdraw from taking part in the interview at any time they desired.

1.7.4. Anonymity

The participants were informed that the information was for the study and that it was going to be published, however, all this would be done to ensure the individual's anonymity. This principle is achieved when neither the researchers nor the readers of the findings can identify a given response with a given respondent (Babbie, 2013). Therefore, the researcher used pseudo names instead of revealing the respondents' true identities.

1.8. Chapter outline of the dissertation

Chapter One: This chapter presents a brief outline of the problem statement, research objectives, and methods of investigation and significance of the study, limitations, and the definition of terms.

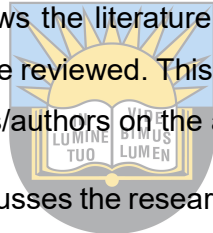
Chapter Two: This chapter reviews the literature relevant to the study; articles and other publications on the topic were reviewed. This chapter provides literature on what has been written by earlier studies/authors on the archive's public programming.

Chapter Three: This chapter discusses the research design, data collection methods, and data analysis gathered during data collection from Eastern Cape Provincial Archives and Records Services and service users.

Chapter Four: This chapter presents the research findings concerning the research questions.

Chapter Five: This chapter presents a discussion of study findings.

Chapter Six: This final chapter summarises the study, presents recommendations on the best practices of public programming strategies, and concludes the study based on the results.



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CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter reviews existing literature on archival public programming, which is a strategy of taking archives to the public through raising awareness and educating citizens about archives, thus boosting recognition and usage of archival sources of information. "The primary aim of a literature review is to explore a phenomenon being studied through a critical review of the related previous studies" (Maree, 2007 & Bryman, 2012). The literature review is essential to a research study because it helps one understand the investigations and perspectives related to the topic being investigated (Ormrod, 2010). This chapter reviews the literature on public programming in archives as an archives management strategy, exploring public programming initiatives in various contexts. Second, this chapter also discusses the theoretical framework, the records continuum model (Upward, 2000), that informs the study.

The objective of reviewing the literature is to show the path of prior research and how the current study is linked to it. The literature review can help one avoid conducting a study that has already been done; it can offer new ideas, reveal data sources, and show how other researchers handled methodological and design issues (Leedy & Ormrod, 2010). The literature review can further be defined as the background against which one presents work (Babbie 2004; Chandrasekhar 2000 & Zikmund, 2008).

The objectives of this study outlined in the first chapter guided the literature review's structure in collaboration with the theoretical framework that the investigation is based on. The researcher organised literature using the general-to-specific order method to move from a broad observation about a topic to specific details. In this case, the flow of narration starts from the globe to the African continent and specifically the Eastern Cape Province of South Africa. This chapter also reflects on the theoretical framework adopted by this study.

2.2 Theoretical framework and its relationship with the study

The theoretical framework is defined as a summary of a particular problem that is developed through a review of previous research on the variables involved (Breakwell & Hammon, 2007). Sekaran (2003:62) defines a theoretical framework as a model of how one imagines or makes logical sense of the relationships among many factors that have been identified as necessary to a problem. The theoretical framework discourses the interrelationships among the variables deemed integral to the dynamics of the situation being investigated (Ndenje-Sichalwe, 2010).

A theoretical framework summarises a theory regarding a particular problem that is developed through a review of previous research on the variables concerned. It ascertains a plan for investigation and interpretation of the findings (Creswell, 2009). The theoretical framework involves rationale and is organised in a manner that helps the reader understand and assess a researcher's perspective. The purpose is to demonstrate that the interrelations the researcher proposes are not based on personal instincts or guesses but rather formed from facts obtained from previous researchers (Creswell, 2009). The theoretical framework also establishes the connection between the existing theory, the researcher's propositions, and evidence supported by previous scholars (Creswell, 2009). The record continuum theoretical model informs the researcher in this study.

2.2.1 Record Continuum model

The International Council on Archives defines the record continuum model as a constant and coherent process of managing records throughout the life of records, from the development of record-keeping systems through the creation and preservation of records to their retention and use as archives (Chiwanza & Mutongi, 2016).

The earliest view of the continuum concept came from Australian national archivist Ian Maclean in the 1950s, who said records managers were the true archivists; indicating that archival science should be directed toward studying the characteristics of

recorded information, record-keeping systems, and classification processes. Maclean's views promoted the search for continuity between archives and records management (Xiaomi, 2002).

Frank Upward, an Australian theorist, formulated the records continuum as a model based on four principles:

1. The first concept of records includes records of continuing value (archives), stressing their use for transactional, evidentiary, and memory purposes and unifying approaches to archiving.
2. The second concept focuses on records as logical rather than physical entities, whether they appear on paper or in electronic form.
3. The third is the institutionalisation of record keeping. The profession's role requires a particular emphasis on purposefully integrating record-keeping into daily societal business processes.
4. The last point is that archival science forms a foundation for organised knowledge.

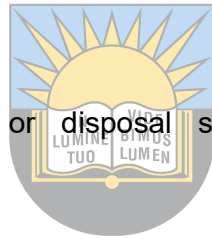


McKemmish (2002) argues that the continuum model renders a graphical instrument for framing issues about the association between records managers and archivists, past, present, and future, and thinking strategically about working collaboratively and building partnerships with stakeholders. In contrast to other management strategies (such as the record lifecycle model), which traditionally have focussed on separating records and archives and making the management of each a separate and discrete profession, In practice, these high-level statements mean that in continuum thinking, the effective management of a record cannot be segmented into predetermined management cycles that require specific forms of actions in a record's "active" phase and others in a record's "inactive" phase. Instead, record-keeping is seen as a continuum of activities that together are designed to ensure that the meaning, context, accessibility, and evidentially of a record are captured and maintained through time (Cumming, 2010). Cumming concurs with Hurly (1998: 63) who states that, "as a result of its over-arching perspective," the continuum "will comprehend and go beyond" traditional management strategies. Ironically, it became apparent a long time ago that the advent of technology would bring new attention to the management

of records. Subsequently, Bantin (2008) argues that the life cycle model suffered criticism and became unable to handle the electronic records.

The Record Continuum theory appears as an integrated record-keeping framework that is consistent and standard based on unified best practice with interdisciplinary approaches to record-keeping and archiving processes for both paper and digital worlds McKemmish (1997). This interdisciplinary character record continuum model suits well and embraces public programming as a fundamental records management function that should be implemented in archives institutions. Shepherd and Yeo (2003) argue that the records continuum provided a more holistic way of managing records and archives. According to Flynn (2001), the records continuum model has four stages, described as follows:

1. Creation or receipt
2. Classification
3. Establishment of retention or disposal schedules and their subsequent implementation
4. Maintenance and use,



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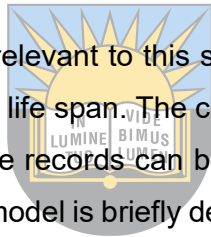
All these phases are interrelated and constitute a framework in which both records managers and archivists are involved in differing degrees in the continuous management of records.

Record continuum theory is relevant to this study. It emphasizes that all stages of records are interrelated, forming a continuum in which both records managers and archivists are involved in the ongoing management of recorded information. Atherton (1985) indicates that the record continuum theory is crucial to understanding the role of records and functions in an organisation. It serves various unified and interrelated functions that foster access, location, description, and records management in archives centres (McLeod, 2005).

Records are created and used at different stages of their life span; therefore, the continuum model provides a basis and justification for using public programmes as a

management operation to enhance records usage, accessibility, and preservation in the stages of their life span.

The record continuum model involves the generation of records through transactions and processes, the capture of records in a visible format, the organisation of corporate and personal memory for posterity, and the pluralisation of collective memory. The model delivers a tool for outlining the connection between archivists and records managers to ensure sound records keeping practices (Yuba, 2013). The record continuums model emphasises the importance of going beyond preserving and storing records, which involves enabling access to the stored records. Public programming projects can serve as a means of enabling access to such records on suitable principles which will outline image, awareness, education and use as essential elements of any public programme (Saurombe, 2016).



The Record Continuum Model is relevant to this study as it tracks the life of records from conception to the end of their life span. The continuum model provides the basis for public programming on how the records can be accessible at each stage of their life span. The records continuum model is briefly defined in the Australian standard for records management as a constant and coherent organisation of management processes from the time of the creation of records (and before creation, in the design of record-keeping systems), through to the preservation and use of records as archives, in this regard, the continuum model complements this study and could act as a framework for the management of archives and records by Eastern Cape Provincial Archives and Records Services. Since the records continuum model serves as a theoretical framework for this study and focuses on continuous use and maintenance, it will also discourse on awareness, education, use, access, marketing, technology, regulatory framework, and policies as vital strategic elements for archives holdings management.

2.3 Literature review

In contextualising this study, a background was provided on public programming as an archives management strategy. The objectives guide the scope of this literature

review for this study which focuses on evaluating the extent of public programming by Eastern Cape Provincial Archives and Records Services. The intention was to evaluate their public programming strategies, plans, regulatory and policy frameworks, financial and expertise standpoint, education, and use of information technologies with regards to public programmes in enhancing awareness and use of archives as knowledge sources.

2.3.1 Public programming in archives

Public programming is a strategy performed by archives institutions to create awareness about archives within society and promote their use and education to attract sponsors and users on their value and use (Saurombe, 2016). It is also imperative that public programming is understood clearly by the holding centres. Bance (2012) defines public programming as educating people about the existence, services, and documentary resources of archival institutions. Today, computerised technology and the fourth industrial revolution can also influence public programming. Public programmes have been recognised as ways to help maintain societal awareness of the archives and further the education of users.

Allison Gregor (2001) argues that the successful application of public programming activities in creating a social profile by archives institutions could result in growth in the number of users of the archives. When funded, public programming can respond best by focusing more on user education through programmes assigned to improve the use of the archives by providing more detailed descriptions of archival documents in the reading room or via Web technologies. The study examines the extent of public programming activities such as publications, tours, exhibitions, and, more recently, web technology. Scholars such as Elizabeth Yakel (2002) and Jessica Miller (2012) emphasise creating awareness, archival intelligence, image use and education.

Saurombe (2016) concedes that public programming is less practiced nowadays by the East and Southern Africa Regional Branch of the International Council on Archives (ESARBICA). It has not always held a significant position in the archival agenda. Canadian archivists Gabrielle Biais and David Enns assert that public programming was regarded as a development of the twentieth century, unlike other archival

functions, which resulted in archivists not considering public programming as part of their daily work (Gregor, 2001).

Public programming has also engendered much discussion among archivists about approaching it. Some archival scholars believe that users should be studied to adapt public programmes to researchers' interests (Freeman, 1985).

2.3.2 Enhancing awareness of archival holdings

Over the years, archives have been severely criticised for their inactivity in the field of self-promotion and education. In too many cases, archivists wait for users to find their holdings. This situation must change if archives play a more significant social role, let alone maintain their resource levels in tough economic times. Public programming and outreach programmes, among other activities, can aid archivists in taking archives to the people and drawing them to the archives' physical and virtual habitat (Chaterera, 2017).

Bacon (2014) echoes the need by archival institutions to up their game in making their products and services familiar to the larger community of existing and potential archives users. In order to remain relevant in a changing archival landscape, public archives repositories should take practical steps and aggressively advocate for the value of archival resources for use by the people. The public archives repositories should reach out to other public places where citizens are found in significant numbers; in rephrasing these words, Saurombe (2015) underscored the integral role of public archival repositories to focus on the goal of education, collaboration, and public programming even when facing financial difficulties.

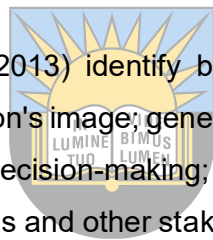
Sabin Abigail (2020) asserts that one of the approaches to overcoming the problem of lack of awareness and use of archival collections is to increase outreach efforts to the community, as archives not accessible and used serve no purpose, lack substance and become wastage of financial resources (Ngoepe & Ngulube, 2011; Garaba, 2016). Although endeavours to promote archival holdings through various programmes such as user education, image building, advocacy, and public awareness, Kamatula, Saurombe and Mosweu (2013) show that public archives repositories in South Africa and other sub-Saharan countries remained invisible and

inaccessible. Three thrusts could help them achieve this objective: image-building, awareness, and education programmes (Ericson 1990 and Blais 1995).

2.3.2.1 Image-building

The concept of image-building is the archival form of marketing. At the corporate level, institutional image is a vital part of ensuring that archives obtain sufficient resources to do the job they have been mandated to do. For archival institutions that have not been accustomed to self-promotion, the challenge is to develop strategies that promote an image of archives as dynamic and vibrant organisations worthy of support and fulfil the informational and cultural needs of sponsors and the general public. The goal is to make those allocating resources conscious of the institution's worth to the collective by increasing knowledge and appreciation of archival activities in general and the institution in particular.

Ngulube, Sibanda and Makoni (2013) identify benefits of giving access to public archives as to enhance an institution's image; generate knowledge and understanding; enhance citizen participation in decision-making; facilitate research and education; enhance service delivery to citizens and other stakeholders; promote the exchange of ideas and economic growth as well as foster accountability and promote transparency and justice.



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Initiatives designed to create awareness and promote the use of archives, such as exhibitions and the attractive content of publications, convey a strong image of the archival institutions, ensure people know about new products and attract users (Gregor, 2001).

2.3.2.2 Awareness

From the research literature across the globe, it is assumed that most citizens will never become active users of archives. In most cases, their curiosity will be limited to learning about archival institutions' activities and the general nature of the records they hold. The user's interest can best be satisfied by offering a programme that promotes knowledge of the function of archives and some basic familiarity with the material they

hold. Awareness programmes are self-serving as they seek to increase support for the institution and help explain and interpret archival information to the public (Blais, 1995).

The selection and development of awareness activities present great opportunities for imaginative uses of records. It must be realised that certain types of records, either because of their form or content, are more easily understood by occasional users than others. Consequently, public programmers in archives should test their material with their target publics to ensure that it is properly understood and appreciated (Kamatula, 2011).

Exhibition and film series, for instance, can be highly effective tools with a general audience. Finally, the celebration of anniversaries and actual participation in local events will further expand the widespread reach of archives (Blais, 1995).

2.3.3 Education



The basic familiarity with archival operations that awareness activities provided are not sufficient to enable participants to become experienced users and it is not enough to know that there may be pertinent or interesting information in archives; potential users must learn in more detail what that information is and how to retrieve it Blais (1995).

Mason (2016:1) emphasises that activities to enhance visibility and teach people of archives as places where they can access and use information. In other words, people become more knowledgeable and appreciate the archive's work in general and the institution in particular.

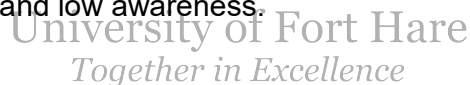
Mukwevho (2017:22) further concedes that the general postulation is that when people have been educated about archives and their values to human development, they become inquisitive about archival resources and eventually visit the centres.

David (1995) emphasises that the chief objective of an archival education programme is to instruct actual and prospective users in research strategies and techniques. Cox

(2007) admits that it is also crucial for users to know how to select the best information they need from among the multitude of sources available to the users before they arrive at archives; they must support them throughout their search in the institution afterward.

2.4 Global perspectives on public programming

According to Cileshe (2015: 1), archives are worthy of permanent retention because of their enduring value as evidence and research. Archives provide a reliable and authentic knowledge base enabling the past to be reconstructed and understood mainly by the community. Archives document significant decisions, transactions, and political, social, and economic life events and serve as an essential link in human history (Namusoke, 2018). Archives increasingly play a crucial role in advocacy, curative justice, historical memory, and struggles against impunity as stated by the United Nations High Commissioner for Human Rights (2010). Many archives institutions are positioned to contribute extensively to human wellbeing. However, they experience many challenges, including the absence of a dedicated budget for records and archives operations and low awareness.



In Northern American countries such as Canada, as early as 1881, to show the importance of documenting all aspects of its society, Douglas Brymner (Canadian archivist) successfully proposed Public Archives of Canada as a storehouse of national history, containing documents from both the private and public spheres. Under his stewardship and successor, Sir Arthur Doughty, the Archives' primary mission was to acquire and organise archival records of national historical significance. In these early years, activities now known as outreach or public programming were limited to the preparation of research guides and assistance to historians as they performed their research (Blais & Enns, 1995).

The American Literature documents the strides made by archivists in bringing issues of public programming into the national discourse, as Sir Arthur Doughty and Douglas Brymner, the First Dominion Archivist, argue that a relationship between archivists and

the records entrusted to their care was developed and few archivists were prepared to regard the seemingly subjective realm of the user as an essential area of archival inquiry.

Blais and Enns (1990) states that it was not until the 1980s that archivists began to seriously reconsider public service and examine their obligation to make holdings accessible to the public. The role of public programmes in archives and archivists' commitment to public service became the object of intense debate. This subsequently encountered reluctance in the archival profession to accept public programming in the day-to-day operations of archival institutions and in the body of archival theory. Although a certain amount is judged to be necessary, public programming continued to be viewed primarily as a luxury. In support of this view, Hagedorn (2011), in the United States of America, claims that archivists are not doing enough to educate the public and therefore argues that a paradigm shift is required.

From an article authored by Blais and Enns (1990) on demystifying and challenging the traditional view, they further argue for a more inclusive definition of public programming, commonly perceived as only reference and outreach, and for an understanding of the necessity of more extensive, more broadly based public programmes in the realisation of archives' mission and function in society. In order to rescue the notion of public programming from the periphery of the archival tradition, they proposed the integration of core archival functions and called for a greater appreciation of archivists for refining past practices and developing new approaches in the daily interaction with public understanding of public programming through four key concepts, which are image, awareness, education, and use.

2.5 Public programming in developing countries of the African region

Over the years, archives have been severely criticised for their inactivity in the field of self-promotion and education. In too many cases, archivists wait for users to find their holdings. This situation must change if archives play a more significant social role, let alone maintain their resource levels in tough economic times (Blais, 1995 and Ericson 1990). In Africa, while studying the problems of archival management, Burns, Ferris, and Liatsopoulos (2009), state that some of the archival management problems in African states are related to lack of funds, which is needed not only for housing and

storing records but for staff training, technology streamlining, and creation of efficient systems for access, among other records information management needs.

Despite the efforts of the National Archives of Nigeria, which is of the same economic stature as South Africa, Alegbeleye (1998:47) lists some challenges facing it as the existence of a permissive Public Archives Law of 1957. Consequently, the Nigerian National Archives still operate under inadequate modern conservation facilities; inadequate public awareness initiative in promoting National Archives to national development; partial training opportunities for the National Archives; failure in reviving the declining archives committee; and absence of a comprehensive, integrated records management programme.

Kamatula (2011:75) explains that archival institutions hold valuable collections in different forms and formats, including correspondence, manuscripts, reports, and audiovisual materials such as photographs, maps, plans, audiotapes, and films. Nevertheless, many of these materials are not utilised fully, as evidenced by the few researchers referencing Eastern and Southern African regions.

Harris (2002: 2) explains that in South Africa, the national archival system was conceptualised in the early 1990s, as an outcome of vibrant transformation discourse emerging together with the negotiation process that dramatically changed South Africa's political setting. Broad consultative processes assembled from 1994 by the new government led to the establishment of the Constitution in 1996. The National Archives of South Africa Act No. 43 provided the framework for establishing a new archival system. By the end of Nelson Mandela's presidency, most of the system's building blocks had been put in place, and it was beginning to take shape around five key objectives:

- Turning archives into an accessible public resource supporting the exercise of rights.
- Using archives to support post-apartheid programmes of redress and amends, such as the Truth and Reconciliation Commission (TRC), land restoration, and exceptional pensions.
- Bringing archives to the people through inclusive public programming initiatives.

- Actively documenting the voices and the experiences of those excluded from archives of the colonial and apartheid regime.

It was not until the 1980s that the archival community began to reconsider public service seriously and examine their obligation to make holdings and related services accessible to the public; recently, the role of public programmes in archives and archivists' commitment to public service has been the object of intense debate. Nevertheless, the archival profession has remained somewhat reluctant to accept the place of public programming in the day-to-day operations of archival institutions and in the body of archival theory. Although a certain amount of this activity is now considered necessary, public programming, in general, continues to be viewed primarily as a luxury (Blais and Enns, 1990).

Notably, public programming activities in the Southern African region are not prioritised due to the lack of regulatory policies, budgetary constraints, and inadequate professional expertise. Saurombe (2014) further argues that there is reluctance by the East and Southern Africa Regional Branch of the International Council on Archives members to rope in technology in the promotion of archives' access and usage.



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2.6 Archives awareness and public programming in South Africa

According to the National Archives and Records Service of South Africa (NARSSA), the public programme of the National Archives geared at opening up the archives and records to the public and drawing in new users. The primary aim intended in designing the National Archives and Records Service' public programming as the condition for interaction and interface between the public archives and society. As the famous slogan goes, public programming calls for active outreach - "taking archives to the people".

Ngulube and Ngoepe (2011) clearly state that the National Archives and Records Services of South Africa is dependent on public funds so that the records of the enduring value of the nation can be preserved, made accessible, and prompted to enhance their use by the public. Archives serve no purpose except if they are utilised. Outreach programmes are one of the ways of providing a unique opportunity to

improve the public image of the archives repository, as well as to promote the awareness and use of the archives' holdings. The National Archives and Records Service of South Africa indicate that public programming as a means of raising awareness in this archival institution (NARSSA). This includes a national oral history programme, heritage month or day activities, exhibitions, seminars, workshops and a newsletter.

The Constitution of South Africa offered a framework for developing an archival system in the country, which requires the devolution of the state's responsibility for archives from the national government to the country's nine provinces. According to the Constitution of South Africa, archives other than national archives is a functional area of exclusive provincial competence. Under this provision, each province must promulgate its Act on archives and records services and establish and maintain its archival infrastructure. As much as provinces are not autonomous, the Provincial Archives Advisory Councils are expected to advise the provincial archivists in promoting awareness of archives and records management, among other functions of provincial archives repositories (Archival Platform, 2015). Though almost all nine provinces have enacted their archival legislation and established infrastructure, some of these repositories are 'empty shells' without archival holdings (Ngoepe, 2019)

"It is noted that only a small percentage of the population is aware that archives are open to the public" (Harris, 1997: 13). Harris's statement was supported by a study conducted by Ngoepe (2019), which suggests that some of the repositories situated in previously marginalised communities. Ngoepe (2019) further observes a need for archival holdings to embrace the voices of such a community, which will promote the usage of archives and building of an inclusive archive through starting a national oral history project that adopts the model of the Truth and Reconciliation Commission. However, one fundamental challenge facing archival institutions is that many people who could benefit from exhausting archival centres do not even know that these repositories have the type of information they seek (Pugh, 1992).

Through consultation of literature on the extent of implementation of public programming in various provinces shows that in other provinces, strides and efforts are being made to ensure the implementation of public programming. The Western Cape Province has entered into partnerships with local family history societies that

promote archives through annual awards for Contribution to Marketing Archival Services and outreach programmes to educate users about the importance of archives as information resources.

According to Ngulube and Ngoepe (2011:4), public programming holds the promise for archives to become visible and exploited by society. Nevertheless, archival institutions have ignored public programming and advocacy. The need for public programming becomes very critical if one considers the fact that in 1996 over 90% of the users of archival services in South Africa were white genealogists (Callinicos and Odendaal 1996). Kwazulu Natal has launched operation "Sukuma Sakhe" and "War Rooms" with personal archives boxes that raises awareness of the importance of records and the provincial archives centres. Ngulube and Tafor (2006) carried out a study on the management of public records and archives in ESARBICA region with results that most of the archives do not market their holdings sufficiently and further recommended measures that comprise of user studies that will determine user needs and thereafter, this could result in appropriate marketing strategies.

Moreover, Ngoepe and Ngulube (2011:5) highlight the challenge of getting more South Africans to use archival resources. They argue that the national archives can only be fully utilised by marketing themselves to society. Ngoepe and Ngulube's (2011) findings point out that the National Archives of South Africa had a draft plan for public programming, and it did not have adequate resources for their programmes. Ninety-two percent (92%) of their interviewees indicated that they had never visited the national archives; therefore, public programming should be a priority for the national archives of South Africa. During the 2012/13 financial year, the Western Cape provincial archives partnered with local family history societies to promote archival records and create fifteen awareness programmes. The KwaZulu-Natal provincial archive created war rooms with personal archives boxes in which community members could store and hold safe personal records. The programme aimed to raise awareness of the importance of records and the provincial archives that were immediately relevant to citizens (Archival Platform, 2015). On the other hand, in 2013, Limpopo and Gauteng provincial archives services implemented three and one awareness programmes individually as forms of enhancing awareness (Archival Platform, 2015).

As a result, judging from past studies and pieces of literature mainly from the Eastern Cape, it is evident that there are archives public programmes that the department is running in enhancing and promoting user awareness. However, budgetary constraints and inadequate staffing are the major hindering factors in fully implementing public programming (Saurombe, 2016).

2.7. Policy and statutory essentials for public programming

A policy is a system of principles considered to guide decisions and achieve coherent outcomes. A policy is defined as a statement of intent and is implemented as a procedure or protocol (Geckler, 2017). Policies are generally accepted by a governance body within and play a significant role in the organisation as explained by Richards (2009:20) that archival legislation and policy enables the archival institution to operate their activities with authority; as a result, a policy on public programming facilitates planning, funding, and implementation of such programmes without compromising other archival functions.

In order to demonstrate its significance in cultural heritage and to enable a wider public to benefit from its services, the archival institution must develop an awareness/outreach programme that includes publications, exhibitions, radio and television, and other methods of reaching the public attention. Ropper (1999:141) spells out that before engaging in public programming, any staff member responsible for outreach should research a market for the proposed outreach programme, which is the fundamental step in policy formulation. The archival programming policy gives a guide and procedural guide on carrying out public awareness projects. Archival programmes can provide publicity, but they can also incur a considerable financial loss.

Policies can assist in subjective decision-making and usually assist senior management with decisions based on the relative merits of several factors. The International Standards Organisation (2001) highlights that institutions must have policies that explain the implementation of records management programmes as a foundation for setting and spelling out organisational intentions.

The archival policy constitutes a path of actions derived from archival legislation that reflects the resolutions made about how a country or jurisdiction intends to manage its records. Koopman (2002:25) describes policy as a set of principles that guide a regular course of action. A policy consists of:

1. An image of a desired state of affairs, as a goal or set of goals to be achieved or pursued.
2. Specific means by which the realisation of the goals is brought about.
3. The assignment of responsibilities for implementing the means.
4. A set of rules or guidelines regulating the implementation of the means.

Since the South African Constitution archives are considered as exclusive provincial competence positioned in the provincial Departments of Sport, Arts, and Culture (Archival Platform, 2015), the province has promulgated its own Act on archives and records services and established its archival infrastructure (Ngoepe & Keakopa, 2016). This has resulted in Provincial Legislatures passing the provincial archives act between 1998 and 2018, with North West being the last province to enact its Act. To ensure a coherent and compatible records management system, the National Archives and Records Service Act contains specific provisions that impact the archival and records management services delivered by local archival services (Ngoepe, 2016; Ngoepe & Jiyane, 2015).

At a national level, The National Archives of South Africa Act of 1996 states the objects and functions of the National Archives as being to:

- (a) Make such records accessible and promote their use by the public
- (b) Maintain a national automated archival information retrieval system, in which all provincial archives services shall participate
- (c) Promote awareness of archives and records management, and encourage archival and records management activities

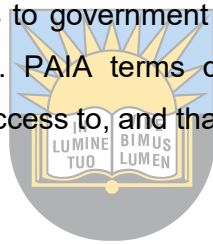
In line with archives reaching the public, legislation stipulates the following:

- (a) Archives Act promote awareness of archives and records management and encourage archival and records management activities
- (b) Promote the empowerment and upliftment through archival usage for previously disadvantaged people and groups
- (c) Promote the preservation and utilisation of provincial archival heritage

The National Archives and Records Service established many ties; for example, it is a member of the International Council on Archives and its regional body, the Eastern and Southern Africa Branch of the International Council on Archives (ESARBICA).

2.7.1 Role of PAIA in promoting awareness and usage of archives

Promotion of Access to Information Act (PAIA) primarily aims to uphold public transparency by providing access to government information, which is enshrined in the South African Bill of Rights. PAIA terms detail the information a citizen is permissible to receive and have access to, and that information will be utilised (Milo & Stein, 2014).



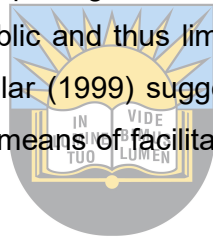
PAIA gives effect to Section 32 of the Constitution of the Republic of South Africa, which clearly states that everyone is afforded right of access to any archival information held by government and another person, and this is required for the exercise or protection of any rights (Mojapelo, 2017). This statement of Principles of Access to Archives (the Principles) focuses on the other element of access: the legal authority to consult archives. There is no doubt that public programming is essential in facilitating access to the archives. However, the challenge is how to conduct these programmes or agree on suitable criteria. Wilson (1990:92), in an essay titled "Towards a Vision of Archival Service," argues that in a democratic, information-based society, there exists a fundamental social right to equitable and free access to archival services. Archives must restructure their facilities to respond to this right (Mason, 2011).

This call shows an urgent demand to redesign archives services and how they engage with the public regarding access and reaching out to the citizens. Wilson's argument is in tandem with the South African scenario where free access and equitable rights to

information have been infringed by the apartheid regime of the colonial administration. The sectorial control to information access through various statutory laws such as PAIA remains a blockage to public records that can assist in various constitutional pursuits such as human settlement, land claim, and family histories.

There is an urgent obligation to develop a consolidated approach of strategies to primarily drive the notion of bringing archives to the people using different methods and platforms such as marketing, web, and social media. Kamatula, 2011: 76), in support of the importance of public awareness to archives, stresses that "Archives belong to people and contribute to their enjoyment and inspiration, cultural values, learning potential, economic prosperity, and social equity. As such, they need to be brought out of shade because there is not much public awareness of its value".

Arguably so, some scholars point out that exhibitions and other public programming mechanisms which archivists have put together are more suited for other professional archivists and not the general public and thus limit access to the collections (Blais, 1990). In addition, Roper and Millar (1999) suggest that outreach, which is part of public programming, should be a means of facilitating the process of taking archives to the people.



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2.8 Application of public programming strategies in archives

Archives, which by their very nature are detached from daily life, grieve from a lower profile than most public libraries (Barrett, Cannon and O'Hare, 2009). While public libraries are frequently seen as an essential section of communities, acting concurrently as resource centres and meeting spaces, the character of archives becomes less familiar to the public. Nonetheless, archives centres cannot simply trust on the public to come heavily through their doors. Certainly, libraries have created a highly vibrant outreach role through approaches that educate the public about library services, deliver these facilities innovatively to the users, and attract attention to the wide variety of programmes available through local library branches (Barrett, 2009).

Barrett (2009:2) further argues that with closed stacks and focus on unique, historical records, archives must work harder to draw attention and bring users through their doors. Subsequently, suppose someone does not even know the purpose of archives or what kind of records and archive centres hold, they cannot be expected to use archival resources purely out of curiosity. Outreach is required for raising public awareness of archives to gain more visibility in public life and necessitate public programming. Blais and Enns (1990:101) submit that it was not until the 1980s that archivists began seriously reconsidering public service and examining their obligation to make holdings and related services accessible to the public.

Nevertheless, the archival profession has remained somewhat reluctant to accept the place of public programming in the day-to-day operations of archival institutions and the body of archival theory (Blais, 1990). Although a certain amount of this activity is now considered necessary, public programming, in general, continues to be viewed primarily as a luxury. In order to provide the most excellent possible service to the public, archival centres must enhance their community profile and reach out to prospective users. What outreach strategies would be most operational in archives, and how can they be implemented? In answering these questions, archivists may consider looking to their colleagues in the public library sector, many of whom have considerable experience in developing, implementing, and evaluating successful outreach and community development programming. By examining outreach strategies developed for and implemented in public library settings, archivists will be able to identify those that have a proven record of success, and that may be adaptable to the unique needs of archival settings (Barrett, 2009).

2.9 Important Role of public programming for archives awareness

This fragment emphasises how certain countries have succeeded in creating widespread awareness of what they contain in their archival repositories and what successful strategies are in place to grow clientele. The greatest need now may well not be to find ways of maintaining the current level of awareness and use, but to enforce users' education on the importance of archives so that they can be more self-

reliant researchers, as Ngoepe (2011) posits that public programming holds the promise for archives to become visible and exploited by society.

There is a notable consensus amongst various scholars that national archival institutions must develop programmes and services that inform the public about their holdings and reference techniques to increase the usage and awareness of the archival collections. Failing to promote archives use leads to archival institutions being viewed by the public as just the "graveyard of government records without reputation" (Ngulube & Ngoepe, 2011).

2.10 Difficulties encountered by archives in implementing archival programming strategies

Public programmes emerged as early as the start of the 21st century. However, in most developing countries, implementing these strategic outreach programmes remains a cumbersome journey, in the drift of the burden budgetary constraints, which is viewed as the main obstacle in the majority of Southern African countries. This is closely followed by staff shortages and lack of transport. Saurombe (2016) points explicitly that lack of funding is regarded the most common obstacle in implementing public programming projects even in thriving economies. The existing literature and knowledge highlight the need for archivists to individually assess the essential public programming skills and consider the image they may unintentionally project.

The impact that an individual archivist can have on the image of the institution for which he or she works should not be ignored. Archivists must work at ensuring that the widespread impression about archivists, a misrepresentation with which all archivists are familiar, is not confirmed (Blais ,1990.(

Gregor (2001:1) states that archival public programming is perceived as a combination of functions performed by archives institutions in creating awareness of archives within society and to promote their use and further educate their sponsors and users on how

to use them; therefore, the changing role of archives and archives centres demand a different approach that comprises strategies of bringing archives to the people.

Blais and Blais (1990:104) expound that public programming strategies must promote an image of archives as lively and vibrant institutions worthy of support, and must fulfil the general public's current and future informational and cultural needs and the expectations of sponsors. Nevertheless, archival institutions have ignored public programming and advocacy (Ngulube & Ngoepe, 2011).

2.11 Summary

This chapter reviewed the literature on public programming as a strategy for promoting awareness, taking archives to the people, and ultimately enabling access to archival holdings for maximum usage. A literature review map was provided to show how the theoretical framework, objectives of the study or factors, the literature (archival and otherwise), and related studies are linked together. The study incites change in transforming practices of archives public programming activities and proffer recommendations and actions in the future approaches of taking archives to the public.

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The research focused on issues that warrant shared action with benefits. Individual institutions take immediate steps to incorporate archival public programmes activities in their policy framework, technological, financial, and overall corporate strategy. Regardless of the expertise, financial and legal, or policy constraints, there must be a renewed pledge and mission to accomplish awareness as a necessary management function in records management centres. Image building, awareness, and educational programmes, are discussed as valuable mechanisms of public programming. Consequently, public programming is purported to encourage society to interact more actively with archival holdings. The review of related worldwide and local literature indicates that public programmes that promote awareness about archives remain a global plight and worry.



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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology followed in conducting the study. It outlines the research design and provides information on criteria used to identify data collection procedures and tools, and on approaches used for data analysis. The primary purpose of the research is to evaluate the current extent of public programming strategies used by the Eastern Cape Provincial Archives and Records Services. This chapter also discusses steps taken to ensure that ethical considerations are adhered to throughout the study and it highlights the measures taken to ensure the integrity of the research.



3.2 Case description

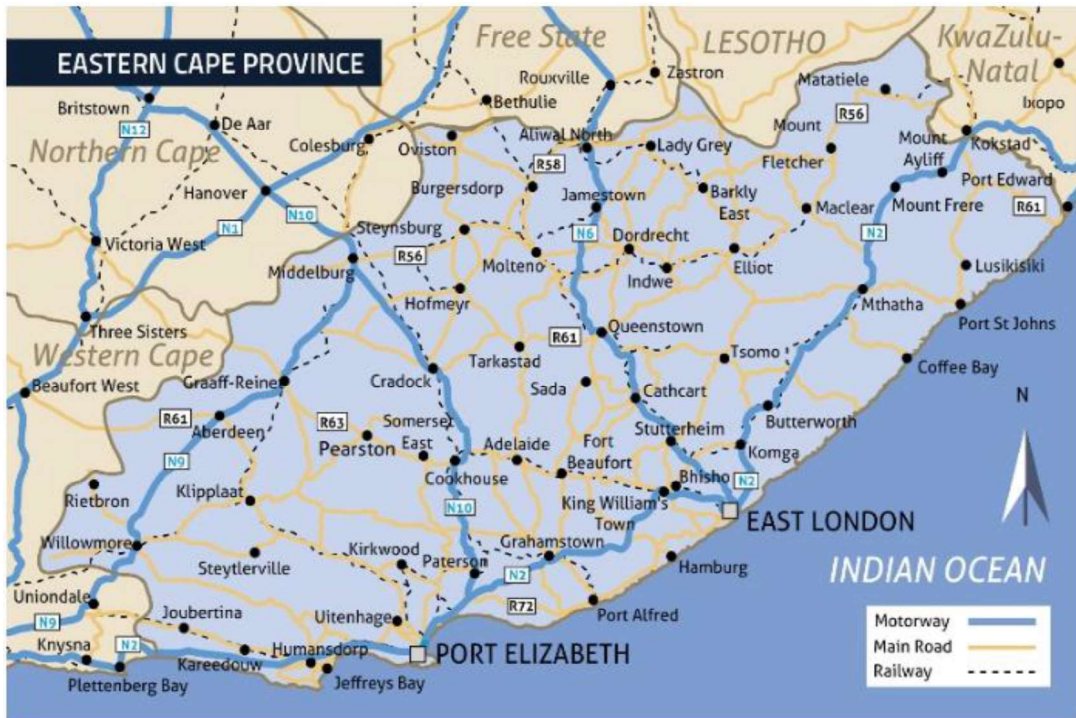
The Eastern Cape Provincial Archives and Records Services is responsible for the records of the province through the Provincial Archives and Records Service Act No 7 of 2003. It seeks to promote appropriate management and care of records of provincial and local government bodies. The Eastern Cape Provincial Archives also seeks to preserve and use the provincial archival heritage.

The Eastern Cape Provincial Archives and Records Services comprises nine officials made up of the Director, three Archivists, four Assistant Archivists, and the Assistant Administrator. The Eastern Cape (iMpuma-Kapa in isiXhosa) is a province of South Africa whose capital is Bhisho. The province's two largest cities are Port Elizabeth and East London. Eastern Cape was formed in 1994 out of the Xhosa homelands or Bantustans of Transkei and Ciskei, together with the eastern portion of the Cape province.

The Eastern Cape Provincial Archives and Records Services comprises three archives repositories. These are located in King William's Town along the banks of the Buffalo River, 60 kilometres away from the Indian Ocean port of East London (Wikipedia, 2019), Mthatha along the banks of the Mthatha River (Wikipedia, 2019), and Gqeberha

situated 282 kilometres from East London (Wikipedia, 2019). In its initial phase of operation (1997 – 2001) the Directorate of Libraries and Archives facilitated the transfer to King William’s Town of most of the early Ciskei archival records generated by departmental offices when the administrative centre was still in Zwelitsha (Feni-Fete, 2014). Below is the map of the province.

Figure 3.1: Eastern Cape Province



Source: Google Maps (Online)

3.3 Research methodology

According to Irny and Rose (2016:4), methodology is the systematic, theoretical analysis of the methods applied to a field of study that comprises the theoretical analysis of the frame of methods and principles linked to a branch of knowledge, quantitative or qualitative techniques.

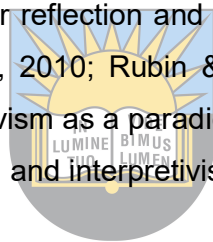
Research methodology entails the instruments utilised to conduct the research, such as questionnaires and interviews that depend on the research design (Becker and

Bryman, 2002). The research methodology for this study is explained in three philosophical assumptions: paradigm, methodological approach, and research design.

3.3.1 Research paradigm

Paradigms play a fundamental role in science. The term paradigm first appeared in Thomas Kuhn’s book titled “The structure of scientific revolution,” published in 1962 (Mouton, 1996). A research paradigm refers to a set of fundamental assumptions and beliefs of how the world is perceived, serving as a thinking framework that guides the researcher's behaviour (Wahyuni, 2012).

According to Neuman (2011:94), a paradigm is described as a whole system of thinking. It includes the accepted theories, traditions, approaches, models, frame of reference, the body of research, and methodologies. Research paradigm could be seen as a model or framework for reflection and understanding, thus a basic set of beliefs that guide action (Babbie, 2010; Rubin & Babbie (2010). Consequently the researcher considered Post positivism as a paradigm for the study due to its ability to merge the gains of both positivism and interpretivism ideas in the study.



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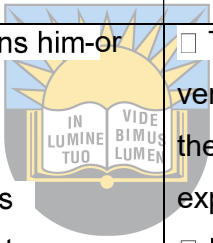
3.3.2 Methodological research approaches

According to Mouton (2006:80), research approaches can be categorised into quantitative and qualitative research types. The research design determines and controls data collection and analysis procedures (Ngulube, 2015). The table below illustrates the application of the three research approaches.

Table 3.1: Qualitative, Quantitative, and Mixed methods comparison

Qualitative, Quantitative, and Mixed Methods Approaches			
Tend to or typically...	Qualitative approaches	Quantitative approaches	Mixed method approaches

<input type="checkbox"/> Use these philosophical assumptions	<input type="checkbox"/> Constructivist/advocacy participatory knowledge claims	<input type="checkbox"/> Post-positivist knowledge claims	<input type="checkbox"/> Pragmatic knowledge claims
<input type="checkbox"/> Employ these strategies of inquiry	<input type="checkbox"/> Phenomenology, grounded theory, ethnography, case study, and narrative	<input type="checkbox"/> Close-ended questions, predetermined approaches, numeric data	<input type="checkbox"/> Both open and closed-ended questions, emerging and predetermined approaches, and quantitative and qualitative data analysis.
<input type="checkbox"/> Use these practices of research as the researcher	<input type="checkbox"/> Positions him-or herself <input type="checkbox"/> Collects participant meanings <input type="checkbox"/> Focuses on a single concept or phenomenon <input type="checkbox"/> It brings personal values into the study <input type="checkbox"/> Studies the context or setting of participants <input type="checkbox"/> Validates the accuracy of findings	<input type="checkbox"/> Tests or verifies theories or explanations <input type="checkbox"/> Identifies variables to study <input type="checkbox"/> Relates variables in questions or hypotheses <input type="checkbox"/> Uses standards of validity and reliability	<input type="checkbox"/> Collects both quantitative and qualitative data <input type="checkbox"/> Develops a rationale for mixing <input type="checkbox"/> Integrates the data at various stages of inquiry <input type="checkbox"/> Presents visual pictures of the processes in the study <input type="checkbox"/> Employs the practises of both



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	<input type="checkbox"/> Makes interpretations of data <input type="checkbox"/> Creates an agenda for change or reform <input type="checkbox"/> Collaborates with the participants	<input type="checkbox"/> Observes and measures information numerically <input type="checkbox"/> Uses unbiased approaches <input type="checkbox"/> Employs statistical procedures	qualitative and quantitative research
--	--	--	---------------------------------------

Source: Cresswell (2009)

This study used the mixed methods approach to gather data. Quantitative research can be used to verify a large quantity of data that focuses on individuals, or groups/communities obtained through surveys. Quantitative research focuses on variables and numbers, while qualitative research focuses on concepts and descriptions of things (Merriam, 2009). Qualitative research provides an in-depth description of the situation using a small number of people, making sense of phenomena regarding the meaning people bring to them (Mouton, 1996). Qualitative research centres on how people make sense of their lives and describes those meanings (Popay, 2009)

This study has adopted a mixed methodology embracing qualitative and quantitative aspects since the required information was obtained in various ways. The mixed method approach involves collecting, analysing, and integrating (or mixing) quantitative and qualitative data in a single study or a longitudinal inquiry program. The reason of this form of research in this study was that both qualitative and quantitative research approaches, in combination, provide a better understanding of a research problem or question than either research approach alone (Creswell et al., 2003).

3.3.2.1 Qualitative research

Creswell (2013:51) defines qualitative research as an approach used for seeking out an understanding and the meaning the individuals or groups ascribe to a social or human problem. Qualitative research includes “direct quotations from people about their experiences, opinions, feelings, and knowledge obtained through the use of interviews or extracted from various documents” (Merriam, 2009: 85). This research project was carried out using the qualitative approach; some information or data could not be quantified, and could only be explained as phenomena. Mouton and Marais (1990) submit that qualitative research is characterised by the researcher trying to get to multiple meanings and interpretations rather than impose one dominant interpretation. It collects information on the target population's knowledge, values, feelings, attitudes, beliefs, and behaviours.

3.3.2.2 Quantitative research

According to Merriam (2009:103), quantitative research focuses on variables and numbers. Quantitative data usually generalises to a larger population. Its use is, however, time-consuming; the more significant the sample, the more time it takes to collect the data. Bless and Higson (2002) articulate that the quantitative research method uses quantifying data strategy to record aspects of society. It makes collected data easy to reduce to some numerical representation of what is being measured. In this approach, data was restructured into a form suitable for computers and presented in a chart or graph interpreted to give meaning or results. In this quantitative approach, the researcher utilised questionnaire surveys.

3.3.2.3 Mixed method approach

According to Creswell (2014:12), the mixed-method approach involves collecting and integrating quantitative and qualitative data in the study. Mixed research methods are defined as the research class where the researcher combines quantitative and qualitative research techniques, methods, approaches, concepts, and language into a single study (Johnson & Onwuegbuzie, 2004). Integration of qualitative and quantitative approaches to development research contributes to yielding insights that neither approach would produce independently. The mixed research approach finds

its roots within the post-positivism paradigm (Holland, 2007). Post positivism blends the gains of both positivism and interpretivism ideas; as a result, it was considered to be appropriate to guide the study. This methodological triangulation is defined as a design of action that combines approaches from different methodologies and paradigms in the inquiry of research questions to boost confidence in the succeeding findings (De Vos, 2005). Hence, a mixed research approach was preferred in this study as a way of maintaining an interest in some aspects of quantification yet at the same time incorporating interpretive concerns around subjectivity and meaning for understanding (Maree, 2007).

Using the mixed-method approach in this study accommodated the need for objective data and the users' understanding of public programming of the Eastern Cape Provincial Archives and Record Services in-depth. The recent study on public programming by Saurombe (2016) concurs with Creswell (2009) that 'mixed-method strategy is described as a strategy that combines forms of both the quantitative and qualitative strategies'. Moreover, combining research approaches or triangulation in this research provides the researcher with an excellent opportunity to collect numeric data, opinions, feelings, perspectives, and interpretations equally from the public users and Eastern Cape Provincial Archives and Records Services on the strategies used to make awareness and taking archives to the public. The mixed research method which combines quantitative and qualitative approaches was adopted to test, confirm or contradict the conclusion drawn on the basis of an understanding of analysed data or understanding the discourse and perspectives from users and repository, and bare state of affairs with regard to public programming strategies by ECPARS (Kumar, 2011).

3.4 Research design

According to Welman et al. (2009: 09), research design is described as the overall plan through which the respondents of a proposed research study are selected, as well as a way of data collection or generation. Babbie and Mouton (2008) describe

research design as a plan or footprint for conducting the research. The research design also entails a detailed plan according to which research is undertaken. According to Mouton (1996), the primary function of a research design is to empower the researcher to anticipate what the proper research decisions are likely to be and to maximise the validity of the eventual results. Through research design, one can conceptualise an operational plan that will reveal the various procedures and tasks required to complete the study (Kumar, 2018).

This systematic plan of co-ordinating research ensures efficient use of resources and guides the research according to scientific methods, or a plan to be followed in answering research objectives, the structure, and framework to solve a specific problem (Minnesota, 2004).

Leedy and Ormrod (2001) state that a research design is a complete strategy for tackling the central research question. The nature and complications of the research problem, which is evaluating the extent of public programming activities in the Eastern Cape provincial repository, research questions, and associated research aims, necessitated the application of a purposeful research design to meet the research requirements. The research design employed by the researcher is an explanatory case study that warrants a clear direction for a researcher to apply a variety of methodologies and rely on a variety of sources to investigate a research problem.

Yin (2009: 2) defines a case study as a form of inquiry that investigates a contemporary phenomenon in real life, particularly when the boundaries between a phenomenon and context are unclear. An explanatory case study sets out to explain and account for the descriptive information. So, while descriptive studies may ask what kinds of questions, explanatory case studies seek to ask 'why' and 'how' questions (Grey, 2014). Yin (2009: 3) also notes that case studies enable the engagement of multiple sources of evidence suitable for triangulation. Researchers using a case study design can apply various methodologies and rely on various sources to investigate a research problem. The researcher identified ECPARS as suitable case study because it provided explicit characteristics that the researcher was interested in to draw a generalisation perspective from. The ECPARS being provincial archives

headquarters hold provincial competence and obligation to implement public programming as part of the management of provincial records.

3.4.1 Study Population

According to Babbie (2007), the study population refers to a “large group from which a smaller representative group known as a sample of the study population is drawn.” Population refers to all subjects the study results are expected to apply (Babbie, 2010). In this study, the population was staff of Eastern Cape Provincial Archives and Records Services (ECPARS) at the Department of Sport, Recreation, Arts and Culture, users from the general public of the Eastern Cape Province. The total population size for ECPARS constituted six employees (of nine staff complement) who make up to 37 % of the overall target population sample for the study. The population for ECPARS used in the study located in King Williams Town centre.

3.4.2 Sampling Procedure

Neuman, W (2007:59) defines sampling as a process of selecting samples from a population to become the foundation for estimation and prediction of the outcomes of the population and detecting the unknown piece of information. Kaniki (2014) also defines sampling as selecting research participants from the rest of the population, making decisions concerning who is suitable for the study, defining the setting and which behaviours and social processes to observe. It is essential to ensure that the chosen sample should be a fair representation of the underlying population. The sample selection is a fundamental process that generally goes through five steps; defining the target population, choosing the sampling frame, selecting the sampling method, determining the sample size, and implementing the sampling plan (Hair et al., 2005)

The researcher made a selection from two critical methods of sampling, which are probability and non-probability. The study applied non-probability purposive sampling and probability random sampling. This selection allows the researcher to achieve both quantitative and qualitative results in the study. Non-probability sampling is defined as a method where chances of selection for each element in a population is unknown and

for some elements is zero (Arber, 2001). According to Zikmund (2014:28), probability sampling is defined as a sampling technique in which every member of the population has to be known, nonzero probability of selection. In probability sampling, selecting samples is done by using a randomisation mechanism, whereas non-probability sampling is based on the convenience of the researchers. Probability Sampling is further divided into five types: random, systematic, stratified, cluster, and multistage sampling. Non-probability sampling is divided into four types they are convenience, judgment, snowball, and quota sampling (Elfil & Negida, 2017).

In this study, random sampling was applied to select the units of analysis from Archives staff and users of Eastern Cape Provincial Archives and Records Services. In contrast, Purposive sampling targets a particular group of people in the centre, such as the management team. The researcher purposefully intended to have a diverse composition of ECPARS respondents to accommodate all employees in their positions and users of different backgrounds, ages, and perspectives from within ECPARS. This method allows a researcher to purposefully select the research participants De Vos (2005), such as Eastern Cape Provincial Archives and Records Services senior management staff or directorate and the users.



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3.5 Data collection methods

Data collection refers to gathering and arranging data to acquire information to save on to make judgments about critical issues. Bryman (2015) argues that various data collection methods are used in research data collection. These data collection methods include interviews, observations, literature review, document analysis, and web-based content analysis. Instruments employed included both structured and unstructured questionnaires. Terre Blanche et al. (2011) also express that the data collection method is a systematic way of data gathering for a particular purpose from various sources, including questionnaires, existing records, and electronic devices.

Methods of collecting data give a researcher questions about what should actually be done when conducting the study and what approaches and techniques to use to collect and analyse data. Data collection instruments are the devices used by the researcher

to collect data (Creswell, 2009). The researcher determined that the study would be carried out through a survey questionnaire (both open and close-ended questions) and in-depth interviews to draw a perspective and extent on how the public knows about archives and public programming activities. An interview guide is designed to elicit valuable information for analysis (Babbie, 2011). In order to gain access to archival literature relevant to the question being probed by the researcher, a document study was also used.

Participants will open up and freely give their experiences and knowledge of archives and the institution's programming strategies as employees of the institutions and citizens of the Eastern Cape. This research study's primary data collection techniques are survey questionnaires, interviews, literature reviews, and web-based content analysis.



3.5.1 Survey Questionnaire

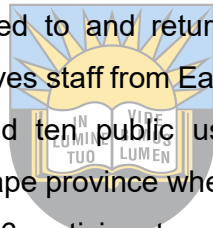
A questionnaire is a research instrument consisting of a written list of questions or a series of questions to gather information from respondents (Kumar and Tripathi, 2014). As Garaba (2010) submits, the survey approach was deemed the best way to obtain data for a study of this nature. The selected research instruments were a self-administered questionnaire, a semi-structured interview guide, and content analysis of documents and websites. The study follows the precedent set by Saurombe (2016) in the ESARBICA region, where data was collected through questionnaires.

3.5.1.1 The advantages and disadvantages of survey questionnaires

Questionnaires are the most convenient data gathering tools used in social research. Leedy (2011:65) believes that the use of questionnaires is less expensive since it can be sent to a large number of people without the researcher having to go by themselves. Questionnaires survey can facilitate the collection of vast amounts of data with minimal effort and somehow pauses a situation where there is easy production and distribution of results to a collection of excessive data.

The survey question has the advantage of being familiar with respondents; as a result, they can complete on their own without necessary pressure and fear. Most of the time, research instruments, and the questionnaire can use time to measure differences between groups of people, thus reliable data gathering tools. However, the lack of adequate time to complete the instrument may result in the return of superficial data. Often questionnaires provide an inadequate response (return rates), are time-consuming follow-ups, and require data entry due to lack of personal contact.

A questionnaire can be distributed by ordinary mail or e-mail, or delivered by telephonic interview, to name a few possibilities (Picardi & Masick 2014). In this project, the survey questionnaire was physically sent to ECPARS staff members specializing in implementing public programming. The questionnaire was sent on 22nd January 2021 and returned on 24th March 2021. The researcher distributed 25 questionnaires. Among those, 16 were responded to and returned, eventually making the study comprise respondents of six Archives staff from Eastern Cape Provincial Archives and Records Services (ECPARS) and ten public users randomly selected from the Amathole region of the Eastern Cape province where ECPARS is situated. Therefore, the data presentation comprised 16 participants.



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3.5.2 Content analysis

Content analysis is defined as a systematic reading of a body of texts, images, and symbolic matter, not necessarily from an author's or user's perspective (Krippendorff, 2004). The content analysis focuses on documents' manifest or latent content in a very detailed and analytic manner (Sarantakos, 2013). The content analysis of the qualitative data approach involves examining words within a range of texts and inferences made about the underlying philosophical assumptions (Babbie & Mouton, 2001). In essence, content analysis means attempting to make meaning by interpreting volumes of raw data captured from interviews during the data collection stage. Content analysis was conducted to study the regulatory frameworks, policies,

and procedures employed in managing and administering archives and records by Eastern Cape Provincial Archives and Records Services. The advantages of content analysis are that it involves already completed material such as Strategic plan documents, Provincial archives Act. The research mostly made use of the documents such as policy framework, strategic plan and Provincial archives Act document that that available on the centre`s website. Lastly using content in absence of respondents eliminates researcher bias and it is a low-cost method.

3.6 Data analysis

Data is the raw facts and statistics of certain phenomena in the study, which can be analysed and presented as evidence in a suitable form for concluding the research questions of interest or those that researchers decide upon (Habib, Pathik & Maryam, 2014). Data analysis refers to breaking up the whole study into its constituent parts or categories according to the specific questions under the problem statement. Data presentation is a process done to organise data into logical, sequential, and meaningful categories and classifications to make them amenable to study and interpretation (Perez, 2014).

Herdstrom (1998) states that data analysis is a process of evaluating, inspecting, summarising, comparing, categorising, and transforming data to suggest conclusions, support decision-making and highlight useful information. Blanche et al. (2006) articulate that data analysis aims to transform information obtained from the field of study into an answer to the original research questions. The researcher was required to use a data analysis method that fits the study's design and answers the research question. Data analysis may use either a qualitative or quantitative research method (Bowling, 2009). For the qualitative research data, the researcher used content analysis to bring order, structure, and meaning to the mass of collected data. Quantitative data was coded and analysed using Office Microsoft Excel (2021).

3.7 Validity and Reliability of the study

Validity and reliability are considered the yardsticks measures needed against which the adequacy and accuracy of the measurement were evaluated in scientific research (Bhattacharjee, 2012). Validity is referred to the extent to which the instrument measures attributes of the concept accurately (LoBiondo-Wood & Haber, 2014).

Validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration. Ngulube (2005) states that validity in social science research is one of the necessary foundations; consequently, where a research study lacks validity, it does not add value to the knowledge of the society. The research dealt with validity concerns by providing an adequate description and detailed presentation of the setting and findings of the study. Whereas reliability deals with the question of whether the results of a study are replicable or exchangeable, reliability is an element of whether a particular technique, applied repeatedly to the same object, yields the same results each time (Babbie, 2010).

Creswell (2013) claims that reliability is of better quality if the researcher obtains detailed field notes by employing good-quality research data capturing instruments and equipment. The researcher in this study ensured that reliability was satisfied by clearly explaining the research process, including the methods of data collection (Merriam, 2008).



3.8 Ethical considerations

Ethics are considered principles that need to be considered when conducting social research or a realm of considerations relevant to determining what is good or bad, right or wrong (Hammersely & Traianou, 2012). These included informed consent, voluntary participation, anonymity and confidentiality, and avoidance of harm to the participants (Newsome, 2016). Research ethics refer to a system of moral values that is concerned with the degree to which research procedures adhere to professional, legal, and sociological obligations to the study participants (Polit & Beck, 2004)

In compliance with the ethical standards of professional research, the researcher applied for and obtained an ethical clearance certificate from the Faculty Higher Degrees Committee to ensure that the research procedures were ethically sound before the commencement of data collection. The researcher attained informed consent from the research participants in a way that participants have adequate information regarding the subject matter of the research, are capable of understanding the information, and have the power of free choice that enables participants to consent to or decline participation in the research (Gravetter & Forzano, 2003). Informed

consent ensures that any possible risks associated with the study and how the data would be handled, and confidentiality of participant's identity should be spelled out.

The participants in this study were made aware that they were being participants in a research before responding to the questions. Participants were requested and supplied with consent forms to sign to approve and confirm their agreement of partaking in the research project. The respondents were assured by the researcher that their participation in the study was voluntary and compliance failure would not in any way result in penalties. The researcher provided the respondents with his contact address if they needed to contact him concerning the study and their participation. The researcher committed himself and assured participants that he would maintain anonymity and confidentiality. Lastly, the participants were informed that their participation in the study was voluntary, and they were also free to withdraw from any stage of the study.



3.9 Summary of the chapter

Chapter three provides and discusses the methodology used in gathering and analysing data. This chapter also outlines methodological approaches, research design, ethical considerations, and the protection of the rights of the participants. Validity and reliability concerns are also explained in this chapter.

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

In this chapter, the researcher presents and analyses the data collected from the respondents. De Vos (2005) notes that the purpose of data analysis is to ensure that data is reduced to an intelligible and interpretative form so that the relations of research problems can be studied, tested, and conclusions are drawn. Data was collected from Eastern Cape Provincial Archives and Records Services and service users through questionnaires. The study employed a mixed-method approach that embraced both qualitative and quantitative approaches. Creswell et al. (2003) articulate that combining these two approaches provides a better understanding of a research problem or question than either research approach alone. Qualitative and quantitative data were collected using questionnaires from 6 ECPARS staff, including the director. Fundamentally, the researcher distributed 25 questionnaires, and among those, 16 were responded to and returned, which eventually made the study comprise respondents of six Archives staff members and ten public services randomly selected users from the Amathole region of the Eastern Cape province, South Africa. Therefore, the data presentation comprised 16 participants; therefore, Quantitative data was collected through a questionnaire from the ten users of an archival institution; therefore, data presentation comprises 16 participants.

The following research objectives guided the presentation of findings:

1. Find out the current extent of public programming by the Eastern Cape Provincial Archives and Records Service.
2. Find out information Technologies used for public programming by Eastern Cape Provincial Archives and Records Services.
3. Evaluate legal and regulatory frameworks that guide public programming in Eastern Cape Provincial Archives and Records Services.

4. To establish users' responses to public programming by Eastern Cape Provincial Archives and Records Services.

Section A

Biographic Information of the Respondents

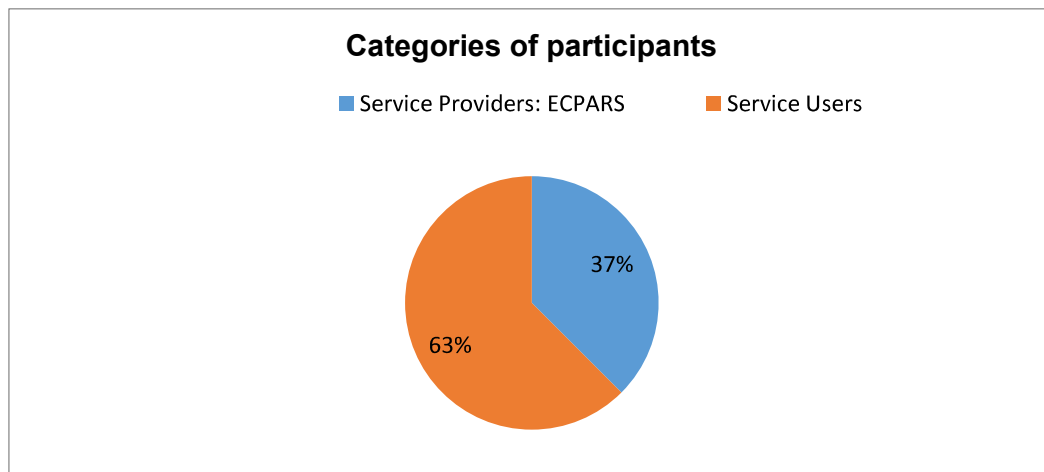
4.2 Demographic profiles of participants

Different characteristics of respondents were collected in order to establish their profiles. The participants in this study are described in terms of their Age, Job title and Gender. Section A of the questionnaire sought the demographic details of the participants. According to Salkind (2010), demographic information in research provides data about participants that is compulsory in determining their relevance or representativeness to the study for generalisation. The following is the presentation of the demographic details of the participants. The data for the study were collected from two groups the ECPARS staff and the public users of the archival institution.

4.2.1 Categories of Participants

Figure 4.1 below shows the presentation of categories of the participants in the study (Archives Staff & Public Users)

Figure 4. 1: Categories of Participants



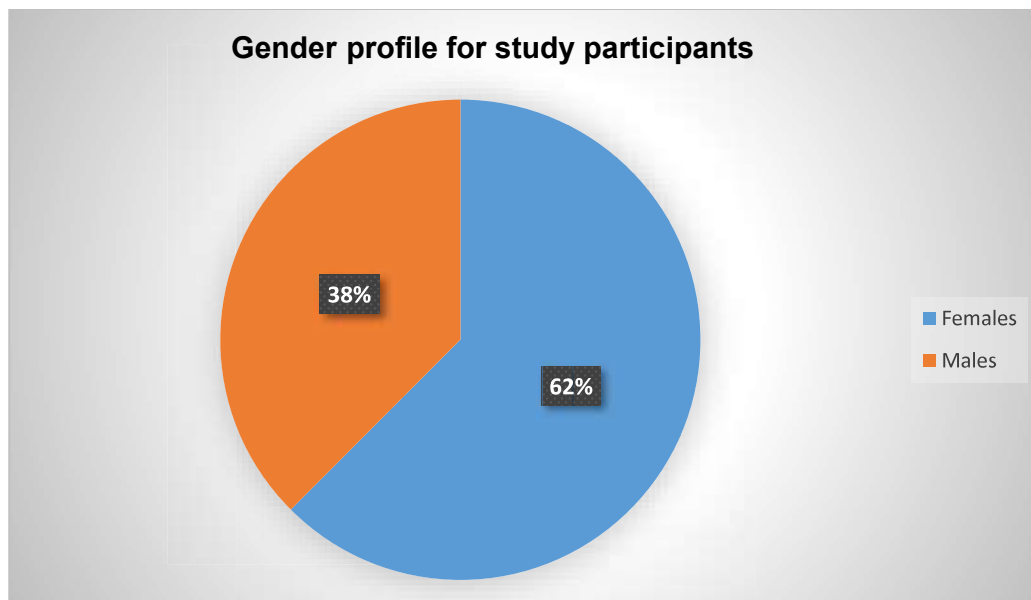
Source: Field data (2020)

The data was collected from 6 ECPARS employees who make up 37% of the overall target population, and 10 (67%) users of the archival institution.

4.2.2 Gender Profile for study participants

Section A question No. 2 of the survey sought the gender of respondents, and the collected data shows that amongst the total of 16 participants, 10 (62%) were females, and 6 (38%) were males. The majority of the participants in the study are, therefore, females and the minorities are males. See Figure 4. 2 below:

Figure 4. 2: Gender Profile

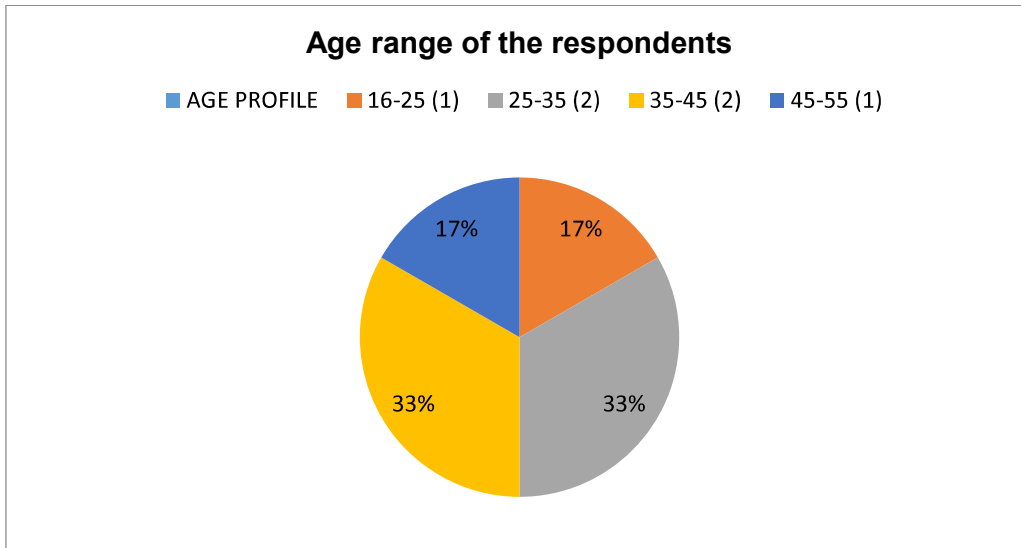


Source: Field Data (2020)

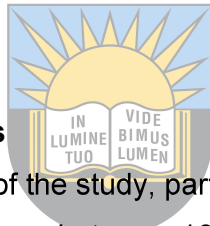
4.2.3 Age Profile of Surveyed Staff

The age range was used to classify the respondents of the study. One (17%) participant was between 16 and 25 years, with three years being attached to the centre. Two (33%) respondents were between 25 and 35 years of age, respectively, having joined the centre four and six years ago. Two (33%) respondents were between 35 and 45 years with extensive experience of eleven and sixteen years individually. The last and the oldest participant (17%) was between 45 and 55 years, worked for the archives department for seven years.

Figure 4.3: Age profile of Surveyed ECPARS Users



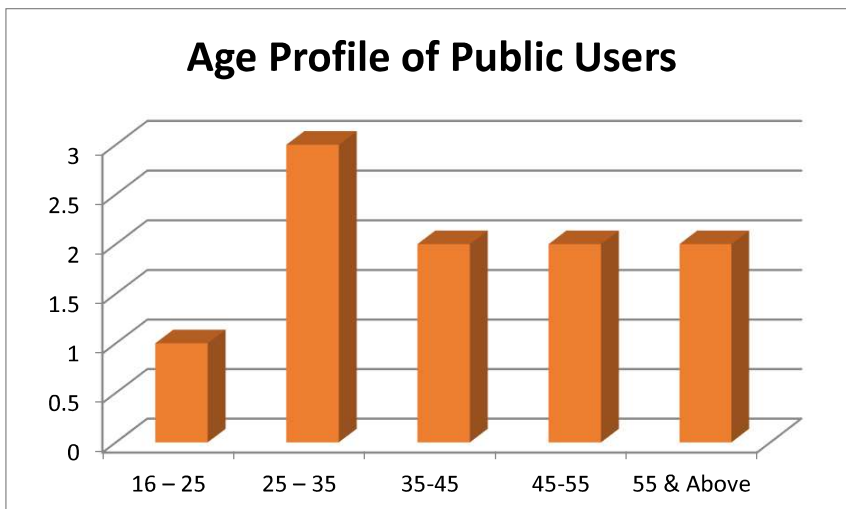
Source: Field Data (2020)



4.2.4 Age Profile of Public Users

In order to categorize the sample of the study, participants' age range was also used. It shows that 1 (10%) respondent was between 16 and 25 years of age; Three (30%) of users were aged between 25 and 35; Two (20 %) of users were between the age of 45 and 55 years of age; Two (20 %) of users aged between 55 and above. See Figure 4.4 below:

Figure 4.4: Age Profile of Public Users

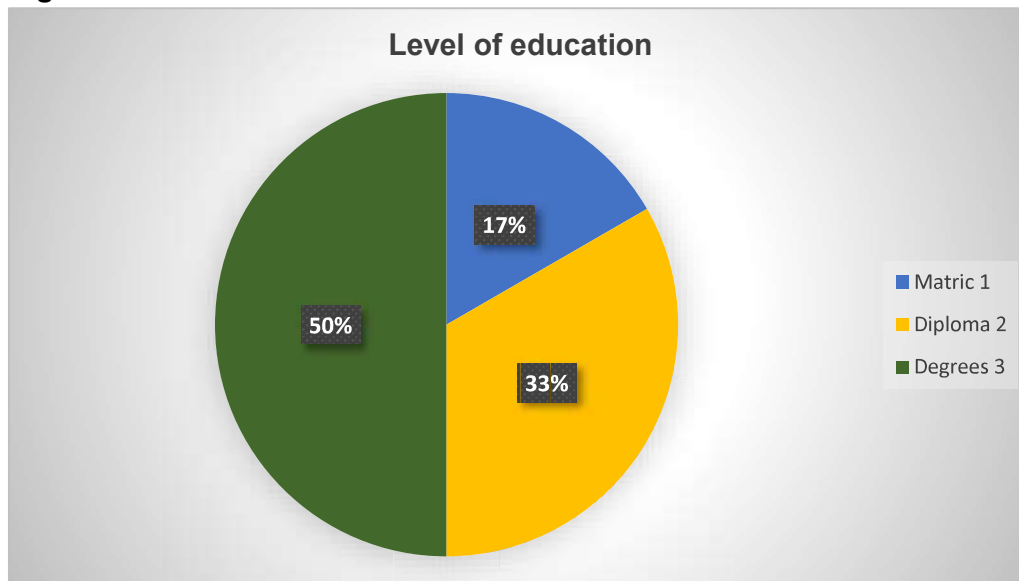


Source: Field data (2020)

4.2.5 Level of Education for Archives Staff

The question on education sought to collect data on the level of education of the participants. The results are reflected in Figure 4.5 below:

Figure 4.5: Level of Education for Archives Staff



Source: Field data (2020)

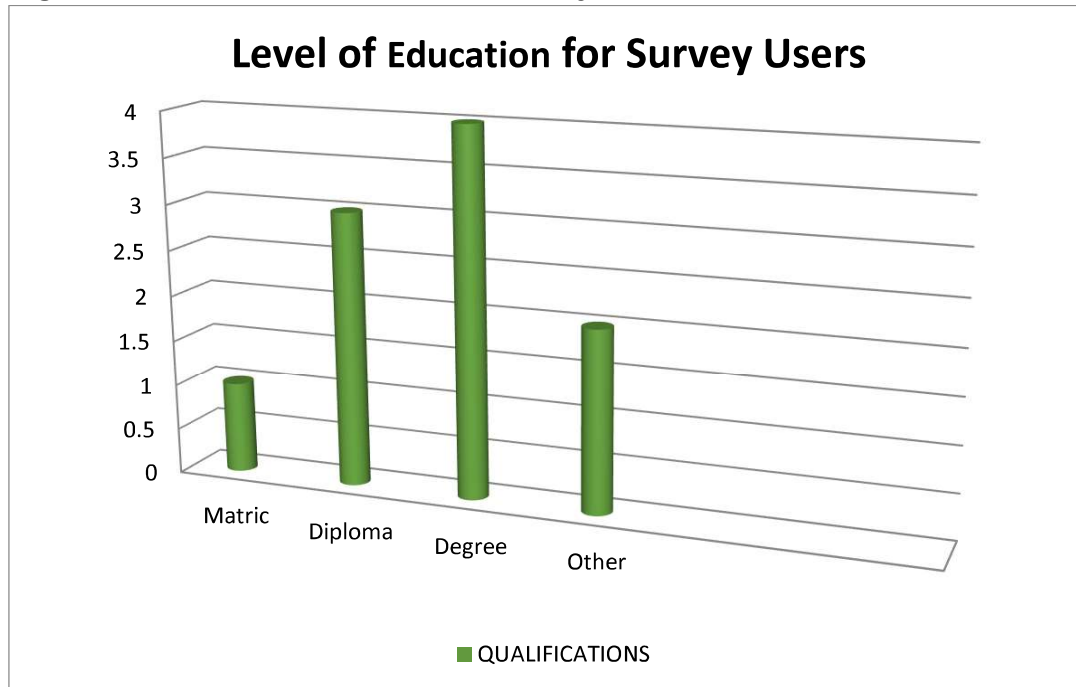
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Public programming- as an activity of records management requires a professional qualification to perform to acceptable archivist standard. Staff from Eastern Provincial Archives and Records Services were asked to indicate their level of education; from 6 respondents, three (50%) of them had degrees, the other two (32%) had diplomas, and one (17%) had matriculation.

4.2.6 Level of Education for Survey Users

In posing this question, the researcher sought to collect data on the level of education of the service users. The result is reflected in Figure 4.6 below:

Figure 4.6: Level of Education for Survey Users



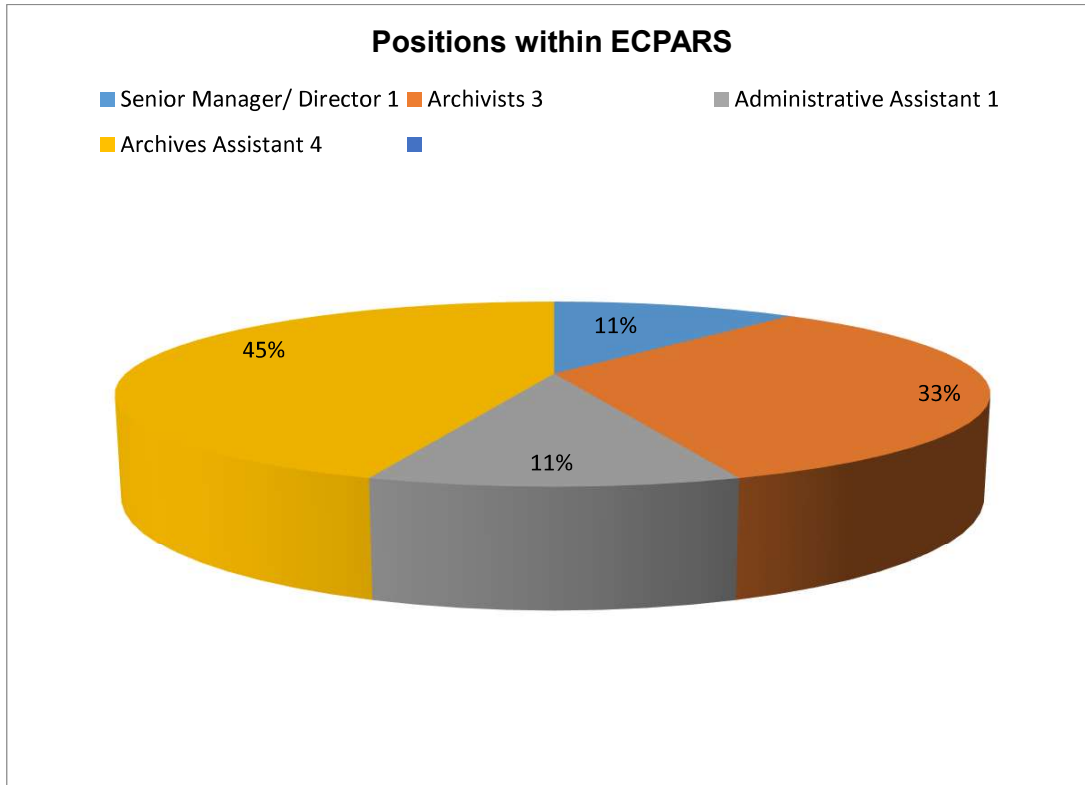
Source: Field data (2020)

In order to formulate a logical conclusion, the researcher was also interested in the level of qualification of service users. The response shows that the majority (40%) of the selected users had attained degrees as their highest qualifications, three (30%) had completed diplomas; one (10%) respondent had Matriculation as the highest qualification, and lastly, 2 (20%) of the respondents revealed their level of study as “other” and presumably lower than matriculation or the respondents possessed post-graduate education qualifications. The research notes that most of the respondents have degrees followed by diplomas.

4.2.7 Positions within the Eastern Cape Provincial Archives and Records Services

The researcher sought to collect data on the structure of the organization (Organogram) within the **Eastern Cape Provincial Archives and Records Services (ECPARS)**, and the result is reflected in Figure 4.7 below:

Figure 4.7: Positions within Eastern Cape Provincial Archives and Records Services



Source: Field Data (2020)

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The researcher sought to establish the official number of positions within the centre, hence the participants from ECPARS had to indicate the position they held. As figure five shows below, 1 (11%) represented senior Manager or a Director of the Centre; Four (45%) were Archives Assistants; 3 (33%) were Archivists, and one (11%) was the Assistant Administrator.

Section B

4.3 Knowledge and Skills, of Human Resources

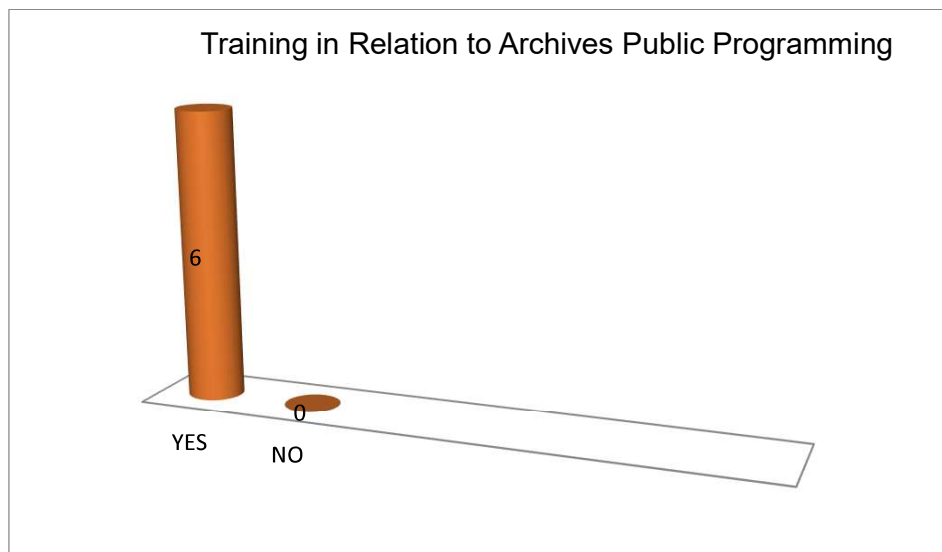
In this section, a researcher sought to determine the quantity and quality of development made on employees working at the Eastern Cape Provincial Archives

and Records Services. The section consisted of five questions, two multiple-choice questions, and three open-ended questions.

4.3.1 Training of Human Resources

Whether or not the employees working for Eastern Cape Provincial Archives and Records Services were provided opportunities for training was raised, and the results are reflected in Figure 4.8 below:

Figure 4.8: Training on Archives Public Programming



Source: Field Data (2020)

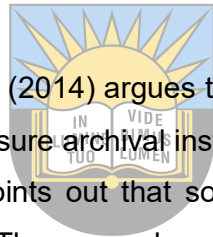
Knowledge and skills are fundamental for institutional success and organisational goals. The changing technology environment demands archivists to constantly develop their toolkit and sharpen their skills, and most fundamentally attain digital skills to bridge the knowledge gap. The results show that all staff (100%), including the management, had undergone thorough training in archives and presumably in the field of public programming specifically. However, the level and quality of training remain a concern. Garaba (2015) articulates that in the context of skill sets, training provision within the ESARBICA region does not produce the research skills which are increasingly needed to cope with constantly having to adapt to changes and development in technology.

4.3.2 Number of staff working in public programmes

This question sought to determine the workforce composition in the directorate; in response, three respondents stated that there were nine (9) employees in the Archives Section dedicated to archives management, including public programming. One respondent gave an approximate answer stating that “*Almost nine,*” which more or less corresponds with the response of the other three participants. The researcher found it admirable that the Eastern Cape Provincial Archives ensured that all nine employees in the department received training, including archives public programming to strengthen the staff and improve employees’ knowledge and individual skill sets. However, despite groundwork in place for good public programming agenda, due to financial constraints and staff shortage, as respondents revealed, there is still much need to be done to widen archives access and awareness for the province's citizens

4.3.3 Support Volunteers

The Society of American Archives (2014) argues that volunteers provide vital service with their time and expertise to ensure archival institutions' survival and access to the nation`s heritage. SAA further points out that some institutions would close down without the support of volunteers. The researcher wanted to understand if the Eastern Cape repository centre had any unpaid workers supporting archives and records management. The respondents all stated that there were no volunteers in their department.



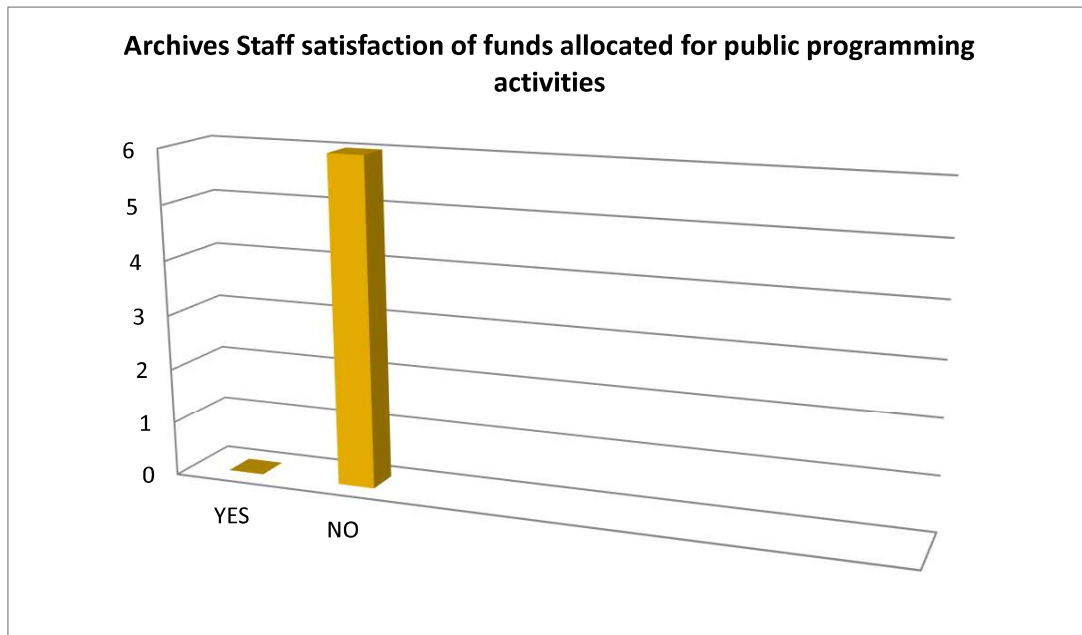
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4.3.4 Funds allocated for public programming activities

Kevin, Fleming and Morna (2014:9) contend that when case studies describe the content of successful programs, there is focus mainly on the significance of meeting the interest of the audience and do not discuss the processes behind the program, the who, where, and how much, planning, equipment logistics, personnel and costs incurred in public programs in order to explore the financial viability of the centre concerning conducting public programs. The respondents were asked to answer questions posed in multiple-choice format. The question read, “*Is funding allocated for public programming activities enough?*” The question required the participant to mark

either Yes or No. One of the participants marked both Yes and No. In light of this, this researcher deemed the answer inconclusive and categorized it as null. All five participants that answered the question appropriately recorded a No to this answer. The response is depicted below in Figure 4.9 below:

Figure 4.9: Archives Staff satisfaction with funds allocated for Public Programming activities



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Section C

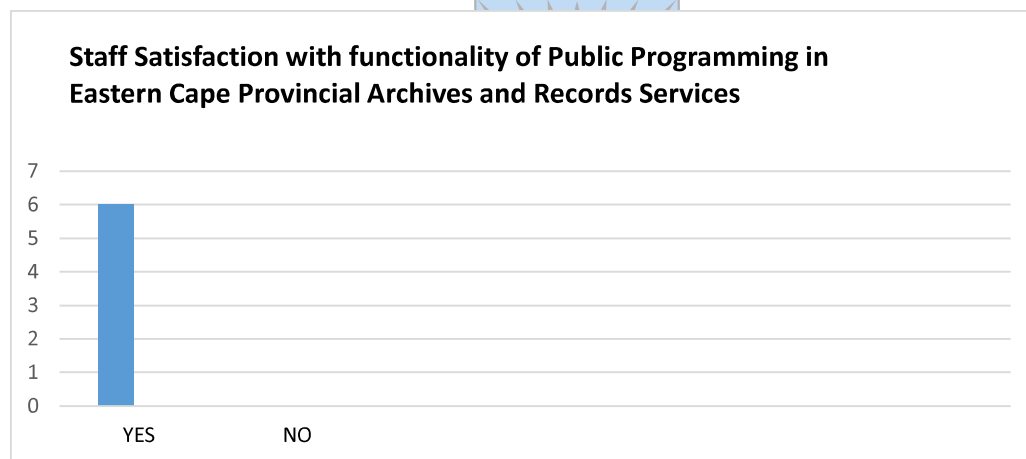
4.4 Extent of public programming in the Eastern Cape Provincial Archives and Records Services

In this section, the researcher sought to gather information surrounding the extent of public programming in the Eastern Cape provincial archives and records services. This section comprised four questions, which the researcher curated to obtain information on the level of extensiveness and the necessity of the department and its functions to the public.

4.4.1 Public programmes by ECPARS

The researcher drew this up as a multiple-choice question comprising two categories. The researcher sought to know if public programming was part of the strategic operation in advancing public awareness and education on public archives housed by provincial archives services. Respondents had to indicate either *Yes* or *No* with a mark. All the 6 (100%) respondents responded with a resounding *Yes*. These findings are displayed in Figure 7 and indicate a commitment to applying public programming as a strategic operation in taking archives to the people. The rhetoric of the response is in line with the calls by the ESARBICA report that called for incorporation of public programming into financial commitments and strategic plans of the institutions.

Figure 4.10: Functionality of Public Programming in Eastern Cape Provincial Archives and Records Services

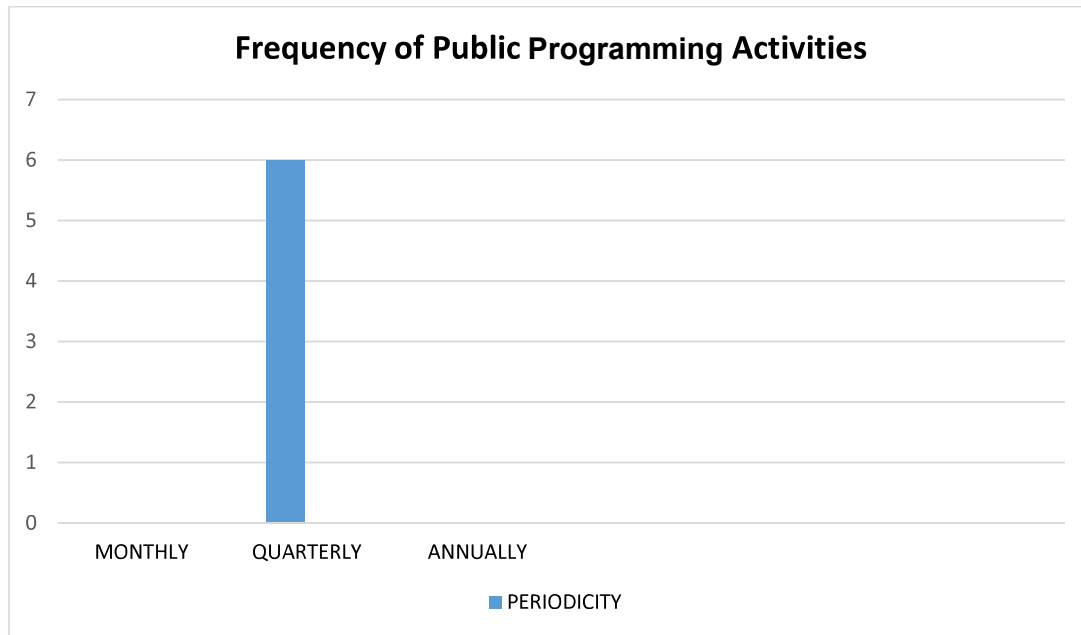


Source: Field data (2020)

4.4.2 Frequency of public programming activities

Respondents were asked about the frequency of public programming activities; all of them confirmed activities to ensure that the mandate of public outreach is executed on a quarterly basis. The diagram bellows shows the results.

Figure 4.11: Frequency of Public Programming Activities



Source: Field Data (2020)

This was a follow-up question on whether the Centre engaged in archival public programmes or not. All respondents answered YES. Therefore, all participants answered this question, which confirms that the Eastern Cape Provincial Archives and Records Services has a programme of action and willingness to execute public programmes regardless of a hindrance.

4.4.3 Perceived Importance of public programming

Miller (2012:47) states that public programming carries a significant capacity of increasing public awareness of the importance of archives as valuable heritage material and as sources of information for various pursuits.

In this section, the researcher aimed at affirming the status quo and importance of public programming within the centre and thus creating an understanding of whether this operation is prioritised or not. On this open-ended question, the respondents strongly agreed that public programming was crucial in carrying out the mandate of public awareness and education to users about archives. Participants responded as follows:

...Public programmes serve as a marketing strategy for our collections to the researchers and the general public. It allows people to familiarise themselves with archives. (Staff 1.)

Participant two had an exciting response stating that:

...It plays an integral part in enhancing access and awareness by the public. It helps in showcasing our heritage materials in our Centre. (Staff 2.)

..... It is a platform to take archives to the people. It forms part of the Marketing Strategy for archives. It is a way of attracting prospective researchers to the centre. (Staff 3)

.....We emphasize knowing archives and taking the archives to the people. It is these types of programmes that attract more researchers to our archives. (Staff 4)

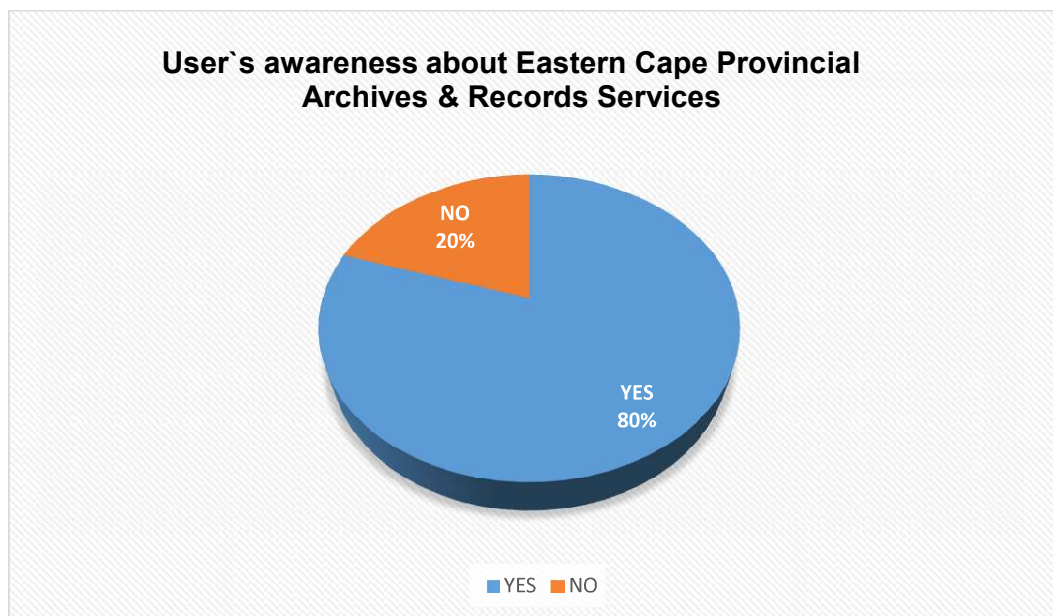


Moreover, public programming is crucial in justifying the existence of archival institutions existence, draws more potential users, and adds more value to archives holding centres. The respondents all affirmed the importance of the public programming function as they all indicated and articulated its role in reaching out to the public, attracting prospective users, and marketing the archives as a source of essential information

4.4.4 Public User's awareness of Eastern Cape Provincial Archives and Records Services

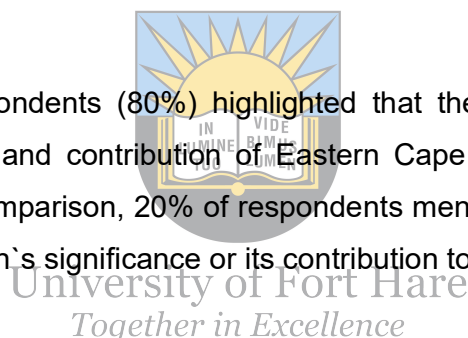
Section G question number 7 sought to understand if the users ever used collections housed by ECPARS. The results are shown in Figure 4.12 below:

Figure 4.12: Public User's Awareness about Eastern Cape Provincial Archives and Records Services



Source: Field Data (2020)

A high number of respondents (80%) highlighted that the public is aware of the existence, significance, and contribution of Eastern Cape Provincial Archives and Records Services. In comparison, 20% of respondents mentioned that they were not aware of the organisation`s significance or its contribution to the public.



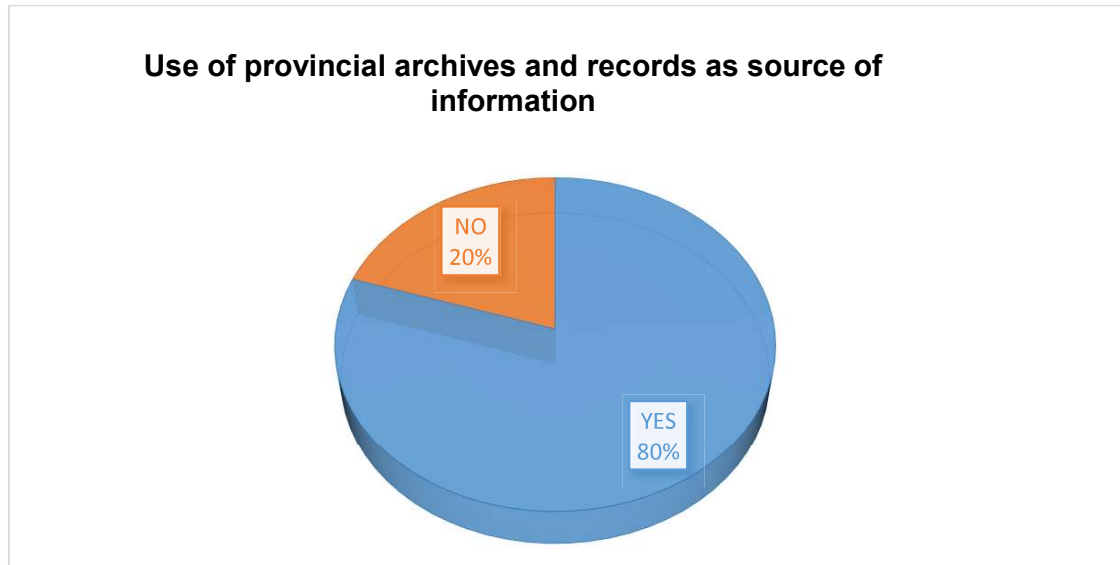
4.4.5 A perspective on Use of archives and records as a source of information by users

In order to measure the extent of visibility and awareness of the public about Eastern Cape local repositories and their collections, the researcher had to solicit the users` opinions. The majority of services users/ respondents, eight (80%), revealed that they were abreast of various archives repository centres across the province, and 2 (20%) did not know about local repository services. The researcher further probed the respondents about their knowledge of the location of archives centres where a question was read as follows *“If yes (aware), do you know where they are located?”* All eight respondents revealed awareness about the provincial archive and responded that the Eastern Cape Provincial Archives and Records Services had a repository in

King William's Town. One respondent indicated that the repository was located in Port Elizabeth.

In probing if the users ever used the centre, the majority of respondents (80%) indicated yes to the question *"Have you ever used Provincial Archives and Records as a source of information?"*, two (20%) alluded that they never used the centre which might be those who declared no knowledge of the existence of provincial archives. The findings are recorded in Figure 4.13 below:

Figure 4.13: Use of ECPARS as sources of information



Source: Field data (2020)

The Public users who have used provincial records services were asked to answer a follow-up question, which read as follows: *'If your answer is Yes, What is your view about Eastern Cape Provincial Archives and Records Services?'* Some of the respondents replied to this question as follows:

.....They need to be marketed to the public as most of them are not aware of them.(User 1)

.....They need to digitise their collection for wider access. (User 2)

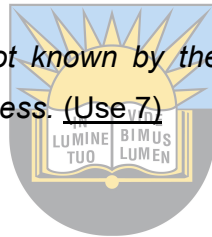
It is well organised, and it has all the resources. . (User 3)

.....They need to use web technologies for more audience. (User 4)

.....The archives must be taken to the people and publicised as the source of information for general and the researchers. (User 5)

.....It is well equipped. (User 6)

.....The centres are not known by the public, and sometimes they are hidden from the public viewed access. (User 7)

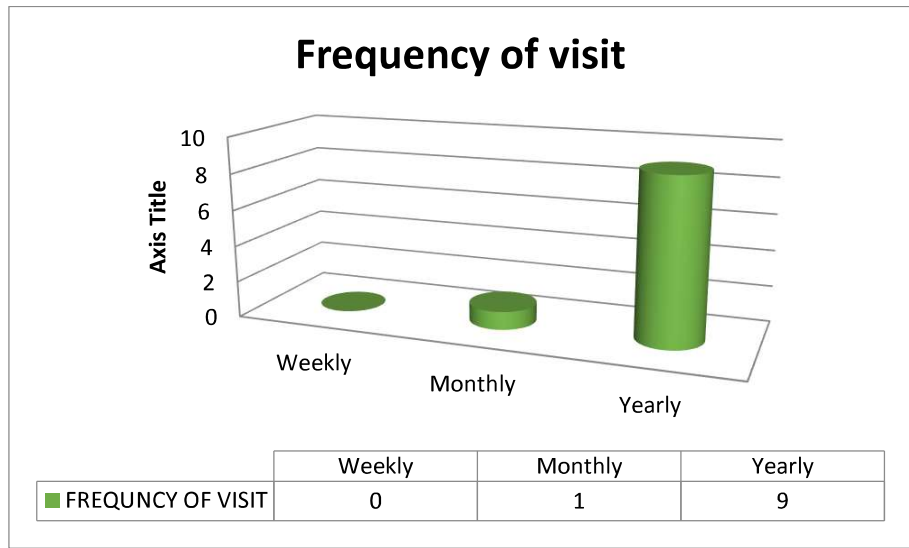


.....The place is not well developed in terms of space, staffing and infrastructure. (User 8)

4.4.6 Frequency of visits to archives by users

The question on “How often do you visit Eastern Cape Provincial Archives and Records Services?” was posed on participants. The follow-up question read as “If your answer is No, Why have you not used their services?” The responses from the participants are illustrated on Figure 4.14 below:

Figure 4.14: Frequency of visits to the Eastern Cape Provincial Archives and Records Services



Source: Field Data (2020)

From the data collected, it is evident that the users only visited the institution monthly and yearly. For the researcher to explore the intentions behind the participant's preference, users were asked an open open-ended question. The question read, "**Why did you think the information you were looking for was in the archives?**" some of the users replied as follows:



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.....Because archives and records department are meant to keep historical information and the information I was looking for was a bit old. (User 1)

Because the centre keeps information of the past events such as wars, apartheid-related documents. (User 2)

Because I was looking for information on land claims for my family, so the archives keep such records. (User 3)

Because the information relates to the history and documents on traditional leaders in the Eastern Cape Province. (User 4)

Because the information I was looking for is of archival value and kept so in Eastern Cape Provincial Archives and Record Services. (User 5)

Because its information on public servants before 1994. (User 6)

We did not know ... transferred by heritage council to Eastern Cape archival and records services for what we were looking for. (User 7)

4.4.7 What type of information were the users looking for from Eastern Cape Provincial Archives and Records Services?

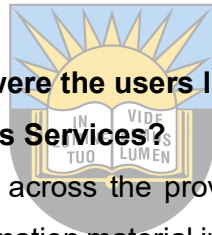
Libraries and information centres across the province can be used to look for any information, but the nature of information material in archives centres varies from other sources of information such as public libraries and information centres, it is in this light that the researcher sought to understand the type of information the users were looking for. All ten user respondents revealed the type of information in the set of responses below:

The history about rural development in Eastern Cape. (User 1)

Information on Frontier Wars. (User 2)

Family history for facilitation of land claims. (User 3)

The information had to do with land reform. (User 4)



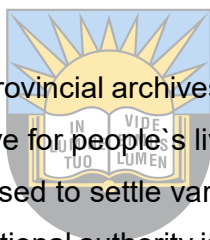
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Family history, to facilitate in land claim submissions. (User 5)

Public works employees records before 1994 in the Eastern Cape province. (User 6)

Heritage information about the people of the Eastern Cape, their cultures and authenticity of traditional kingdoms. (User 7)

Information about previous government of Transkei and Ciskei Homeland administration (employee's records). (User 8)



The responses revealed that the provincial archives repository preserves genuine and scarce knowledge that is imperative for people's lives. The local repository preserves posterity information that can be used to settle various needs in life, such as pursuits of land claims and unresolved traditional authority issues for the people of the province and nation in general. Hence, there is a need to increase access to nations' archives, according to (William, 2006).

Section D

4.5 Strategies and Tactics for Public Programming (Ways of Taking Archives to the People)

4.5.1 Strategies of taking archives to the public

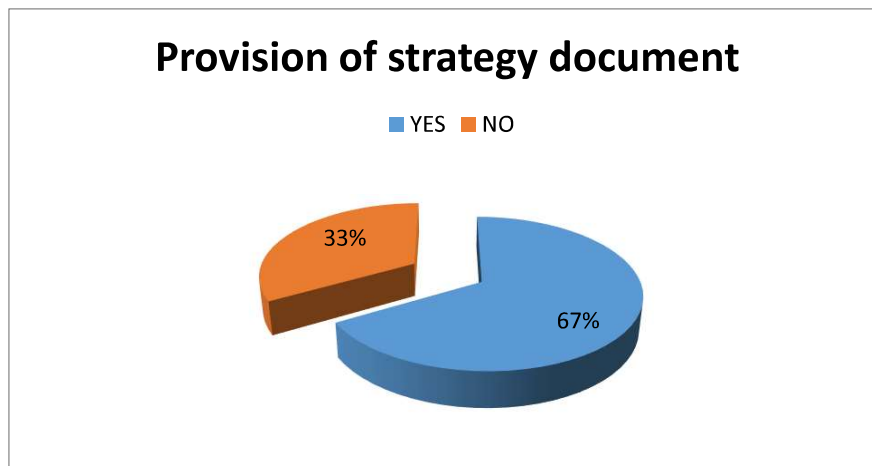
Mason (2016:52) denotes that public programming should be clearly and continuously included in the organisational strategic goals and objectives to have short and long-term goals attached to them. This section is comprised of three questions. Two of these questions were multiple-choice questions and one open-ended question. The section sought to determine whether any strategies and documents were being adhered to by the Eastern Cape Provincial Archives and Records Services workforce to execute public programming.

4.5.2 Provision of the strategy document

Strategy as a management activity plays a central role in setting out priority areas, assigning financial and human resources, tightening processes of engaging the public in the implementation of archival public programmes.

A question on whether or not the centre owned any strategy (plan) or document that guided public programming activities was posed. Four (67%) of the respondents revealed the presence of a guiding strategy document, whereas 2 (33%) did not know such document guiding the implementation of archives public programmes. The analysis is presented in Figure 4.15 below:

Figure 4.15: Provision of the strategy document



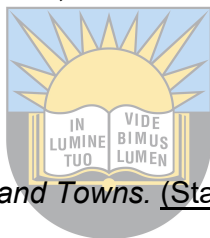
Source: Field Data (2020)

The centre may have various strategic plan that outline crucial the what, how, when, who and whom details for implementing archives public programmes. However, if these plans are not known or clear, the centre cannot fulfil its obligation of raising awareness and educating the public about archives. In this light, the researcher sought to determine if strategic plans direct and guide archives public programmes. The respondents were limited to answer either a *Yes* or *No* answer, 4 (67%) of respondents confirmed that there are strategic plan documents that guide the institution and 2 (33%) of respondents declared non-availability of guiding strategic plan/ document.

One respondent cited the “Policy Document” as one of their strategic plans. The kind of response corresponded with the ESARBICA Board’s sentiments which revealed in Saurombe's study in 2016 that public programming was not considered a priority. Consequently, the elevation of public programming initiatives in the region took a back seat compared to other issues such as electronic records management, preservation and disaster preparedness.

4.5.3 What strategies are in place for archival Public Programming?

Archives public programming plays a critical role in increasing user base and building strong awareness amongst communities; consequently, archives *centres* need to have innovative strategies of taking the archives to the people (Saurombe, 2016). This study sought to examine if the institution under study had adopted public programming strategies. In answering the question, the following responses were given by the ECPARS staff:



Exhibitions, School visits, and Towns. (Staff 1)

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Archives advocacy; Hosting events such as archives week, hosting South African flags to schools, Exhibitions to the provincial events, sessions to schools, website. (Staff 2)

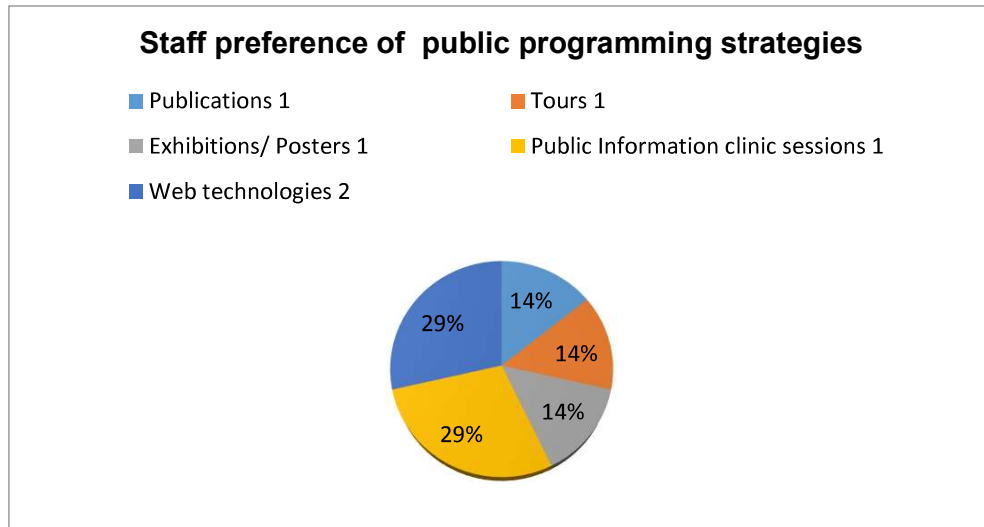
We primarily target regional events where we usually do exhibitions weekly (often quarterly) events and public sessions where we interact with people (Archives advocacy). (Staff 3)

4.5.4 Does the Centre use any public programming strategies?

Public programming involves a wide range of strategies that seek to place users in the realm of institutional services. The question was directed at Eastern Cape provincial Archives and Records Services staff on their preferences concerning strategies.

Among the public programming strategies listed, web technologies (29%) and exhibitions/posters (29%) topped the list, followed by publications, public information clinic sessions, and tours with 14%, respectively. The findings are listed in figure 4.16 below:

Figure 4.16: Staff preference of public programming strategies



Source: Field Data (2020)

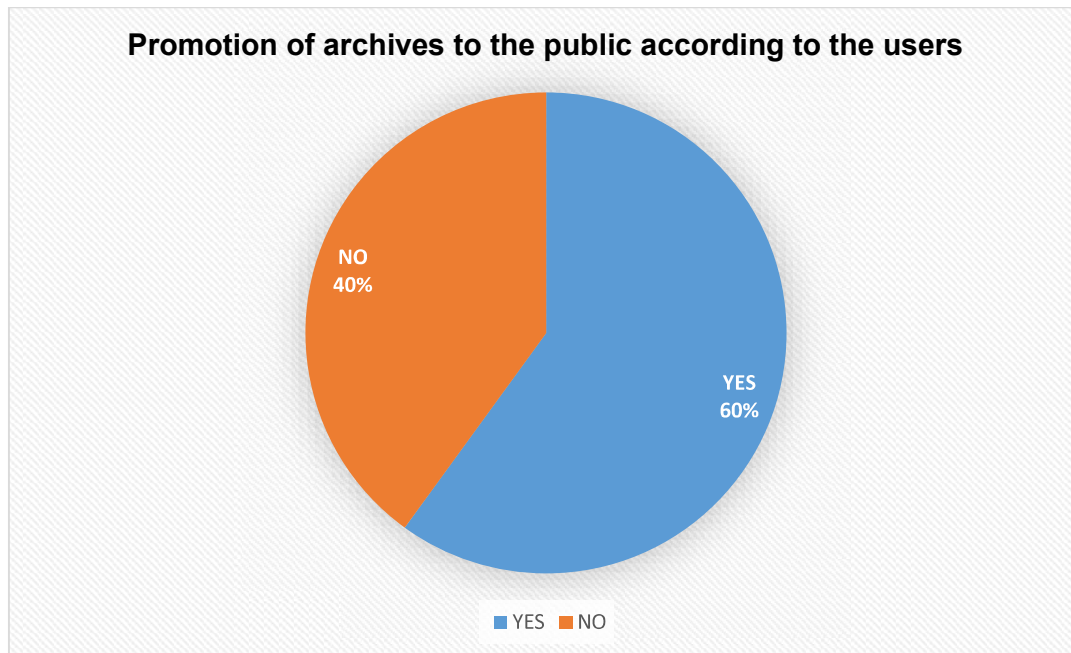
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4.5.5 User's satisfaction with the promotion of archives by provincial holding centre

Pavelin (2016:95) asserts that users are the target population for whom the archives are meant for access and usage to offer them a feeling of identity, culture, and memory. The researcher preferred to get an understanding and insight from users of archives if they are satisfied by the manner in which the archives are promoted in raising awareness and attracting prospective users.

To the question “**Are Eastern Cape Provincial Archives and Records Services promoted enough to the public?**” Two answers expected were: **Yes or No**. Six (60%) of the respondents declared satisfaction, and 4 (40%) users lingered unsatisfied with how provincial archives were being promoted to the public as a crucial source of information. The findings are depicted in Figure 4.17 below:

Figure 4.17: User`s satisfaction with ECPARS promotion



Source: Field Data (2020)

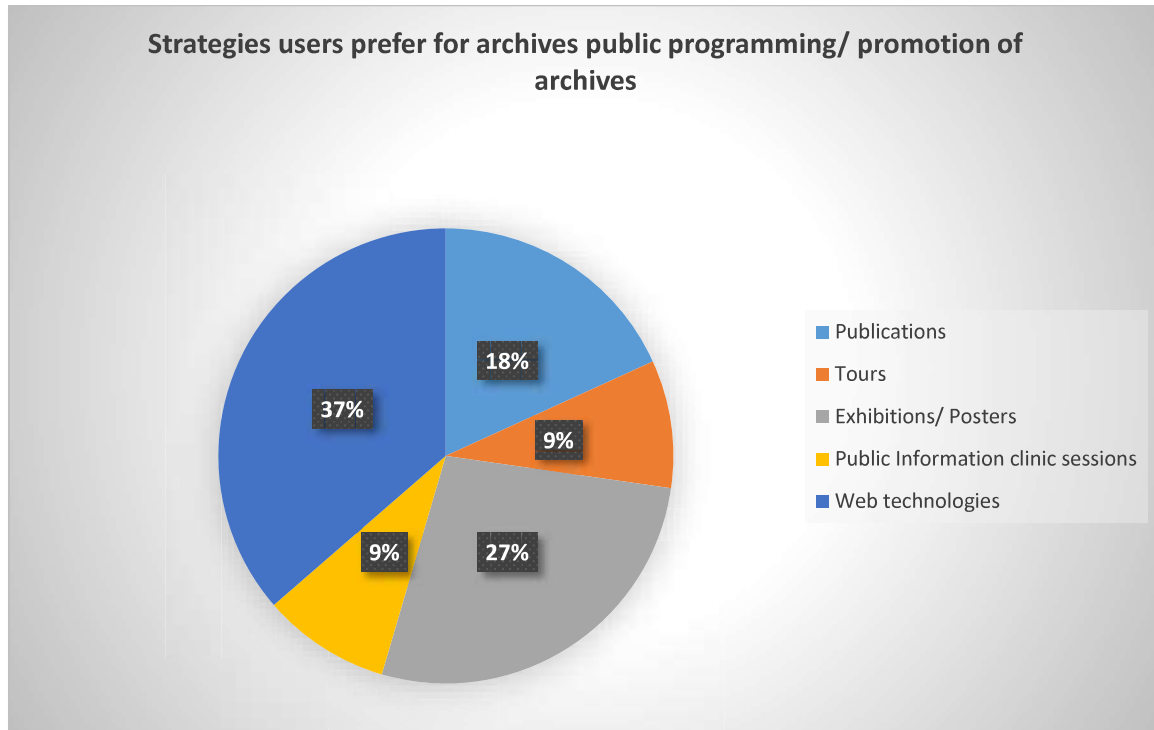


4.5.6 Strategies users prefer to be used by Eastern Cape Provincial Archives and Records Services

In user's insight, the researcher wanted to find out directly from the public how they gauge the service level offered by ECPARS. This question was also a multiple-choice question posed to the respondents as follows: ***"In efforts to promote archives awareness, from the strategies below, which one can be used?"*** The responses can be found below:

The respondents were required to indicate their preference in efforts of promoting archives awareness from the listed strategies such as the use of publications, tours, use of exhibitions, public information clinics, and web technologies. Four (37%) respondents listed technologies as the most preferred strategy for ensuring public awareness about the critical use of archives, followed by posters and exhibitions with three (27 %) user preferences. Two (18%) respondents also replied that publication could enhance public awareness about archives as sources of information. Deducting from responses, it is evident that the advent of technology has changed the landscape of archives, particularly in marketing and the dissemination of information.

Figure 4.18: Strategies users prefer to be used by ECPARS



Source: Field Data (2020)

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Section E

4.6 Regulatory Framework and Policies

This section has four questions pertaining to regulatory frameworks and policies that govern the department's transactions to obtain insight on what regulations the government has put in place to ensure proper functionality of the Eastern Cape Provincial Archives and Records Services in executing the responsibilities of public engagement. The researcher curated four questions so that there are three multiple-choice questions and one open-ended question.

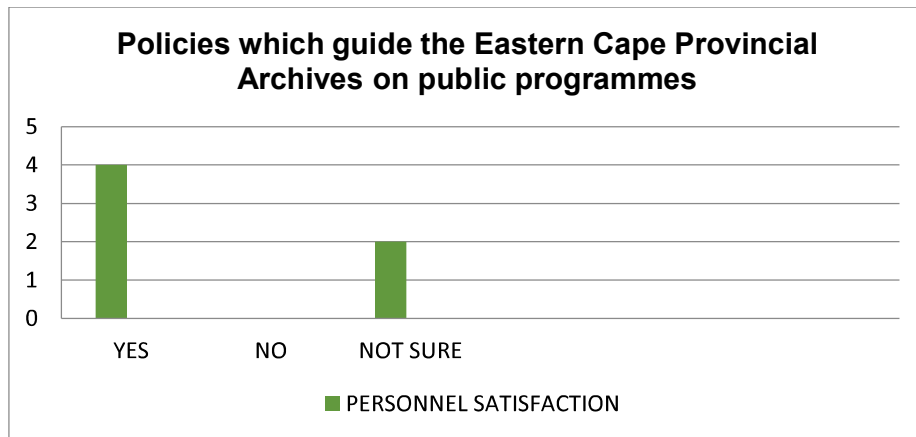
4.6.1 Archival Public programming policy

State departments are often guided by or propelled to have clear policies, so does the archival repository centres in order to regulate archives public programming. In this

segment, the researcher sought to establish if the respondents were aware and were guided by policies in the execution of public programming in the centre.

The first question, a multiple-choice question, posed to the participants read, **“Does the centre have policies that guide Eastern Cape Provincial Archives on public programmes?”** To reply to the question, four (67%) respondents answered *Yes* to the presence of the policy while two (33%) participants answered *Not Sure* on availability of the policy. However, Nengomasha and Nyanga (2015) argue that the policy should be publicly communicated and known.

Figure 4.19: Policies that guide the Eastern Cape Provincial Archives on public programmes

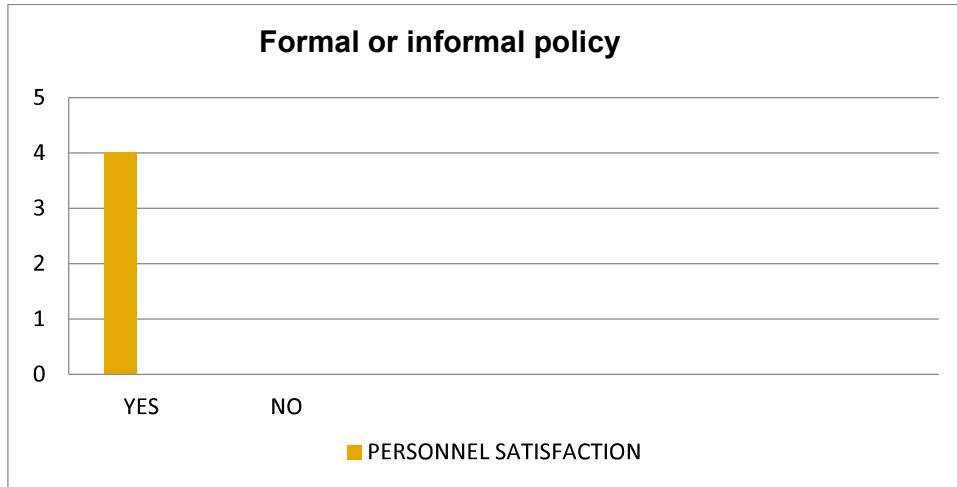


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Source: Field Data (2020)

4.6.2 Nature of policy/formality

Policies play a fundamental role in setting a course of action within the framework of legislation (Saurombe, 2016). The researcher posed the following question to understand if the regulatory policies of the institution are codified and formal or are mere norms and regular practices that are not procedural and mandatory. The question was a follow-up question that read as **“If Yes, is it a formal or informal policy?”** Considering that all participants recorded *YES* to the previous question of availability of any policies, they all answered that indeed the policy was formal. The findings from this question are displayed in Figure 4.20 below:

Figure 4.20: Formal or Informal Policy

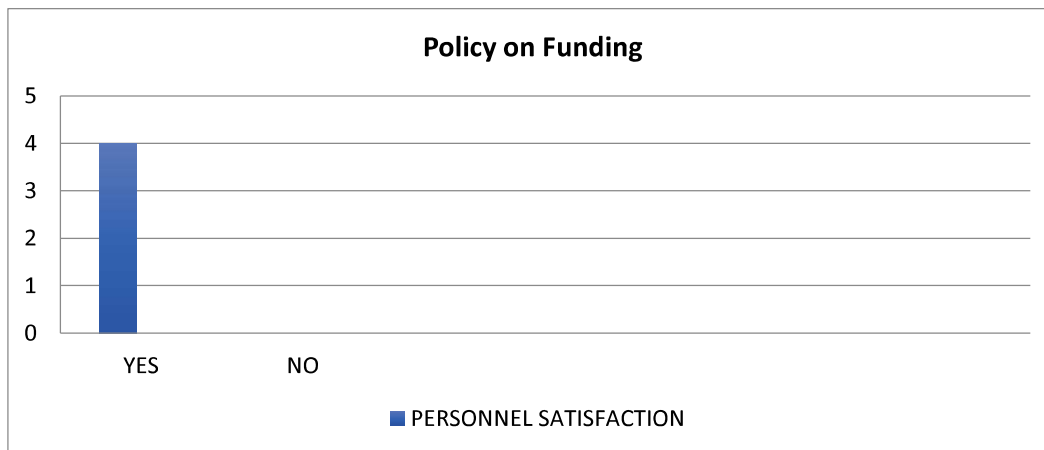


Source: Field Data (2020)

4.6.3 Policy on Funding

In order to determine if the legislative frameworks of the institution support the financial viability of the centre, the researcher posed the following question; “**Does the policy speak about funding?**” All six participants answered YES to the question. This clearly indicates that even though the repository centre faces financial constraints and a lack of adequate staffing, its financial feasibility is enshrined in its policy document.

Figure 4.21: Policies Funding



Source: Field Data (2020)

4.6.4 Legislative framework

For the researcher to comprehend the exact legislative piece being used, the following question was asked: ***“What legislation is currently being used by Eastern Cape Provincial Archives and Records Services?”*** The respondents gave a few similar answers to this question; however, the researcher observed a variant in some answers. The first participant had one legislative document in mind upon answering the question as opposed to other participants that had several supporting legislative documents included. Responses included the following:

*Provincial Archives Act. **Staff 1)***

The second participant to answer the question had the following to say:

*We mostly rely on provincial archives and record services guiding our operations. **Staff 2)***



The other participants mentioned only two regulations that regulate Public Programming in the Eastern Cape Provincial Archives and Records.

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*Provincial Archives and Records Services Act **Staff 3)***

The fourth participant had this to say:

*We mostly rely on Provincial Archives and Record Services guiding our operations. **Staff 4)***

4.6.5 Importance of archives public programmes policy

The usefulness of policies and regulatory frameworks prove to be a central and essential component in the implementation of public programming by archival institutions. This is because the policies spell out the procedures and address a

sequence of steps, and table a well-coordinated plan and actions on how archives centres should pursue public programming (Ngulube, 2003). To expedite the state of affairs in relation to archival policy electronic records there is need for an urgent intervention in the development of specific information management policies for digital technologies (Blais & Enns, 1990).

The policy has to go through scrutiny and eventually be approved by the department to ensure it incorporates all the centre's functions and spells out the parameters and terms of reference. A prerequisite for good policy application is that it must be communicated through formal channels. Respondents from Eastern Cape Archives and Records Services affirm the critical role of the regulatory policy. It helps understand the parameters of exercising public programming and how policies respond to budgetary allocations.

Archival institutions with clear and proper policies ensure a vibrant programme of actions and decisions consistent with user education projects, and this prevents challenges in implementing public programming initiatives. All (100%) of respondents from ECPARS declared that policies were formal and were communicated. These results concur with Nengomasha and Nyanga (2015) submission that policies should be approved and widely publicised to create awareness.

Section F

4.7 Use of Current Technologies for Promotion of Awareness and Dissemination of Information

In this section of the questionnaire, the researcher sought to inquire how current technologies promote awareness and disseminate information to the public. The section comprised five questions, one open-ended question, and four multiple-choice questions.

4.7.1 Use of current technologies in promotion of archives awareness

Technology becomes a catalyst for social change and serves as an ideal support system that can uplift visibility and awareness in the archives community. The

widespread use of technology necessitates rerouting in archives holding centres in order to participate in knowledge dissemination in electronic and online platforms. The use of technologies, including social networking on Facebook or playing videos on YouTube, might help archivists promote and create awareness of archival holdings (Igbokwe, 2012). The new technologies have revitalised most of the knowledge processing industries, thus widening audience and potential clientele. The archives industry also operates in fistful competition for recognition as the most reliable, authentic, and accessible source of information; therefore, it is urgent and crucial to accelerate infrastructure acquisition to provide information to the community through electronic and internet-enabled devices.

Using technology such as blogs, social media, and websites in marketing archives to the public can rapidly attract more potential users and ensure visibility and awareness of holdings. Garaba (2010) admits that archives can begin to garner respect by using current web-based technologies through websites explaining how their institutions work and what kind of information sources may be found within the walls of such places.

The question posed to respondents was curated in the following manner: ***'How does the centre use the current technologies in promoting awareness and in disseminating information?'*** All six (100%) staff from Eastern Cape Archives and Records Services answered this question without showing any variation at all. All respondents answered uniformly by indicating that they used WhatsApp and the organisation's website.

However, even though the current technologies have transformative influence and can be an excellent enabler for the implementation of public programming strategies for reaching the public, the low literacy levels, connectivity difficulties, and expenses in purchasing these technologies can be hindering factors to realising the effective use of current technologies in dissemination of information and taking archives to the public.

4.7.2 Types of Information Technology platforms

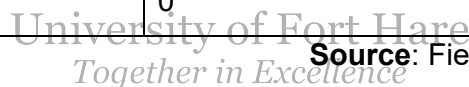
The implementation of technology in other heritage centres started a long time ago, which is expected even in archive institutions where integration of current technology

forms part of the overall strategy and functions of the repository (Guccio, Fernando, Matorana & Mazza, 2016).

The use of technology in the archival programme delivery system means a complete reconfiguration of archives to the direction of the public to connect with donors, customers, and stakeholders. Vallance (2002) praises technology as a fully-fledged tool for information access that does not seek to take over archivists' duties in facilitating and maximising public access to the holdings. The findings reveal that ECPARS relies mainly on the website (80%) and social media (10%). The findings show reliance on the website in communication and dissemination of information to the users. (One respondent's feedback was spoilt.)

Table 4.1: Types of electronic platforms

Types electronic platforms	Number of responses
Website	4
Blogs	0
Social Media	1
Other	0



Source: Field Data (2020)

Previous research also shows that seminars, workshops presentations, and exhibitions can be done on online digital platforms such as websites, blogs, social media, and many other environments.

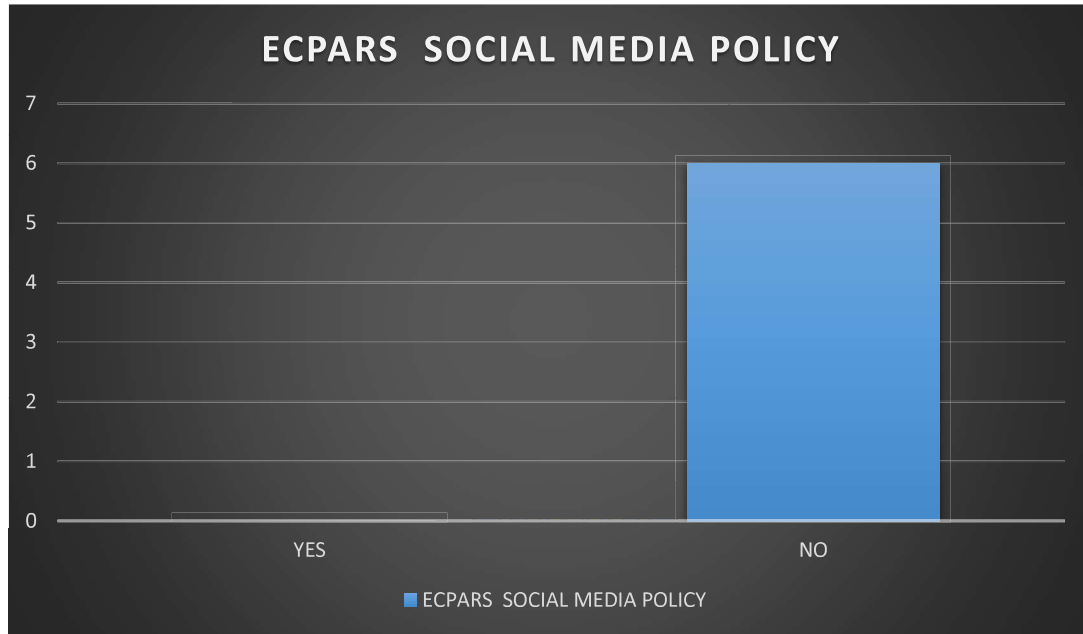
4.7.3 Social media and website policies

Archivists are mandated to apply technology and use it to reach out to users and potential users of the archives (Abram, 2012). Users expect public archives to make their services available remotely without any interruption (Hlophe, 2007). However, sometimes the advantage of social media presented by technology collides with social media ethics and expected standards if not directed by clear social media policy, hence the need for policies.

The research reveals that the ECPARS uses the WhatsApp social media platform and organisation's website as technology platforms to engage with the users. The centre

does not have a social media policy to guide user interactions. The researcher did not ask about website policy since it is derived from provincial Information Technologies policy. The results on social media policy presence are as follows:

Figure: 4.22: Availability of Social media policy at ECPARS



Source: Field data (2020)

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4.7.4 Social Media accounts used by ECPARS

The use of social media by archival centres to market its services and reach out to the public is one of the evolving areas in the archival sector. Lim (2010) indicates that archival organisations use social media platforms such as Facebook, Twitter, blogs, and LinkedIn for content promotion. In contrast, archivists use it to share what they perceive helpful to the public. Each organisation must set its own social media platform that suits its needs and that is guided by a well-crafted social media policy.

Saurombe (2016) states that North America had been the front runner in relation to using social media as an intermediary platform in engaging the public. Extant research suggests that there is notable use of social media by the Sub Saharan region (Wordofa, 2014), and the increase differs in Southern African states. The findings of this study show that ECPARS uses only one social media platform, “WhatsApp”, and with no policy guidance.

4.8 Summary of the chapter

This chapter presented and analysed data from the units of study/ respondents through questionnaires. The data was presented and analysed according to the objectives of the study. The chapter showed the extent of public programming by ECPARS, and of the use of information technologies to disseminate information. The regulatory and legislative framework of the holding centre was presented and analysed. The regulatory framework data dealt mainly with policy awareness and its provisions. This chapter also presented users' perspectives regarding the status of public programming by ECPARS. Chapter five discusses and interprets data collected from the respondents.



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CHAPTER 5

DISCUSSION AND INTERPRETATION OF THE FINDINGS

5.1 Introduction

The previous chapter provided a presentation and an analysis of the research data. This chapter focuses on discussion and interpretation of the findings presented in Chapter 4. First, the research findings are summarised in relation to the study's objectives. The primary objective of the study was to **examine the extent of public programming by Eastern Cape Provincial Archives and Records Services**. As mentioned in Chapter 1, the study was guided by four research objectives. The objectives of the study were:

1. To examine the extent of public programming by the Eastern Cape Provincial Archives and Records Services
2. To find out Information Technologies (ITC`s) used for public programming by Eastern Cape Provincial Archives and Records Services
3. To find out legislative and regulatory frameworks that guide public programming in Eastern Cape Provincial Archives and Records
4. To examine the response of the users about public programming at the Eastern Cape Provincial Archives and Records Services

5.2 Response rate

The researcher distributed 25 questionnaires. Among those, 16 were responded to and returned, which eventually made the study comprise respondents of six Archives staff from Eastern Cape Provincial Archives and Records Services (ECPARS) and ten public services randomly selected users from Amathole region of the Eastern Cape province, South Africa. Therefore, the data presentation comprised 16 participants, and the study's response rate met the satisfactory level, as shown below:

Table 4.2: Response rate

Number of questionnaires distributed	Number of responses to distributed questionnaires	The response percentage of the distributed questionnaires.
25	16	64%

Source: field data (2020)

5.3 Section A: Respondents' profiles

5.3.1 Characteristics of respondents

The respondents were 6 ECPARS staff, including the director. The user perspective was collected from ten Eastern Cape Provincial Archives and Records Services user pool members. ECARS staff indicated an appropriate level of education. Of the 6 respondents, three (50%) had degrees, the other two (32%) had diplomas, and one (17%) had matriculation, which impacts the decision-making processes of the organisation and adds value to the manner they answer the research questions. The demographic variables also revealed that 70% of the respondents from service users had degrees and diplomas, indicating that respondents had valuable knowledge and the ability to form an opinion on the subject matter being investigated.

5.3.2 Knowledge, skills and human resources at ECPARS

The study discovered that all respondents from the ECPARS staff had received formal training. The demand for training in archives management, particularly in public programmes, cannot be primarily over-stressed in this period of technological takeover, which pause a direct bearing on the manner in which archive institutions engage in public programmes. Training and upgrading existing skills can be achieved through workshops, professional seminars, and college and university-level courses. However, the level and quality of training remain a concern as Garaba (2015) notes that in the context of skills set, training provision within the ESARBICA region does not produce the research skills which are increasingly needed to cope with constantly having to adapt to changes and development brought by technology. The recent

information-seeking behaviour patterns and community engagement platforms of the 21st century have also revolutionised the manner in which archival centres implement public programmes; thus, training remains vital.

5.3.3 Composition of ECPARS Staff: Number of employees and Volunteers

The respondents all stated that no volunteers were assisting in the directorate. The reason for lack of volunteers was not stated since the question did not specify that reasons should be given. However, this can also be attributed to institutional challenges such as budget constraints, as documented in Saurombe's (2015) study, where most ESARBICA archival institutions were challenged by a lack of funds and political support.

5.4 Discussion of findings according to the research questions

The researcher has set key aspects deemed influential in implementing public programming. These factors are derived from research objectives and serve as cord in connecting the flow of narration of status quo in relation to public programming by Eastern Cape Provincial Archives and Records Services (ECPARS). The aspects are as follows:

1. Public programming activities
2. Current technologies usage
3. Policies and regulatory frameworks
4. Users' insights

5.4.1 Extent of public programming by the Eastern Cape Provincial Archives and Records Services

According to Acland (1993:97), public programmes are a planned sequence of community outreach projects and promotional activities meant to inform the broader community about archival holdings and various services; it involves its community members directly in the activities being initiated. Public programming activities are an integral part of archival functions as they serve as an interface between users and archives' repositories. The existing literature shows that archival programming has

been a significant operation in educating the public and raising awareness amongst the communities globally; as early as the 1980s, when archivists started discourse in the manner they make their collections accessible to the public, initiatives to publicise the archives centres were adopted under the function of public programming. Previous researchers further indicate that archival programming, for decades, has been placed in the periphery as a less critical function of archives management.

Hagedorn (2011:32) argues that in countries like the United States of America the archival community's inadequacy to publicise and raise awareness and educate the public about the holdings was linked to a narrative of viewing archival public programming as a luxury and subsequently resulted in a paradigm shift in the entire sector of records management into an environment where educating and taking archives to the people is a priority archival operation.

Burns (2009) notes that archival public programming in African states faces unique challenges, which is in line with Sauroombe's (2016) submission that most of the African states, particularly in the ESARBICA region, have a programme of action, strategic, operational plans, and policies; however, severe economic hardships continue to delay the progress of full implementation of archival programmes. Most African states' lack of adequate funding renders difficulties in training archivists about new trends, carrying out marketing activities, and streamlining new technologies to assist as cutting edge tools in facilitating outreach programmes.

According to the South African National Archives and Records Services act of 1996, parameters of outreach and public programming are determined with emphasis on various activities and strategies that are designed/meant to open up archives to and include the less privileged and previously marginalised and make sure that the public at large knows the centres.

5.4.2 Public programming in ECPARS

The important aspects of public programming, which are education and training, can be covered in information clinics, school visits, posters, use of technologies by trained staff from the designated archival centre. The research question associated with the

first objective was solely meant for ECPARS staff to give their insight as service providers on the extent of public programming. Similarly, in verifying the end-user state of public programming, the users were asked questions concerning the extent of visibility of local repository services in the communities. The study revealed that the visibility of ECPARS in communities is minimal. This was further supported by the service users' response, as 4 (40%) users remained unsatisfied with the level of visibility. The view aligns with Battley and Wright's (2012) position that, though crucial, user studies did not play a significant role in attracting prospective users.

ECPARS respondents alluded that public programming is a crucial activity that assists in raising public awareness as it also serves as their marketing strategy. The study's findings pertaining to the first objective, the extent of public programming activities in the province, also revealed that public programmes are part and parcel of the regional strategic operations of educating and raising awareness to the public, but they remain low.

5.4.3 Frequency of public programming by ECPARS

In line with the frequency of public programmes by ECPARS, the findings revealed willingness to implement archival public programming. However, lack of adequate funding from the provincial government delayed progress in conducting the programmes, which were subsequently conducted quarterly, a scenario that robbed the province's people of a golden opportunity of being educated about the heritage material in local holdings. Lack of growth in the implementation of archival public programmes renders a view by the researcher based on the findings that even though archival public programmes are implemented, they remain low.

5.4.4 Strategies and tactics of public programming by ECPARS

Pugh (2005:28) enlightens that public programming strategies are meaningful means of disseminating repository information via outreach activities such as speeches, exhibitions, publications, audio-visual presentations, videotapes, tours, and festivals to inform prospective users about archival resources and the way to use them. According to ECPARS staff, public programming plays an integral part in enhancing access and awareness and showcasing the heritage materials in the centre. The findings of the study reveal that the institution uses exhibition/ posters and current technologies as the most preferred strategies of taking archives to the people.

However, the study established that current technologies are not fully utilised in reaching out to the public. The underutilisation of technology in disseminating archival information in the digital platform can be answered by a call by the government to use next-generation technologies in the advent of the fourth industrial revolution to communicate, educate, and disseminate information to the public.

ECPARS annual report (2019) delineates that through the use of the "Archives advocacy" desk, the provincial repository centre targets local events where they conduct public sessions and tours to reach the public. The findings suggest that strategies are in place at ECPARS, but factors such as low budget and lack of adequate staff can be a motive behind low profile ECPARS' programming in the public domain.

5.4.5 Strategic plan for public programming

A strategic plan refers to an institutional management activity used to set up priorities, assign energy and resources, strengthen operations, and ensure that employees and other relevant stakeholders work towards common goals and intended outcomes (Maleka, 2014). The study revealed that there are strategic plans to guide the implementation of public programmes. Four (67%) respondents from ECPARS indicated clear strategic documents, while 2 (33%) respondents revealed no knowledge of any guiding documents. According to the findings, there is a probability that some staff members within the institution misinterpret strategic plans, which can directly impact how public programming is implemented.

On the other hand, the findings denoted a necessity for improvement and re-adoption of a balanced and articulate strategic plan to guide a local repository's implementation of public programmes successfully. Furthermore, ECPARS staff were enquired about existence of guiding strategic plan for archival programming. Archives staff as respondents mentioned "*Policy Document*". Therefore, the researcher utilised the contents of the departmental policy document, which expressed plans of raising awareness and digitisation of archival collections for storage, regulated access and dissemination.

The use of publications to educate the public corresponds with Pugh's (1992) view

that information about archival repositories can be publicised via a national database with information about repositories' addresses, holdings summarised format repository publications and public programming projects. Moreover, the diverse type of information the users were looking for confirmed the fundamental importance of the local repository as the treasure, heritage reservoir, and pride of the province.

5.5 Regulations and policy frameworks

This section sought to explore the influence of legislation and policies that legalise public programme implementation. According to Homooya (2011), throughout the globe, a broad, coherent archival legislation is a prerequisite for excellent and adequate records and archives management to support organisational operations. Homooya (2011) further asserts that legislation in archives administration serves as a guiding principle to custodians and users of records and archives. In a broader perspective, records and archives play a significant role in ensuring government continuity and accountability; as a result, public archival institutions must maintain state integrity and have proper legislation to regulate the administration, access, and use of archives.

Updated archival legislation enables institutions to engage with authority in their interactions and engagement with other bodies and the public in general. Miller and Roper (1999) asserts that archival legislation provides an inclusive framework for access to records, thus facilitating public programming that enables awareness and access.

5.5.1 Impact of Provincial Archives Act

Ngulube, Sibanda and Makoni (2013) argue that legislation for archives must provide a legal framework in ensuring the planning and implementation of public archival programmes. Implementation of archival public programming remains a provincial competency as determined in the South African National Archives and Records Services Act of 1996. The National Archives and Records Service of South Africa Act of 1996 uses public programming as the intermediary condition and interface between the public archives and society. The act emphasises activities, strategies, and programmes meant to open archives and include formerly marginalised public

members and awareness activities to make the information in holdings known to the public.

Expanding legislative pieces into the management of archives services planning processes appears to be part of the responsibilities of each local repository as enshrined in the National Archives Act. However, the study revealed that the centre has inadequate legislation to foster the full-blown implementation of public programming initiatives. In line with inadequate legislative powers, Hamooya, Njobvu and Mlaudzi (2021) postulate that archival repositories legislation in Africa has faults as they fail to embrace the digital age.

As shown by the findings of this study, ECPARS repository has legislative apparatus to guide awareness programmes in the form of the Provincial Archives and Records Services Act of 2003 (also referred to as "*Provincial Archives Act*"). The majority of respondents (67%) confirmed the availability of such a legislative toolkit. It is also confirmed in Mukwevho's (2013) study that the Eastern Cape falls amongst the provinces with archival legislation.

The enormous primary finding in this Section and the entire study is the evident lack of policy by Provincial Archives and Record Services in public programming operations. The revelation was displayed when respondents cited the Provincial Archives Act as their guiding procedure in place of a clear policy.

The study also shows an urgent need for policy development to mend visible policy discrepancies that, when confronted, can enforce the use of current technologies in the full implementation of archive public programmes. The findings also agree with Pederson (2008), who argues that the most common forms of raising awareness mention print materials only without considering the adoption of digital technologies.

The findings of this study also depict incoherence and imbalance in the manner in which the legislation was communicated, as 2 (33%) of the respondents were not sure of what guides the institution in taking the archives to people. There is a need for ECPARS to have a codified legislative procedure for public programmes in this context.

Moreover, one of the visible policy disproportions is the use of the Promotion of Access

to Information Act (PAIA). The act was primarily planned to provide a legal mechanism to make it easier for people to get information. The PAIA Act sets out the rules an institution should follow about what kinds of information should be made available on request. It also provides steps to take when a government institution or other organisation refuses to give out information, and in this way, the PAIA Act impacts setting regulation of access to records and archives and not necessarily promotes public programming.

5.6 Information Communication Technologies (ICT`s) used for public programming by Eastern Cape Provincial Archives and Records Services

The advent of technology in the archival environment puts pressure since difficult change periods cannot be implemented overnight. Some archivists remain reluctant to embrace the new delivery systems (Runardotter, 2007). The findings in this study revealed that there is still minimal usage of information technologies presented by technological advancement.

The existing research further indicates that modern information technologies have prospects in using marketing holdings and rendering service delivery efficiency to the public by archival repositories. Dollar (1992) argues that archivists need to develop a new skill set and procedure to actively participate in the emerging information technology-orientated community.

The findings of this study showed that the use of current technologies to promote archives remains very low. The respondents indicated that ECPARS has social media accounts to market events and engage with the public.

The centre also uses website and WhatsApp platforms to promote awareness and disseminate information. Mazikana (2014) notes that successful application of technology requires changing both systems and practices of organisational culture to facilitate mindset transition. This is also consistent with what Ridener (2009) notes in Jenkins's manual as the gatekeeping mentality amongst the archivists, where there is reluctance in accepting changes brought by technology; therefore, archivists must

possess the strength to manage records in a cloud environment so that records are integrated for accessibility anywhere and anytime.

Even though the data collected from six (100%) participants indicated the availability and use of the website to market the events, the researcher notes the need to increase visibility through various other digital technologies. The expectations are high, and the repository needs to keep pace with the innovative, exhilarating ways of engaging the public and reaching out to the prospective audience. The archival holding needs to explore opportunities to draw public interests in digital archiving and eventually forge a digital culture. Lastly, the archives sector has to embrace technology, and any other advancements, as McKemmish (1998) submits in the records continuum model that records are archives from the moment they are created, and they are always in a state of becoming. As a result, it is critical and theoretically acceptable to embrace the use of information technology in the management of archives (Meng and Hui, 2017: 81).

5.7 User Insight on public programming by ECPARS

Knowledge of archival users assists in the formulation of appropriate strategies for public programming (Erikson, 2011). The user's interest in developing outreach programmes remains paramount in setting how the operation is carried out.

Extant literature claims that examining users' needs would assist significantly in determining the audience that the archival holdings serve (Saurombe, 2016). Continuous evaluation of users' interests seeks to encourage archives centres to develop public orientated public programming toolkits and thus raise clientele. It is notable that, in most cases, archive repository care seeks to maintain the existing group of users and ultimately side-line the potential users. In the ESRBICA region, to determine the needs of the user's examination of reading rooms, review of information requests, and suggestion boxes revealed the diverse needs of the users (Saurombe, 2016). In this study, the number of service user respondents was 10.

This study revealed that most (80%) users were aware of provincial archives and records services with their branches in Umtata and Port Elizabeth. Even though the majority visited the centre on an annual basis, six (60%) of respondents submitted dissatisfaction with the way holdings were being marketed and promoted. The majority

of public users (40%) indicated that technology is the preferred strategy that can be used as an interface by the centre to implement public awareness and promotion of archives. Two (20 %) respondents have emphasised using publications to promote archives to the public.

When participants in the study were asked whether they had used Provincial Archives and Records as the source of information, they all answered YES. The follow-up question to this was, "If your answer is yes, what is your view about the Eastern Cape Provincial Archives and Records Services?" In response to this question, participants explained that the public did not necessarily know the centres, and sometimes they were hidden from the public view or access.

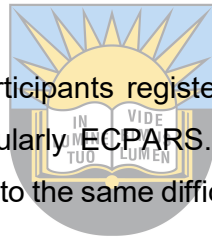
However, apart from unpopularity, most respondents conceded that the centres were well-equipped. One respondent answered NO to the question above, in which case arose the question, "If your answer is No, Why have you not used their services?" In answering, the respondent explained that the centre is far from where she stays, which is one of the disadvantages of the archival centres as they are located in major urban cities accessible to an insignificant population of the province.

Therefore, most participants highlighted that they visited the centre on a yearly basis (90%), whereas some went there every month. A pivotal question asked in this section about the use of the archives was structured as follows, "Why did you think the information you were looking for was in the local holdings?" In response to this, the participants answered by stating that the information they were searching for had archival value hence the local holding. Users also revealed that they were searching for land claims and would obtain them from the provincial archives repository. Other respondents further mentioned that they knew the material was of archival quality.

However, the participants that answered the questionnaire clearly stated that they did not believe the Eastern Cape Provincial Archives and Records Services were promoted enough to the public, suggesting a need for collection, digitisation and use of technology for broader access. In archives awareness, the findings showed that web technologies were the most preferred means for public information dissemination and access, which is in line with the ECPARS annual report (2019), revealing that digitising collections facilitates access to provincial archives and records as one of the strategic direction.

5.8 Common challenges in implementation of public programming initiatives

In this section, the researcher wanted to establish the possible shortcomings experienced by the centre to fully and visibly implement public programming initiatives. Participants indicated an array of challenges hindering the materialisation of archival programming strategies. The respondents cited a shortage of staff and the absence of volunteers as deterring factors in the implementation outreach initiatives. Lack of funding, severe financial constraints, and diminutive budget allocations were cited as a significant financial impasse in executing public programming initiatives. Respondents also revealed that the shortage of support of other state institutions reduced archival institutions' capacity to raise awareness in the public. These findings align with the study conducted by Saurombe and Ngulube (2016), which discovered that budgetary constraints remain a major contributing factor to the implementation of public programming initiatives.



The researcher noted that all participants registered an identical set of challenges facing archival institutions, particularly ECPARS. In reviewing the answers, it was apparent that staff were subjected to the same difficulties. The challenges include staff shortage and lack of resources.

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5.9 Summary of the chapter

This chapter focused on discussion and interpretation of the findings of the study. The study revealed that there is currently a small number of employees that work in the Public Programming department of ECPARS, though the surveyed employees generally expressed satisfaction in their work. However, the findings of the study indicated that the department is understaffed including the non-use of volunteers to complement the staff, and it does not appear that management intended hiring any volunteers to alleviate the workload of staff. In addition to this challenge, the findings show that there is inadequate funds to support public programming of archives services, though employees reported having received adequate training on archives public programming. The findings further indicated that public programming is fully

functional in the Eastern Cape. It was highlighted that public programming activities were conducted on quarterly basis.

Archives carry enduring social value of national significance in documenting aspects of the nation's experiences, which all the respondents agreed to, Hence, it is essential that archives and records management systems are made publicised as much as possible as well as easily accessible to the public for their intellectual use and benefit. The study revealed that policy frameworks were formal and predominantly related to funding, amongst other things in terms of policy procedure and its explicitly. The findings also revealed that the centre used some current technologies such as WhatsApp and emails to reach out to the public.



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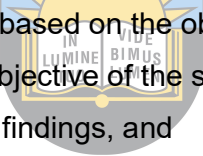
CHAPTER 6

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

6.1. Introduction

This chapter presents a conclusion and recommendations drawn from a summary of the study's key findings. The conclusion emphasises the answers to the problem or the study's objectives (Nalzaró, 2012). Recommendations are formed from the conclusions of the study. Its primary goal is orientated towards making redirection and suggestions of the alternative means of improving the findings of the study (Nalzaró, 2012). This final chapter also provides the study's contribution to the existing body of knowledge. Lastly, the researcher also suggests areas that require further research.

This final chapter is organized under the following sub-themes, which are in line with the structure outlined by Bunton (2005):

- 
- Summary of the main claim based on the objectives,
 - Conclusions based on the objective of the study,
 - Outlining implications of the findings, and
 - Suggestions for future research.

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6.2 Purpose of the study and research questions

This subtheme resurfaces and reevaluates the purpose of the study, where questions are derived, and it presents a summary of findings in accordance with the objectives of the study. The study's primary purpose was to evaluate the extent of public programming by the Eastern Cape Provincial Archives and Records Services. In order for the researcher to achieve the outlined purpose, the following objectives served as a guide for the study:

1. To examine the current extent of public programming by the Eastern Cape Provincial Archives and Records Service,
2. To find out Information Communication Technologies (ICT`s) that are used for public programming by Eastern Cape Provincial Archives and Records Services,

3. To evaluate legislative and regulatory frameworks that guide public programming by Eastern Cape Provincial Archives and Records Services, and
4. To find out users' responses to public programming by Eastern Cape Provincial Archives and Records Services.

6.3 Summary of the findings

This section summarises the findings in line with the objectives of the study. The study evaluated the extent of public programming by the Eastern Cape Provincial Archives and Records Services. Findings indicate the following in relation to the research questions derived from the study's objectives.

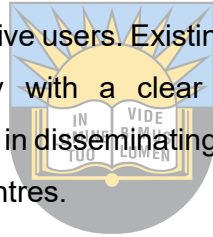
6.3.1 What is the current extent of public programming by the Eastern Cape Provincial Archives and Records Services?

The first question of the research was about the extent to which public programming was implemented by Eastern Cape Provincial Archives and Records Service as strategic archives management operation of taking archives to the people. The study revealed a sequence of strategies put in place to implement public programming by ECPARS, such as exhibitions, televisions, tours, and seminars. Despite the efforts made to raise awareness about such robust research literature in archival collections, prospective users are still in the dark about the importance of archival material housed at local holdings. This could be attributed to numerous factors, such as the limited budget allocated for public programming initiatives. According to the researcher's observation of the composition of the staff from King Williams Town directorate offices, which comprised of 9 archives staff, there is a direct link between the low pace the archives and records are openly marketed to the public around the province and the number of employees in the centre. Furthermore, the findings highlighted several challenges faced by the centre in outreach programmes, including low budget allocations and inadequate staff as hindering factors in the smooth execution of archival programming strategies.

6.3.2 What are Information Technologies used for public programming by Eastern Cape Provincial Archives and Records Services?

The second question of the study was to find out what Information Communication Technologies were used in public programming by ECPARS. The study has revealed minimal use of ICT's in the dissemination of information by ECPARS. The study further revealed that the website and the WhatsApp social media platform topped the list as the most preferred methods of taking archives to the public. In a current technology-driven community environment, a well-structured website with immaculate dynamic architectural design can promote and raise awareness in a digital space.

On one hand, Liew, King and Oliver (2015) note reluctance in using technology by archival centres to make their collections visible due to bureaucratic setups, budgetary constraints, and expertise challenges. On the other hand, Xie (2008:294) states that websites can serve as the best interface in marketing the archival holdings and engaging the current and prospective users. Existing literature delineates that a policy-orientated social media visibility with a clear framework stipulating roles and responsibility plays an integral role in disseminating information and raising awareness about the existence of archival centres.



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6.4 Legal and regulatory frameworks guiding Eastern Cape Provincial Archives and Records Services in executing public programming functions?

The third question of the research was intended to determine what legal and regulatory frameworks ECPARS used to guide the implementation of public programming operations. The records management policy is perceived as a flagship and integral component of the institution's records management system; hence, lack of operational policy causes records management challenges such as marketing, user education, dissemination marketing, and public programming (Inglis, 2015).

The study found that the centre does not have specific regulations and policies on public programming. Instead, the holding centre relied on the Provincial Archives and Records Services Act of 1996, also referred to as the "Archives ACT," as the supreme guiding instrument in executing public programming operations. The study also indicated that the expansion of legislation to equip advocacy remains a provincial

archives competency. Therefore, the ECPARS has a legal duty to update its regulation and develop a public programming policy.

6.5 What is users' response to public programming by Eastern Cape Provincial Archives and Records Services?

The fourth and final question of the study was about finding out the retort of the users (including current and future users) about the level and extent of public programming by ECPARS. The study's findings indicated that the users recognise the strides made by the Eastern Cape archival institution in the promotion of awareness and education of the public about archives in the province.

If people cannot use archives, there is no point in preserving and managing them (Sinclair, 2012); hence, it is of paramount importance to promote access through public engagement programmes to raise awareness and improve the usage of archival materials.

The study further revealed that in the digital era presented by the fourth industrial revolution (4IR), the public prefers comprehensive technology as an intermediary interactive platform for marketing and disseminating information from archival holdings. As previously indicated in a study by Saurombe (2016) in the ESABIRCA region, there is a certain extent of focusing on already existing users with little effort to attract prospective users. Moreover, the study revealed that the expansion of the user base and attraction of prospective users widens the opportunities for financial support and collaborative partnerships from various bodies in the region.

6.6 Recommendations

Archives public programming has been shaped by a wide array of factors throughout history. Some have been national, some regional, others local to the archives holding centres, adopted programming strategies. Current technologies, policy and legal frameworks, the literacy level of the targeted users, and the budget allocations can be factors playing an integral role in affecting the manner in which archives public

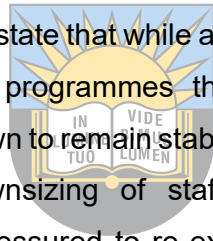
programming operation is being carried out. Based on the findings and conclusions of the study, the researcher makes the following recommendations:

6.6.1 Employment of volunteers

The findings indicated a dire need for assistant staff to support the public programming workforce at the Eastern Cape Provincial Archives and Records Services. Existing literature recommends the use of assistance offered through volunteerism; therefore, current staff have been thoroughly trained in their current positions and would be fully capable of overlooking and supervising the work of volunteers brought into the department.

6.6.2 More funding for Provincial Archives and Records Services

Gwakisa and Kamatula (2011:85) state that while archival repositories always struggle to secure sufficient funding for programmes they sought to develop, even the repositories which have been known to remain stable, they are under massive financial cutbacks and considerable downsizing of staff. During hard economic times, repositories are systematically pressured to re-examine their mission and prioritise fiscal expenditure.



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Njama (2009) notes that archivists and other records professionals compete not only for budgetary resources, but they must also operate under stiff competition from other information providers, applying technological solutions to enhance accessibility to their archives and historical records. Funding for programme development, material resources, and outreach related to educational services is just as crucial to a successful programming as is having the staff to conduct the services offered (Hagedorn, 2011). Therefore, the Eastern Cape Provincial Archives and Records Services requires more funding for its operations to be more efficient and productive in raising awareness, conducting community education programmes, and migrating digital technologies.

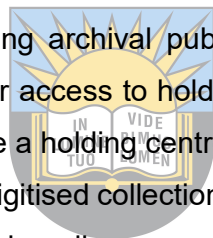
The repeated mention of insufficient staff and funding shows these are enormous hindrances to promoting and implementing educational programming in archives. In an economy that is not quick to support cultural institutions, this hindrance can be

challenging to negotiate. However, archives must resist the urge to remain stagnant in outdated programming despite these difficulties. In order to broaden their range of users and justify their bids for public funding, archives must continue to adapt their mission statements and goals to meet the evolving needs of the communities they serve (Gwakisa & Kamatula, 2011).

6.6.3 Extensive utilisation of Information Communication Technologies (ITCs) in public programming initiatives by ECPARS

For successful use of current information communication technologies, a framework should clearly outline a strategic plan and agenda describing a whole range of activities, expectations, and timelines for implementation guided by a set of policies and legislative provisions or procedures.

The alternative means of achieving archival public programming by ECPARS are digital space and lead control over access to holdings. The researcher recommends establishing a digital sphere where a holding centre can engage users and determine how it wants users to access the digitised collection. In recent years, archival attention has turned towards how new digital media can enable greater access to archives and records.



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The use of social media can address the longstanding archival problem that archives are not usable and inaccessible. In overcoming boundaries of traditional public programming practices, the 2.0 platforms provide new optimism for attracting new users and modernise the uses of archives and thus increase the value of archives and eliminate perceptions that “Information in archives means very little if it is not accessible and used” (Sinclair, 2012). The centre has to invest in infrastructure and train staff on new technologies. In the United Kingdom, 22.8% (4.3 million) people in the population lack digital skills such as using search engines and email (Serafino, 2019.) That places technology as a double-edged sword in attempts to widen the audience.

According to Statistics SA, the Eastern Cape has an 18.2 % illiterate rate, which is more likely to cause challenges and pause as hindering factors in taking archives to

the people using current technologies. Overall, the results emphasise a need to embrace technology and capitalise on digital personnel skills to create a buzz in technological and web-based platforms such as websites, blogs, and social media platforms like Twitter, Facebook, and WhatsApp.

6.6.4 Diversification of social media platforms

The centre must use diverse media platforms to extend its reach to the public to increase its prominence. The reality is that specific platforms are used more than others by persons in the community. Furthermore, some platforms are used solely for recreational purposes, whereas others are strictly used for information gathering or keeping up with current affairs. These platforms include widgets, photo-sharing sites, video-sharing sites, podcasts, virtual worlds and Instagram.

6.6.5 Legal and regulatory frameworks that guide public programming in the Eastern Cape Provincial Archives and Records Services

Archival legislation demarcates and instructs what has to be done by provincial archives in taking archives to the people through public programming initiatives. The findings revealed that provincial archives hold provincial competence and obligation to implement public programming records. As a result, this study recommends that various archives legislation be reviewed in order to adapt to the contemporary trends of taking archives to the people. The study also revealed a lack of clear public programming policies to drive public programming activities by ECPARS. Effective archival programmes such as public programming initiatives rely on an applicable policy provision. Therefore, policy-orientated public programming should aim to improve the visibility of archives in communities and help raise awareness amongst citizens to understand better how to address socio-economic needs using archival services (Obura, 2011).

6.6.6 Collaborations as means of improving advocacy through a partnership

Adoption of collaborative public programming projects should be planned regularly on the provincial archives' agendas and operational plans. Such collaborative ventures should partner with other relevant stakeholders such as the National Heritage and Cultural Studies Centre (NAHECS) and Department of Education to establish a

positive image for the archives amongst communities. Libraries and museums are joint partners in promoting access to and the use of cultural heritage. Shared resources could help these institutions facilitate access to information in a complex economic environment in which most institutions find themselves (Marcum, 2014).

Awareness of the archives should include a variety of exciting strategies appealing to young people and prospective users. The set of collaborative strategies should be user-driven, advocating the notion that archives exist for the people and as a way to demonstrate the value of archives (Hackman, 2011).

6.7 Suggestion for future research

The study established several challenges prohibiting the implementation of archives public programming. Therefore, there are further studies that can be undertaken on the involvement of public participation in crafting public programming strategies. This study also underscores the embedment of Public programming education and training as fundamental modules in archives education courses. Furthermore, the study advocates more training opportunities centred on outreach and public programming means. There is need to further investigate how access to archives can be improved and promoted, especially in the context of COVID-19, and how technologies can take archives to the people. There is also a gap for additional investigation on provincial archives fiscal plan as a critical component with an impact on the management of archives and records services of the province. Moreover, future research in this public programming zone also needs to review public programming policies by provincial repository authorities.

6.8 Summary

This study aimed at evaluating the extent of public programming by the Eastern Cape Provincial and Records Services and how the public is made aware and is stimulated to use the collections in the repositories. The study sought to find out the current extent of the public programming strategies by the Eastern Cape Provincial Archives and Records Services. The researcher was also determined to establish what Information

and Communications Technologies (ICT's) were used for public programming by Eastern Cape Provincial Archives and Records Services. Furthermore, the set out to determine and establish legislative and regulatory frameworks that guide public programming in the Eastern Cape Provincial Archives and Records Services. Lastly, the study evaluated users' response to public programming services by Eastern Cape Provincial Archives and Records Services.

Through this study, the researcher found that public programming services offered by the Eastern Cape Provincial Archives and Records Services are a moderately utilised function even though the centre relies on the Provincial Archives and Records Services Act as a legal framework for its operations. The study revealed that there are various strategies used in marketing public programming. These strategies include publications, tours, exhibitions, posters, and various public information clinic sessions. Web technologies are also put to good use in this line of work.

The centre used current technologies to promote awareness and dissemination of information. For instance, WhatsApp and the centre's website promoted awareness and disseminated information, particularly during the COVID-19 pandemic. In addition to these, the Eastern Cape Provincial Archives and Records Services used websites and social media to interact with the users. The study outcomes confirmed that the employees had social media accounts to engage service users. In terms of the use of social media, the platform mainly in use is WhatsApp.

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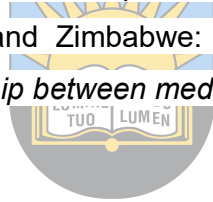
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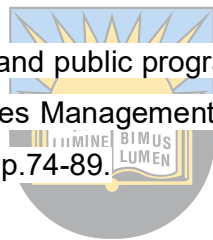
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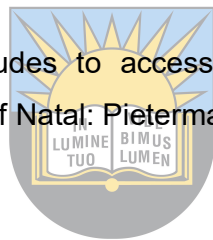
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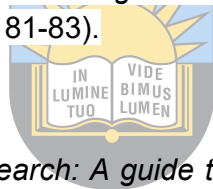
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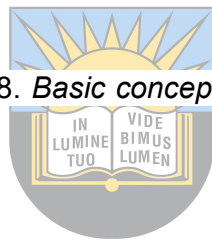
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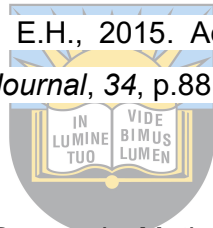
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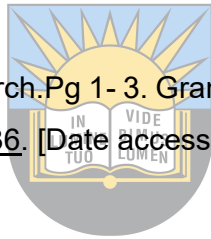
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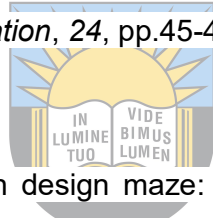
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APPENDIX A: ETHICAL CLEARANCE CERTIFICATE



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ETHICAL CLEARANCE CERTIFICATE REC-270710-028-RA Level 01

Certificate Reference Number: KHA011STSH01

Project title: **An evaluation of the extent of public programming by the Eastern Cape Provincial Archives and Records Services.**

Nature of Project: Masters in Library and Information Science

Principal Researcher: Syathemba Tshebi

Supervisor: Mr F. Khayundi

Co-supervisor: N/A

On behalf of the University of Fort Hare's Research Ethics Committee (UREC) I hereby give ethical approval in respect of the undertakings contained in the above-mentioned project and research instrument(s). Should any other instruments be used, these require separate authorization. The Researcher may therefore commence with the research as from the date of this certificate, using the reference number indicated above. This certificate is valid for a year from the date of approval; thereafter, the Principal Investigator/s will be expected to apply for renewal.

Please note that the UREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the document;
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research.

The Principal Researcher must report to the UREC in the prescribed format, where applicable, annually, and at the end of the project, in respect of ethical compliance.

Special conditions: *Research that includes children as per the official regulations of the act must take the following into account:*

Note: The UREC is aware of the provisions of Department of Health Charter of Ethics in Health Research Principles, Processes and Structures; DOH 2015, signed by the Minister of Health in March 2015. This certificate is granted in terms of the provisions of the above-mentioned document.

The UREC retains the right to

- Withdraw or amend this Ethical Clearance Certificate if
 - Any unethical principal or practices are revealed or suspected;
 - Relevant information has been withheld or misrepresented;
 - Regulatory changes of whatsoever nature so require;
 - The conditions contained in the Certificate have not been adhered to.
- Request access to any information or data at any time during the course or after completion of the project.
- In addition to the need to comply with the highest level of ethical conduct principle investigators must report back annually as an evaluation and monitoring mechanism on the progress being made by the research. Such a report must be sent to the Dean of Research's office.

The Ethics Committee wished you well in your research.

Yours sincerely



22/11/2018

Professor Pumla Dineo Gqola
Dean of Research

12 November 2018

APPENDIX B: QUESTIONNAIRE FOR STAFF OF EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES



University of Fort Hare
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FACULTY OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

Dear Participant:

I am Siyathemba Mboneleli Tshebi (200603997), a Masters's student at the University of Fort hare conducting research on examining the extent of archival public programming by Eastern Cape Provincial Archives and Records Services. The aim of the study is to investigate strategies that are used in taking archives to the public and help the respondents to get more understanding of the importance of public programming in raising archives awareness to the community at large.

Therefore, I will be grateful if you could participate in this study by answering the questionnaire as truthfully as possible. I can assure you that your information shared will be treated with confidentiality, and your participation remains voluntary.

Contact details of the researcher:

Siyathemba Tshebi

0730865231/ 0406022275

stshebi@ufh.ac.za

If there are queries concerning this survey free to contact the Supervisor at

fkhayundi@ufh.ac.za

Your cooperation is greatly appreciated.

SECTION A: Eastern Cape Provincial Archives and Records Services staff

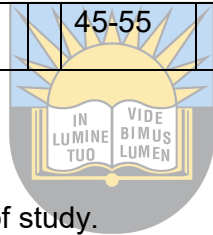
Demographic Information

1. Please indicate Gender

Female	
Male	
Other	

2. Please select your age group by ticking X next to group

16 -25		25-35		35-45		45-55		55-64		65 & Above	
--------	--	-------	--	-------	--	-------	--	-------	--	------------	--



3. Please indicate your level of study.

Matric		Diploma		Degree		Other	
--------	--	---------	--	--------	--	-------	--

4. What is your position within Eastern Cape Provincial Archives & Records Services?

Manager/Director	
Archivist	
Archives Assistant	
Administrative Assistant	
I.T Technician	
Other, specify	

SECTION B: KNOWLEDGE, SKILLS AND HUMAN RESOURCES

1. Have you received any training in relation to archives public programming?

Yes	
No	

2. How many are you working in public programming?

.....

3. How many volunteers do you have?

.....

4. What challenges do you face when conducting public programming?

.....



Is funding allocated for public programming activities enough?

Yes	
No	

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SECTION C: EXTENT OF THE PUBLIC PROGRAMMING IN EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES

1. Is public programming exercised by Eastern Cape Provincial Archives and Records Services?

Yes	
No	

2. If **Yes** how often do you conduct public programming activities?

Monthly	Quarterly	Annually
---------	-----------	----------

--	--	--

3. How crucial is public programming in Eastern Cape Provincial Archives and Records Services?

.....

.....

.....

.....

4. How often do you conduct public programming activities?

Monthly	Quarterly	Annually

**SECTION D: STRATEGIES & TATICS ON PUBLIC PROGRAMMING
(WAYS OF TAKING ARCHIVES TO THE PEOPLE)**



1. Do you have any strategy document that guides conducting of public programming?

Yes	
No	

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2. What strategies are in place for public Programming?

.....

.....

.....

3. Do you use any of the bellow public programming strategies?

Publications	
Tours	
Exhibitions/ Posters	
Public Information clinic sessions	
Web technologies	

Other/	
--------	--

SECTION E: REGULATORY FRAMEWORK AND POLICIES

1. Does the centre policies that guide Eastern Cape Provincial Archives on public programmes?

Yes	
No	

2. If Yes, is it a formal or informal policy?

Yes	
No	



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3. Does the policy speak about funding?

Yes	
No	

4. What legislation is currently being used by Eastern Cape Provincial Archives and records Services?

.....

SECTION F: USE OF CURRENT TECHNOLOGIES FOR PROMOTION OF AWARENESS AND DISSEMINATION OF INFORMATION

1. How does the centre use the current technologies in promoting awareness and disseminating information?

.....

.....

.....

.....

2. Do the Eastern Cape Provincial archives and Records Services use any of the following electronic platforms to disseminating its information?

Electronic platform	Yes	No
Websites		
Blogs		
Social Media		
Other		



3. Does the centre have Social media strategy?

Yes	
No	

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4. Do you have social media accounts to engage the users?

Yes	
No	

5. If **Yes**, Which platform are you using from below?

Twitter	
Facebook	

Instagram	
Blog	
LinkedIn	
Other, specify	

Thank you for your participation in this study!!

.....

APPENDIX C: QUESTIONNAIRE FOR USERS OF EASTERN CAPE PROVINCIAL ARCHIVES AND RECORDS SERVICES



University of Fort Hare
Together in Excellence

FACULTY OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

Dear Participant:

I am Siyathemba Mboneleli Tshebi, a Masters Student at the University of Fort Hare. I am conducting a study on **examining the extent of public programming by Eastern Cape Provincial Archives and Records Services.**

The findings of the study will provide a broader understanding of the landscape and scope of public programs and how this function can be aligned to the local and national development plan.

Therefore I would be grateful if you could participate in this study by answering the questionnaire as truthful as you can. I can assure you that your information shared will be treated with confidentiality, and your participation remains voluntary.

Your cooperation is greatly appreciated.

Siyathemba Tshebi

If there are queries concerning this survey, you are free to contact me [on Cell no 0730865231](tel:0730865231), Office 0406022275, or email stshebi@ufh.ac.za

Questionnaire for Eastern Cape Provincial Archives and Records Services users

SECTION G: RESPONSE FROM SERVICE USERS

Please indicate your response by putting X or use tick sign (✓) to indicate your answer/ selection

Biographic information

1. Please indicate your Gender

Female	
Male	
Other	



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2. Please select your age group by ticking X next to group

21-25		25-35		35-45		45-55		55-65 &above	
-------	--	-------	--	-------	--	-------	--	--------------	--

3. What is your highest qualification?

Matriculation	
Diploma	
Degree	
Other	

4. Are you aware of Eastern Cape Provincial Archives and Records Services?

Yes	
-----	--

No	
----	--

5. If yes, do you know where they are located?

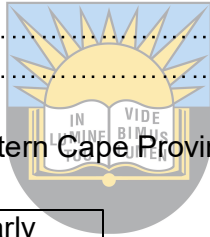
.....

6. Have you ever used Provincial Archives and Records as source of information?

Yes	
No	

7. What is your view about Eastern Cape Provincial Archives and Records Services?

.....



8. How often do you visit Eastern Cape Provincial Archives and Records Services?

Weekly	Monthly	Yearly

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9. **Why did you think the information you were looking for was in the archives?**

.....

10. What type of information were you looking for from Provincial Archives and Records Services?

.....

11. Are Eastern Cape Provincial Archives and Records Services **promoted** enough to the public?

Yes	
No	

12. In efforts to promote archives awareness, from below strategies which one can be one(s) can be used and why?

Publications	
Tours	
Exhibitions/ Posters	
Public Information clinic sessions	
Web technologies	
Other/	

.....

.....

.....

.....



Thank you for your participation in this study!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

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APPENDIX D: TURNITIN REPORT

