

**EXAMINATION OF ARCHIVAL PUBLIC PROGRAMMING INITIATIVES AT
THE LIMPOPO PROVINCIAL ARCHIVES**

By

Manganye Maite Salphina

Student No: 44217803

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Promoter: Prof N. Saurombe

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Summary

The South African legislation, the National Archives and Records Service Act (Act no 43 of 1996), underscores the fact that public archives should focus its public programming endeavours around activities designed to reach out to less privileged sectors of the society. Any public archive must find effective ways to inform its public about the role of archives and why it is important. This study examined the public programming initiatives in the Limpopo Provincial Archives.

Logic model was utilised as a framework in this study, to examine the effectiveness of archival public programming initiatives with intentions to measure their effectiveness in expanding the usage of Limpopo Provincial Archives. This study employed the mixed methods research approach, informed by pragmatic paradigm, using both quantitative and qualitative research tool to collect data. Limpopo province community members and archivists employed at the Limpopo Provincial Archives were the unit of analysis and sources of information.

The key results of this study suggest that public programming in the Limpopo Provincial Archives had not translated to increase in the usage of archival holdings. Furthermore, public programming in Limpopo Provincial Archives is hampered by inadequate funds, government red tapes, Web 2.0 absence and lack of training. This study recommends that Limpopo Provincial Archives come up with ground breaking public programming initiatives that would engage and generate interest of the community and also explore other digital forms of communication. Also, Limpopo Provincial Archives should collaborate with partners like museums, libraries, private sectors and other stakeholders in taking archives to the people, which would lead to the pooling of resources.

KEYWORDS

Public Programming initiatives; Effectiveness; Limpopo Provincial Archives; awareness activities; Logic Model; Public archives, Visibility.

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DEDICATION

This thesis is dedicated to my son Mosa, my daughter Thato, my little sister Lungile, my nieces Nikiwe and Mikateko.

“All our dreams can come true if we have the courage to pursue them” Walt Disney

DECLARATION

Name: **Manganye Maite Salphina**

Student number: **44217803**

Degree: **Master of Information Science**

Exact wording of the title of the dissertation as appearing on the electronic copy submitted for examination: **Examination of Archival Public Programming Initiatives at the Limpopo Provincial Archives.**

I declare that the above dissertation is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

I further declare that I submitted the dissertation to originality checking software and that it falls within the accepted requirements for originality.

I further declare that I have not previously submitted this work, or part of it, for examination at UNISA for another qualification or at any other higher education institution.

Manganye M. S

Signature

Manganye Maite Salphina

26 February 2021

Date

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LPA:	Limpopo Provincial Archives
ESARBICA:	East and Southern Africa Regional Branch of the International Council on Archives
UNISA:	University of South Africa
MMR:	Mixed Methods Research
LIS:	Library and Information Services
QUAL:	Qualitative
QUAN:	Quantitative
SPSS:	Statistical Package for the Social Sciences
NARSSA:	National Archives and Records Service of South Africa
ICA:	International Council On Archives

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CHAPTER 1

1. INTRODUCTION AND BACKGROUND

Archives are the lifeblood of societies, which especially seek to uphold and safeguard democratic principles such as human rights, good governance, justice, accountability, transparency, equality, and good decision-making. National archival repositories, which serve as the custodians of public records and archives, have a pivotal role to play in most professions, communities and societies. Maphorisa and Jain (2013:34) postulate that national archival institutions are the custodians of records which could benefit historians, genealogists, intellectuals, students and researchers among others. Thus, the importance of archival institutions and archives cannot be ignored. Therefore, governments have sought to establish national archival institutions mandated to acquire, preserve, manage and provide access to public archives. According to the International Encyclopaedia of Information and Library Science (2003), the establishment of national archival institutions recognises a citizen's right to have access to public archives.

A number of scholars have sought to rationalise the importance of archives (Mason, 2011; Okoampah & Asante, 2015; Ngulube & Saurombe, 2016: 37). Mason (2011) asserts that archives document the historical memory of humans and historically, they are considered as places where historical documents, valuable papers, photos, and genealogical records were safely kept from destruction. Mnjama (2010) posits that the major objective of archival services involves facilitating access to materials that they care for, to provide education and research purposes. Okoampah and Asante (2015) note the heritage custodial and documentation roles played by national archives. Another role played by national archival institutions is that of preserving a society's collective memory (National Archives of Canada, 2003). Furthermore, Ngulube and Saurombe (2016:37) have called upon society to understand the role of public archives, which have a pivotal role in the creation and production of knowledge and not just the acquisition and preservation of records. Ericson (1990:117) highlights that,

“if after we brilliantly and meticulously appraise, arrange, describe and conserve our records and nobody comes to use them, then we have wasted our time”.

Ngulube (1999) maintains that the information contained in archival records are raw resources who are used by those who know about them. Ngulube and Saurombe (2016:37) posit that public archives should not be considered as just an option for society, but rather should serve as a significant part of society. Mukwevho (2017:17) points to the need for public archival institutions to develop strategies that will ensure that community is aware of the archives services and use them as a result. Maphorisa and Jain (2013:34) also note that potential users of archives need to be informed and educated on the availability and value of archival collections. This, according to Maphorisa and Jain (2013:34), will brace the use of archival materials. Therefore, promotion of archival institutions will strengthen its position in the society.

The value of national archival institutions diminishes if such institutions only concentrate on acquiring and preserving collections, which are not consulted or used by the taxpayer, professionals, whistle-blowers inter alia. To put it in the words of Maphorisa and Jain (2013:34), the level of use of archives materials justifies the existence of archives repository. Thus, public archives, have to ensure that the use of archival collections is promoted. Gregor (2001) warns that if archives remain unused, the archives' presence and resource allocation lacks substance. Through robust awareness programmes, public archives institutions can increasingly become known and be accessed by the public (Ngoepe & Ngulube, 2011:6; Ngoepe & Ngulube 2014:47). Therefore any activity aimed at promoting the usage or use of archival collections must be embraced (Saurombe and Ngulube 2016:39). Such a view has been at the helm of public programming, which, according to Blais (1995:20) is aimed at making the archival function, mission and collections or materials in the possession of archival institutions known to the public.

Public programming involves identification and provision of services to constituencies with needs appropriate to repositories' mission, particularly the underserved groups , and customising such services to serve such needs (Peace-Moses, 2002). Public

programming shows the public that archives are places where information can be accessed and used (Mason, 2016:1). The visibility of archival institutions is significant in order to attract adequate resources and also, for archivists to get a stake in the market space to deliver on their mandate (Blais & Enns, 1991). Such public programming has to see to it that people become more knowledgeable and appreciative of the role played by archives and archival institutions (Blais, 1995:19). Such a view implies that once the public understand and appreciate the role played by archives, there will be more users of archives as more and more people will come to value the archives as a treasure worth accessing.

Without public programming, the public will not know that historical records, as Gregor (2001) put it, are gold mines of useful information. Archivists have to explain their holdings and work to the public as this can lead to improved usage, justification for government funding and support. Without such public programming, policy makers and the public will see no need to allocate scarce resources to public entities whose value cannot be determined. It is no longer sufficient for archives to only justify their need for resources by solely pointing to their role of safekeeping historic files, photos, crucial papers, and lineal records (Chute, 2000:33; Mason, 2016:1).

The society need knowledge about the value of public archive materials to their lives and the community they live. They need to be made aware that archival collections are available and important to assist in what they do, and that the archivists are important resources (Chute, 2000:33). Effective archival public programming activities enable public archives to become a vital and vibrant organisation, worthy of support for informational and cultural needs (Hamooya & Mawila, 2012:241).

Awareness activities that promote archival use, such as exhibitions and publications communicate a secure image about the archival institutions and make sure that the people are aware of the new products and more people are attracted (Gregor, 2001:vi; International Records Management Trust, 1999:47).

Public programming can lead to visibility which can also translate to usage of archival collections, improved resource allocation and support for public archives. Therefore,

public programming is a visibility strategy of modern public archives, which have to grapple for resources with other public sector departments and pressing needs. Maphorisa and Jain (2013) state that the existence of archives can only be justified by the usage of its resources whereas Harris (1993) posits that usage is the ultimate goal for preparation of archives with other functions being just tools that archival institutions use to achieve the set goal. However, regardless of the importance of archives, Ngoepe and Ngulube (2011:18) note that in South Africa, the general public know little about the activities of the National Archives.

Thus, archival institutions in South Africa, provincial and national, are required to reach out to wider communities to promote the visibility, use and access to archival collections. Archivists usually refer to outreach programmes and public programming when referring to ways through which they reach out to the public (Hyslop 2002:49). Public programming is described by Saurombe (2017:8) as a function performed by archivists to create awareness of the archives. Koopman (2002:7) describes outreach as programmes which include public programming activities, public relations programmes and educational programmes. Therefore, this study refers to public programming, visibility programmes and outreach programmes as public programming.

1.1 Development of the Limpopo Provincial Archives

In a bid to redress the inequalities and injustices of the apartheid regime, the post-apartheid government established the National Archives and Records Services of South Africa through an Act of Parliament Act No. 43 of 1996 (Harris, 2000: 27). Public archival institutions are mandated to promote accessibility and use of archival materials (Harris, 2000:27; Archival Platform, 2015:124). The National Archives Advisory Council was established by the same act to advise the national archivist on promoting archives and functions of archival repositories at large. The South African National Archivist is therefore, authorised to focus on developing people's archives programmes that empowers the voiceless, promote equality and create awareness of archival holdings and services (Archival Platform, 2015:125).

In an attempt to further ensure that archives are available to people all over South African regions, the government decentralised national records and archives services by establishing provincial archives. This decentralisation, according to Murambiwa and Ngulube (2011:90) has the potential to take archives to the people by taking archival services and their holdings to the provinces. Schedule 5 of the South African Constitution states that provincial archives repositories are institutions of provincial proficiency housed in the provincial Department of Sport, Arts and Culture (Archival Platform, 2015:53; Ngoepe & Jiyane, 2015:68). This provision ensures that every province promulgates its own archives and records services legal framework, as well as establishing and maintaining its own archival infrastructure (Ngoepe & Keakopa, 2011:152).

The legislation of the then Northern Province, currently Limpopo Province, passed the Northern Province Archives Act in 2001 (Mukwevho 2017:32). Therefore, the province built its own infrastructure, known as the Limpopo Provincial Archives situated in Polokwane, Plot 1337, Potgieter Avenue, Bendor. According to Limpopo Province Archives Act (Act no 5 of 2001) the Limpopo Provincial Archives was established to realise the following objectives and functions:

- Ensure the proper management and care of public records
- Collect public and non-public records with enduring value which cannot be preserved by another institution
- Preserve and conserve archival records
- Promote cooperation and co-ordination between institutions having custody of non-public records
- Promote awareness of archives and records management activities in the organisations
- Generally, promote the preservation and use of the provincial heritage

The decentralisation of archives services in South Africa, means that the Limpopo Provincial Archives has a mandate to promote its collections as well as encourage archives and records management activities through the public programming or awareness initiatives. Mukwevho (2017:33) stresses that it remains the responsibility of every regional archives to market its own archives services to make it known and used.

1.2 Contextual Setting

The Limpopo Province population growth is estimated to be 6 156 313 in the year 2020 with 97.3% of population being blacks, 2.4% white and 0.2% coloureds and 0.1% Indian/Asian (Enero 2021). It is the fifth largest province in South Africa (Politics of Limpopo, 2019). Currently, the Limpopo Province is divided into five districts, namely: Waterberg, Capricorn, Vhembe, Mopani and Sekhukhune (Limpopo Provincial Government, 2014). Vhembe is the largest municipality with the total of 382 346 households, followed by Capricorn with 378 272, then Mopani with 338 385 and lastly Greater Sekhukhune with a total of 290 489. The province is home to the Limpopo Provincial Archives, formerly known as the Northern Province Archives and Records Services. The Limpopo Provincial Archives repository houses a range of former “homeland” ,(Venda, Lebowa and Gazankulu) archival collection. The records housed includes the chieftainship, land matters, verbatims, and personal files of former employees of department of Education. The Limpopo Archives inherited three repositories from the following former ‘homelands’ (Archival platform, 2014), namely:

- **The Mopani Archives Depot (Gazankulu):** which is currently based in the Department of Education Building, Parliamentary Complex, Giyani.
- **The Sekukhune Archives Depot (Lebowa):** established in 1988, Sekhukhune Archives depot is currently in the Legislature Building, Lebowakgomo. Like other two depots, the repository acquires its material from government institutions based in the Limpopo Province.
- **The Vhembe Archives Depot:** This depot is currently based in the Thohoyandou government building in Makwarela.

The Limpopo Provincial Archives has a mandate, to make known, its archival holdings and services through implementation of public programming which includes exhibitions, school visits, community outreach, and community engagements.

1.2.1 Contextual Setting of the problem

Ngoepe and Ngulube (2014:5) indicate that public archives bear poor image, social invisibility and their purpose is misunderstood. Number of public archives institution have a low usage of their holding (Nengomash & Nyanga 2016:96; Murambiwa & Ngulube, 2011:94; Ngulube & Tafor 2006:73). The low usage of archives is also a South African problem as Ngulube and Ngoepe (2011) found out that the National Archives and Records Service of South Africa was not visible to the public as most of the South African citizens did not know that it exists. Mukwevho (2017:34) further points out that this invisibility and lack of awareness of the role of archives is also affecting provincial archives. Therefore, public archives need to plan properly, implement and evaluate their public programming initiatives to ensure that they fulfil their purpose. Since its official opening in 2015, the Limpopo Provincial Archives has implemented public programming programmes that publicise and market it. However, the effectiveness of such programmes has never been evaluated nor measured to see if these programmes have achieved the goals set. The current study seeks to examine the effectiveness of public programming, which has been rolled out by the Limpopo Provincial Archives since its inception.

1.3 Problem statement

Archival institutions within regions suffer from image problems (Mojapelo & Ngoepe 2020:3). The National Archives and Records Service of South Africa Act 43 of 1996 and provincial legislation governing the nine provincial public archival institutions emphasise the need for public archives institutions to reach out to the disadvantaged sectors of society and make known information concerning records by means such as publications, exhibitions and lending of records (Ngulube et al., 2017:75). Awareness of the availability of archives can help to project archives repositories to new heights in the ESARBICA region (Mojapelo & Ngoepe 2020: 4). However, public programming initiatives are not effective enough as Mukwevho (2017: 205) indicates that, such

initiatives cannot be guaranteed as public archives in South Africa are still faced with visibility and accessibility challenges. Ngoepe and Mukwevho (2019:175) reiterate that public archives remain the domain of the elite and do very little outreach. They further allude that the strategies adopted by archives institutions in South Africa have failed to “take archives to the people”.

Mukwevho (2017:205) further notes that public programming initiatives are not effectively and gently persuading the potential users to use archives because currently the statistical usage of the archival materials is low in South Africa. Limpopo Provincial Archives and Records Services also has a challenge of low statistical usage of its materials. In 2017/18 and 2018/19, the Limpopo provincial Archives and Records Services conducted five and six awareness programmes respectively (DSAC APP 2018/19), to promote the use of archival records in their custody. In 2017, the Limpopo Provincial Archives had only 29 researchers using their materials, and 68 researchers in 2018 and a decrease to 61 researchers in 2019. With efforts to reach out to community to make archives known, a fluctuating number of users at the Limpopo Provincial Archives is worrying and unsatisfactory. To this end, this study sought to examine the effectiveness of public programming in increasing the usage of the Limpopo Provincial Archives by the Limpopo community.

1.4 Purpose of the study

This study aimed examine the effectiveness of archival public programming initiatives in expanding the usage of the Limpopo Provincial Archives by the Limpopo community.

1.5 Research objectives

The specific objectives of the study were to:

1. Establish public programming initiatives implemented by the Limpopo Provincial Archives
2. Find out the extent of awareness of the Limpopo Provincial Archives by citizens of Limpopo Province

3. Determine the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo Province.
4. Determine the impact of public programming on expanding the usage of the Limpopo Provincial Archives;

1.6 Research questions

The following research questions were formulated to achieve the objectives of the study:

1. What are the public programming activities carried out by Provincial Archives?
2. To what extent are the people of Limpopo aware of the existence of the Limpopo Provincial Archives?
3. To what extent do people visit the Provincial Archives?
4. For which purposes do the residents of Limpopo visit the provincial archives?
5. To what extent has public programming increased usage of the Provincial Archives?
6. What is the public's view about the Limpopo Provincial Archives?

1.7 Significance of the study

The significance of the study outlines the contribution that the study has to a particular field of knowledge (Saurombe, 2017:21). She also indicates that, the key point is to identify who is to benefit and how will they from the study and how gaps within the knowledge can be filled and also assist in developing better strategies for research in a body of knowledge and influencing the policy or change people's practices.

Archivist generally stand to benefit from such study as Shaffer (2009:45) postulates that, without a critical evaluation of resource inputs versus programme outcomes. Archivist conducting outreach may actually be demonstrating themselves to be less worthy of the public trust and funding than they realise

Furthermore, Njobvu, Hamooya and Mwila (2012) indicate that it is important to ensure that archives institutions justify their existence by serving the society, and ensuring that archives are well-known by potential users and by improving the image of the organisation. The current study examined the effectiveness of public programming initiatives rolled out by the Limpopo Provincial Archives in increasing usage of the Limpopo Provincial Archives. Thus, this study may go a long way in adding value to the Limpopo Provincial Archives' future public programming. By virtue of assessing the effectiveness of public programming, this study reveals the merits and demerits of current public programming initiatives. Thus, the results of the study can be used by decision makers at the provincial level to strengthen future public programming initiatives.

The findings of this study will assist archivists to develop relevant public programming initiatives, to improve the visibility of the provincial archival repositories and also contribute to the current literature to help archives institutions to justify their existence through improved public programming initiatives.

1.8 Definitions of concepts

This section defines concepts that are used in the study. According to Saurombe (2016:42), definition of concepts makes key words scouted within the study to be more contextual and also, to eliminate ambiguity because certain concepts can differ in meaning due to their contextual application.

Archives – refers to the agency responsible for selecting, preserving and making available records determined to have permanent or continuing value (Daniels, 2016). Blais and Enns (1991:101) defines public archives as a repository of national heritage, containing documents from both public and non-public sectors. The main aim of public archives is to acquire and organise archival records of national historical importance. Also, ICA (2016), defines archives as the documentary by-products of human activities retained for their long term value.

Outreach refers to activities designed to inform potential users about a repository's collections and to attract their interest in learning more about those collections (Mason,

2011). It is therefore an archival function that communicate and create awareness to the members of the public.

Public programming - Saurombe (2016:77) refers to public programming as tools that enables public archives to market and communicate archival services to people to receive feedback on services offered through variety of coordinated activities, with the aim of developing an effective and efficient archival service. Therefore, public programming is a function performed by public archives to communicate and create awareness about archives to the members of the public and educate the programme funders and potential users how to use them through different activities, with the aim of developing an effective and efficient archival service.

Accessibility – is defined as the characteristic or right of citizens to easily access public archives with minimum barriers (Mukwevho, 2017:24). Accessibility is the optimum goal of any archives policy

1.9 Scope and limitations of the study

This study focused only on the Limpopo Provincial Archives, situated in the Limpopo Province. Limpopo has five districts, namely: Vhembe, Mopani, Sekhukhune, Waterberg and Capricorn. The Limpopo Provincial Archives is located within the Capricorn district, in the City of Polokwane. It services all the districts, with a staff compliment of fourteen archivists and one Records Clerk. The study focused only on public programming activities rolled out by the Limpopo Provincial Archives to increase usage of the institution's services.

1.10 Use of the Logic Model as framework of this study

In order to provide the lens with which to measure the effectiveness of public programming as instituted by the Limpopo Provincial Archives, this study adopted the Logic Model as a theoretical framework for this study. Logic model provides a holistic approach to measuring the effectiveness of projects (WK Kellogg Foundation, 2004). Instead of just measuring outcomes, the Logic Model provides the researcher with a framework to look into activities aimed at raising the awareness of the Limpopo Provincial Archives. Furthermore, the model provided this study with a framework through which to assess the impact of public programming in the archives' repository. This framework is discussed in detail in Chapter two of this study.

1.11 Research paradigm

Wahyuni (2012:69) defines research paradigm as a set of basic assumptions and beliefs of how the world is perceived, which then serves as a thinking framework that guides the manner in which the researcher conducts himself or herself. This study is exploratory in nature and is explicitly placed under the mixed methods research (MMR) methodology, guided by the pluralism ontology, the pragmatic epistemology and the embedded theory (see Figure 3.1) presented in chapter three of this study. A number of scholars have proposed that pragmatism is the most appropriate paradigm for mixed methods research (Teddlie & Tashakkori, 2009; Onwuegbuzie & Johnson, 2006; Morgan, 2007; Denscombe, 2008; Johnson and Gray, 2010; Creswell & Plano Clark, 2011).

1.12 Research methodology

Ngulube (2015:127) defines research methodology as the spectrum through which a researcher views when making decisions on acquiring knowledge about a social phenomenon and getting answers to the research question. This section outlines the research approach, the paradigm, research design, population and sampling, data collection methods, analysis and research ethics.

1.12.1 Research approach

According to Creswell (2014 :32), a research approach is a plan and set of procedures to conduct a research that traverse the steps from paradigm to research design, detailed data collection methods, analysis and interpretation. Predominantly, research approaches include qualitative, quantitative and mixed methods. These approaches are described below:

Quantitative research: this is a way of testing objective theories by examining the relationship among various variables. These variables can be measured, typically on instruments, so that numbered data can be analysed using statistical procedure (Creswell, 2009:3).

Qualitative research: this approach looks at social life from multiple points of view, barely uses variables or test hypotheses or converts social life into numbers, rather researchers borrow ideas from the people they study and place them in a natural setting (Neuman, 2006).

Mixed methods: is an approach that combines or associates both qualitative and quantitative forms, involving philosophical assumptions (Creswell, 2009:4).

The research question set out for this study required the use of the two methods, quantitative approach and qualitative approach. This was important in understanding the assessment of the use of archives that may not be reduced to a statistical fashion of a study that yields arithmetically precise conclusions but rather to explaining and providing insights into reality and the understanding of things that matter in ways that matter. Leedy and Ormrod (2010:184) describe the quantitative approach as descriptive and qualitative as exploratory.

Though the researcher found no study that used the mixed method approach in examining public programming, few studies like Bradley (2005); Ngulube and Tafor (2006); Katamula (2011) and Saurombe (2016) have successfully used the combination of research approaches in conducting investigations into public programming. This helps in eliminating biasness and encourages openness yielding real results from respondents.

1.12.2 Research design

The research design offers a framework according to which data are to be collected in investigating the research problem. In this regard, it is imperative to connect research methodology with suitable set of research methods in order to answer research questions that are established to examine social phenomena (Wahyuni, 2012). Research design is therefore, guided by the ontological, epistemological and methodological rules. This study applied the concurrent triangulation design. The study unit of analysis was the fourteen archivists involved in public programming implemented by the Limpopo Provincial Archives and a total of 100 Polokwane residents randomly selected. With regards to research methods, the researcher used a combination of questionnaires which sought to collect quantitative data from community members and interviews with archivists.

1.12.3 Population of the study

The population of the study refers to a collection of individuals who share at least one common or organising characteristics (LaMorte, 2019:1). Population may include people, documents of organisation, units of specific geographical area, artefacts,

social units interactions (Trochim, 2006:1; Welman, Kruger & Mitchell, 2005:52; Sverke (2007:26). The units of analysis for this study were all 14 permanently employed archivists of Limpopo Provincial Archives who were purposefully selected to provide the researcher with pertinent information. In addition, hundred community members were selected randomly from different communities in which the Limpopo Provincial Archives had hosted awareness activities. Thus, these randomly selected participants included learners, researchers and general community members.

1.12.4 Data collection instruments

The use of the mixed methods research approach resulted in collection of different types of data using both qualitative and quantitative methods to address the research objectives of this study. This includes the use of questionnaire to collect quantitative data and face to face interviews to collect qualitative data.

1.13 Data analysis

This study employed quantitative and qualitative research data collection approaches, therefore, quantitative and qualitative measures were used to analyse the data. According to Creswell and Clark (2007:128) and Onwuegbuzie (2011:3) data analysis in mixed method research involves the use of both quantitative and qualitative analytic techniques within the same framework, which is guided either a priori, a posteriori or iteratively (representing analytic decision that occur both prior to the study and during the study).

Parallel mixed data analysis was applied where quantitative and qualitative data were analysed independent of each other and provide information about the phenomenon through connecting, combining and integrating the findings from the quantitative and qualitative analysis. Statistical technique was applied in analysing data on the questionnaires and information obtained through interviews were transcribed and organised, grouping together comments on similar themes and interpreted them to draw conclusion.

1.14 Ethical considerations

Research ethics are defined as set of standards and principles displaying what is acceptable and what is not acceptable when conducting research (Satankos, 2013). To adhere to research principles and standards, the researcher obtained ethical

clearance permission from the University of South Africa via the Higher Degrees Committee of the Department of Information Science. The researcher sent a letter of request to the Management of Limpopo Department of Sport, Arts and Culture to seek permission to conduct research. To protect the interests of respondents, the researcher ensured participants' right to confidentiality when sharing or making public available data in any form as required by UNISA's Research Ethics Policy (University of South Africa, 2016:16), anonymity of participants was ensured when analysing and presenting data by avoiding mentioning of names.

1.15 Organisation of the dissertation

Chapter one provides a background of the study and communicates the research problem, objectives, research question, scope and significance of the study. It also outlines the preliminary literature review and briefly summarises the methodological issues. The chapter serves as a basis of the entire research.

Chapter two discusses the theoretical framework which forms the foundation of which data for this study were collected and interpreted. Also, in this chapter, the relevant literature on outreach programmes and public programming is consulted and discussed in detail to demonstrate efforts made by previous researchers on the research topic.

Chapter three provides an elaborate presentation on research methodology and methods used in the study. The methodological issues cover the research paradigm, research approach, research design, target population, data collection methods and tools, data analysis and ethical considerations.

Chapter four presents and analyses qualitative and quantitative data.

Chapter five discusses and interprets the findings of the research in accordance with the research problem, objectives and research questions.

Chapter six summarises the study and provide conclusion on issues that were investigated and makes the necessary recommendations.

1.15 Summary

Chapter one position the study by providing the background information on the significance of archives in society and the necessity to develop programmes that

inform communities about archives. The value of the visibility of archival holdings and the need to enhance them is discussed in this chapter. The development of public archives repositories in particular, the Limpopo Provincial Archives repository is highlighted. The problem statement indicates the need to evaluate and assess public programming initiatives so that they lead to the desired goals and improve the image of archives. The objectives of the study seek to provide answers to the research questions and the method to get the answers are discussed including an outline of the chapters in the study

The following chapter presents the theoretical framework and a literature review to acquaint the reader with the context in which this study was conducted

CHAPTER 2

2 THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature to establish the effectiveness of public programming rolled out by the Limpopo Provincial Archives. The chapter outlines what a literature review entails, and the types of literature review. Furthermore, the Logic Model is presented in this chapter as the theoretical Framework upon which the study is underpinned. Since the study aimed to examine the effectiveness of public programming initiatives rolled out by the Limpopo Provincial Archives, this chapter reviews literature based on themes drawn from the objectives of the study. Therefore, this implies that this study applied a thematic literature review. The subsequent subsection highlights the significance of a literature review.

2.2 The importance of a literature review

Mertens (2010) avers that a literature review explains the topic of the research and a rationale for the problem that is being studied and the need for additional research. Thus, the application of the literature review in the current study sought to build a case and/or rationale for the research problem. The literature review also revealed gaps, which could be further exploited by the researcher as some scholars' recommendations pointed to the need for further studies in public programming. Blaxter, Hughes and Tight (1996:110) stress that a literature review is "a critical summary of the range of existing materials dealing with knowledge and understanding in a given field. Its purpose is to locate the research project, to form its context or background, and to provide insights into previous work".

A literature review is thus crucial to the research study in the sense that it helps one to know more about the investigations and perspectives related to the topic under investigation (Leedy & Ormrod, 2010:66). In order for the current study to have a solid foundation, it had to be based on an understanding of what other scholars have written, concluded and recommended with regards to the subject being investigated. Moreover, the research methodologies, theoretical frameworks and approaches applied by other scholars largely paint a clear picture on what path, the researcher can

take in exploring the subject. A literature review thus, becomes important as it has the power to locate the research project, to inform its context or background and to provide insights into previous work (Saurombe, 2016:38). A literature review is an analysis, critical evaluation and synthesis of existing knowledge relevant to a research problem (Hart, 2018:3). It involves a systematic, clear and reproductive methods for identifying, interpreting and evaluating the already existing, published information by researchers, scholars and practitioners (Dube et al., 2013:63).

Carrying out a study without conducting a literature review will usually lead to conducting a research that have been already conducted by other researchers as Leedy and Ormrod (2010) highlight that reviewing literature helps the researcher by offering new ideas, indicating the sources of data and showing how methodological designs issues were handled by other researchers on related topics. Thus, the theoretical framework and research methodologies applied in this study are informed by the literature review. The researcher understands that the current study cannot stand in isolation; it has to build on studies conducted by other scholars.

Machi (2009) asserts that a literature review assist the researcher to identify new ways to understand subject matter, it sheds light on any previous research gaps' and points the way forward for further research. The current study's purpose of conducting a literature review were to identify research gaps, which proved to be niches exploited by this study. The researcher also used the literature review in order to relook other research methodologies that were used in previous studies. According to Onwuegbuzie et al. (2010 in Gates, 2010), the methodological review identifies strengths and weaknesses of research methodologies and approaches used by previous research studies. Cronin; Ryan and Coughlan (2008:43) add that a review of literature is central to the research process and can help refine a research question through determining inconsistencies in the body of existing knowledge. To provide the reader with theory base, a research study should be critical, comprehensive and contextual(Hofstee, 2008:21).

Neuman (2006:112) presents different types of literature review, namely:

- 1 Context review- entails linking a particular study to a larger body of knowledge;
- 2 Historical review- the author traces a problem over a period of time;
- 3 Integrative review- a presentation and summary of a current state of knowledge on a topic, raising agreements and disagreements within it;
- 4 Methodological review- comparison and evaluation of relative methodological strengths of various studies and how they differ.
- 5 Theoretical review- presentation of several theories or concepts focusing on the same topic and comparing them on the basis of assumptions, logical consistency, and scope of explanation.

The current study applied the integrative literature review in combination with the thematic literature review. Themes were derived from the objectives of the study, which were to;

5. Establish public programming initiatives implemented by the Limpopo Provincial Archives.
6. Find out the extent of awareness of the Limpopo Provincial Archives by citizens of Limpopo.
7. Determine the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo province.
8. Determine the impact of public programming on expanding the usage of the Limpopo Provincial Archives.

The process also included review of empirical research that is closely related to the current study including, theses and dissertations, articles from professional and scholarly journals inter alia. The literature review discusses the theoretical framework applicable in this study. According to Sharom and Riggan (2017), all research articles should have a valid theoretical framework to justify the importance and significance of the work and to give the study direction and validate or disapprove a phenomenon. On that note, the next section of this chapter discusses the theoretical framework that guided this study.

2.3 Theoretical framework

This section explains the theoretical foundation of this study. The connection between the theoretical framework and literature review is underscored by the University of Southern California (2020:1) which argues that the researcher has to review pertinent research studies for theories that are relevant to the researcher's research problem. Kivunja (2018:52) also notes that the theoretical framework must emerge from the literature review. Kivunja (2018:45) notes that a theoretical framework provides an intellectual, research-grounded basis for understanding, applying, analysing, and designing new ways to investigate relationships and to solve problems. The current study synergised the theoretical framework and the study as the latter provided an intellectual basis for analysing, investigating and understanding the problem under study. In this study, the theoretical framework provided the researcher with a lens through which to measure the effectiveness of public programming rolled out by the Limpopo Provincial Archives.

Kerlinger and Lee (2000: 11) define a theory as a set of interconnected concepts, definitions and propositions which together, present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena. This definition informs the current study as the researcher viewed the theoretical framework as a system or interconnected concepts, which present archival public programming as having relations among its variables and hence predicting particular outcomes and behaviours.

The theoretical framework is an analytical structure put together by the researcher to suit the research purpose to address the problem statement (Kivunja, 2018). Moreover, the researcher can develop a theoretical framework for the research by taking existing theoretical models, showing that they have mastered what the models present, and prove that they can use such models to analyse data (Kivunja, 2018). The current study thus, reviewed literature, which showed theories which have been used by different scholars in similar or related studies. The theoretical framework used in this study was informed by the research problem, study aim, objectives and was aligned to how the researcher prepared data collection instruments, analysed and presented the data.

According to Sharom and Riggan (2017), a theoretical framework has to be derived from an existing theory which has been tested and validated by other scholars and is a generally acceptable theory in scholarly literature. For any given study, the theoretical framework supports the rationale for the study, the problem statement, the purpose, the significance and the research questions and also give foundation for the review of literature (Grant & Osanloo 2014:12). Kemoni (2008:106) acknowledges that some various models or theories have been developed internationally, nationally and locally in archives management institutions as well as by records and archives scholars. Since this study investigated the effectiveness of public programming in the Limpopo Provincial Archives, it employed the Logic Model, which was adopted from the W.K. Kellogg Foundation (2004).

2.3.1 Defining the Logic Model

The Logic Model provides the researcher with a roadmap which outlines the sequence of related events connecting the need for the planned program with the program's desired results (W.K. Kellogg Foundation, 2001:3). This model is a tool used to measure the effectiveness of programs in organizations, companies and research (McMawley, 2001). According to Allen (2011), Logic Models describe logical linkages among resources, activities, outputs, audiences and outcomes related to a particular problem or situation. The Logic Model illustrates a sequence of cause and effect relationship, a system approach to communicate the path towards a desired result by linking the problem (situation) to the intervention (inputs and outputs) and impact (outcome) (Allen, 2011). The following subsection highlights the historical development of the Logic Model.

According to Mukwevho (2017:52), every theory has a history. The historical development of the Logic Model is explained, its attributes discussed and the benefits and limitations presented in the following sections and subsections.

2.3.2 The historical development of the Logic Model

Logic Model origin dates back to the 1970's (Suchman, 1967; Weiss, 1972 and Rogers, 2005). The early Logic Model influencers were Bennett's (1976) hierarchy of evidence, which was developed to evaluate the effectiveness of extension programs (Powell & Henert 2008). The footprints and precursor of the Logic Model thinking is seen in many places, the private, the public, non-profit, international area and evaluations. The Logic Model evaluates the impact to measure that the objectives and goals of a programme are not vague and that the programme is implemented in a way that would assist to achieve the set goal (LeCroy, 2018). The Centre for Disease Control and Prevention (2018:1), further adds that, the Logic Model depicts the relationship between the program's activities and its intended effects. Depending on its purpose, the elements of the Logic Model and the relationship between them is more or less detailed.

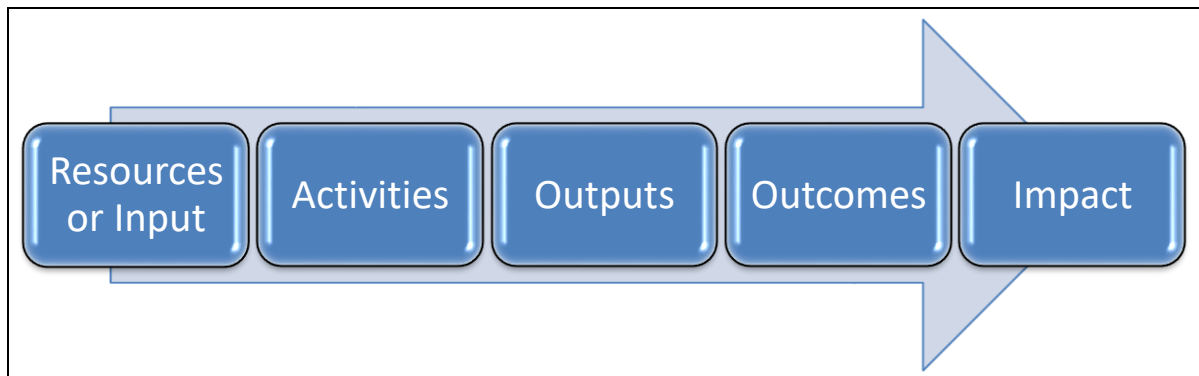
2.3.3 Attributes of the Logic Model

According to Milstein and Chapel (2020), the Logic Model highlight a map of how a programme should work. It assist in explaining the solution that the strategy has to a specific problem. Milstein & Chapel (2020) notes that Logic Model provide common language and point of reference for people intending to move in the same direction. Besides being an observer's tool, Logic Model become part of the work itself. They reassemble support for an initiative by declaring exactly what need to be accomplished and how it is should be accomplished(Chapel 2020).

According to Millar, A; Simeone, R.S; & Carnevale, J.T (2001), the Logic Models starts with the inputs to foster a defence of the status quo and work through to the desired outcomes, reflecting a natural tendency to limit one's thinking to existing activities, programs, and research questions. To help think "*outside the box*," Millar et.al..(2001), indicates that the planning pattern should be done by focusing on the outcomes that are desired. The key of this reversed is "*what needs to be done?*" rather than "*what is being done*."

In relation to the above, the W.K Kellogg Foundation (2004) defines the Logic Model as a systematic and visual way to present and share understanding of the relationships between the resources to operate the program, the activities planned and the changes or results desired to be achieved. The Logic Model is presented by The W.K Kellogg Foundation (2004) as presented in Figure 2.1 below.

Figure 2.1: The Basic Logic Model



Source: W.K Kellogg Foundation (2004)

The Logic Model is presented with five constructs namely;

- i. Resources or Input
- ii. Activities
- iii. Outputs
- iv. Outcomes
- v. Impact

2.3.3.1 Resources or Input

Resources are sometimes referred to as input, and include among other things, community, organisational, financial and human resources, infrastructure, or supplies, relevant guidelines, local knowledge, or expertise at the disposal of a programme (The W.K Kellogg Foundation, 2001:2; MacDonald, 2018). MacDonald (2018:2) further refers to resources as actual or anticipated resources to plan and implement a given programme. Abdi and Mensah (2016) note that to communicate the quality of the programme, inputs should be defined. MacCawleg (2001) highlights inputs that communicate the high quality of the program includes:

- human resources, such as staff, community, partners and volunteers
- fiscal resources, including funding, donations, fees and grants.

- other inputs required to support the program, such as facilities and equipments.
- knowledge base for the program, including teaching materials, curriculum, research results, certification or learning standards et cetera.
- involvement of collaborators - local, state, national agencies and organisations involved in planning, delivery, and evaluation.

2.3.3.2 Activities

MacDonald (2018) states that, activities are the things that a given program does to bring about change and these can include programming, interventions, or processes aimed at effecting change. Activities also refer to actions that are an intentional part of the program implementation, they use program resources, and may include technology, events, tools, and processes (W.K. Kellogg Foundation, 1991:2).

2.3.3.3 Outputs

Outputs are the measurable products of programme implementation and they include tangible artifacts of activities that are in process or complete and they are often expressed in terms of volume or units delivered (MacDonald, 2018:2; Innovation Network Incorporated, nd:17). MacDonald (2018) further points out that outputs may include educational programs or trainings delivered and they are not changes in the conditions the program seeks to address. Furthermore, Milstein and Chapel (2013) define outputs as things done, services to customers and the people reached. Therefore, defining what program outputs are allowing the researcher to establish relationship between the problem and the impact of the program. in this context, outputs may include; publications, (Handbooks, web pages, articles, bulletins), decision aids (software's, models, worksheets), workshops, tours, short courses) and Applications and discovery activities (Products trials, demonstration plots, research plots)

As indicated by Milstein and Chapel (2013), the people reached can also be outputs of the program because they constitute a bridge between the problem and the impact. Information about the participants may include, their character and behaviour, number of people reached, the learner objectives of the program, number of activities or sessions and the level of satisfaction towards the program

2.3.3.4 Outcomes

Outcomes refer to the expected changes, results or the envisaged benefits of the programme and they include short, intermediate and long term outcomes (MacDonald, 2018; Kneale et al., 2015). Outcomes are the results of the services or and program and often they represent the results of multiple outputs(Innovation Network Incorporated, nd:17).

Herranz (2009) indicates that short term outcomes of the programme may include changes in awareness where customers appreciate the issue, knowledge where customers recognises the causes of the problem and potential solutions, skills where skills needed to resolve the situation is clear and lastly, attitude in which customers trust their actions and make a difference

Intermediate term outcomes may include changes that follow the short term outcomes, such as changes in practices by participants, behaviours exhibited, adoption of policies by stakeholders, employment of technologies and implementation of management strategies (Herranz : 2009)

Long term outcomes often follow the intermediate term outcomes when changed behaviours result in changed conditions, such as: improved economic, social, environmental and political conditions.

Outcome evaluation seeks to determine the results and consequences of the program towards the directly affected people (Shakman & Rodriguez, 2015:38). Examples of questions that may be asked in such contexts would be about whether participants of a given awareness program increased their knowledge or changed their attitudes or perceptions on archives?

2.3.3.5 Impact

Impact refers to the intended or and unintended change occurring as a result of activities of the program (W.K. Kellogg Foundation, 1991:2). Moreover, impacts according to Shakman and Rodriguez (2015:38) are the envisioned outcomes of long term implementation of strategies and activities that depend on conditions beyond the

program's scope of strategies. Program impact is usually considered a few years after the initial implementation of programs and impact evaluation would normally compare what appears after the program against what would have appeared without the program (Shakman & Rodriguez, 2015:38).

2.3.4 The benefits and limitations of the Logic Model

Milstein and Chapel (2020) points out that there are varieties of ways to use the Logic Model to benefits one's work. One of the benefits of the Logic Model is that it integrates planning, implementation and evaluation (Milstein & Chapel, 2020). Moreover, the Logic Model is said to prevent mismatches between activities and effects and thus, by connecting activities and effects, the Logic Model helps avoid proposing activities with no intended effect, or anticipating effects with no supporting activities (Milstein & Chapel, 2020). To this effect, the use of the Logic Model by this study will show the need for implementing public programming that has measurable outcomes. Furthermore, it will show if there has been expectation of effects without tangible activities aimed at increasing the use of archival records.

The W.K. Kellogg Foundation (2020) notes that the Logic Model leverage the power of partnerships and it improves collaboration and avoid letting things falling through the cracks. Logic Models improves accountability as it keeps the involved stakeholders focused on outcomes (Schmitz & Patsons, 1991:2).

2.3.4.1 Limitations of the Logic Model

Any tool as powerful as the Logic Model, must not be approached lightly, as it also has limitations (Milstein & Chapel, 2020). some of the limitations of the Logic Model as presented by Milstein and Chapel (2020) are listed below:

- the danger of inaccuracy
- the difference of the real effects of intervention and the intended effects and the intended effects.
- Challenges of the plan against the real-life experiences of the peoples.
- The tension between focusing on a specific program and situating that effort within its broader context.

- It is time consuming as it requires much energy in the beginning and consistent attention throughout the life of the program.
- The process demand a high specificity.
- very difficult to implement.

2.3.5 The Application of the Logic Model in this study

The theoretical framework is imperative to all researchers to clarify the implicit theory in a clearly defined manner. It also provide alternative theories and limitations to challenge researcher's perspectives (PhD Assistance, 2019).

The presentation of the theoretical framework of the Logic Model is discussed in text and narrowed specifically to focus on this study as illustrated in Figure 2 below:

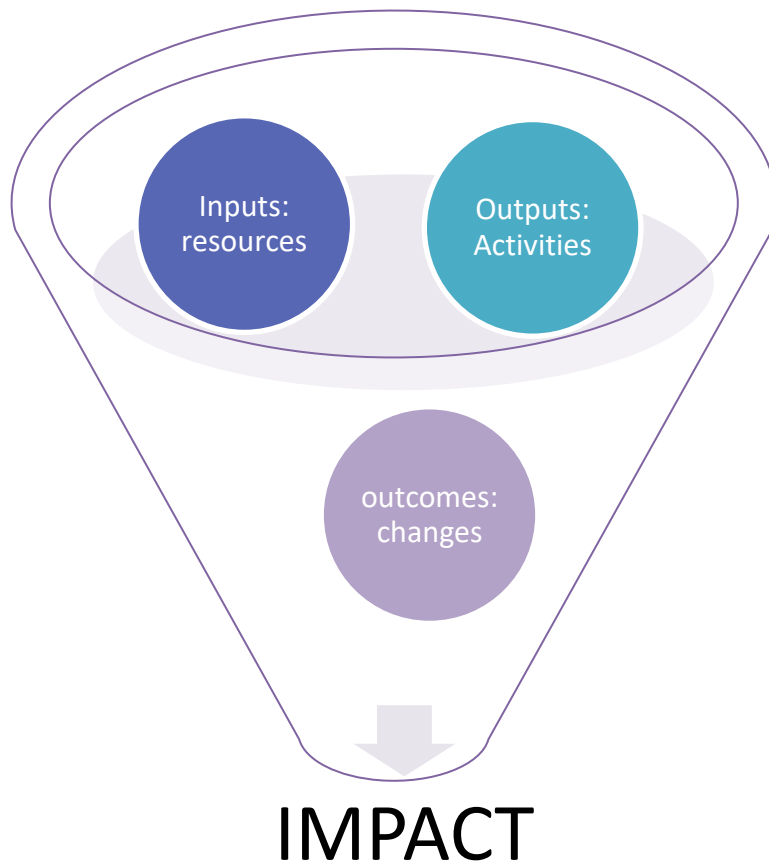


Figure 2: Outline of theoretical framework of the Logic Model

The presentation of Logic Model in this study indicates clearly that it can be used as a strategy to explain the effectiveness of archival public programming in the Limpopo Provincial Archives because it describes concepts that need to be considered when we seek outcomes. It links the problem (situation) to the intervention (inputs and outputs) and the impact (outcomes), then identifies the partnerships critical to enhancing our performance. Therefore, the concepts or constructs derived from the concepts of Logic Model are outlined as follows:

- Inputs – Resources
- Outputs - Activities
- Outcomes – Changes in knowledge/skills
- Impact – changes in services/behaviour

The Logic Model highlights the construct of input as very key for the success of every program. This includes human, financial (budget) and structure that are put up to execute given activities to achieve a given set of goals or objectives. With limited staff that is employed within the Limpopo Provincial archives to conduct public programming, the key issue relates to the relevant skills as indicated by Saurombe (2016:110), that, a competence service requires relevant knowledge and appropriate skills. Therefore, it remains necessary for archives staff to be capacitated with relevant skills to be able to retain existing clients while poaching new clientele. Any archival institution planning to conduct an outreach initiative should first conduct a skill audit of staff to determine if they have relevant expertise to execute such programs (Weir, 2004:74). As much, Cook (2013) emphasised that the public programming advocates should use their skills to convince users that what archives have is worthy of their attention. First objectives sought to examine the extent to which the Limpopo Provincial Archives raise awareness of its holding in terms of who, how and with what effect? Therefore, this construct of the Logic Model addresses this particular objective of the study.

Taking archives to the people means transformation of archives institution from elect member of the community to an entire community resource (Harris, 2002:81). Due to limited funding, the animation around the transformation of archives has been diminishing, as little action is done. The Logic Model indicates that what we invest in

the program is what will give out a quality program. Archival Platform (2015) points that, severe under-sourcing of public archives, insufficient skills and saturation are problems that impede public archives implementing their mandates. As such, public archives are faced with challenges pertaining to budget constraints, limited resources, obsolete systems, dilapidating infrastructure and limited academic institutions providing training.

Budget allocations for archives need to be reassessed as well to align them with the archival mandate, in order to inform the costing of archival legislation in South Africa, as the mandate of these institutions is unfunded. The essence of the Logic Model framework lies in the phrase “we reap what we sow”.

Archive institutions are custodians of rich information resources which have the ability to change the development of citizens (Chaterera, 2018). thus it becomes a concern if the level of utilisation of archives utilisation (Ngulube, 1999). The second construct of the Logic Model suggests that, determining our outputs allows us to establish linkage between the problem and impact thereof. Archives should then assess their activities and their relevancy to the target group. Ngulube and Ngoepe (2011) noted that society will only use of resources in archives when they are aware they exist. Therefore, effective public programming initiatives can foster increased usage of archival records and may ensure continued support of these institutions. One of the objective of this study was to establish what the type of public programming initiatives that the Limpopo Provincial Archives engages in to attract clientele are.

The Logic Model indicates that outputs help to relate what we do with the programme. This include teaching events, decision aids and publication in archives. Teaching events, decision aids, and publications become operational activities in public programming. Kamatula (2011), reiterates that, all these terms that relate to public programming, connect people with the archives in a certain instance, as projected in the Logic Model that the people we reach as well, constitute a bridge between the problem (program) and the impact. The objective of any archival institution should be identification of potential users and to match its services to their needs (Cook, 1997). Information about people who participate, that is (their number, behaviour,

characteristics) and what they are taught including type of sessions, number of session and how sessions are conducted, therefore become imperative to render a programme successful or fruitless.

The third construct of the Logic Model indicates that it is essential to measure the final outcome or result, since it may be possible to waste money (inputs) and time on work activities (outputs) without achieving desired outcomes. For commercial organisations, outcomes relate to profit but for government entities, like public archives, outcomes relate to successful achievement of mission or program goals. Maher (2011) emphasises that the use of archives by people, justifies the purpose of archives, thus if we successfully market the archives and people visit the archives, public programming has achieved its goal. Bernard and Edward (2015) also put emphasis that an increase in the prestige of archives can only be possible when people are aware of and utilise them. Once users become aware of the archives they will tend to use them. Jamerson (2003) indicates that inability to promote the use of archives will make archival institutions being perceived by members of the public as white elephants , which finally relates to public perception about archives as stated in one of the objectives of this study.

The fourth construct of the model presents that, if we employ the right people, with relevant skills and equip them with the relevant skills, have proper targets of audiences and rightly sell the product, we surely are going to have a changed society, socially, economically and politically. The dawn of democratic dispensation in South Africa signalled a time of revitalised transformation discourse in all spheres of life, which also affected the archival arena (Ngoepe, 2019:157). However, since the general election of 2009, the role of archives in democratisation process has been downplayed by the political developments as more focus was on lack of leadership and corruption in government (Kilkki, 2013) and issues such as archives are now neglected. Archives are in crisis state because of such negligence, for example, death of archival education and skilled professionals and improper storage facilities.

The Archival Platform (2015), reports that only few members of the society in South Africa are aware and make use of the public archives. Gregor (2001) indicates that,

archives should provide public programs that inform users about archival holdings that reflect society as a whole. Shaping the power of archives should be strengthened to ensure promotion of archives as a tool for reconciliation, social cohesion, nation building and change public archives from being a domain of the elite into a community resource (Harris, 2002:81).

Although within available literature, the researcher could not find any study within the Archives and Records Management field that has used the Logic Model before, it still remained imperative that this study employ this framework. Describing work based on the Logic Model, it becomes easier to measure it and therefore performance measures can be drawn from any of the four steps. The Logic Model evaluates the impact as linked to the objective or goal of the program, so that programs are implemented in a way that would achieve the expected results. Therefore, the Logic Model is a framework fit for this study because the study examines the effectiveness (impact) of the public programming instituted in the Limpopo Provincial Archives against the inputs (resources) and outputs (activities) put in place and engaged in respectively.

2.4 Literature Review

A literature review was carried out to place the current study within the context of previous studies, which have been conducted by other scholars. The literature review was thematic and the themes derived from the objectives of the study were to;

9. Establish public programming initiatives implemented within the Limpopo Provincial Archives
10. Find out the extent of awareness of the Limpopo Provincial Archives by citizens of the Limpopo province
11. Determine the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo province.
12. Determine the impact of public programming on expanding the usage of the Limpopo Provincial Archives;

The literature was thus, reviewed under headings derived from the objectives of the study. However, before delving into reviewing literature aligned to the objectives of the study, it is imperative for the researcher to unpack the importance of public programming in archives institutions.

2.4.1 The importance of public programming in public archives

According to Mukwevho (2017: 186), South African archival institutions are not known and they are visited by few people. The study, “Assessing the extent to which the National Archives of South Africa has taken its services to the people” by Ngoepe and Ngulube (2011:11-12) indicate that 92% of the participants had never visited the National Archives repository. According to Ngoepe and Ngulube (2011), people will not use the materials in the public archives if they are not aware of the products and services offered by public archives. Therefore, it becomes a concern that the level of archives utilisation is low (Ngulube, 1999).

According to Chaterera and Rodriguez (2019), public programming enhances the visibility and utilisation of archives. Hackman (2000:16) points to the need for archives to educate the public about its mission and importance. As mandated by the South Africa’s National Archives and Records Services Act (Act no 3 of 1996), public archives must focus their public programming initiatives around activities designed to reach out to the disadvantaged members of society.

The archival profession has come to realise the urgent need to take archives to the people and thus Ngoepe and Ngulube (2011) highlight that public programming calls for active outreach that will take archives to the people. Mukwevho (2017:177) further indicates that public programming is significant to ensure public knowledge of archives. Such awareness activities can potentially help in bringing archival services the public and making the regular users of the archives (Chaterera, 2017). Section 5 of the National Archives of South Africa Act (no 43 of 1996), talks to the rolling out of activities, strategies and programmes. Such initiatives as enshrined in the constitution,

have to open archives to the less privileged and previously marginalised members of the community.

The low use of archival services has been attributed to ineffective public programming, political obstacles, lack of skilled personnel, disorganised manner in which archival materials are stored and lack of awareness of the existence of archives (Sundqvist, 2008; Kemoni et-al, 2003; Hlophe & Wamukoya, 2007; and Mogami, 2010). Kamatula (2011: 76) indicates that, many archive institutions, marketing and public programs are either lackey or do not receive centre stage support among archival operations, as such, the value of archival materials and that of archivists is not very well known to the general public.

Kamatula (2011) goes further to say, “traditionally, archival institutions have been perceived as places where only academicians and genealogists can obtain valuable information. Rarely does one find other members of the society seeking information from the archives. There is therefore a need to change this public perception concerning archives. It is undeniable therefore that, access to records and archives is a very important aspect in society and therefore there is a need for the general public to be made aware of the treasures the archival institutions are holding on behalf of society.

Ngoepe and Ngulube (2011) indicate that, the public can develop interest in archives when they know what resources are available and how they are of value to them. The more the society is aware of the value of its archival holdings, the greater the support the archival institution will expect to receive. Therefore, as Mukwevho (2017:178) highlights, it is necessary to communicate and disseminate information about the value of archives to attract potential users to the archives. Given this knowledge about public perceptions on archives, this seeks to establish the power of public perception on use of the Limpopo Provincial Archives holdings. The argument is that, if people understand the value of archives they will tend to use them.

2.4.1 Public programming initiatives in public archives

It is undeniable that public programming remains one of the major way of promoting and encouraging the use of archival services by users. Section 5 of the National Archives of South Africa Act (no 43 of 1996) determines the parameters of outreach and public programming where special emphasis has to be placed on activities, strategies and programmes that are designed to open up the archives to, and include, the less privileged and previously marginalised members of our society (Koopman, 2002:7). This will ensure that the information contained in the archival holdings is known to the public. Ultimately, public programming strategies should lead members of the public to the realisation that archives are an invaluable community resource.

2.4.1.1 Public programming activities in public archive repositories

Public programming and outreach programmes among other activities have the potential to aid activities in taking archives to the people and drawing them to the physical and virtual habitant of the archives (Chaterera, 2017). Mukwevho (2017:177) indicates that public programming is important in ensuring public knowledge of archives.

Saurombe (2015:285) and Mukwevho (2017:178) concur that most common and effective ways of promoting archive use is through printed publications and exhibitions. However, Saurombe and Ngulube (2016), Katamura (2011) and Onyancha, Mokwatlo and Mnkeni-Saurombe (2013) amongst others, describes initiatives that can be used as briefly listed below:

Outreach Programme	Description
Exhibition	An organised presentation of special selected items
Workshops, seminars and conferences	Meetings, gatherings and platforms that bring together the participation of academics and practitioners from the

	archival science disciplines and related fields
Brochures	A type of small magazine that contains information of the products and services of the archival institutions, usually with pictorial illustrations
Publications	Journal articles and textbooks on and about the national or provincial archives
Internships	A period of work experience offered by an organisation
Leaflets and pamphlets	Freely distributed printed sheets of paper or booklets communicating specific subjects about the archives
Oral history programmes	The collection of historical information from different communities through interviews with people having personal knowledge of past events

Table 2.1: List of public programming initiatives

Public programming initiatives should promote the image of a public archive which is dynamic and vibrant institution that should be supported (Ngoepe & Ngulube 2011:9). The central investigation of this study was based on whether or not the Limpopo Provincial Archives was reaching out to community members as this aspect is important in promoting use of archival holdings. Saurombe and Ngulube (2016) indicate that it is not everyone amongst the large populace who has the knowledge on what archives are and their reason for existence. Therefore, an archive institution needs a vibrant initiative where both the existing and potential clientele are informed about the benefits of archives.

Archives can make use of different activities to reach out to stakeholders and the public in general. Such activities may include open days, workshops, school programs, promotions, oral history programs, indigenous knowledge programs, exhibitions, seminars, conferences inter alia (Saurombe & Ngulube, 2016; Ngoepe & Ngulube, 2011; Katamula, 2011 and Onyancha, Mokwatlo & Mnkeni-Saurombe, 2013). Archivists have resorted to using a number of public programming as they seek to attract users. Chaterera (2015), laments that archival institutions especially in developing countries have not adequately explored the digital space to ensure that their collections are known and made accessible online.

Social media networks are being used by archival institutions to among other things; promote awareness, strengthen affiliation, encourage social participation, increase the number of followers and users, share interesting content, collaborate with other partners and for exhibitions and other outreach programs (Lsawy, 2019).

Section 5 of the National Archives of South Africa Act (no 43 of 1996) determines the parameters of outreach and public programming where special emphasis has to be placed on activities, strategies and programmes that are designed to open up the archives to, and include, the less privileged and previously marginalised members of our society. This ensures that these activities make the information contained in the archival holdings known to the public. Ultimately, public programming strategies should lead members of the public to the realisation that the archives are an invaluable community resource.

Several studies have been conducted on the concept of public programming and researchers such as Jimerson (1989), Nesmith (2010) and Ngoepe and Ngulube (2011) recommend a need for more outreach and public programming initiatives that will educate the public about archives. However, Mukwevho (2017) Saurombe (2016) and Nesmith (2010), acknowledge the fact that public programming has been a part of archival management for a long time. Saurombe (2016: 244) also contends that the concept of public programming is not a foreign concept to public archives, especially those in the ESARBICA region. However, technological developments and growing

research, as well as the competition archives face in the information fraternity, confirms that there is a dire need for assertive archival public programming.

2.4.1.2 Resources for effective public programming

One of the rhetoric slogans in transformation of archives in South Africa has been “take archives to the people” and the need to transform public archives from the domain of the elite into a community resource (Harris, 2002: 81). Resources are at the heart of effective public programming. Adequate infrastructure has been identified as a key ingredient for effective archive programs such as awareness campaigns inter alia (Bhebhe, Masuku & Ngulube, 2013). Public archives therefore need adequate and consistent funding from government without which there cannot be public programming to talk about.

Funding has been identified by Newman (2011:41) as critical to the sustainability of public archives, as money enables archives to hire and retain skilled staff, acquire, preserve and offer access to their collection. Archivists are the most important resource needed to promote archives. However, in order for them to play a major role in promoting their holdings they have to be competent in advocacy, public programming and awareness. Daniel, Oliver and Jamieson (2020:10) highlight key competencies which are at the heart of the archivist’s profession. These competencies include the development and sustenance of community networks across heritage and cultural networks and the promotion of archival holdings through press releases, social media, exhibitions, and marketing. Thus, a lack of resources hinders the archive’s growth and ability to develop in the future (Newman, 2011: 13 – 14). For public programming to be a success, there has to be adequate funding which will usually make it possible to hire professionals and acquire material, infrastructure and other resources needed to reach out to the public and other stakeholders. Welland (2015:41) posits that the lack of funding reduces training as well as frustrates plans in areas such as community engagement or public programming. The Archival Platform (2015) states that, severe under-sourcing of public archives, lack of skills and high turnover are challenges that result in public archives not being able to implement their mandates. Thus, there is a strong link between the effectiveness of public programming and funding.

The allocation of funds for public programming makes it possible to acquire and retain other resources needed for such specialised areas. Funds can potentially enable a public archival institution to hire and retain skilled personnel who can plan, execute and evaluate public programming. Without skilled personnel to roll out awareness campaigns, resources dedicated to such programs will go down the drain and the envisaged results not achieved. Gilliland and Flinn (2013:9) noted the importance of skilled archivists whose sacrifice and drive is crucial to the initial growth and survival of archives. A study conducted by Welland (2015) also concurs that staff have great influence on how the collection is perceived and used by the community.

Government support is important if archives are to reach out to the public and other stakeholders. A strong supportive government and archives management professional association can go a long way in raising awareness and support for archivists through different profile raising initiatives (Welland, 2015). Such support can translate to the drafting of legislation and other instruments aimed at enabling archivists to carry out awareness initiatives and lobby for funding and support. In South Africa, South African legislature underscores the use of public archives by mandating public archives to promote use and access of its facilities (Ngoepe & Ngulube, 2011). Such resources empower and authorise archives to reach out to the public through public programming and other initiatives.

Thus, in order to measure the effectiveness of public programming it was imperative for the researcher to determine the availability and adequacy of resources for such initiatives. It was important for this researcher to find out if there was government support, legislation, funding, skilled personnel, infrastructure and other resources needed for rolling out public programming. According to Hackman (2000:16), an archive needs an effective way to educate its users about the purpose of the initiative and why it is valuable.

The central investigation of this study was to determine whether or not the Limpopo Provincial Archives is reaching out to community members as this aspect is important in promoting use of archival holdings. Saurombe and Ngulube (2016) indicate that it's

few in a large populace who have the knowledge on what archives is and its reason for existence. Therefore, an archive institution needs a robust approach for both existing and potential clientele are equipped with full knowledge of how they stand to benefit from using the archives.

2.4.2 The extent of awareness versus the level of usage of public archives

Most people have never used archives facilities directly (Cook 1991; Dominy 2017; Harris 2000; Ngulube 2009; Ngoepe 2017; Van der Walt 2011; Sulej 2014). Information housed in public archives is for every citizen of a nation, either way. People should know tha archives exists and use it. Citizens need to be aware of the existence of these archives in order to make use of them (Njobvu, Hamooya & Mwila 2012).

According to Mukwevho (2017: 17), there are exclusive benefits from increased usage of archival resources. Firstly, the demand of archive resources as a result of archival programmes that connect archival records to the current needs (such as university study fees and land issue in South Africa) of those in power and in the community would enable the efficiencies in the archival institutions to become more visible.

Archives are preserved for use by the present and future generations. In their study on “Assessing the extent to which the National Archives of South Africa has taken its services to the people”, Ngoepe and Ngulube (2011:11-12), indicate that 92% of the participants had never visited the National Archives repository. Such sentiments could be the same with provincial archives repositories in the country.

Communicating the value of archives often attract the prospective users to archives. According to Ericson (1990-91:120) further mentions that outreach activities should be built on four important pillars:

- i. More knowledge about the users
- ii. improve the statuette of the archives repository.
- iii. promote and inform people about archives
- iv. Identifying potential users as the goal of an archive institution

Most people who are aware of the existence of public archive repositories understand archives to be primarily, an institution for keeping old apartheid government records.

Archives awareness involves investigating and understanding people's information needs and educate them on how to access and use the resources or services (Saurombe 2016:109). ICA (2012:16) indicates that access service links archives to the people, provides information for users about the institution and its holdings and can influence whether the public will trust the custodian of the archives and services they provide. Therefore, public programming is a means towards facilitating access to the archives.

Ngoepe and Ngulube (2011) noted that, only one person had visited the national Archives of South Africa at least once a week during their Master's study whereas a majority of the participants indicated that they would visit the national archives if they could benefit from the awareness activities. Two objectives of this study, as clearly outlined in Chapter one, were to establish if the citizen of Limpopo Province were aware of Limpopo Provincial Archives and to establish if they use the Limpopo Provincial Archives. Mukwevho (2017: 186) indicates that communicating the value of archives will attract the prospective users to be users.

2.4.4 Impact of public programming

Public programming has to deal with stereotypes and misconceptions held about archives by the public. Some of the misconceptions are highlighted in reports such as the Archival Platform (2015); Gregor (2001); Ngoepe (2019) and Harris (2002). Archives are considered as secondary to records and in some circles, and they may be considered as working against good recordkeeping. In South Africa, most ordinary members of the community are not aware of archive repositories which are only used by a few elite members of the society (Archival Platform, 2015). Therefore, Gregor (2001) indicates that, archives should provide public programs that inform users about archival holdings that reflect society as a whole. Public archives are supposed to reflect the society in which we live (Ngoepe 2019).

As archives carry out awareness activities, they aim for the programme to have impact in the society. The impact of such programs may include awareness, that is, customers recognising the importance of archival collections (Herranz, 2009). Moreover, some

impact may include making the public to be knowledgeable about the role and place of archives in society (Herranz, 2009). This may also lead to the impartation of skills and/or the motivation of stakeholders to want to visit archival repositories or consult archives (Herranz, 2009). Public programming can potentially lead to changes in attitudes, perceptions and views held by the public about archives (Herranz, 2009) and help to project archive repositories to new heights (Mojapelo & Ngoepe 2020: 4).

Lekaukau (1993:32) says public programming can create awareness. The public's opinion of the role played by the archivist can be shaped by lack of public programming and this can have a roll-on effect on what the archivist is allowed to do and how much funding they get (Welland, 2015:56). Jimerson (2003) also laments the fact that the public's perception of the archive as a graveyard emanates from the failure to promote the use of archives. Thus, public programming has to explain the importance and role of archives as doing so eliminates misconceptions which can be damaging to the future and sustainability of archives. Miller (2012:46) indicates that public programming is essential if archival holdings aims to make people know about their services.

Having resources, activities and outputs means that there has to be outcomes and measurable impact of awareness campaigns. According to Lekaukau (1993:32), the awareness about archives can translate to more resource allocation for archives from fiscal authorities. Ngoepe and Ngulube (2011) indicate that public archives can use public programming to improve their image and to make them become established brands in the information profession.

Cook (19991:123) points out that public programming is for "making the incredible richness of archival holdings available to more users and to a greater variety of users, in more interesting and effective ways". Bernard and Edward (2015) also emphasised that an increase in the prestige of archives can only be possible when people are aware of and utilise them. Once users become aware of the archives they will tend to use them. The abovementioned scholars have called for the transformation of archives from the domain of the elite to archives used by all members of the community.

Mukwevho (2017: 186) indicates that communicating information about the value of archives will attract the potential users to the users. Hackman (2011: 16) as well agrees that effective ways to educate the public about the mission of the archives and why it is important will increase the statistical usage.

Williams (2006) further identifies the following to be the benefits or impacts of successful public programming from the broadest level:

- Survival: in order to avoid being the target of budget cuts or rationalisation programmes you need to demonstrate that you are doing something useful in a proactive way;
- Generation of funding: this is available via demonstration of programmes showing compliance with government and other access agenda;
- Increase in funding leads to development of services and broadening of user
- Increased use leads to generation of wider support, appreciation of archives and contributes to the wider society; and
- It is to be hoped: the fuller realisation that 'archives belong at the very heart of people's lives

2.4.3 Public programming as perception influencers

Archives belong to people's lives as they may contribute to their enjoyment and inspiration, cultural values, learning potential, economic prosperity and social equity. As such, they need to be brought out of the shades because there is not much public awareness of its value (Kamatula, 2011). Awareness initiatives are engaging vehicles which bring people face to face with archival materials, generating an initial interest and enthusiasm which, properly nurtured, will develop into a continuing relationship of mutual appreciation (Pederson, 1993:308).

According to Chaterera (2017), the way people perceive archives is likely to influence their decision about visiting archives. It is important for archivists to be cautious of the people's views about archives and be able to address them accordingly. The public perception of the archives directly reflects on how the archivists consciously or unconsciously portray themselves.

A study conducted by Sulej (2014) showed that archives are still considered inaccessible to ordinary citizens and are often perceived by many people as foreign bodies isolated from the public. Similarly, Mason (2011) observed that it is only a small percentage of people who are aware that archives are open to the public, consequently not so many people frequent the archives in search of information. Ngulube and Ngoepe (2011) reiterates that some people barely know about the existence of archival institutions and they tend to confuse archives with libraries, museums and even think of archives as an old building full of historical boxes.

Kamatula (2011) goes further to say that, traditionally, archival institutions have been perceived as places where only academicians and genealogists can obtain valuable information. Rarely does one find members of the society seeking information from the archives. There is therefore a need to change this public perception concerning archives. It is undeniable that, access to records and archives is a very important aspect in the society and therefore there is a need for the general public to be made aware of the treasures the archival institutions are holding on behalf of society. The more the society is aware of the value of its archival holdings, the greater the support the archival institution will expect to receive. Publicity programmes can help create awareness and increase usage of archival holdings (Lekaukau, 1993: 32). Mukwevho (2017:178) reiterates that it is important that archivists communicate and disseminate information about the value of archives to attract the potential users to the archives, which will effectively make the archives to be known to the public.

Mason (2004) indicates that, if archival institutions hope to increase the use of their facilities, they must develop programmes and services which inform the public about their holdings and reference procedures. Similar sentiments on the need to increase the use of archival resources were also expressed by the Canadian archivist Ericson (1990) when he wrote that, "if we brilliantly and meticulously appraise, arrange, describe and conserve our records but then nobody comes to use them, then we have wasted our time.

Similarly, outreach programmes should be seriously implemented because archivists are operating in an age of great competition where every government function must be justified (Katamula, 2011). Mason (2007) in Mnjama (2009:12) rightly observed that

everything must be justified these days and it is no longer good enough to point out the value in preserving the past, when large portions of society considers last week a long time ago. This has benefitted this current study as it aimed to establish if the Limpopo Provincial Archives holdings were utilised optimally.

Given this knowledge about public perceptions on archives, this study sought to establish how archival public programming influence public perception and the use of the Limpopo Provincial Archives holdings. Thus, the importance of having people who have positive perceptions of archival institutions is critical to increase the usage level of archives.

2.5 Gap in the knowledge

The review of related literature has revealed that the area of public programming in archival research remains largely unexplored in Africa, particularly in eastern and southern Africa. The need to investigate the promotion of archival services through public programming of archives has been suggested in previous researches (Saurombe, 2016; Kamatula, 2011; Kemoni, Wamukoya & Kiplang'at, 2003; Ngoepe & Ngulube, 2011; Ngulube, 1999; Njobvu, Hamooya & Mwila, 2012)

Public programming is described as an important function that can communicate the value of the archives to the public and encourage them to make use of their services (Osborne, 1986-1987; Cook, 1990-1991; Cook, 1997; Blais & Enns, 1991; Craig, 1991; Van der Walt, 2011). Kau (2018), Mukwevho (2017), Ngoepe and Ngulube (2011), Kamatula (2011) and Njobvu, Hamooya and Mwila (2012) conducted studies in South Africa, Tanzania and Zambia, respectively, pointing out the need for better public programming activities in African countries.

As much as there's growing realisation that public programming remains one of the major ways of promoting and encouraging the use of archival services, there hasn't been a study in eastern and southern Africa, in particular South Africa that has evaluated the effectiveness of such programs. Shaffer (2009) posits that an evaluation of the outcomes of outreach versus the input of resources is rarely conducted. Thus, the current study sought to examine the effectiveness of archival public programming; but to do so, the researcher had to establish the resources, activities and outputs invested into public programming at the Limpopo Provincial Archives.

Therefore, this study examines the effectiveness of archival public programming initiatives as instituted by the Limpopo Provincial Archives using the Logic Model.

2.6 Conclusion

This chapter was first introduced and the significance of literature review was then highlighted. The theoretical framework of the study was discussed as the Logic Model, looking into its historical development, the attributes of the model, the benefits and limitations of the model and the model's suitability in this study. Literature review was presented looking at the importance of having public programming to maximise usage of public archives. This looked at the initiatives institutions can engage in, the impact of public awareness on the usage of the public archives and importance of understanding user needs, and the impact of public perceptions on archives. The next chapter discuss the methodology of this study.

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1 Introduction

The previous chapter discussed the literature review and theoretical framework for this study. This chapter describes the research methodology applied in the study. The importance of the research methodology is that it assists in controlling the study, dictating the acquisition of data, arranging the data into logical relationships in order to enable analysis, and drawing conclusions that contribute to the expansion of knowledge (Tashakkori, 2009:21). In describing the methodology, Welman, Kruger and Mitchell (2005:2) state that it is the application of various methods, techniques and principles in order to create scientifically based knowledge by means of objective methods and procedures within a particular discipline. According to Babbie (2011:482), a research study that does not ascertain its methodological designs as well as its excursion will frustrate readers. Furthermore, Saurombe (2016:132) highlights that the worth to scientific findings is in the manner in which data were collected and analysed.

This study aimed to examine the effectiveness of public programming in increasing the usage of the Limpopo Provincial Archives in order to establish the extent to which they increase awareness and use of the archives. For this purpose to be achieved, the researcher collected data which revealed the resources, activities and outcomes that have been invested in such programs, their outcomes and impact. The aspects relating to the research methodology and techniques applied in this study are discussed in this chapter. The chapter also presented the research design, population, data collection methods and instruments, as well as the administration of the questionnaire, reliability and validity of the instruments and pretesting of the data collection instruments. Also discussed in this chapter are issues to do with ethical considerations, processing and analysis of data.

3.2 Research methodology

The research methodology assists in controlling the study, dictating the acquisition of data to address the research question, arranging data into logical relationships to

enable analysis, and drawing conclusions that can contribute to the expansion of knowledge (Leedy & Omrod, 2005:6). Methodology explains how data and information relevant to the research were gathered and analysed in order to achieve the objectives of the study. Wahyuni (2012: 72) maintains that research methodology provides a model to conduct a research within the context of a particular paradigm and it comprises the underlying sets of beliefs that guide a researcher to choose one set of research methods over another. The following subsection defines what a research paradigm is.

3.3 Research paradigm

The word “paradigm” was first used in 1962 by an American philosopher, Thomas Kuhn, to mean a philosophical way of thinking (Kivunja & Kuyini, 2017:26). The word has its aetiology in Greek where it means pattern. The importance of paradigm is to provide beliefs and dictates which influence what should be studied, how it should be studied and how the results of the study should be interpreted. To put it in the words of Wahyuni (2012:69), a research paradigm is defined as a set of fundamental assumptions and beliefs of how the world is perceived, which then serves as a thinking framework that guides the manner in which the researcher conducts himself or herself. It is imperative for a researcher to indicate what a research paradigm is as it influences how a researcher undertakes, frames and understands social phenomena in a study.

According to Kuvunja (2017:26), paradigms are important because they provide beliefs and dictates which influence what should be studied and how it should be studied as well as how the results should be interpreted. Paradigms define a researcher’s philosophical orientation, which implications for every decision made in the research process, including choices of methodology and methods.

The dominant research paradigms include:

- ✚ Positivism
- ✚ Post-positivism
- ✚ Interpretivism and,
- ✚ Pragmatic (Tashakkori & Teddlie (2003a, 2003b)

3.3.1 Positivism

Positivist paradigm defines a world view to research which is grounded in what is known in research methods as the scientific method of investigation (Kivunja & Kuyini 2017: 26). Research located in this paradigm relies on deductive logic, formulation of hypotheses, testing those hypotheses, offering operational definitions and mathematical equations, calculations, extrapolations and expressions to derive conclusions.

3.3.2 Interpretivism

The central endeavour of the interpretivist paradigm is to understand the subject world of human experience. It makes efforts to get in the head of the subject being studied, to understand, interpret what the subject is thinking of the meaning of the context (Kivunja & Kuyini, 2017: 27). Mark (2010:7) indicates that the interpretivist paradigm is referred to as constructivism because of its emphasis on the ability to the individual person to construct meaning.

3.3.3 Post positivism

Post positivism paradigm emerged as an opponent of the positivist paradigm's application of the scientific method in social science (Mark, 2017: 7). Post positivism makes strong use of quantification, sophisticated statistical methods, one sided interpretation of reality in itself and a priori does not enable the attainment of scientifically relevant insights (Mukwevho, 2017:87).

3.3.4 Pragmatic

Pragmatic paradigm arose among philosophers who argued that it was not possible to access the truth about the real world solely by virtue of a single scientific method as advocated by the positivists nor was possible to determine social reality as constructed under the interpretivist paradigm (Kivunja & Kuyini, 2017: 35). For them, mono pragmatic orientation of research was not good enough. There was a need for a world view which would provide methods of research that are seen to be most appropriate for studying the phenomenon at hand (Alise & Teddlie, 2010, Biesta, 2010, Tashakkori & Teddlie, 2003a & 2003b, Patton, 1990 and Kivunja & Kuyini, 2017). These theorists, looked for the approach to research that could be more practical and pluralistic, that allows a combination of mixed methods that in conjunction could shed a light on the actual behaviour and the consequences that are likely to follow from different

behaviours. These gave rise to a paradigm that advocates the use of mixed methods as pragmatic ways to understand human behaviour (Kivunja & Kuyini 2017: 35). The pragmatic paradigm advocates a rational epistemology, a non-singular reality ontology and a mixed methods methodology and a value-laden axiology.

This study was both qualitative and quantitative in nature and it was explicitly placed under the mixed methods research (MMR) methodology, guided by the pluralism ontology, the pragmatic epistemology and took the embedded theory (see Figure 3.1). A number of scholars have proposed that pragmatism is the most appropriate paradigm for mixed methods research (Teddlie & Tashakkori, 2009; Onwuegbuzie & Johnson, 2006; Morgan, 2007; Denscombe, 2008; Johnson & Gray, 2010; Creswell & Plano Clark, 2011). Pragmatism as a research paradigm finds its philosophical foundations in the historical contributions of the philosophy of pragmatism and as such, it embraces plurality of methods (Kaushik & Walsh 2019:2). The pragmatic approach gives less influence to philosophical assumptions for the conduct of research methods but considers what works to answer the research questions and includes a healthy dose of pluralism. The pragmatic paradigm provides an opportunity for "multiple methods, different worldviews, and different assumptions, as well as different forms of data collection and analysis in the mixed methods study" (Creswell, 2003:12).

Some advantages of applying this paradigm is that it gives less influence to philosophical assumptions for the conduct of research (Teddlie & Tashakori, 2009:99). Moreover, the pragmatic approach is flexible as it considers what works to answer the research questions and includes a healthy dose of pluralism. This study had five major research objectives which required different approaches to attending to each and every one of them. Thus, neither a qualitative approach or a quantitative approach could solely address the demands of these objectives. The pragmatic paradigm was thus selected as it provides an opportunity for multiple methods, multiple assumptions, different world views and different ways of data collection and data analysis in the study.

The methodological map below illustrates the methodological underpinning of this study:

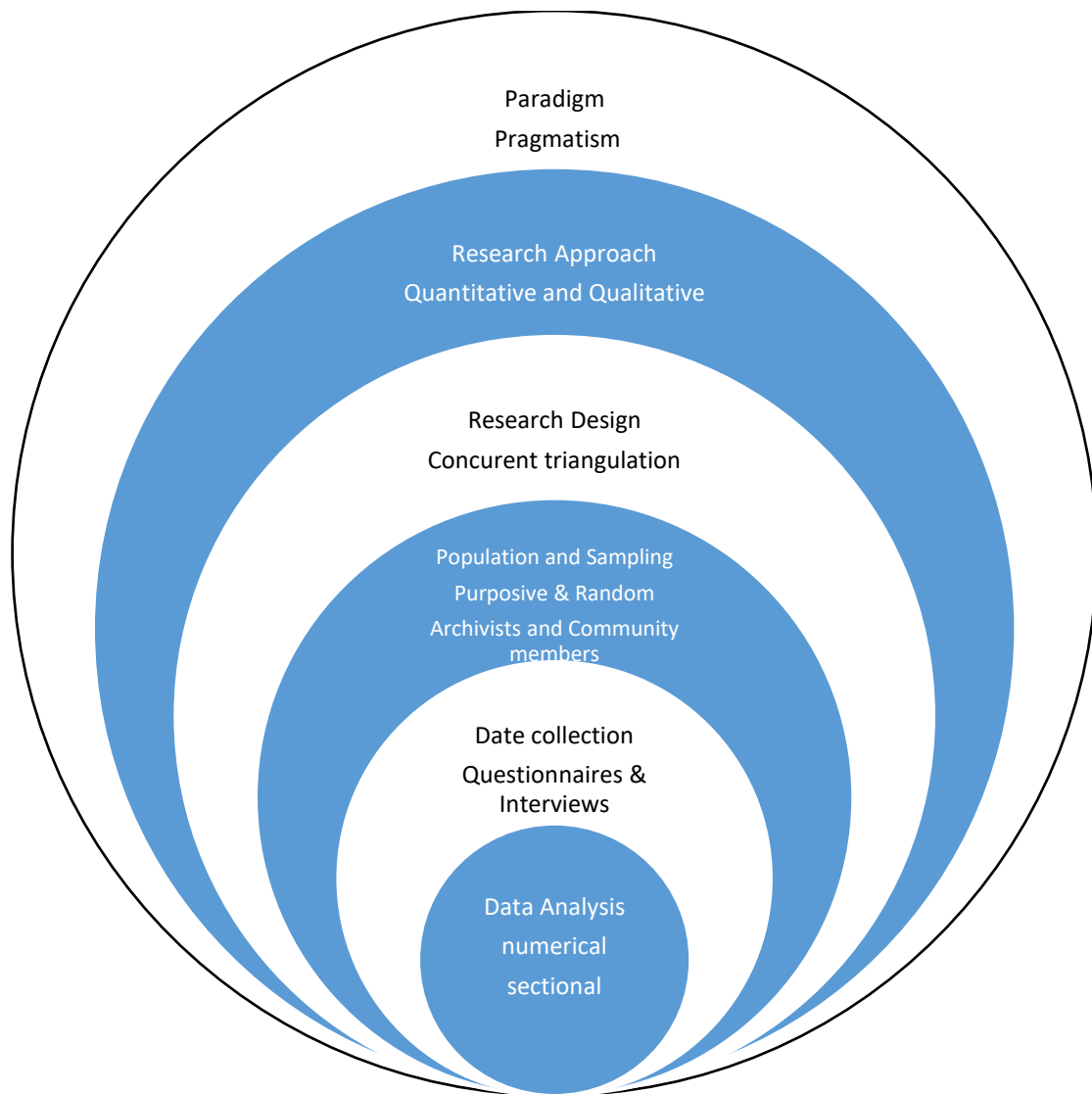


Figure 3.1: Methodological map

3.4 Research approach

This section presents the research approach employed in this study. According to Grover (2015: 2), research approach presents a concept plan and the procedure for a research that span the steps from broad assumptions to detailed methods of data collection, analysis and interpretation. Predominantly, research approaches are qualitative, quantitative as well as mixed methods (Creswell, 2014:32; Wahyuni, 2012:70; Sarantakos, 2013:30). This study adopted the mixed methods research

approach which entailed using both the qualitative and quantitative research approaches to address the objectives as outlined in chapter one of this study.

Armitage (2007: 4) notes that the paradigm stance is closely related to the methodological approach taken between paradigm positions. Furthermore, he indicates that paradigm hold that research should address real life problems over a methodological pureness of mono-methodological pureness. Use of the mixed methods approach in this study was based on a number of pragmatic decisions. Bryman (2004) indicates that combining of methods provides the ability to fill the gaps left when using one dominant approach.

The following sections describe the qualitative and quantitative research methodology as adopted approaches in this study.

3.4.1 Quantitative research

Quantitative research is the process of collecting and analysing numerical data (Bhandari, 2020:5). It can be used to find patterns and averages, make predictions, test casual relationships and generalise to the wider population (Bhandari, 2020). According to Bhandari (2020:6), quantitative research methods can be used for descriptive (where the researcher simply seek an overall summary of study variables), for correlation research (where the researcher investigates relationships between study variables) and/or for experimental research (where the researcher systematically examine whether there is a cause and effect relationship between variables).

According to Babbie and Mouton (2011:49), quantitative research has the following characteristics:

- It places emphasis on the quantification of constructs.
- Describes central role of variables in describing and analysing human behaviour.
- The central role afforded to control for sources of error in the research process

The quantitative research approach is selected mainly to test, confirm or to contradict the drawn conclusions, based on the findings of the analysed data or the understanding of the truth about how the society works. Data collected quantitatively

generates knowledge that can be generalised to people other than just those who were involved in the study (Sverke, 2007:24). Therefore, through quantitative research, the knowledge that is gained from groups of certain individuals may then be presented as a basis for making assertions about other individuals.

3.4.2 Qualitative research

Qualitative research is defined by Crossman (2020) as a type of social science research that collects and works with non-numerical data that seeks to interpret meaning from these data that help us understand social life through the study of targeted populations or places. Qualitative research looks at social life from multiple points of view, barely use variables or test hypotheses, or converts social life into numbers; rather they borrow ideas from the people they study and place them in a natural setting (Neuman, 2006). Bryman (2012:36) describes qualitative research as a strategy to emphasise words rather than quantity in the collection and analysis of data. According to Creswell (2009:11) is an inductive approach and concerned with the what, how, when and where of a phenomenon under study. As much as it is concerned with developing explanations for a phenomenon, it also employs different philosophical assumptions, strategies of inquiry and methods of data collection, analysis and interpretation.

According to Mason (2002: 209), qualitative research is highly rewarding as it allows the researcher to engage with things that matter in ways that matter. The researcher has been involved in public programming at the Limpopo Provincial Archives. Thus, public programming is a dear matter. The application of the qualitative research methodology gave the researcher a rewarding opportunity which made it possible to engage with things which matter in ways which matter. The following section defines the mixed methods research approach which was applied in this study.

3.4.3 Mixed methods research approach

The mixed methods research approach combines both the qualitative and quantitative research approaches. In some cases, this approach has been confused with triangulation which it is not (Romm & Ngulube, 2015). These scholars argue that the mixed methods approach goes beyond combining research methods as it also

combines philosophical, paradigmatic, ontological, epistemological and methodological views, whereas triangulation can occur within a single paradigm, approach, philosophy inter alia.

By virtue of collecting multiple sets of data using different research methods and approaches, the mixed methods research approach has complementary strengths and non-overlapping weaknesses (Johnson & Turner, 2003:297). This was key in this study as the application of both approaches allowed the researcher to curtail weaknesses of one approach by using the other approach. According to Bryman (2006:105), the mixed methods research approach brings about triangulation or greater validity, offset, completeness and helps in answering different research questions.

Tashakkori and Teddlie (1998) note that there are three areas where the mixed methods approach is superior to a mono-methods approach: firstly, the ability to answer research questions that other approaches cannot; mixed methods can answer simultaneous confirmatory and exploratory questions. Secondly, mixed methods provide stronger inferences through depth and breadth in answer to complex phenomena, and thirdly they provide the opportunity through divergent findings for an expression of differing viewpoints. In the study “Library instructions success: a mixed method assessment of Library instruction”, which aimed to examine the connection between students and academic success and information literacy instruction, Bowles-Terry (2012) successfully applied the mixed methods research approach.

Moreover, the mixed methods approach allows the researcher to explain the findings of one research approach through the other, it generates unexpected results, it facilitates the sampling of respondents or cases, credibility, context, illustration, utility or improving usefulness of findings, confirm or discover, diversity of views, and enhancement or building upon quantitative/qualitative findings.

Two ways of conducting mixed methods research have been identified as parallel mixed designs and sequential mixed designs; where the former involves conducting mixed methods concurrently, and the latter conducting them in succession or

sequentially (Creswell, 2003:18; Johnson & Christensen, 2008:51). Sequential mixed designs ensure that one strand, for instance, qualitative data collection is conducted first and the second strand, that is, quantitative data collection is conducted afterwards. This approach ensures that these different data collection approaches are conducted in a chronological order (Creswell, 2003:18). With sequential mixed designs, the aim is to collect data to provide more information about results from the earlier phase of data collection and analysis (Creswell & Clark, 2007:121). This approach has to select participants who can best provide the data or to generalise findings by verifying and augmenting study results from members of a defined population.

Concurrent mixed designs, simultaneously or concurrently carry out parts of a research project, such as data collection, which can either start or end at the same time or with a lapse of time (Creswell, 2003:18). Therefore, concurrent mixed methods, data collection strategies are employed to validate each other, to transform the data for comparison or to address different types of questions.

3.4.3.1 Mixing qualitative and quantitative phases

Mixing of qualitative and quantitative phases refers to the process of “the independent or interactive relationship of a mixed methods study (Jones & Barlett :52). Creswell and Clark (2011) indicate that, mixing can occur at the point of study design, data collection, data analysis and interpretation. Integrating the qualitative and quantitative methods can occur at one or all methodological and analytical stages, with the most dynamic and innovative designs being mixed across stages (Tashakkori & Teddlie, 2009: 146). This study employed the concurrent mixed methods research approach where qualitative and quantitative data were collected, analysed and interpreted at the same time.

Table 3.1, below highlights the differences between the three research approaches according to Creswell (2009: 209-210).

Table 3.1: Qualitative, quantitative and mixed methods approaches

	QUALITATIVE	QUANTITATIVE	MIXED METHODS
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Philosophical assumptions	- Constructivist	- Positivist	- Pragmatic
Practices of research	- Focuses on single concept or phenomenon - Validates the accuracy of findings	- Identifies and relates variables in question or hypothesis - Observes and measures information numerically	- Collects both quantitative and qualitative data and integrate the data at different stages of inquiry - Presents visual pictures of the procedure in the study
Data Presentation	- Makes interpretations of data	- Employs statistical procedures	- Employs the practices of both quantitative and qualitative research

Source: Creswell (2009)

3.5 Research approach employed in the study

This study employed the mixed methods research approach which adopts characteristics of both the qualitative and quantitative research approaches. The researcher's choice of employing the mixed methods research approach was informed by the objectives of the study which sought to investigate both qualitative and quantitative aspects. Some objectives or research questions sought to address qualitative aspects of the study, whereas others sought to measure and quantify these aspects.

The researcher was drawn towards the mixed methods research design by its flexibility, as the mixed methods approach allows narratives and quantifying of findings. Moreover, in order to properly measure the effectiveness of public programming rolled out by the Limpopo Provincial Archives, there was a need to understand the contextual setting of public programming. Instead of coming up with percentages and scores, there was a need for the study to determine the resources, activities and outputs that were invested into such public programming. Therefore, the

researcher applied the mixed methods research approach to avoid over generalising and taking issues at face value without a deeper understanding.

The use of a variety of methods in the mixed methods research approach was another contributing factor to the researcher's choice of this approach. Gorard (2004) avers that the mixed methods approach's use of a variety of methods has improved and strengthened social science research. Therefore, mixed methods research can lead to less waste of potentially useful information, increases the researcher's ability to make appropriate criticisms of all types of research. Thus, the mixed methods approach has greater impact, because figures can be very persuasive to policymakers whereas stories are more easily remembered and can be repeated for illustrative purposes.

The mixed methods research approach has been employed successfully in the field of social and behavioural sciences for more than three decades (Fidel, 2008: 265). However, literature shows only one study by Bowley-Terry (2012) on "Library instruction: a mixed method assessment of library instructions" within Library and Information Science which applied the mixed method research approach. Grankov, Nha Hong, Crist and Pluye (2020,1) also noted their study about "Mixed methods research in Library and Information Science: a methodological review", that, very few LIS studies use MMR. Their results suggest that more effort is needed to raise awareness about using MMR in LIS. The use of the mixed methods research approach according to Guion, Diehl and McDonald (2011), increases credence in research data, creates new ways of comprehending a phenomenon, reveals distinctive findings, and provides a thorough understanding of the problem.

These and other advantages listed earlier in section 3.5 of this chapter, on using the mixed methods research approach were attractive to the researcher by providing opportunities to tap into new territories and explore the unexplored. The next section of the study presents the research design applied in this study.

3.6 Research design

A research design is a detailed plan for collecting data in a practical research study aimed at answering specific questions and it also offers a framework for data collection

(Bhattacharjee, 2012:35). Wahyuni (2012) argues that it is important to connect research methodology with appropriate sets of research methods, in order to address research questions that were established to examine social phenomena.

According to Bickman and Rog (2008:11), a research design is the architectural blueprint which has to link design, data collection and analysis activities to the research question and also ensure that the complete research agenda is addressed. The research design structures the research, and ensures that all parts of the research, that is, the samples or groups, measures, treatments or programs, and methods of assignment work together to try to address the central research questions (Trochim, 2002). Thus, the research design helps to avoid the situation in which the evidence does not address the initial research questions. A research design guides a researcher in collecting, analysing and interpreting data. Ngulube (2009) opined that a research design guides a researcher in collecting data. In that light, the research design offers the researcher the simplest and most affordable way of conducting the research beforehand.

Yin (1994) further highlights the five major components of the research design which are:

- i. A study's questions,
- ii. Its propositions, if any,
- iii. Its unit(s) of analysis,
- iv. The logic linking the data to the propositions, and
- v. The criteria for interpreting the findings.

The mixed methods research approach has up to four research designs which include; concurrent triangulation mixed methods design, embedded mixed methods design, explanatory mixed methods design and exploratory mixed methods design (Creswell, 2007:28). Dos Santos et al. (2017:4) further expand the mixed methods research designs into the ones presented in the table below.

Table 3.2: Characteristics of mixed methods designs

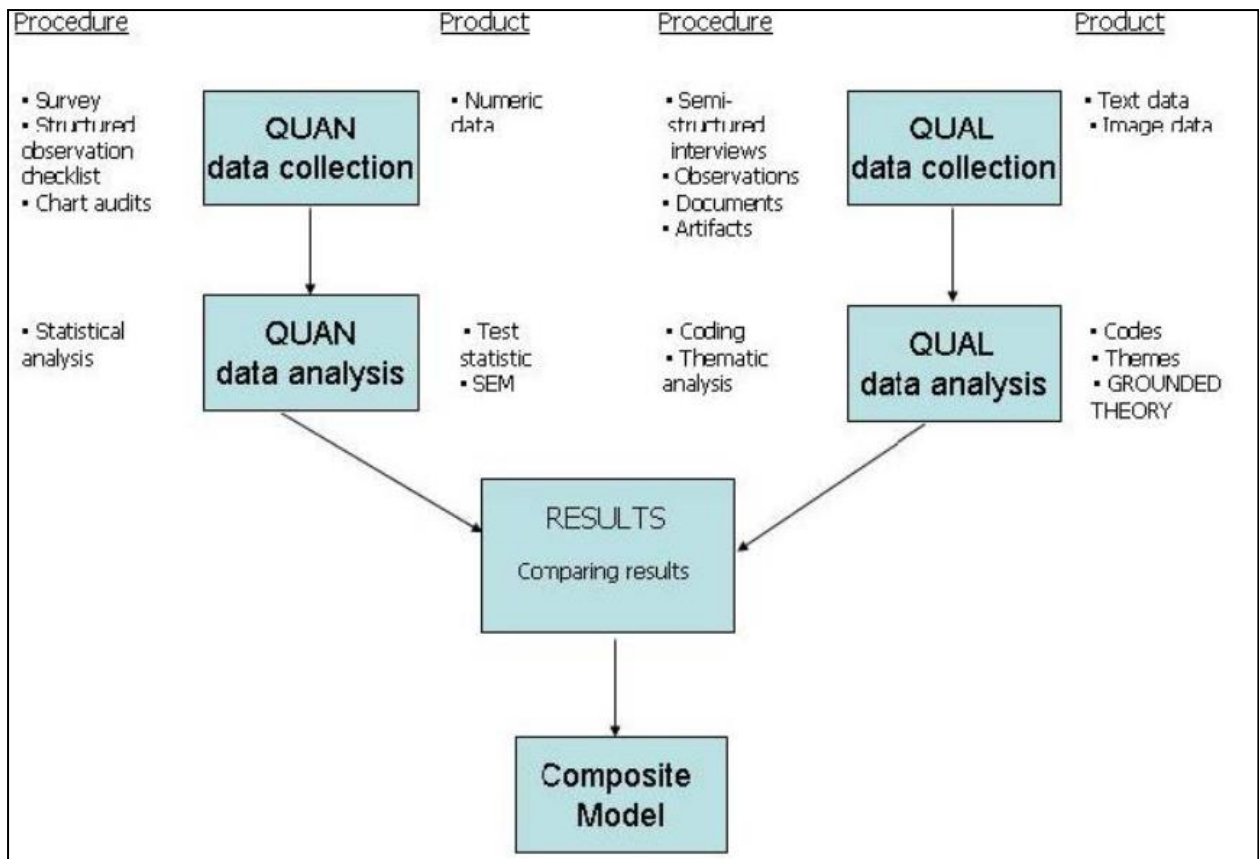
		Rating
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Sequential explanatory	Quantitative data are collected and analysed in the initial stage of the research, followed by the collection and analysis of qualitative data developed upon the initial quantitative results.	QUAN → qual
Sequential exploratory	Qualitative data are collected and analysed in the initial stage of the research, followed by the collection and analysis of the quantitative data developed upon the initial qualitative results.	QUAL → quan
Sequential transformative	A two-stage project with a theoretical view overlaying the sequential procedures. There is an initial stage (quantitative or qualitative) followed by a second stage (quantitative or qualitative) developed over the previous stage.	QUAN → qual QUAL → quan
Concurrent triangulation	Quantitative and qualitative data are collected concurrently and later compared with the aim of determining convergence, differences and combinations.	QUAN + QUAL
Concurrent nested	Quantitative and qualitative data are collected concurrently. However, one is the main method to guide the project and the other a secondary database.	Qual(QUAN) → Quan(QUAL)
Concurrent transformative	Adopts a specific theoretical perspective, with quantitative and qualitative data collected concurrently. However, one method can be incorporated into the other.	QUAN + QUAL → quan

dos Santos et al. (2017:4)

The current study applied the concurrent triangulation design which is illustrated by Creswell (2007:29) below.

Table 3.3: The Concurrent Triangulation Design Visual Model



Source: Creswell (2007:29)

The concurrent triangulation research design made it possible for the research project to be a one phase study, data collection was done concurrently, results were combined and merged into two separate strands of data. Concurrent triangulation is usually applied when the purpose is to corroborate, cross-validate and or confirm (Morgan, 1998). This design can integrate results of the two research approaches during the interpretation phase. This may lead the researcher to note convergence of the findings and in the process this strengthens the study's findings. Therefore, data collection results in a shorter data collection process when compared to the other designs.

This research design was based on the fact that it can result in well validated and substantiated findings (Creswell et al, 2003:183).

However, this design has limitations which include the fact that it requires great effort and expertise to adequately study a phenomenon with two separate methods and it can also be difficult to compare the results of two analyses using data of different forms

(Creswell et al., 2003:183). Furthermore, there may be a lack of clarity as to how to resolve discrepancies that arise in the results.

The following table summarises the methodological approach applied in this study

Table 3.4: Mixed methods research with concurrent triangulation of data

STUDY DESIGN	Quantitative	Qualitative
		Cross-sectional study
Specific objective	Establish the extent of awareness about the Limpopo Provincial Archives by the people of Limpopo Province Ascertain the impact of awareness programs rolled out by the Limpopo Provincial Archives	Establish the awareness programs activities rolled out by Limpopo Provincial Archives Determine the level of use of the Limpopo Provincial Archives by community members of Limpopo Province
Participants	100 community members from five districts of the Limpopo Province	14 Archivists employed by the Limpopo Provincial Archives
Data collection	Structured questionnaires	Face to face interviews
Data analysis	Descriptive statistics SPSS®, version 19	Initial coding Selective and focused coding NVIVO®, version 10

Source: Field data 2020

3.7 Population and sampling

Population is defined as a sphere of analysis with the attributes that the researcher wishes to explore or to generalise about from sample results (Johnsons & Christensen, 2014: 251). This implies that the sphere of analysis could be explained as the whole population with which the researcher is concerned or the unit of analysis as the major entity that the researcher is analysing in the study. Therefore, population may include

individuals, groups, organisational documents, artefacts, social interactions, and geographical units (Trochim, 2006:1; Welman, Kruger & Mitchell, 2005:52; Sverke, 2007:26).

Creswell (2009:147) indicates that the study needs to specify the characteristics of its population and sampling as it is important for a research study to specify the characteristics of the population and sampling procedures. Of importance is that correctly specified questions assist the researcher to select relevant units of analysis. The population of the study included; 14 permanently employed Archivists in the Limpopo Provincial Archives institution who were responsible for the awareness program, client services and preservation. A hundred (100) community members were selected from different communities in which the Limpopo Provincial Archives had hosted awareness activities. These members of the community who come from different communities targeted for public programming included researchers, students, learners, and ordinary citizens.

The selection of archivists as part of the population was based on the role they play in acquiring, preserving, conserving and providing access to archives and being involved in public programming. This group also knows the purpose of public programming and whether such purposes and/or objectives are achieved. Furthermore, they are aware of the availability or lack of resources available for public programming as they are the ones responsible for coming up with programs and outputs for public programming.

The researcher also included members of the public who reside in the districts where public programming initiatives have been rolled out by the Limpopo Provincial Archives. The choice of this group of respondents was based on the fact that this group might have experienced public programming rolled out by the Limpopo Provincial Archives. The assumption therefore was that this group would talk to issues of the outcome of public programming as members would highlight the changes or lack thereof when it comes to their knowledge, views and understanding of what archives are. The involvement of this group would go a long in showing the effectiveness of public programming.

3.7.1 Sampling for the study

Sampling is defined as the process of selecting units of study from a larger group for the basis of estimating or deriving a conclusion regarding the bigger group (Kumar, 2011:193; Patel, 2013:171). In order to answer the research questions, it is doubtful that the researcher should be able to collect data from all cases, thus there is a need to select a sample (Taherdoost, 2016:3). The advantage of sampling is to save time, and resources since the researchers have neither time nor resources to analyse the entire population, so they apply sampling techniques to reduce the number of cases (Taherdoost, 2016:3). Mugo (2002) also indicates that it is cheaper to observe a part rather than the whole. He indicates six reasons for sampling as: economy, timeliness, inaccessibility of some populations, destructiveness of the observation, accuracy and the large size of many populations.

Sampling strategies or methods are designed to allow for the selection of samples from the unit of analysis. There are two sampling methods, namely; the non-probability (random sampling) and probability (purposive sampling). Non-probability sampling is used when the focus is on the specific and its meaning, while probability sampling is when the focus is a generalisation to the population (Payne & Payne, 2004). Chilimo (2008:140) adds that, in probability sampling, a reasonable number of subjects, objects or cases that represent the target population are selected. In this kind of sampling, a researcher can determine the probability that any element or member of the population will be included in the sample.

Greig, Taylor and MacKay (2007:72) define purposive sampling as “where the researcher selects participants, employing judgment to ensure that that the sample is selected on the basis of the information required.” Kumar (2005:179) states that the use of purposive sampling is determined by “the judgement of the researcher as to who can provide the best information to achieve the objectives of the study”. This assertion by Kumar (2005) is corroborated by Leedy and Ormrod (2010), as well as O’Sullivan, Rassel and Berner (2008), who all express the view that the use of purposive sampling depends on the researcher’s judgement of who to include in a sample (Lewis & Elam, 2003). Patton (2002:440) argues that “the logic and power of purposeful sampling lies in selecting information-rich cases for study”. Information-rich

cases are those from which one can learn a great deal about issues of central importance to the purpose of the inquiry, hence the term, purposeful sampling.

A combination of purposive sampling and random sampling was used in this study. While qualitative research typically involves purposeful sampling to enhance understanding of the information-rich case (Patton 1990), quantitative research ideally involves probability sampling to permit statistical inferences to be made. Notwithstanding these key differences, purposeful and probability sampling techniques can be combined usefully (Sandelowski, 2003). Purposive sampling was used to select study participants who were going to attend to the qualitative part of this study. On the other hand, random sampling was applied in order to attend to the quantitative aspects of the study. Combining the two orientations allows the researcher to generate complementary data that include information that has both depth and breadth regarding the phenomenon under study (Sykes, Verma & Hancock, 2018:5).

In this regard, the 14 permanently employed archivists, responsible for public programming were purposefully selected. These archivists were considered by the researcher to be knowledgeable on the details pertaining to public programming rolled out by the Limpopo Provincial Archives.

In order to attend to the quantitative aspects of the study, the researcher randomly selected hundred (100) community members in the districts where different public programming were rolled out by the Limpopo Provincial Archives. The community members were individually approached at strategic points which included, the Polokwane Taxi Rank, Mankweng Shopping Complex, Giyani Government Complex, Thohoyandou Shopping Complex and Lebowakgomo Mall.

3.8 Data collection methods

Data collection methods are specific techniques and procedures that are used to collect and analyse data (Scotland, 2012:10). They include observations, interviews, questionnaires, physical traces, document reviews and audio-visual materials (Bhattacharjee, 2012:41; Ngulube, 2015:129). According to Creswell (2006:113), researchers collect data to address the research questions and hypotheses, however the data collection procedure needs to fit the type of research methods design in the

study. Table 3.5 below summarises the phases followed in this study as adapted from Creswell (2005)

Table 3.5: Data collection process

Qualitative Data Collection	Phases in the process of Research	Quantitative Data Collection
<ul style="list-style-type: none"> • purposeful sampling • small number of participants 	Sampling	<ul style="list-style-type: none"> • Random • Adequate size of participants
<ul style="list-style-type: none"> • From individuals providing access to sites 	Permissions	<ul style="list-style-type: none"> • From individuals providing access to sites
<ul style="list-style-type: none"> • Open-ended interviews 	Data sources	<ul style="list-style-type: none"> • Questionnaires
<ul style="list-style-type: none"> • Interviews protocols 	Recording of data	<ul style="list-style-type: none"> • Questionnaires with scores
<ul style="list-style-type: none"> • Attending to ethical issues 	Administering data collection	<ul style="list-style-type: none"> • Standardisation of procedures • Attending to ethical issues

3.8.1 Data collection instruments

The study used both questionnaires and interviews to collect data. Questionnaires were used to collect quantitative data from community members who were involved in public programming whereas interviews were carried out with archivists.

3.8.1.1 Questionnaire

Quantitative data collection methods refer to standardised questionnaires that are administered to individuals or organisation that are identified through various forms of sampling (Choy, 2014:99). Webster (2017) defines a questionnaire as a research instrument consisting of a series of questions for gathering information from

respondents. A questionnaire can be distributed by ordinary mail or email or delivered by way of a telephonic interview (Picardi & Masick, 2014:156). Questionnaires are tools of collecting data consisting of a series of questions and prompts to receive a response from individuals (Formplus blog, 2020). They are designed to collect data from a group of people.

For this study, a six paged questionnaire was developed, with five sections that were themed according to topics of the research objectives of this study (Refer to Appendix 1). The questionnaire included fixed-alternative, scale and open ended questions with each question tailored to the nature and scope of this research study. One hundred copies of the questionnaire were distributed to one hundred community members across the districts of the Limpopo Province where awareness programmes were rolled out.

With the advantage of the questionnaire being distributed electronically, and its potential to reach many people who may be scattered across the country, the problem with the questionnaires is the low response rate. Many people ignore surveys that fill inboxes which the researcher made follow-ups on with colleagues to make sure that they respond to the questionnaire (Mukwevho, 2017). In this regard, the 100 questionnaires were hand delivered to community members. Participants were individually approached to complete the questionnaires and asked to complete and return them immediately. The distribution of questionnaires took ten days due to the travel distances to the different districts. Also, the reluctance of some community members to complete the questionnaires meant that more time was spent on making requests for the respondents to complete the questionnaire.

3.8.1.2 Interviews

Interviews are discussions between the researcher and selected respondents for the purpose of finding data and information from the participants (Dube et al., 2013:101). Webster (2017) indicates that an interview is a meeting at which information is obtained from a person. There are two types of interviews, the structured interview where the interviewer reads the predefined questions and records answers related to one or more issues about the research question and secondly, the unstructured

interviews which employs an interview schedule containing a few open-ended questions, whose wording and order can be changed at any time allowing for an in-depth understanding of the participant's perspective (Sarantakos, 2013:275). Interviews are more flexible, and questions can be adapted and changed depending on the participants' answers. The problem with interviews is the fact that it takes longer to conduct them. It is also very expensive to gather such data especially in cases where extra people may be needed to help (Hofisi & Mago, 2014).

This study used the semi-structured interview. This choice was informed by the researcher's need for flexibility when collecting data from archivists. Such an approach works well in mixed methods research as it allows for pragmatism instead of rigidity. Face to face interviews were conducted with 14 archivists permanently employed by the Limpopo Provincial Archives. The meetings were individually held with each participant in a closed office within the premises of the Limpopo Provincial Archives. An interview guide (Refer to Appendix 2) was developed with five sections, themed according to the objectives of the study as outlined in Chapter One beginning with introductory questions. Each interviewee was asked similar questions and supplementary questions were asked where appropriate and necessary as follow up questions. The researcher took down notes for reference. Of the 12 archivists, at least 10 of them agreed for the interview to be recorded. The researcher's Smart phone was used to record the interviews.

Pretesting Instruments

Pretesting helps the researcher to uncover how data collection instruments work under realistic or real life situations, and assists the researcher to identify items that may be misunderstood by the research participants (Fowler, 2002; Powell & Connaway 2004). The pretesting of instruments uncovers defects and irregularities in the questions (Ngulube, 2003a: 215).

The researcher conducted pretesting between January 2020 and February 2020. Thus, in this study, the interview guide and questionnaire were pretested before use or distribution. The researcher sent some draft questionnaires to four archivists at the Limpopo Provincial Archives. The feedback from the the pretests was very valuable

as it made the researcher to be aware of repetitions, vague and leading questions, grammatical errors and other key parts of the questioning process. Thus, as highlighted by Powell and Connaway (2004:140), pretesting in this study helped the researcher to refine data collection instruments by noting items that would generate ambiguous responses or be outside the scope of the study.

3.9 Data analysis

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense, and recap, and evaluate data (Shamoo & Resnik, 2003). Data are collected to describe details about people, actions and events in their lives (Neuman, 2011:507). Depending on the type of data collected, data analysis may be quantitative or qualitative where quantitative analysis is employed on data that have been assigned some numerical value. This type of data can range from the examination of simple frequencies to the description of events or phenomenon using descriptive statistics. Qualitative analysis is the researcher's interpretation and is not based on exact measurements or quantitative claims (Scotland, 2012:12; Perez, 2014:1; Bhattacharjee, 2012:39).

The current study employed both qualitative and quantitative approaches to collect data. Thus, quantitative and qualitative measures were used to analyse the data. According to Creswell and Plano Clark (2007:128) and Onwuegbuzie (2011:3), data analysis in mixed method research involves the use of both quantitative and qualitative analytic techniques within the same framework, which is guided either *a priori*, *a posteriori* or *iteratively* (representing analytic decision that occur both prior to the study and during the study).

Parallel mixed data analysis was applied where quantitative and qualitative data were analysed independent of each other to provide information about the phenomenon through connecting, combining and integrating the findings from the quantitative and qualitative analysis. Statistical techniques were applied in analysing data on the questionnaires and information obtained through interviews were transcribed and organised, grouped together with comments on similar themes and were interpreted to draw conclusion.

Common approaches to qualitative data analysis are thematic content analysis, grounded theory, framework analysis and narrative analysis (Green & Thorogood, 2009). The most commonly used technique, which was adopted by this study on qualitative data was thematic content analysis, where the content of data was analysed to generate and categorise recurring themes (Graff, 2012: 59). A number of computer software programs are available to assist with qualitative data analysis and the quality and efficiency of these softwares have been improved to provide sophisticated methods of managing and organising data (Bringer, Johnston & Brackenridge, 2006). The NVIVO software was used to analyse the qualitative data. Transcribed notes were made in the software using information provided by the participants, as NVIVO can structure text, audio, video and image data. Data were coded and categorised until themes were identified or emerged.

Quantitative data were analysed using descriptive statistical techniques. Descriptive statistics summarises data to allow researchers to better understand the data trends. They are used to present quantitative descriptions in a manageable form. They provide simple summaries about the sample graphics analysis and together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data (Trochim, 2020). The SPSS was used to analyse the quantitative data. Data from questionnaires were exported to SPSS for detailed analysis. Variable names, types, titles, meaning and value labels were then automatically set up.

3.10 Ethical considerations

Research ethics are considered a set of standards and principles displaying what was acceptable and what was unacceptable when conducting a research (Sarantakos, 2013). To ensure the highest standards and principles when conducting research, the researcher obtained ethical clearance from the University of South Africa through the Departmental Higher Degrees Committee (Approved ethical clearance letter attached as appendix 3). The researcher sent a letter of request (Attached as Appendix 4 and the response letter as Appendix 4) to the Management of the Limpopo Department of Sport, Arts and Culture to seek permission to conduct research within the institution. The researcher also adhered to the University of South Africa's Policy on Research Ethics, by ensuring the participants' right to confidentiality when sharing or making public available data in any form (University of South Africa, 2016:17). The study

ensured anonymity by analysing and presenting data as aggregate without mentioning or revealing the names of the respondents.

3.11 Reliability and validity

Reliability and validity seek to address the credibility, believability and truthfulness of findings (Neuman, 2006:188). For research findings to be considered as reliable, they have to be repeatable and for them to be valid, they have to be true or correct (McBurney & White, 2010:173). Hammersley (2008a:43) adds that any measure that is not reliable cannot be valid, on the grounds that, if its' results are inconsistent, the measurements it produces cannot be consistently valid. Validity refers to the extent to which the instrument measures what it is supposed to measure (Leedy & Omrod 2005:28). In simple terms, validity ensures that the results obtained from the analysis of the data really represents the phenomenon under study. The three basic methods of testing validity are: content validity, criterion-related (empirical) validity and construct validity (Kothari, 2004:74).

Reliability ensures that the same measurement technique or strategy produces the same result on different occasions, for example when used by different researchers (Hammersley, 2008a:43). Furthermore, reliability is concerned with precision, accuracy, replicability and consistency over instruments and over groups of respondents (Cohen, Manion & Morrison, 2000:117). Thus, reliability is estimated through methods such as test-retest, parallel-forms and split-half.

In this study, a number of methods were used to test the validity and reliability of research instruments. These methods included pretesting the instruments and triangulation.

3.12 Evaluation of the research methods

Abankwah (2008) and Garaba (2010) indicate that it is essential to evaluate the research methods used in the study to determine what worked or could be done differently. Evaluation of the procedures involved in conducting research study aid to outline the strength and weaknesses of the study (Kau, 2018: 55).

This study used a mixed method research approach which combines research methods to curtail weaknesses of one approach by the other approach. Johnson and Turner (2002) and Bryman (2006) state that the mixed methods research approach is superior to mono-methods because of its ability to answer research questions that other approaches cannot and it provides stronger inferences through depth and breadth in answer to complex phenomenon. To avoid generalisation and coming up with only percentages and scores there was a need for this study to determine activities, resources, outputs and impact of public programming for deeper understanding

The units of analysis for this study was the fourteen archivists employed by the Limpopo Provincial Archives and the community members of the Limpopo Province.

In the course of data collection, the researcher experienced some challenges. Firstly, during the distribution of the questionnaires, the researcher had to travel to different districts of the province which are over hundred kilometers apart from each other. Also some community members who were approached to complete the questionnaire refused, which meant that the researcher had to plead with the community members. This delayed and extended the dedicated period for data collection which bared financial implications to the researcher for food, accommodation and transport.

Secondly, some archivists of the Limpopo Provincial Archives were reluctant to provide full information during the interviews. Also some appointments with them had to be rescheduled due to their unavailability. Thirdly, the reports of the Limpopo Provincial Archives on public programming activities were not detailed since their annual report is tabled in the whole Limpopo Department of Sport, Arts and Culture annual report.

However, despite the challenges encountered, ultimately data were collected and a response rate of eighty-nine percent was achieved. The collected data from both community members and archivists were sufficient to adequately address the research objectives of the study and provided the basis for the processing and analysing of the data.

3.13 Summary of the chapter

This chapter provides an overview of the research methodology that was applied in the study. Pragmatism was the philosophical foundation for this particular research project (Creswell, 2014). The reasons for this was that a single research approach would not adequately address the objectives set out in the study (Alise & Teddie 2010; Biesta, 2010). The selected research design was concurrent triangulation (Creswell 2007). The chapter explains in detail how the research instruments were designed; how the data were collected and analysed. The next chapter discusses the findings of the study.

CHAPTER 4

4. DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The previous chapter discussed the research design and methodology employed in this study. It focused specifically on the steps that were followed to answer the research questions. The chapter also outlined the research approach that was used, specifically the mixed methods approach which included interviews with archivists and distribution of survey questionnaires to community members in the Limpopo Province.

Johnson (2012) defines data analysis as a process used to transform, remodel and revise certain information (data) with a view to reaching a certain conclusion for a given situation or problem. The presentation and analysis of the findings is important because it allows the investigator to reduce data to an intelligible and interpretable form so that the relations of research problems can be studied and tested, and conclusions drawn (De Vos et al., 2011:249). This chapter outlines the findings of the study.

This study collected quantitative and qualitative data. The most commonly used technique, which was adopted by this study on qualitative data was thematic content analysis, where the content of data was analysed to generate and categorise recurring themes (Graff, 2012:59). The NVIVO software was used to analyse qualitative data. Quantitative data were analysed with the aid of Microsoft excel software using descriptive and inferential statistics. Tables were developed to make the quantitative data to be easily comprehensible. Qualitative data were thematically analysed (Graff, 2012:59) and the emerging themes were used to substantiate the findings. This information is presented in the form of narrative text.

In addition, data analysis of accountability instruments such as annual reports of the Limpopo Provincial Archives dating back from 2017 - 2018 to 2019 - 2020 financial years were carefully examined to identify the public programming initiatives that were conducted. The financial year of the provincial government institutions in South Africa starts from 1st April to 31st March of the following year.

4.2 Data presentation

It is imperative to break up the study into its constituent parts or categories according to specific objectives under the problem statement (Perez, 2014:9). This helps to answer the research questions and to determine the trends and relationships among the variables (Nalzar, 2012:3).

The presentation of findings of this study is guided by the objectives outlined in Chapter One which aimed at:

- Assessing the extent of awareness of the Limpopo Provincial Archives by citizens of Limpopo
- Determining the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo province.
- Establishing how the Limpopo Provincial Archives raise awareness about the repository.
- Determining the impact of public programming on expanding the usage of the Limpopo Provincial Archives

4.3 Background of the participants

There is a concern by researchers on the need for their findings to be generalized to the wider population. As such, it becomes imperative for the researcher to address the issue of the response rate. While there is no consensus regarding what should be considered an adequate percentage of return (Girden, 2001), most researchers are of the view that the higher the response rate, the more the representative the sample (Kothari, 2004). According to Babbie and Mouton (2009), anything above 70% is deemed as a very good response rate. However, Bryman (2012:235) asserts that a 0% response rate is barely acceptable, pointing out that a response rate that stood at 60-69% was more acceptable.

4.3.1 Response rate

The population and sampling size of this study was predetermined and clearly outlined in Chapter Three. One hundred (100) questionnaires were distributed to community members of the Limpopo Province and 89 questionnaires were returned which resulted to a response rate of 89%. Fourteen archivists from the Limpopo Provincial Archives were approached for interviews and 12 were available on the day of

interviews. Of the outstanding two, one was reported to be on study leave and the other one to be on sick leave.

4.3.2 Background of the respondents of the study

The table below indicates the type of respondents in terms of their age group as indicated on the questionnaires. Each group shows the number of respondents and its implication in terms of percentages.

Table 4.1 Summary of respondents (community members)

Age in years	Frequency	Percentage
15 – 19	10	11%
20 -30	26	29%
31-40	21	24%
40-41	22	25%
42 and above	10	11%
Total	89	100%

Table 4.1 details the age group of participants in this study. The percentage rate was rounded off to the nearest tenths. However, it is notable that a majority of the participants was youth with age group between twenty to late thirties.

4.3.3 Archivists' biographical information

The Limpopo Provincial Archives had 14 archivists appointed permanently with varying years of experience. A majority of these archivists (eight) were recently appointed in April 2016, and the other four were separately appointed between 2005 and 2017. Only two archivists had extensive working experience in the Limpopo Provincial Archives who were appointed in 2000. All 14 were responsible for conducting public programming and therefore were selected to be participants of the study.

4.4 Public programming initiatives

Mason (2004) indicates that, if archival institutions hope to increase the use of their facilities, they must develop programmes and services which inform the public about their holdings and reference procedures. This is important because such activities

have the potential to aid in taking archives to the people and drawing them to the physical and virtual habitat of the archives (Chaterera, 2017).

The study investigated the types of awareness initiatives conducted by LPA, the frequency of conducting these programmes and their location. Referring to Part B of the questionnaire (See Appendix 1x); all the questions in this section focused on awareness about the Limpopo Provincial Archives.

Table 4.2 Public programming initiatives conducted by the Limpopo Provincial Archives Responses indicated by archivists

Initiative/awareness Programme	Frequency	Place/location
Exhibition	Three times quarterly	During departmental events across the province (Mopani, Vhembe, Sekhukhune and Waterberg Districts)
Archives week	Once annually	Rotate amongst districts (Mopani, Vhembe, Sekhukhune and Waterberg Districts)
Community outreach	Three times quarterly	Tribal authorities (Mopani, Vhembe, Sekhukhune and Waterberg Districts)
School visits	Three times quarterly	Across the province (Mopani, Vhembe, Sekhukhune and Waterberg Districts)

According to the Provincial Office’s annual reports dated 2016 - 2019, this institution offers four types of public programming initiatives. These are Exhibitions, Archives week (event), Community outreach and school visits. All these programmes are conducted at least three times quarterly, with only archives week celebrated once a year. The programmes are rolled out rotationally among the five districts of the province.

4.5 Public awareness about the Limpopo Provincial Archives

The legal mandate of Archival institutions is to promote an awareness about archives and records management and to encourage archival and records management activities (NARSSA Act no 43 of 1996). Therefore, this section of the questionnaire aimed at probing the community members to state how often the Limpopo Provincial Archives conducted public programming initiatives to inform them about the repository's services. Community members were asked if they were aware of the existence of the Limpopo Provincial Archives and where they had heard about it. Archivists were also asked if they thought the public was aware of the existence of the Limpopo Provincial Archives. Table 4.3 and 4.4 below indicate the responses respectively.

Table 4.3: Awareness of the existence of the Limpopo Provincial Archives

Community members		
Status	frequency	Percentage
Yes	21	24%
No	68	76%
Total	89	100%

Only twenty-one (21 or 24%) of the respondents (community members) indicated that they were aware of the Limpopo Provincial Archives. In contrast, 68 or 76% of the respondents said that they did not know about the Limpopo Provincial Archives.

Only seven of the 12 archivists indicated that they thought that the public was aware of the existence of the Limpopo provincial archives. In comparison, five of the archivists indicated that they did not think that the public was aware of the LPA and the services they offered.

Table 4.4 Where did you hear about the LPA?

	frequency	percentage
Friend	3	13%

Archives awareness Programme	11	46%
Television, radio, newspaper	1	4%
Social media	2	8%
Seeing building	4	16%
Other	3	13%
Total	24	89

Twenty-four (24) people indicated that they were aware of the existence of the Limpopo Provincial Archives, of which 11 (46%) indicated that they had heard about it during archives awareness activities, while four or 16% indicated that they just saw the building. Only one person (4%) indicated that they had heard about it through the media (radio, TV, newspaper) while two or 8% indicated that they had heard about it on social media. Three of the respondents (13%) indicated that they heard about LPA's existence from a friend, and three others responded that they heard about the LPA from other platforms other than the options provided.

4.6 Visibility of the Limpopo Provincial Archives

The community respondents were asked if they thought that the Limpopo Provincial Archives was visible enough to community members. Table 4.5 illustrates their responses.

Table 4.5 Visibility of the LPA according to community respondents

	frequency	Percentage
Yes	20	22%
No	53	60%
No answer	16	18%
Total	89	100%

Out of the 89 respondents, only 20 (22%) of respondents indicated that they thought that the Limpopo Provincial Archives was visible enough while 53 or 60% indicated that they thought that it was not visible enough. Apparently 16 or 18% of the respondents did not give an answer to the question.

4.6.1 Reasons for lack of visibility by community respondents

A follow up question was included in the questionnaire to determine why the community respondents thought that the Limpopo Provincial Archives was visible or not. The respondents who indicated that the LPA was not visible were 53 (60%); while 47 of them (87%) stated that they had never heard about the LPA, neither had they seen it. In comparison, only six out of this group of respondents (11%) indicated that they thought that the LPA was not visible because they had never seen any sign about the LPA in town or anywhere. Referring to the group of respondents who indicated that the LPA was visible (20 or 22%), 13 of them specified that they had attended the public programming roll out by the archivists. In the contrary, five other respondents indicated that they had attended the public programming and had an opportunity to visit the building. Two respondents indicated that they read about the LPA in the newspaper when the 2016 Oral history conference was marketed in the publication. One person mentioned that she knew about the archives because she had a relative who worked there.

4.6.2 The archivists' perspective on the visibility of the LPA

The researcher asked the 12 archivists to shed light on the visibility of the Limpopo Provincial Archives. Four of the interviewees stated that they thought LPA was visible. The four participants cited the fact that government institutions and other public entities were transferring records to the archives and this made the to be archives visible. eight participants stated that the provincial archives was not visible enough as large number of public servants and other departments were not really aware of the role it played beyond acquiring documents from the departments and storing them. The eight participants also indicated that number of researchers who visited the provincial archives is insufficient.

4.7 The extent of usage of Limpopo Provincial Archives

The public programming of archival repositories is necessary to ensure that archives attract sufficient resources and get a piece of market share to do the work they are mandated to do (Blais & Enns, 1991:104; Miller, 2012:46). Furthermore, public programming initiatives will ensure the increased use of archives, increased awareness of their importance to society and improve the image of archives (Miller, 2012:46). Increased usage of archives helps to justify and validate the existence of archival repositories (Chute, 2000:33; Venson, Ngoepe & Ngulube, 2014:63). This study explored the extent of the usage of the Limpopo Provincial Archives repository by the people in Limpopo.

4.7.1 Responses by community members on the usage of the Limpopo Provincial Archives repository

The respondents were asked if they had ever visited LPA to look for information and how many times they had been into the building. Table 4.6 below shows the results.

Table 4.6: Members who visited the Limpopo Provincial Archives repository

Status	Actual	Percentage
Yes	03	3%
No	86	97%
Total	89	100%

Only three respondents (3%) indicated that they had been to Limpopo Provincial Archives to look for information, while 86 (97%) indicated that they have never been to an archive repository. The three respondents who visited the LPA highlighted that they had not been there more than twice.

4.7.2 Responses of community members on what would make them want to visit the LPA building

The respondents who previously indicated that they had never been into the LPA building were asked if they would be interested in visiting the LPA. Furthermore, a follow-up question requested this group of respondents to mention what would make

them to be interested in the LPA. Only 45 (52%) out of the 86 respondents indicated with a yes, that they were interested in visiting the repository, while 20 stated 'maybe' and 12 were unsure. Nine respondents did not provide an answer.

The respondents who indicated willingness to visit the repository indicated that, if they got to know and understand fully the services provided by the Limpopo Provincial Archives, they would access those services. Others also indicated that it could be a career of interest should these services be well advocated.

4.7.3 Responses of archivists on regular users of the repository

Part D of the Interview schedule (see appendix 2) included questions for the archivists that would help the study to determine the extent of usage of the LPA.

The common response among these participants was that the number of researchers visiting the archives was unsatisfactory. One of the participants mentioned that *"maybe we can receive two or three requests per month"*. Another participant explained:

"... and most of the requests we receive, are researchers who are referred by National Archives of South Africa, very few are the ones that come on their own knowledge about our repository".

The researcher also asked the archivists what type of researchers visited the repository and the common response from the participants indicated that the most requested records were about chieftaincy and land claims. One participant indicated that:

"... the reason may be that, most of the records are records of chieftaincy inherited from the former Lebowa, Gazankulu and Vhembe [Venda] governments"

The participants were asked a follow up question, whether people thought of archives first when searching for information. The response from one participant was as follows: - *"honestly, no. People go to libraries, and lately with technology, they go online"* responded interviewee A.

One other participant added that, *“people come to archives by referrals”*. The common response from most participants was that most people do not think of archives first when they need information. One participant indicated that;

“... it depends what type of information one needs. Some people who are doing land claims like lawyers, do think of archives as their research institution”

4.7.4 Most used resources in the repository according to archivists

The twelve participating archivists were asked which resources were most frequently used in the repository. All the participants indicated that Chieftaincy records were the most requested records within LPA. One of the participants mentioned that:

“most or almost all of the records we have in here are chieftaincy records and they are the ones that are requested frequently and site licenses”.

“we have other records like court records, verbatims etc but these records are requested once in a while” added another participant.

4.7.5 Responses of archivists on noticeable changes in community turnout after the implementation of public programming

This study investigated if there were any noticeable changes in usage of the LPA's resources by the community members since the inception of the public programming. The general response from the twelve participants was that there were minor changes which were insignificant. One participant highlighted that;

“... yes, if you can check our quarterly reports, it will show you that the number of visitors and requests are increasing now and then” said one respondent. *“though is not a satisfactory number, but there is a difference”* said another one.

4.7.6 Responses of archivists on interesting public programming initiatives

The participating archivists were further asked to comment on whether they thought that the public programming initiatives were found to be interesting by the community. Eleven participants indicated that they think more initiatives can be done to improve the interest on their programmes,

“we are only doing part of marketing for our institution and honestly, we are implementing old marketing strategies, like exhibition, distribution of flyers and mouth to mouth presentation”. Said participant D “there is lot that we can do, problem is, we are not allocated enough resources because importance of our functions is not yet realized in our department, therefore we are not afforded enough support to be fully function”

4.7.7 Archivists’ perceptions of other optional public programming

After realising that archivists thought that the current programmes were not satisfactory in marketing the archives, a follow-up question was asked if they thought it was possible to employ other means to make the programmes more productive. A majority of them indicated that they thought that there was a greater chance to improve;

“... yes, there is a lot that we can do and we should be doing but we are not.

“There are lot of platforms that we can advertise ourselves and talk to people about us, like social media, radio[s] and other communication channel[s]” said one participant.

The common response from all the participants was that, social media can be the most effective tool to market archives, since it is believed that almost every person use either two or more social media platforms. Two participants also indicated that community radio stations can also market the archives effectively because most communities have radio stations in the sampled four districts. One participant further said;

“we have Sekhukhune community radio station in Sekhukhune district, Capricorn district have more than five radio stations, Mopani also has almost three, Venda as well has University of Venda radio station, Waterberg district also has radio stations. There are a lot of pots we haven’t tapped into”

4.7.8 Responses of archivists on challenges in implementing effective public programming initiatives

The researcher asked questions to establish the challenges that impeded them from working optimally. The group of archivists indicated a few challenges as illustrated in Table 4.8 below.

Table 4.7: Challenges in implementing public programming initiatives

Challenge	Elaboration
Resources	<ul style="list-style-type: none"> • Insufficient staffing • Small budgets • Transport
Lack of management support	The executive have not yet realized the importance of archives
Institutional placement	Limpopo Provincial Archives is placed under the Department of Sport, Arts and Culture as a sub-directorate
Lack of top management	No appointed Provincial Archivist for almost 4 years
Governmental red tapes	Staff members are not allowed to talk to media about anything
Office accommodation	Availability of non-archives officials in the building impede security measures and proper management of the repository
Website	No website that links directly to the repository

4.7.9 Responses of archivists on possible ways to improve public programmes in the institution

In order to formulate the way forward and make recommendations for the institution, the researcher investigated the ways that can assist in improving public programming

of the repository. Table 4.8 below shows the recommendations made by the community members.

Table 4.8: Recommendations for improving public programming activities by community members

1.	Develop weekly topics for community radio conversations
2.	More/intensive community public programming
3.	More school public programming
4.	Participate in career exhibitions in the province
5.	Partner with relevant stakeholders
6.	Erect landmark signs around town
7.	Run educational programmes in the repository and invite learners
8.	Conduct road shows
9.	Use social media platforms
10.	Develop a website for the institution
11.	Use community radio stations

4.7.10 Responses of archivists on possible ways to improve public programming

Table 4.9: Recommendations for improvement of public programming initiatives

1.	Establish a website for the repository
2.	Open interactive social media pages for the repository (twitter, Facebook, Instagram)
3.	Permanent appointment of a Provincial Archivist
4.	Limpopo Provincial Archives operate as a provincial entity
5.	Proper and sufficient allocation of financial budget to allow for proper resourcing of the repository
6.	More exciting advertising materials for community outreach
7.	Prioritise outreach as key function of the archival activities

4.8 Public views about the Limpopo Provincial Archives

This aspect sought to establish the views of the general public about the repository. The reason for this objective was to establish if people took interest in archival services. The importance of this was to make sure that people understand the services available to them in the archive repositories and use them.

4.8.1 Responses of community members on relevancy of materials in the repository

A few respondents indicated that they had been into the archival repository as indicated previously in Table 4.7. Two respondents indicated that they had found what they were looking for whereas one respondent indicated that s/he was visiting someone and not looking for archival materials.

4.8.2 Responses of community members on general comments about the Limpopo Provincial Archives

All the 89 respondents indicated that they were keen to visit and know more about archive services. However, the Limpopo Provincial Archives need to improve its public programming initiatives and market itself. Respondents made a few comments in the form of recommendations on how to improve public programming activities as indicated below in Table 4.10

Table 4.10: General comments of community members on LPA

1.	Develop weekly topic for community radio conversations
2.	More/intensive community public programming
3.	More school public programming
4.	Participate in career exhibitions in the province
5.	Partner with relevant stakeholders
6.	Erect landmark signs around the Polokwane town
7.	Run educational programmes in the repository and invite learners
8.	Conduct road shows across the Limpopo Province

9.	Use social media platforms
10.	Develop a website for the institution
11.	Use community radio stations

4.9 Summary of the chapter

Findings presented in this chapter were derived from interviews and questionnaires. The major findings of this study are summarised according to the objectives of the study:

i. Public programming initiatives

- Archivists employed in the Limpopo Provincial Archives repository do conduct public programming.
- Types of public programming initiatives that were conducted included exhibitions, community outreach, school visits and archives week.
- Public programming initiatives in the Limpopo Province were conducted quarterly.

ii. Awareness about the Limpopo Provincial Archives

- Very few people were aware of the existence of the Limpopo Provincial Archives repository with a high percentage of the respondents indicating that they did not know of its existence.
- Only a few respondents were aware of the repository, most of them had heard about it during the public programming initiatives whereas some just knew the building.
- A majority of the respondents thought that the Limpopo Provincial Archives was not visible enough to attract more clientele.
- The study found out that there was more work that archivists could do to market the repository.

iii. The extent of usage of the Limpopo Provincial Archives

- The study found out that a majority of people in Limpopo Province had never entered inside the archives repository.
- The archivists indicated that the number of people who visited and used the archives was not satisfactory.
- The study also found out that there were challenges that impeded archivists to effectively market the repository.
- Most of the clients who visited the Limpopo Provincial Archives were referred from NARSSA.

iv. Public views about the Limpopo Provincial Archives building

- Most respondents were very keen to know more about the services rendered by the Limpopo Provincial Archives
- The study found out that community members thought that the Limpopo Provincial Archives could improve its marketing strategies.

Subsequently, the chapter has presented an analysis of data collected through the interview and questionnaire methods solicited from archivists and community members in the province. The next chapter is based on interpretation and discussion of the analysed data.

Chapter 5

5. DATA INTERPRETATION AND DISCUSSION

This chapter discusses and interprets the data presented in Chapter Four. Data interpretation, is defined by Kothari (2004:344) as the device through which factors, which seem to explain what has been observed by the researcher in the course of the study, can be better understood, and it also provides a theoretical conception which can serve as a guide for further researches. Furthermore, data interpretation can help expose the relations and processes that underlie the findings (Kothari, 2004:344). In conducting data interpretation, the researcher adds his or her own meaning to the collected and analysed data and also compares that with the views of other scholars (Blaxter, Hughes & Tight, 2006:219). Polit and Beck (2004:52) state that the interpretation of the findings must take into account all available evidence about the study's reliability and validity.

The interpretation of data entails relating the study's findings to the original research problem, the study's research questions, to pre-existing literature, concepts, theories and research studies (Leedy & Omrod, 2005:276). Data interpretation further determines whether the findings have partial significance as well as statistical significance and identifies the limitations of the data (Leedy & Omrod, 2005:276).

The current study sought to examine the effectiveness of public programming in increasing the usage of the Limpopo Provincial Archives by the Limpopo community using the Logic Model as framework for evaluation. The framework measure the impact of public programming against the inputs and outputs put in place

The specific objectives of the study were to:

- Assessing the extent of awareness of the Limpopo Provincial Archives by citizens of Limpopo;
- Determining the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo province;

- Establishing how the Limpopo Provincial Archives raises awareness about the repository; and
- Determining the impact of public programming on expanding the usage of the Limpopo Provincial Archives.

The discussion and interpretation of the data in this chapter is presented according to themes derived from the research objectives. Furthermore, sub-themes were derived from the questions presented under each theme in the questionnaire and the interview guide. The discussion and interpretation is presented in subsequent sections and subsections.

5.1 The extent of awareness about the Limpopo Provincial Archives

The first objective of the study sought to assess the extent of awareness of the Limpopo Provincial Archives by Limpopo community members. Both Part B of the interview guide, which was administered to archivists, and Part B of the Questionnaire, which was administered to members of the community, aimed to investigate the extent of awareness of the Limpopo Provincial Archives by community members. The following subsections discuss the findings relating to awareness of the Limpopo Provincial Archives by members of the community.

5.1.1 Community members' awareness of the Limpopo Provincial Archives

Part B, question 4 of the survey questionnaire sought to establish the community members' awareness of the Limpopo Provincial Archives. The data presented in Chapter 4, Section 4.4 of the current study showed that a majority 68 (76%) of the community members were not aware of the existence of the Limpopo Provincial Archives. This is similar to the findings by Archival Platform (2015) that observed that more needs to be done to get the South African public interested in the archives. The data presented in Table 4.4 in Section 4.4 also showed that 21(24%) of the respondents thought that the Limpopo Provincial Archives was visible to members of the community. However, a majority of these community members 68 (76%) highlighted that the provincial archives were not visible enough.

The invisibility of the national archives in South Africa is not a new phenomenon as scholars such as Mukwevho (2017) and Ngoepe and Ngulube (2011) have alluded to

the invisibility of, and the lack of awareness of the archives by community members. Moreover, the invisibility of national archival institutions is also an international challenge as scholars such as Chaterera and Rodrigues (2019) point to the invisibility of the National Archives of Zimbabwe. Ngulube and Saurombe (2016) lamented the fact that national archival institutions in East and Southern Africa are some of the least known public institutions. The Limpopo Provincial Archives is thus, being affected by a challenge which is haunting archives across the world.

5.1.2- Channel through which community members came to know about the Limpopo Provincial Archives

Part B, Question 5 of the questionnaire sought to find out the means through which these community members came to know about the existence of the Limpopo Provincial Archives. In response, 11 (46%) of these respondents highlighted that they came to know about the existence of the Limpopo Provincial Archives through public programming initiatives. Twenty one (24%) of the community members professed to know of the existence of the Limpopo Provincial Archives. These responses showed that the number of community members reached through public programming was significantly low. Furthermore, social media was not being exploited by the Limpopo Provincial Archives as only two members of the community highlighted that they came to know of the existence of the Limpopo Provincial Archives through social media.

The visibility of public archives could be improved by a strong online presence (Saurombe, 2019). The archivists stated that the Limpopo Provincial Archives did not have a social media site or website. This low usage of social media resonates with Vajcner' s (2011) view that archival services are less connected to Social Media than Museums and Libraries. Institutions such as the Limpopo Provincial Archives, which do not have a strong web presence failed to tap into the advantages offered by modern ICTs and this could be the reason why they remain largely unknown. The invisibility of archives has often been attributed to their failure to take advantage of the many benefits and possibilities presented by information communication technologies (Bradley, 2005; Saurombe & Ngulube, 2016). Before the advent of social media platforms such as Twitter and Facebook, organizations, companies and individuals

had to rely on websites to advertise and market their products online. Due to limited funding, it may be understandable that the Limpopo Provincial Archives did not have its own website and a visible web presence. This is because websites require funds to be created and public institutions which do not generate their own revenue struggle to have websites and maintain them.

The study noted that the Limpopo Provincial Archives did not have a social media strategy. The findings therefore point to the provincial archives' lack of preparedness to take advantage of social media platforms. Without social media strategies, there cannot be guidelines, setting of controls, adoption of policy, training of employees, observation of the behaviour of users, and determination of the social media platforms to be used (Elsawy, 2019). This study therefore noted that without appropriate strategies, social media cannot be deemed official and effective platforms for the Limpopo Provincial Archives. Hence, the provincial archives' Facebook page did not have significant awareness information for it to look like a professionally managed page.

5.1.3 Reasons for the invisibility of the Limpopo Provincial Archives

The researcher wanted to uncover the reasons contributing to the invisibility of the Limpopo Provincial Archives. The data presented in Section 4.5.1 highlighted a number of reasons behind the invisibility of the Limpopo Provincial Archives. The reasons raised by community members were that; there were no signposts and other signs in the city centre and in other prominent and busy places. Furthermore, a web search conducted by the researcher showed that the Limpopo Provincial Archives was not using social media platforms such as Twitter and YouTube to create awareness.

The web search also showed that the Limpopo Provincial Archives did not have a website of its own as it used the national archival institution to advertise upcoming events. The failure to take advantage of social media was noted by Saurombe (2019) who highlighted the limited usage of social media for raising awareness about archives in Africa. This lack of web presence may as well be one of the contributing factors to the invisibility of the provincial archives.

Social media platforms such as YouTube and Twitter provide archives with the opportunity to share information, educate, create awareness and interact with the public. Twitter and Facebook provide archives with the opportunity to disseminate information much like traditional newsletters and are also free (Crymble, 2010). For archives, if used effectively, social networking services can be an engaging aspect of an archives' outreach program (Crymble, 2010:147). Garaba (2012) highlighted that social media can be of help to archival institutions which do not have the financial means to spend on their outreach or public programming.

These findings are in line with Hopman's (2012) conclusion that most archival institutions seem to have Facebook presence as compared to a Twitter presence. Other social media platforms which were not being used by the Limpopo Provincial Archives and Records Services were YouTube, Blogs, Twitter, Wikis, Flickr, Tumblr and Foursquare. Twitter has the potential to augment an archival institution's public programming. Non usage of these social media platforms downplay findings by scholars such as Crymble (2010:132), Mason (2014:158) and Kamatula et al. (2011:120) who argue that archives can use Twitter to advertise events and services, highlight aspects of their collection, notify users of important website updates, or engage in conversations with potential users.

Crymble (2010) further highlights that archival institutions use Twitter to promote their content, whereas archivists use the platform to promote information they find useful. The web and especially platforms such as Twitter have the ability to create awareness and prompt more usage of archival material (Crymble, 2010). All these benefits of using Twitter were not exploited by the Limpopo Provincial Archives as it had no Twitter presence at the time of conducting the study.

In view of the problem statement, the question is; why public archives are largely not known and remain accessed by few people when the institutions are involved in so many public programming activities every year? In terms of the theoretical framework of this study, the Logic Model indicates that insufficient resources (inputs) hinder the success of every programme; that is, insufficient staff with irrelevant skills, insufficient

resources and poor structure (W.K Kellogg Foundation, 2001). These are key aspects to consider if public archives are inclined and eager to design effective programmes. Also noting from the second construct of Logic Model, it suggests that it is what we do (outputs) and how we do it that will determine the results of our programmes. Mukwevho (2017) noted that public archives consider archives week, exhibitions and publications the most effective public programming strategies to promote archive services to the people. The employment of both qualitative and quantitative research approaches helped to explore the activities and strategies employed by the Limpopo Provincial Archives. While quantitative data provided information about what and how many programmes were rolled out, qualitative data also went further to explore how and where they were rolled out. Therefore, it is undeniable that insufficient funding and limited use of social media by the Limpopo Provincial Archives inhibited the institution to widen its attempt to reach out to as many people as possible.

5.2 The level of usage of the Limpopo Provincial Archives by the community members

The second objective of the study sought to establish the level of usage of the Limpopo Provincial Archives by the citizens of the Limpopo province. Part C of the questionnaire and Part D of the interview guide sought to establish how the Limpopo Provincial Archives was utilized by members of the community. The following sub-sections discuss and interpret the data presented in Chapter 4 regarding the usage of the provincial archives.

5.2.1 Physical visits to the Limpopo Provincial Archives' Repositories

Question 12 of the questionnaire sought to establish the number of respondents who had physically visited that Limpopo Provincial Archives. The data presented in Table 4.7, Section 4.6.1 showed that only three (3%) of the respondents had physically visited the Limpopo Provincial Archives. A significant 86(97%) of the respondents stated that they had never visited the provincial archives. The findings of the current study are in line with scholars' conclusion that visits and usage of archival material in East and Southern Africa are very low and also in decline (Venson, Ngoepe & Ngulube, 2014; Sulej, 2014; Saurombe, 2016; and Mnjama, 2018).

Chaterera and Rodrigues (2019:133) posit that the way people view or perceive the archives influences whether they will physically visit the archives or not. This was evident in this study as the majority of respondents did not know about the existence of the archives and this translated to them not physically visiting the archives. Moreover, by virtue of the Limpopo Provincial Archives not having signposts and a significant social media presence, the number of visitors to the Limpopo Province was low. The three respondents who agreed to have physically visited the Limpopo Provincial Archives highlighted that they had either visited the archives once or twice and not more. This shows that the archives were not yet able to retain their clientele.

5.2.3 User's views on what would make them visit the archives

Through question 15 of the questionnaire, the researcher sought to establish what would make members of the community want to visit the archives. The data presented in Section 4.6.2 shows that 45 of the respondents highlighted that they were interested in visiting the archives, while 20 of them said *maybe* and nine did not respond to the question. This shows that there was a general interest in visiting the archives.

The researcher further prompted the respondents to highlight what would make them to be interested in visiting the archives. The respondents put forward reasons pointing to the fact that getting to understand the role played by the archives and their services would make them to be interested in visiting. This points to the fact that many people are still not aware of the role played by the archives. Members of the community were not aware of how they could extract value from the archives as archivists had not done enough to take archives to the people. The findings of the study resonate with Ngoepe and Ngulube's (2011:3) observation that only a small percentage of the population is aware that archives are open to the public. The low usage of archives is better explained by Bhebhe and Khumalo (2019) who posit that the culture of oral tradition in Africa may be the reason why a few people visit archives.

5.2.3 Regular users of the Limpopo Provincial Archives repository

Part D of the Interview schedule (see appendix 2) included questions for the archivists to determine the extent of usage of the LPA. The data presented in 4.6. shows that the usage of holdings at the Limpopo Provincial Archives was significantly low as

archivists echoed the fact that the most visitors they usually received during each week ranged between two and three people.

The researcher further prompted archivists to highlight the archival material usually requested by researchers. The responses show that most of the researchers requested for chieftaincy and land claims records. The findings of the study are in line with Bhebhe and Khumalo's (2019) findings that holdings at the Bulawayo Provincial Archives are consulted especially for chieftaincy issues.

The researcher was therefore interested in knowing if the Limpopo Provincial Archives was the first port of call for researchers who wanted to conduct their research. The data presented in Section 4.3.11 show that the archives were not the first port of call as researchers were mostly referred from the NARSSA. These findings point to the fact that even though the Limpopo Provincial Archives has records and archives of importance to the community in Limpopo, researchers do not usually consider the provincial archives as the first port of call when conducting research. Moreover, this points to the failure by the provincial archives to make researchers aware of its rich information resources.

5.2.4 Noticeable changes in community turnout after implementation of the Public programming

The study sought to establish the extent to which public programming had impacted on the usage of archives by members of the community. In section 4.6.5 the data presented shows that twelve participants noted that there were minor improvements in the usage of holdings after the public programming initiatives were conducted. This was further confirmed in the institution's annual reports and other documents which showed minor increases with regards to visits to the archives. The findings of the study seemed to indicate that public programming initiatives rolled out were failing to adequately turn community members into disciples of the archives.

Deducing from the problem statement, public archives continue to suffer from image problems (Mojapelo & Ngoepe, 2020: 3), because the developed strategies to market

public archives failed to reach the set goal. The Logic Model, in its third construct, rightly points out that, successful outcomes of the program are the realisation of an organisation's vision and mission (Maher, 2011). Quantitative data indicates that the Limpopo Provincial Archives had not yet explored possible strategies to market its holding. Qualitative data shows that ICT channels had not yet been explored by the Limpopo Provincial Archives. The reason could be that public archives are not treated as independent entities but rather as branches within the provincial department of Sport, Arts and Culture. Thus, the social media pages were administered as departmental pages than archives pages, where archivists had limited or no role to play.

5.3 Establishing how the Limpopo Provincial Archives Raises Awareness About the Repository

The third objective of the study sought to establish how the Limpopo Provincial Archives raises awareness about the repository. The discussion in line with this objective is presented in subsequent subsections.

5.3.1 Public programming initiatives rolled out by the Limpopo Provincial Archives

Part B, question 2a of the interview guide sought to establish if repositories were conducting public programming. The data presented in Section 4.3 shows that archivists alluded to the fact that the Limpopo Provincial Archives was involved in public programming initiatives.

The data shows that the traditional awareness activities which included school visits and exhibitions were implemented. The current study established that the Limpopo Provincial Archives rolled out at least four awareness activities, quarterly each year and rotated amongst the five districts.

The findings also show that public programming rolled out by the Limpopo Provincial Archives was limited and not far-reaching. There are many public programming initiatives being used by other archives which include open days, workshops, school programs, promotions, oral history programs, indigenous knowledge programs,

exhibitions, seminars and conferences to reach out to the public and other stakeholders (Saurombe & Ngulube, 2016; Ngoepe & Ngulube, 2011; Kamatula, 2011 and Onyancha, Mokwatlo & Mnkeni-Saurombe, 2013). Chaterera and Rodrigues (2019) also add activities which include expos, participation in festivals, national events and oral history programs.

Chaterera and Rodrigues (2019) lament the fact that archivists reach out to the same people at the expense of attracting new users, hence compromising the increase in access and use levels. However, the findings of the study show that the Limpopo Provincial Archives was making efforts to reach out different parts of the province as most of the public programming activities were being hosted in different districts on a rotational process. Such an approach was a positive move towards undoing the marginalization of poor communities which was the case under the apartheid regime. The findings of the study also show that rotation of the activities among the districts was a positive move whose only shortcoming was that it would take time for a given activity or outreach program to return to a district and the lapse in time would hamper consistency and the urgent need to make the public to be aware of archives.

The current study established that the public programming rolled out by the Limpopo Provincial Archives was not adequate as it was not able to reach as many people as possible. Moreover, the data shows that the provincial archives had not yet been able to come up with activities which were ground-breaking and which made significant strides possible. This confirms the finding of a study by Mukwevho (2017) which notes that public archives fail to develop and design effective public programming initiatives. The failure to market archives in South Africa was noted by Ngoepe and Keakopa (2011) who posited that only a few provinces in South Africa have been able to take archives to the people and create a rudimentary archival system.

The findings of the study show that public programming was not prioritized and well resourced. This finding is in line with Saurombe and Ngulube's (2016:25) assertion that archivists across the world tend to concentrate more on acquisition, appraisal, arrangement and description at the expense of raising awareness about the documentary heritage in their custody. Perfecting core archival functions such as

arrangement and description without perfecting the art of marketing and public programming proves to be disastrous for archives. Without users, archives cannot continue to justify their existence and the need for resources which are a scarcity in the public sector.

User needs are an important part of the whole awareness drive, therefore it cannot be reasonable to have awareness without engaging the public and other stakeholders to ascertain their needs as users. Archivists have to know the needs of their clients and prospective clients. The failure to ascertain user needs leads to an archive which seeks to create demand out of materials or services and products that do not meet the needs and expectations of the community. The findings of the current study established that user needs had not yet been adequately given the attention they deserved. Such findings may point to the reason why members of the public keep shunning archives whilst preferring museums and libraries. Saurombe and Ngulube (2016) pointed out that archivists in the ESARBICA region could learn more on user studies from museums and libraries as public programming rarely incorporated user needs. The Logic Model underpins that, failure to describe and establish linkages between the problem and impact of the programmes will lead to unsuccessful programs. This leads to the notion that archivists need to assess the need of every target group and be relevant to such needs.

The data also showed that public programming was not part of the strategic plans of the Limpopo Provincial Archives. Ngoepe and Ngulube (2011) also noted the exclusion of public programming or outreach initiatives in the strategic plans of archival institutions in the ESARBICA region. The exclusion of public programming from strategic plans deprives the Limpopo Provincial Archives of the seriousness and resources they so much deserve. There cannot be adequate resources to talk about without making public programming a part of an archive's strategic plans. A study by Mukwevho (2017) finds that the strategic objectives of public archives in South Africa are not visible in the annual reports. This could be because public archives do not table their separate annual reports but rather consolidate it in the entire departmental annual reports (Mukwevho, 2017: 175).

5.3.2 The state of public programming at the Limpopo Provincial Archives

In part D, question 4g of the interview guide, the researcher sought to establish if the Limpopo Provincial Archives rolled out interesting public programming initiatives. The data shows that the archivists were of the view that their public programming were outdated. These included old marketing strategies such as exhibitions, distribution of flyers and mouth to mouth presentations. The archivists were aware that they were not exploiting the social media, Web 2.0 platforms and other more interesting and effective platforms. They cited the fact that they were not being allocated enough funds to cater for marketing and public programming. Saurombe and Ngulube (2016) recommend that archivists should be creative when engaging the public. This could mean learning new skills of raising awareness.

Awareness program outcomes have tended to be the traditional hard copy materials such as brochures, newsletters and pamphlets which tend to require significant funding which is scarce for archival institutions. However, archival institutions cannot afford to concentrate on physical outputs whilst neglecting electronic ones. The current study notes that the Limpopo Provincial Archives had a paper-based approach to producing material used for awareness. The distribution of such material usually required meeting targeted communities in person. Such an approach, though effective, may not be as efficient as some internet based platforms which can allow the sharing information cheaply and easily. The Limpopo Provincial Archives missed the opportunity to market its collections, create awareness, establish user needs and attract more users through alternative means.

5.3.3 Other public programming initiatives that could be exploited by the Limpopo Provincial Archives

The researcher wanted to find out if the archivists were aware of other public programming initiatives that could be employed in the future by the Limpopo Provincial Archives. Their responses highlighted the need to employ social media platforms which could provide more effective awareness programming. The data also showed that the participants viewed the radio as another channel which could be employed in taking the archives to the people. The data showed that even though the archivists

were aware of the important role played by social media in public programming, the details of how social media could be exploited were limited to Facebook and Twitter platforms. Moreover, there was no deep understanding of how these and other social media platforms were being fully exploited in other parts of the world to market archives and other memory institutions.

5.3.4 Challenges in implementing public programming

The researcher sought to establish the challenges faced by archivists in their bid to take archives to the people. In Section 4.6.8 the challenges raised by the study participants were significant and covered a number of areas. The first challenge was lack of resources where insufficient staffing, small budgets or insufficient funding and transport were noted. In order to determine the effectiveness of public programming, it was necessary to establish the resources which are at the disposal of the Limpopo Provincial Archives.

Lack of resources or inadequacy thereof, usually cripples efforts by archivists to effectively preserve societal memory and also make it accessible to the public. Thus, as public programming and awareness are gaining momentum and traction, resources have to be availed for archivists to travel, communicate, host activities and be able to produce material. Without resources there cannot be effective public programming to talk about as these activities and programs need a significant amount of resources in the form of funding, human resources and infrastructure.

Funding is one of the key drivers for successful public programming initiatives. According to Chaterera and Rodriguez (2019), national archival institutions cannot carry out public programming without adequate funding or financial resources at their disposal. This is because archivists have to leave their offices and venture into territories which require transportation, booking of venues, paying for services *inter alia*. Thus, adequate funding is at the heart of effective public programming. Organizations and/or companies marketing their products invest a lot of money into educating their targeted audiences. Thus, archives cannot afford to expect to increase

the numbers of their users without investing a sizeable amount of their budget allocation into awareness and public programming initiatives.

The findings of the current study point to the fact that the Limpopo Provincial Archives' public programming was negatively affected by inadequate funding. The awareness or public programming drive was past the debate stage, where some archivists were against it. It is at a stage where it was accepted and thus the need for funding. However, archival institutions are expected to do more with less, that is, take the archives to the people despite significantly low budget allocations. Hence, the inadequacy of funding leads to the failure of projects such as public programming.

Ngoepe (2019) noted that the euphoria around the slogan "taking archives to the people" has been diminishing due to limited funding. Thus, public programming can to a greater extent come to a halt or be of a poor nature due to the lack of funding. Subsequently, measuring the effectiveness of public programming based on the numbers that visit the archives cannot be appropriate as there are factors which contribute to how such programs become effective or not.

Without funding, the archives cannot afford to produce newsletters and brochures inter alia, which need sound money in order to create quality material. Moreover, without funding, websites cannot be designed and maintained, trainings, workshops, seminars, conferences and other activities cannot be held. Therefore, one of the major impediments of public programming is the inadequacy of funding. The findings of the current study show that funding was a challenge to the Limpopo Provincial Archives, thereby limiting the number of public programming to be carried out and the production of memorabilia for members of the public. Goerler (1991) echoed this challenge when he posited that archives fail to attract adequate funding from government because of their lack of visibility within the public sector. The inability to attract funds translates to the inability to retain staff, train staff members and carry out other key archival activities. According to Welland (2015), the lack of funding translates to reduced training and the ability to retain professionals trained in awareness and/or public programming.

Closely aligned to the issue of funding is the human resources or expertise aspect which is discussed in this section. Human resources are an essential resource without which, the financial resources will surely go to waste. For public programming to be effective, there is a need to hire, retain and train personnel to effectively “take the archives to the people”. Awareness requires proper planning, implementation and review processes if it is meant to succeed. All these processes require sound leadership which can only come from experienced and trained archivists or people qualified in branding, advertising, marketing and related areas of expertise. Saurombe and Ngulube (2014) noted that non-existent outreach or public programming and lobbying skills that are required to lead such initiatives lead to the neglect of promoting archives. However, the data shows that skilled personnel trained to manage public programming were scarce as there was inadequate staffing at the Limpopo Provincial Archives.

Moreover, the data in Section 4.6.7 point to the fact that training in the use of ICTs, social media and other platforms was lacking, thus leaving archivists with inadequate awareness and marketing skills. This finding was further confirmed by Saurombe and Ngulube (2014) who noted that universities in the ESARBICA region were not offering modules on public programming and that the ESARBICA has not conducted any pre-conference workshop on public programming. The study notes that the Limpopo Provincial Archives had at its disposal, archivists who were not adequately trained in conducting awareness initiatives. The absence of archivists with the requisite skills and knowledge in the use of computer technology was one of the reasons for the non-utilisation of digital technologies in areas such as public programming (Kemoni, Wamukoya & Kiplang’at, 2003:40).

The absence of archivists with digital skills robs the archives of the opportunity to reach out to as many people using ICTs. Moreover, lack of personnel equipped with public relations and communication skills robs the archives of the opportunity to effectively communicate and reach out to multitudes of people through social media and other platforms. Therefore, the study has established that the Limpopo Provincial Archives did not have people who could create blogs, create content for YouTube and exploit as many Web 2.0 technologies to benefit public programming initiatives.

Staff retention is usually a problem for the public service as it continues to lose skilled and experienced human resources to the private sector which remunerates them well in most cases. The lack of staff retention destroys continuity as people who work on public programming may leave at times without even passing the button to the next generation. This has been the problem faced by the Limpopo Provincial Archives which has also lost archivists to the private sector. The interviewees also highlighted that the provincial archives had not yet appointed a Provincial Archivist for four years after it was vacated by someone who left for the private sector.

The failure to retain qualified staff hinders progress in awareness programming as Saurombe and Ngulube (2014) noted that the ESARBICA region faces challenges such as staff turnover which prevents qualified staff from implementing public programs. Moreover, Ngoepe and Keakopa (2011) also noted the fact that in South Africa, staff turnover in archives is high and there is no strategy for the retention of archivists. Such a scenario can hamper public programming or even slow them down especially when trained and experienced archivists involved in public programming suddenly leave for greener pastures.

5.3.5 Lack of management support

Another reason raised by the participants was that there was a lack of management support for public programming. Support from executive management is needed in order for programs to be well resourced and considered as a strategic part of managing archives. However, the Limpopo Provincial Archives lacked top management support which left public programming in lacking resources and other necessary support. Also linked to lack of top management support was the fact that there was a lack of top management as the post of the Limpopo Provincial Archivist had been vacant for four years (See Section 4.6.7). Failure to have top management appointments affects programs such as awareness and marketing which require buy-in and support from executive management.

5.3.6 Absence of a Limpopo Provincial Archives Website

The data also shows that the archivists considered the lack of a website as another challenge which limited the Provincial Archives from effective public programming. The current study established that the power of the internet has not yet been fully understood by the archival community. The study established that the Limpopo Provincial Archives had an internet connection, computers, scanners and printers inter alia. There was a certain level awareness of what the internet could provide, but the major benefits had not been harnessed or even comprehended, hence the reluctance to make use of the internet and other ICTs in the archives (Bountouria & Giannakopoulos, 2014). Bountouria and Giannakopoulos' (2014) note that archivists do not taking public programming to the internet because they do not have the time or simply are not interested meanwhile archival institutions also lack adequate staffing.

5.4 Impact of public programming on expanding the usage of the Limpopo Provincial Archives

The fourth and last objective of the study sought to determine the impact of public programming on expanding the usage of the Limpopo Provincial Archives. The data presented in Section 4.6.5 points to the fact that community members thought that the provincial archives were invisible and not doing enough to make community members to be aware of their services and holdings. The data also shows that many of the respondents were not aware of the existence of the provincial archives. Thus, many respondents could not express their views about the provincial archives as they did not know of its existence. These findings do tally with Garaba's (2012) assertion that archival institutions' awareness activities are insufficient as they concentrate in particular areas leaving the wider community unaware of the archival resources.

A lot of misconceptions about archives have been held by the public. Menne-Haritz (2001) indicates that most people perceive archival institutions as secret, dusty and chaotic while few regard them as open information centres that are transparent and clear. Some people barely know about the existence of national archival institutions

and most people confuse archives with museums and libraries and even think of archives as old buildings full of ancient dusty boxes (Ngoepe & Ngulube, 2011).

The findings of the study thus, point to the fact that public programming had not significantly managed to change misconceptions about archives held by members of the public. This inability to change public misconceptions and perceptions about archives may be due to the lack of urgency in taking the archives to the people. Nesmith (2010) stressed that changing public attitudes towards archives is not being handled with the urgency and importance as should be. The majority of members of the community had not yet managed to determine how they could use archives as citizens of a democratic nation. Therefore, many people do not use the archives because they lack knowledge about them and are misguided in their understanding of the institution and its services (Sulej, 2014).

In relation to the problem statement, it may simply mean that these programs are not effective to achieve the set goal of expanding usage of the Limpopo Provincial Archives. The fourth construct of the Logic Model explains that it is essential to measure the final outcome or results to avoid wasting money and time on work activities without achieving the desired outcomes (Milstein & Chapel 2020). Therefore, the findings of this study leads to the conclusion that public programming activities employed by the Limpopo Provincial Archives were not effective in attracting potential users to expand the usage of the repository.

5.5 Summary

This chapter presented an interpretation of the findings and discussion in the contexts of the results presented in Chapter Four. The interpretation of the study findings covered the results of all the research questions as indicated in Chapter One.

Chapter Five also showed that awareness activities were being carried out by the Limpopo Province as it sought to reach out to the public. However, the chapter noted that awareness activities were limited to traditional methods which included exhibitions, school visits and archives days. The provincial archives failed to exploit

other new activities. Chapter Five also showed that lack of resources such as funding and human resources remain as challenges that hamper effective archival public programming. Without adequate funding, archives cannot hire public programming and awareness experts as well as train staff. This chapter also established that inadequate funding leads to poor infrastructure, low staff retention, and poorly executed awareness activities.

This chapter also noted that public programming made use of traditional methods of communication such as brochures and pamphlets which were being produced and distributed to communities. It noted that the provincial archives mainly used paper-based outcomes whilst neglecting Web 2.0 technologies such as Twitter and Facebook which could provide the archives with a lot more reach out opportunities. The chapter also pointed to the fact that the provincial archives did not have the expertise to conduct online public programming.

Furthermore, this chapter noted that public programming initiatives had at least made some people to be aware of the archives and the role they play in society. However, these public programming initiatives had not really managed to address the misconceptions held by most people about archives. The findings showed that some people were still not aware of the role played by archives and that the use of archives had not increased due to public programming. This chapter also showed that public programming initiatives had not yet translated to better funding, or hiring of staff with relevant skills on marketing archives.

The next chapter is a summary of the results, conclusions, recommendations, and areas for further research.

Chapter 6

6. CONCLUSIONS AND RECOMMENDATIONS

Based on the data presented and interpreted in the two previous chapters, this chapter presents the purpose of the study, the research objectives and provides the summary of findings. The chapter also presents conclusions and recommendations which are based on the findings of the study and the research experience gained during the conduct of the entire study.

6.1 Purpose and research objectives of the study

This study sought to examine the effectiveness of public programming in increasing the usage of the Limpopo Provincial Archives by the Limpopo community.

The specific objectives of the study were to:

- Assess the extent of the awareness of the Limpopo Provincial Archives by citizens of Limpopo
- Determine the level of use of the Limpopo Provincial Archives by the citizens of the Limpopo province.
- Establish how the Limpopo Provincial Archives raises awareness about the repository.
- Determine the impact of public programming on expanding the usage of the Limpopo Provincial Archives;

6.2 Summary of the Findings

This section presents a summary of the findings of the study under the objectives of the study.

6.2.1 The extent of awareness of the Limpopo Provincial Archives by the citizens of Limpopo

- The findings of the study showed that a majority of the community members were not aware of the existence of the Limpopo Provincial Archives
- The Limpopo Provincial Archives was not visible enough as the majority of the community members were not aware of its existence and services

- Public programming initiatives were carried out in most of the districts in Limpopo on a rotational basis.
- However, these public programming initiatives were not sufficient as they were few and could not adequately cover enough ground.
- Community awareness created through public programming was significantly low as only a few respondents came to know about archives through these programs.
- The Limpopo Provincial Archives was not the first port of call for researchers as they preferred libraries, the internet or were referred from the national archival institution to the archives.
- The Limpopo Provincial Archives web presence was not evident as there was no website, Twitter page and other social media accounts dedicated to the provincial archives.

6.2.2 Level of the usage of the Limpopo Provincial Archives by the community members of the Limpopo Province

- Community members' visits to the Limpopo Provincial Archives was very low.
- The provincial archives usually had between two and three researchers visiting the archives each week.
- The few members of the community who visited the provincial archives did not do so more than twice.
- The community members were not consistent visitors or users of the holdings at the Limpopo Provincial Archives
- Chieftaincy records and land claims were the most consulted records among the researchers who visited the Limpopo Provincial Archives
- Even though public programming has increased usage of archival material, the increase has been minimal.

6.2.3 Public programming used in raising awareness of the Limpopo Provincial Archives

- The findings of the study showed that the Limpopo Provincial Archives implemented awareness activities including exhibitions, school visits, Archives Weeks and Community Outreach Programs.
- The findings of the study showed that these activities attempted to reach out to all parts of the province as they were rotated among the districts in the Limpopo Province.
- The study findings also showed that these activities were physical in nature, that is, they required archivists and their targeted communities to physically meet. This required financial and human resources investments which required significant financial and human resources.
- The current study showed that the Limpopo Provincial Archives had not yet made use of the internet in conducting virtual activities, with archives not having taken public programming to Web 2.0. applications yet.
- The findings of the study also showed that the provincial archives activities were conducted each quarter every year. Considering the fact that these activities were rotated among provinces, they somehow failed to consistently target communities and drive the public programming effectively.
- The study findings also showed that archivists lacked public relations, marketing and other public programming skills needed in creating awareness. This in turn led to activities which failed to create awareness.
- Social media was not exploited as a channel through which awareness and marketing could be effected.
- The Limpopo Provincial Archives had no roadside signage, banners and other advertising platforms in the City Centre and other areas. This made the institution to be invisible and uninviting to members of the community.

6.2.4 Challenges faced in rolling out public programming at the Limpopo Provincial Archives

- Resources such as funds, personnel and transport were inadequate.
- Public programming lacked top management or executive support, hence, the inadequacy of funds and other resources.
- The placement of the Limpopo Provincial Archives under the Department of Sport, Arts and Culture as a sub-directorate somehow made it invisible and misunderstood.
- The failure to appoint the Provincial Archivist had a negative impact on public programming as the section lacked leadership.
- Government red tape had a negative impact on public programming as archivists were not allowed to talk to the media.
- The Limpopo Provincial Archives had not yet exploited Web 2.0 technologies and did not have its own website.

6.2.5 The impact of public programming on expanding the usage of the Limpopo Provincial Archives

- The findings of the study showed that the awareness activities conducted by the Limpopo Provincial Archives had not yet translated to a significant increase in the use of archives
- The study showed that the increase in visitors was minor and was not as yet attributed to public programming awareness activities.
- The findings of the study pointed to the fact that public programming activities had not yet translated to improved government support and funding. This was because the awareness activities had not yet increased the use of archives and there was yet, no significant demand for archival material.

6.3 Conclusions

This section presents the conclusion of the study. These conclusions were drawn from the data presented in Chapter Four and discussed in Chapter 5 of the current study.

6.3.1 Conclusions on the extent of awareness of the Limpopo Provincial Archives by citizens of Limpopo

The study concluded that the majority of the members of the community were not aware of the existence of the Limpopo Provincial Archives. This conclusion was reached based on the fact that the data presented in Table 4.4 (Chapter Four) showed that 76% of the respondents were not aware of the existence of the Limpopo Provincial Archives. The data presented in Section 4.4 also led this researcher to conclude that the Limpopo Provincial Archives was invisible as the community meant to benefit from the institution were not aware of its existence. In cases where they knew about the existence of the provincial archives, there seemed to be misconceptions about the role played by the provincial archives.

The study also concluded that, even though public programming activities were rotated among the districts, they were not sufficiently servicing all parts of the province. This conclusion was based on the fact that the public programming activities were few, that is; they were conducted thrice or four times a year. Thus, it would take years for a given district to have its chance of hosting a second or third program. Moreover, the study concluded that this rotation, noble as it were, was not adequate as the public programming seemed not to be known to a majority of the community members. Only 11 (12%) of the community members came to know about the archives through public programming.

The study further concluded that the Limpopo Provincial Archives had not yet come up with ground breaking public programming as it was still making use of a few traditional public programming strategies such as exhibitions. Without ground breaking and out of the box public programming, the provincial archives were not going to significantly increase the usage of its holdings and services.

The study further concluded that the Limpopo Provincial Archives had failed to roll out targeted and effective public programming. This conclusion was made based on the fact that the archival community had failed to make researchers view the Limpopo Provincial Archives as the first port of call for researchers. Under normal circumstances, researchers have to know about archives or relevant sources of information and thus, if an archival institution fails to be the first port of call for researchers its value to other members of the community diminishes. The findings of the study showed that researchers viewed libraries and the internet as their first choices of sources of information. The few researcher who made it to the archives were referred from the national archival institution.

The study further concluded that lack of awareness of the Limpopo Provincial Archives was as a result of its placement under the Department of Sport, Arts and Culture as a sub-directorate. Such placement obscured the provincial archives and would make members of the community not to be aware of its role and place in the community. Placing the provincial archives under the department responsible for sports, arts and culture would generally lead to misconceptions as potential users would think of the archives as only catering for education and culture related issues.

Moreover, this study concluded that the failure to exploit social media and/or web presence largely led to the invisibility of the provincial archives. The Limpopo Provincial Archives failed to reach out to many members of the community who were active on the web.

The study also concluded that the inadequacy of resources such as funds, personnel and transport among other things led to the invisibility of the Limpopo Provincial Archives. This was because the provincial archives could not reach out to many members of the community consistently and effectively without adequate resources to do so. Furthermore, the current study concluded that the absence of executive and top management support had a negative impact on public programming. Without top management support, resources could not be availed for public programming and it could not be viewed as a strategic part of the Limpopo Provincial Archives.

6.3.2 Conclusions on the level of the usage of the Limpopo Provincial Archives by the community members of the Limpopo Province

The study concluded that the usage of the archival collection at the Limpopo Provincial Archives was significantly low. The conclusion made in this regard was derived from the fact that the archivists stated that they usually entertained between two and three visitors each week. Moreover, the respondents in this study who visited the archives also pointed out that they had not visited the archives more than twice (See Section 4.6.3). This showed that these visitors were not regular and consistent users.

The research also concluded that land claims and chieftaincy records were requested by researchers more than any other records (See Section 4.6.3). This showed that the archives had rare records which could not be accessed anywhere else and thus after searching for land claims and chieftaincy records, researchers were referred to the archives. The current study also concluded that with land restitution becoming a topical and trending issue in South Africa, land claim records were bound to be on demand. Land claims necessitated by land restitution had the potential to make the archives visible.

6.3.3 Conclusions on public programming used in raising awareness about the Limpopo Provincial Archives

The study concluded that the Limpopo Provincial Archives rolled out public programming such as exhibitions, school visits, Archives Weeks and Community Outreach Programs (See Section 4.3). However, these programs were outdated and not ground breaking, hence, their failure to reach out to majority of people. The study established that archivists were not equipped or trained to market the archives as public programming roll out failed to make a significant impact on the use of archival holdings.

The study concluded that the rotation of public programming among districts was a positive step as it sought to make all parts of the province to be aware of the archives. However, the researcher noted that the public programming rolled out was always

physical, requiring that community members and archivists meet. Such an approach limited the impact and reach of the public programming as many people might not have had the time and resources to attend them. The study concluded that programs which required community members to attend in person were limited especially at a time when there are pandemics and scarce resources to travel and organize such events.

The study also concluded that there was a worrying absence of web based public programming such as webinars among others. As South Africa gravitates towards being an active member of the digital society, information centres such as archival institutions cannot afford to miss out on exploiting the web and its many marketing and advertising platforms. Having noted that respondents preferred conducting research online, archivists were missing out on clients on the web. The study noted that Web 2.0 platforms such as Twitter, YouTube, and Flickr among others were not exploited as public programming platforms. This was lamentable as millions of people around the world and in South Africa are active and reachable through such platforms.

The study concluded that archivists lacked public relations, marketing and other public programming skills needed in creating awareness. This in turn led to activities which failed to create awareness and reach out to many members of the community. An analysis of the Limpopo Provincial Archives Facebook showed that it was not professionally managed as the content was not directed towards creating awareness of the Limpopo Provincial Archives. The Facebook page was not regularly updated and did not even have a significant following.

The study also concluded that there was not enough marketing and advertisement as there were no roadside signage, banners and other advertising platforms in the City Centre and other areas. This made the institution to be invisible and uninviting to members of the community who were not aware of the existence and even the location of the Limpopo Provincial Archives.

6.3.4 Conclusions on challenges faced in rolling out public programming at the Limpopo Provincial Archives

The study also concluded that the Limpopo Provincial Archives faced a number of challenges which impeded public programming. The provincial archives lacked adequate funding, personnel and transport to reach out to its constituencies (See Section 4.6.8). Without funding there could be no training, resources, transport and other needs necessary for conducting effective public programming. Thus, archivists could not be blamed for failing to roll out effective public programming in an environment where there was a lack of resources.

The study also concluded that the lack of management and top executive support was proving to be a stumbling block as public programming activities were bound to fail without being considered as strategic areas in the management of archives. Furthermore, without the support of top management, resources were bound to be inadequate. The study concluded that the failure to appoint the Provincial Archivist for the past four years had exposed the provincial archives to a situation there was no sound and long term leadership and strategic planning in line with programs such as awareness initiatives. This was further exacerbated by the placing of the Limpopo Provincial Archives under the Department of Sport, Arts and Culture as a sub-directorate.

The study also concluded that government red tape had a negative impact on public programming as archivists were not allowed to talk to the media. The media can be effectively used for public relations and advertising. Thus, government red tape hindered archives from establishing public relations sections which could exploit the media for public programming (See Table 4.8). Moreover, the study concluded that the provincial archives lacked personnel equipped to make use of Web 2.0 technologies and the web in general to reach out to its constituencies.

6.3.5 Conclusions on the impact of public programming on expanding the usage of the Limpopo Provincial Archives

The study concluded that the public programming rolled out by the Limpopo Provincial Archives had had little impact as the number of researchers had not significantly increased (See Section 4.6.1). The findings of the study showed that the number of users had increased marginally following public programming. Furthermore, the study

findings showed that a significant number of community members were still not aware of the existence of the Limpopo Provincial Archives.

The study also concluded that the public programming had failed to even reach out to information seeking communities such as researchers who only visited archives as a second or third option after visiting libraries and searching for information online. Moreover, some of these researchers only came to the provincial archives after being referred from the national archival institution.

6.4 Recommendations of the study

The study identified various factors which affect public programming roll out by the Limpopo Provincial Archives. The study therefore makes recommendations to address the issues affecting awareness program outcomes and impact in order to add value to future awareness initiatives or activities. The recommendations attempt to address each of the research objectives of the study.

6.4.1 Recommendations on the extent of awareness of the Limpopo Provincial Archives by the citizens of Limpopo

Having noted the fact that the majority of Limpopo community members were not aware of the existence of the provincial archives, the recommends that targeted public programming be rolled out in order to reach out to as many community members as possible. The public programming activities should be tailor made to target different audience like school children, students, ordinary citizens, researchers and community atlarge. The provincial archives is supposed to make community members feel attached to the archives and be stakeholders. Like establish collaborations with possible institutions, like Universities, Department of Education, private companies and organisations with same mandates. An archive has to engage communities and see to it that its constituencies know of its existence, its holdings and services. Mason (2004) indicates that, if archival institutions hope to increase the use of their facilities, they must develop programs and services which inform the public about their holdings

and reference procedures. Such activities have the potential to aid activities in taking archives to the people and drawing them to the physical and virtual habitat of the archives (Chaterera, 2015).

The researcher also recommends that the provincial archives model its awareness campaigns around topical and trending issues such as land redistribution, women empowerment, decolonization, the fight against corruption and state capture, and other important topics in democratic South Africa. Such themes and topics generate a lot of interest, therefore the archives could make sure that it engages communities on such topical issues as well as make communities aware of archives as evidence and primary sources of information.

The study also recommends that the Limpopo Provincial Archives enact roadside signs, signposts, posters and other advertising platforms which could make people to be aware of its existence. A major cause for concern raised in this study was that community members were not aware of the mere existence of the provincial archives. Community members who do not visit libraries and museums knew of their existence and functions, but this was not the case with archives. The study under review thus, recommends that the provincial archives be concerned about making people aware of its existence and the role it plays in any given community. Getting communities to know about archives will then pave the way for inviting them into the archives.

The study also recommends that the Limpopo Provincial Archives come up with ground breaking public programming that would engage communities and generate interest. Such ground breaking initiatives could explore online channels such as Twitter, Facebook, YouTube among others. Television, radio, print media and other social media platforms such as WhatsApp could be used to create awareness of the archives. Furthermore, the provincial archives can go on to engage the education sector by providing primary sources for learning in the classroom. Other avenues to explore include hosting major provincial events at the archives, hosting archival indabas, educational tours, competitions, open days and other events that can make people to be aware of the location of the provincial archives.

Based on the findings of the study which showed that, public programming roll out by the provincial archives had failed to significantly make the community aware of archives, the study recommends that public programming be strategically and effectively rolled out. This would translate to engaging professionals in marketing, advertising and public relations. Such experts would largely empower the archives to roll out effective and measurable public programming.

6.4.2 Recommendations on level of the usage of the Limpopo Provincial Archives by the Community Members of the Limpopo Province

The findings of the study showed that users tended to consult chieftaincy and land claims records. The study recommends that the provincial archives seek to engage chiefs and other traditional leaders who deal with land issues in their communities. Such leaders could refer their community members to the archives whenever they deal with land claims. Furthermore, such traditional leaders could encourage their households to refer other people to the archives when dealing with chieftaincy issues since archives keep records which are admissible in courts and thus, could be used to legitimize leaders or even challenge illegitimate ones.

The researcher also recommended that the provincial archives find ways of ensuring that most of its visitors became consistent and regular clients. This could be done through constantly contacting them and making them aware of new material that could be of interest to them. Such follow-ups could create a group of users who feel attached to the provincial archives.

Furthermore, the study recommends that the provincial archives liaise with other departments and organizations whose functions could be serviced by the archives. Archivists could educate such departments on the existence of collections that could service their information needs. Furthermore, these departments and organizations could refer their clients and staff members to the archives. Schools, colleges and universities need archives as primary sources of information, whereas departments such as those dealing with land claims, inheritance inter alia need archives for a

number of reasons. Thus, the Limpopo Provincial Archives has to collaborate with such departments.

The study also recommends that the Limpopo Provincial Archives take a lead in steering dialogue on matters which it has information on. Such issues could include human rights, the celebration of provincial leaders, heroes and success stories, history, genealogy, development, the liberation struggle, religion, culture, tradition, architecture, indigenous knowledge and other important issues. Such discussions could be channelled through Facebook, Twitter, television, radio, newspapers, schools, universities and other platforms.

The study also recommends that the archives be protective by recommending its collections to experts, professionals, churches, historians, leaders and different community members. This proactive approach would take the form used by search engines by Goggle who track search traits of users and then recommend information sources. On that note, the Limpopo Provincial Archives could seek to establish the information needs of communities and organizations and then recommend archive centres to meet their information needs.

Furthermore, this study recommends that the Limpopo Provincial Archives device a mechanism or matrix to determine if the increase or lack of it in usage of archives is as a direct result of public programming. This will allow future public programming initiatives to be informed by the current trends.

6.4.3 Recommendations on public programming employed at the Limpopo Provincial Archives

Having noted that the Limpopo Provincial Archives used exhibitions, school visits, Archives Weeks and Community Outreach Programs, the study recommends that more effective and far-reaching awareness campaigns be rolled out to reach out to many communities. These public programming initiatives should take advantage of the web and social media platforms to make communities aware of the existence of

the provincial archives. The researcher recommends that the archives avail some of its photos, documents as well stir discussion online to engage communities. Social media has the ability to reach a self-selected, interested audience, without requiring expensive overhead or extensive experience (Crymble, 2010). The provincial archives can go on to be active in social media platforms such as Twitter, YouTube and Facebook among others. The web has the potential to enable archives to reach out to as many members of the community domiciled in different parts of the province who might be unreachable through traditional physical programs.

The current study also recommends that, instead of only applying public programming that require physical attendees, there is a need for digital forms of communication to cater for communities who prefer non-physical forms of programming. The provincial archives lamented the inadequacy of financial and human resources, yet the web, social media, television and radio could offer convenient forms of communication. The study also recommends that the provincial archives generate webinars which can be availed through YouTube, Facebook and other platforms. Such webinars could be used to make members of the community to be aware of the role played by archives and train users on how to make use of the archival holdings.

The study also recommends that the frequency of public programming be increased in order for the momentum not to die down. Increasing the frequency of public programming would go a long way in ensuring that community members and other stakeholders do not forget about archives.

The study also recommended that experts in marketing and public programming be consulted in order to make sure that public programming initiatives rolled out by the provincial archives are effective. Moreover, the study recommends that archivists be trained and be equipped with skills needed for public programming and marketing. The researcher noted that archivists were not trained in public relations, marketing and advertising. Therefore, the study recommended that universities, tertiary institutions and archival institutions make public programming a prominent feature in archival

curricula and internships (Saurombe & Ngulube, 2014). Such training will help archivists adapt to the changing archival landscape (Saurombe & Ngulube, 2014).

6.4.4 Recommendations on challenges faced in rolling out public programming at the Limpopo Provincial Archives

The study recommends that the Limpopo Provincial Archives start engaging stakeholders and foster partnerships with other institutions to mobilise resources which are scarce in the public sector. The archives could collaborate or partner with museums, libraries, the private sector and other stakeholders in taking archives to the people. Such partnerships and collaborations could lead to the pooling of resources and joint public programming.

The study findings also showed that public programming lacked top management and executive support. Thus, the study recommends that the archives engage top management and executives and explain the importance of archives and why there is a need to engage communities and increase awareness about the archives. The study further recommends that the vacant post of Provincial Archivist be filled as this appointment will give weight to public programming. Having a Provincial Archivist who understands the need for taking archives to the people will empower the archives with an authoritative officer who could engage executives, lobby for resources and ensure that public programming is part of the institution's strategic goals.

Having noted that the Limpopo Provincial Archives was placed under the department of Sport, Arts and Culture as a sub-directorate, the study recommends that the provincial archives be placed in a more influential and convenient department. For example, the Limpopo provincial Archives can operate as provincial entity is developed ofn a provincial mandate, or be placed in an office of high authority in the province, Office of the premier as part of transversal. Being placed under a more suitable department would help deconstruct misconceptions pertaining to the role played by the archives. Moreover, being placed under a more suitable department would give more visibility to the provincial archives.

The study also recommends that government red tape be eased to allow the archives to communicate and reach out to the public through the media. The provincial archives needs effective public relations and the media could be used to reach out to members of the community. However, this does not mean a haphazard set up where archivists just talk to the media anyhow but a scenario where a professional public relations person or team communicates to the public.

6.4.5 Recommendations on the impact of public programming on expanding the usage of the Limpopo Provincial Archives

The study recommends that the Limpopo Provincial Archives improve its public programming and activities which had not yet been able to translate to an increase in the usage of the archival holdings. The study recommends that the Limpopo Provincial Archivists engage the education sector by providing primary sources needed in the classroom and also recommending its holdings to different organizations, researchers, traditional leaders, churches, sports clubs and other communities.

The findings of the study showed that the Limpopo Provincial Archives did not set measurable goals and targets when rolling out public programming, Thus, after rolling out public programming, there was no monitoring and evaluation to measure the effectiveness of such programs. Thus, this study recommends that the provincial archives device mechanisms and tools to measure the effectiveness of public programming. Such an approach would lead to improved public programming in the future being informed by data from the evaluations.

6.5 Main conclusion of the study

This chapter presented the purpose of the study, the research objectives and provided the summary of findings. The chapter also presented conclusions and recommendations which were based on the findings of the study and the research experience gained during the study. With reference to logic model as framework for this study, which measures the objectives or goal of a programme by evaluating its impact against the inputs and out puts, the main findings of the study showed that

public programming at the Limpopo Provincial Archives had not translated to an increase in the usage of archival holdings and visits to the archives. Public programming in Limpopo Provincial Archives was hampered by inadequate funds, government red tape, web absence and the lack of training in marketing. The study has recommended that resources be availed for public programming, social media and the web be exploited for public programming and more effective public programming be rolled out.

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APPENDICES

Appendix 1: Questionnaire

SURVEY QUESTIONNAIRE ON AWARENESS PROGRAMMES

Dear participant

I am Manganye Maite Salphina, currently registered for Masters in Information Science at Unisa. My study is about the effectiveness of awareness programmes in expanding usage of the Limpopo Provincial Archives and Records Services.

I would like to invite you to participate in this study by completing and returning the attached survey questionnaire. The outcome of this study will assist the Limpopo Provincial Archives and Records Services to improve their outreach Programme in order to ensure that the people of Limpopo are aware and use the services they offer

The survey will take approximately 10 minutes and it is voluntary with no compensation for participating. The survey also does not require personal information that could identify you, it is anonymous and will remain confidential. Permission and ethical clearance were obtained from the Department of Information Science Research Ethics Review Committee.

For any queries please contact the researcher at Manganyim@sac.limpopo.gov.za or call me on 072 634 5621

PART A:

Biographical Information

1. What is your age group?

(Please mark only one box)

15 - 19	
20 – 30 years	
31 – 40 years	
40 – 55 years	
Older	

2. What is your level of education?

(please mark one box)

Matric / Grade 12	
-------------------	--

Undergraduate	
Post-graduate	

PART B:

Awareness about Limpopo Provincial Archives and Records Services

3. Are you aware about the existence of Limpopo Provincial Archives?

(please mark only one box)

Yes	
No	

4. If your above answer is yes, how and where did you hear about it?

(please explain)

5. If your answer was No, have you ever heard anything about the word “archives”?

(please explain)

6. How did you come to know about Limpopo Provincial Archives?

(please mark one box)

From a friend	
Archives awareness programmes	
Television, radio, newspaper	
Social media	
Seeing the building	
Other: Please specify	

7. Do you think the Limpopo Provincial Archives is visible enough to the community of Limpopo? *(please mark one box)*

Yes	
No	

8. If your above answer was yes, what makes you say it is visible?

(please explain)

9. If your answer to no.8 was No, why do you think Limpopo Provincial Archives is not visible?

(please explain)

10. What do you think could be done to enhance visibility of Limpopo Provincial Archives?

(Please explain)

PART C:

The extend of usage of Limpopo Provincial Archives

11. Have you ever been into the Limpopo Provincial Archives Building?

(please mark only in one box)

Yes	
No	

12. If your above answer is yes, how many times have you visited the Limpopo Provincial Archives?

(please mark only in one box)

Once	
Twice to three times	
Frequently	
Never	

13. If your answer is no, do you have any interest to visit the Limpopo Provincial Archives?

(please mark one box)

Yes	
No	

14. What will make you visit the Limpopo Provincial Archives?

(please explain)

15. What services/resources are provided in the Limpopo Provincial Archives repository?

(please name them)

16. Which resources do you use in the archives?

(please name them)

PART D:

Public's views about public archives repository

17. Are the resources provided in the archives useful to your information needs?

(please mark only in one box)

Yes	
No	

18. If yes, please explain in brief the relevancy and accuracy

19. If No, please state the inaccuracy and irrelevancy of the information.

(Please explain)

20. How best do you think the archives staff can encourage the community to use the archives repository for their information needs?

21. What are your general comments about the Limpopo Provincial Archives?

(please explain)

Thank you for your anticipation to participate in this study

Kind Regards

Manganye MS

Appendix 2: Interview Guide for Archivists

Interview Guide for Limpopo Provincial Archives & Records Services Staff

Question Route	Question number	Question
PART A: BIOGRAPHICAL INFORMATION		
Opening	1.	<ul style="list-style-type: none"> - Who are you and which section do you work - What is the current total number of staff members responsible for awareness programmes/public programming
PART B: PUBLIC PROGRAMMING INITIATIVES		
Introductory	2.	<ul style="list-style-type: none"> - does your institution engage in archives awareness activities to encourage community members to use archives - What type of programmes to you engage in? - How often does your institution conduct awareness and outreach programmes? - How many programmes have been implemented and where
PART C: PUBLIC AWARENESS ABOUT LIMPOPO PROVINCIAL ARCHIVES		
Key questions	3.	<ul style="list-style-type: none"> - Do you think people of Limpopo know about the existence of Limpopo Provincial Archives repository - what makes you think/assume they know about the archives? - How did they become aware of the provincial archives? - When did they become aware and who made them aware?
PART D: THE EXTENT OF USAGE OF LIMPOPO PROVINCIAL ARCHIVES		

Key questions	4	<ul style="list-style-type: none"> -Who are the regular users of Limpopo provincial archives -for which purpose does people visit the provincial archive - What resources do people use in the archives - how often do people visit the archives - do people find archives interesting - is archives the 1st place people visit when they search for information - do you think public archives run interesting awareness programmes to get community interested in using archives - what are the noticeable changes in use of Limpopo provincial archives
PART E: PUBLIC VIEWS ABOUT THE LIMPOPO PROVINCIAL ARCHIVES		
Ending	6.	What is the public's view about the Limpopo Provincial archives

Appendix 3: Approval letter



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF SPORT, ARTS & CULTURE HEAD OFFICE

Ref: s.5/8 Enq: Makgoka K.S

Tell: 015 284 4223

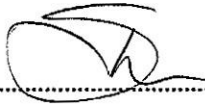
Date: 05 December 2019

To: Head of Department

REQUEST FOR PERMISSION TO ALLOW POST GRADUATE STUDENT TO CONDUCT RESEARCH: MANGANYE M.S

1. The above matter refers.
2. The Human Resource Development section has received a special request from one of the post graduate students Manganye MS, from UNISA in the school of Information Science (and our staff member at Provincial Archives) to conduct research for academic purposes only.
3. The research is titled "The effectiveness of awareness programs in expanding usage of Limpopo Provincial Archives by Limpopo community: A case study of Limpopo Department of Sport, Arts and Culture" (see attached). The student will share the findings with the Department after completion of the research.
4. We therefore recommend that permission be granted for her to conduct research and fulfil her academic requirements.
5. The permission will also serve as part of enabling and promoting the nation to be skilled as provided by Skills Development Act 97 of 1998.

Recommended/ *Not Recommended



.....
Mathonsi S
Director Human Resource Management

05/12/2019

.....
Date

Approved/ Not Approved



.....
Tsebe NN
Head of Department (ACT)

DEPARTMENT OF INFORMATION SCIENCE ETHICS REVIEW COMMITTEE

16 January 2020

Dear Ms Maite Salphina Manganye

Decision:

**Ethics Approval from 16
January 2020 to 16 January
2024**

DIS Registration #: Rec -150 120

References #: 20 20-DIS -0002

Name: MS Manganye

Student # : 44217803

Researcher(s): Ms Maite Salphina Manganye
[44217803 @mylife.unisa.ac.za](mailto:44217803@mylife.unisa.ac.za)
072 634 5621

Supervisor(s): Prof Nampombe Saurombe
mnenp@unisa.ac.za
012 429 8041

**The effectiveness of awareness programmes in the Limpopo Provincial
Archives and Records Services, RSA..**

Qualifications: Masters Study



Information Science Research Ethics Committee for the above-mentioned research. Ethics approval is granted for five years.

The **low risk application** was reviewed and expedited by the Department of Information Science Research Ethics Committee on 16 January 2020 in compliance with the Unisa Policy on Research Ethics and the Standards Operating Procedure on Research Ethics Risk Assessment. The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy of Research Ethics.
2. Any adverse circumstances arising in the undertaking of the research project that is relevant to the ethicality of the study should be communicated in writing to the Department of Information Science Ethics Review Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards the protection of participants' privacy and the confidentiality of the data should be reported to the Committee in writing, accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the field of study. Adherence to the following South African legislation is important, if applicable: Protection of Personal Information Act, no. 4 of 2013;

Children's Act no. 38 of 2005 and the National Health Act, no. 61 of 2003.

6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data requires additional ethics clearance.
7. No field work activities may continue after the expiry date of **16 January 2024**. Submission of a completed research ethics progress report will constitute an application for renewal of Ethics Research Committee approval.

Note:

*The reference number **2020-DIS-0002** should be clearly indicated on all forms of communication with the intended research participants, as well as the Committee.*

Yours sincerely



Dr Isabel Schellnack Kelly
Department of Information Science: Ethics Committee



University of South Africa
Pretter Street, Muckleneuk Ridge, City of Tshwane
PO Box 392 UNISA 003 South Africa
Telephone: +27 12 429 3111 Facsimile: +27 12 429 4150
www.unisa.ac.za



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EXAMINATION OF ARCHIVAL PUBLIC PROGRAMMING INITIATIVES AT
THE LIMPOPO PROVINCIAL ARCHIVES

By
Manganye Maite Salphina
Student No: 4021780

Submitted in accordance with the requirements for the degree
MASTER
OF INFORMATION SCIENCE

At the
UNIVERSITY OF SOUTH AFRICA, PRETORIA

Promoted: Prof N. Saarombe

February 2021