

**DATA SMOG AND INFORMATION LITERACY IN SPECIAL LIBRARIES: CASE  
STUDY OF KENYA AGRICULTURAL & LIVESTOCK RESEARCH ORGANIZATION  
(KALRO), KITALE CENTRE.**

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**Abstract**

*This paper aims at breaking the barriers that link information seekers and the information providers to enhance information literacy in the society with interest to the agricultural sector. Most special libraries have more than enough data banks of information and therefore to the parent organization, this behavior of having too much information results to Data Smog, which is produced by the amount of information, the speed at which it comes to us from all directions, the need to make decisions, and the feeling of anxiety that we are making decisions without having all the information that is available or what we need.*

*The 21<sup>st</sup> century has been called Information Age because of the explosion of information output and information sources. Information literacy equips people with critical skills necessary to become independent. Literature review highlights Information Policy in Kenya, Promotion of use of information, Information Marketing and Information Literacy. The methodology that was used in the research was descriptive research design. Target populations were (i) Library users at KALRO (ii) KALRO Library staff. The researcher used questionnaires for Data Collection. In Data Analysis, qualitative and quantitative methods were employed. It can therefore be summarized that information resources in special libraries need to be shared, marketed, and disseminated to the rightful information seekers at the right time.*

**Key Words: Data Smog, Information, Information Dissemination, Information Literacy**