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Akinola John Olugbenga Mr.

Olusegun Oke Library Ladoke Akintola University of Technology Ogbomoso, Oyo State. Nigeria.

Corresponding Author, gbengakinola@yahoo.com

Zubairu, Aishatu N. Mrs.

Department of Library and Information Science, Adeleke University Ede, Osun State, Nigeria.

Saheed, Abiola HAMZAT Ph.D

Department of Library and Information Science, Adeleke University Ede, Osun State, Nigeria.

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Akinola, John Olugbenga

Olusegun Oke Library
Ladoke Akintola University of Technology
Ogbomosho, Oyo State, Nigeria
Corresponding Author
gbengakinola@yahoo.com / joakinola@lautech.edu.ng

Zubairu, Aishatu N.

Department of Library and Information Science,
Adeleke University Ede, Osun State, Nigeria.
aishatu.zubairu@adelekeuniversity.edu.ng / zubairu.aishatu@yahoo.com

Saheed Abiola HAMZAT Ph.D

Department of Library and Information Science,
Adeleke University Ede, Osun State, Nigeria.
saheed.abiola@adelekeuniversity.edu.ng, abiolahamzat23@gmail.com

Abstract

This study examined the use of social media for information service delivery in Olusegun Oke Library LAUTECH Ogbomosho, Oyo State, Nigeria. Descriptive survey design was adopted for the study. Library personnel constitute the respondent, fifty-one (51) both (librarian and library officer). Questionnaire and Focus Group Discussion (FGD) were the instrument used to gather data. Descriptive statistics (such as frequency counts, percentage, mean) and inferential (Pearson Product Moment Correlation) statistical tools were used for data analysis. The findings revealed that use of social media is very relevant and important to library service delivery. Encouragement of social medial facilities among staff especially those with least level of relevance as it expected of any library staff to be knowledgeable enough to use any of the social media facilities for information service delivery while university management should put effort to encourage on –job training in this direction for its library staff members as this would improve the level of relevance, awareness and encourage the usage of social media facilities among the University Library Staff and University Community at large. The library management should facilitate use of social media platform among library personnel by making available adequate infrastructure that supports internet connectivity in the library in other to resolved challenges encountered. This will encourage the librarians and paraprofessionals to use social media at work for library service delivery.

Keywords: Social Media Use, Information Services Delivery, Library Personnel, Academic Library, Technology

Introduction

The emergence of computer in Nigeria in the 70's which was greeted with so much reservation had greatly advance development in digital technologies have compelled libraries to adopt Information and Communication Technology (ICT) in library routine an in house functions. According to Singh (2001) and Anyira (2011), internet is a major infrastructure for digital library services and this has made the internet to become very indispensables able in information service delivery. Web 2.0 has turned internet into social media for the use of individual, organizations and institutions (Bullas 2012). Different social media platforms have brought an unprecedented change to human interaction and communication. The effect of is use have been researched on institutions and professionals, showing great influence on the increasing reach, socialization and knowledge for information dissemination in Nigeria and at large.

Social media are modern interactive communication channels through people as a whole connect to one another to share knowledge, experiences, messages and common interest of information. The distinct nature of social media from conventional method of communication is their interactive ability which allows users to communicate from any remote area via internet connection with a smart device. McQuail (2010), differentiate social media from traditional media means, traditional communication is essential one directional, while social media method is essential interactive in nature. The interactive nature of the social media promote unprecedented popularity on their usage. Osahenye (2011), refers to social media as unstoppable power by their nature. Above all, they possess a "contagious and fast influence" that the conventional media lack.

Lusk (2010), describes social media as a platform use for sharing information and services. However, the purpose of this study relevance of social media is captured within the use of Facebook, WhatsApp, Twitter, Skype, Instagram, Zoom as well as other social media platform for sharing of information and research output to users. The social media platform has become an international phenomenon in the past years. All categories of users have embrace social media platform as a means of connecting to their peers, share information and reinvent their personalities. Social media site became popular between the year 2004, 2005 and the year 2006 when Facebook and Myspace was created. Facebook users as at 2010 have over 500 million members and it is still growing up to date and approximately 85% of undergraduate are Facebook users (Schneider, 2010). Number of users are expected to increase astronomically. (University of New Hampshire, 2010).

Anari (2013) stated that many libraries in the world utilize social media (SM) to provide services to visitors and to create an environment of mutual interaction in order to create a platform for sharing views, experiences, ideas and opinions with others. Emergence popularity of social media has expanded the operational status of libraries to market themselves towards effective library service delivery. Ezeani and Igwesi (2012), observed that libraries use social media platform to interact with their patrons on real time. Lawson (2013), states that library clients are expected the service providers to find them online, tailor their messages to their preferences and be able to engage in dialogue. Ezeani and Eke (2011), observe that web 2.0 technology is the most suitable application for library services where library personnel can interact and solve users problem or query and give feedback on library services delivery.

Chakrabarti (2016) highlights some benefits of social media use in information service delivery to include library drawing closer to the users and build a collaborative platform for the users, registration is very easy for all categories of user. It gives room for users to update, modify and place hold on a material needed via their mobile phone or other smart devices, users get answers to specific queries by using social media, it enhances reference service, availability of library resources through social media platform and librarians can generate reading list and promote reading advocacy among their client.

Librarians and paraprofessionals must be mindful of social media use because information shared on social media platforms can be used by clients, other professionals and the public to shape their opinions. This social media phenomenon has not only given professionals a new way of sharing information with others but has also opened their profession to greater risk like lack of privacy and confidentiality. It is also observed that social media as new technology being adopted in library practices present a lot of challenges to librarians. Some librarians and paraprofessionals are not really familiar with social media platform other than Facebook and Twitter and when they do, they use it mainly for communication and sharing personal information with friends instead of professional purposes. The use of social media is relevant to information service delivery and knowledge sharing which could lead to enhanced effective service delivery in the library. This could be attributed to factors like poor awareness, inadequate internet access, lack of ICT literacy skills and lack of computer skills. It is also observed that academic libraries in Nigeria are not naïve in using social media for service delivery. For instance, Kenneth Dike Library - University of Ibadan operates a Facebook and Twitter handle to disseminate information to their users and so do other libraries like UNILAG, LAUTECH and

the likes. However, social media are integrated into the real time library services are to be ascertained. All of these have negative effect on information service delivery in the library setting. It is against the foregoing the study investigates the relevance of social media use in information service delivery among library personnel.

Objectives of the Study

This study examined the use of social media for information service delivery in Olusegun Oke Library LAUTECH Ogbomoso. Specifically, the study aim to:

1. find out the types of social media being used for information service delivery in Olusegun Oke Library;
2. examine the level of use of social media for information service delivery in Olusegun Oke Library;
3. Identify challenges encountered by library personnel in the use of social media for information service delivery in Olusegun Oke Library.

Research Questions

In order to achieve the set aims and objectives of this study, the following research questions were used as a guide in the research work.

1. What are the types of social media being used for information delivery in Olusegun Oke Library?
2. What is the level of social media use in information service delivery among personnel in Olusegun Oke Library?
3. What are the challenges encountered by library personnel in use of social media for information service delivery in Olusegun Oke Library?

Literature Review

Social media fast track information sharing and participation from users of the media in order to distribute the content (Steenkamp & Hyde-Clarke, 2014). Social media platform have shifted the idea of library services from consumption base to more interactive and collaborative one, creating opportunity for interaction between the library and users (Henderson & Bowley, 2010). With the uniqueness of social media that distinguish it from the old form of media which include web base and mobile technologies (Mou et al., 2013). Collins and Quan-Hasse (2012) observed social media an increasingly tool employed by academic libraries to channel services and

resources to prospective patrons. Considering survey of respondents in Asia, North America, Europe Africa and even Nigeria in particular with 71% of academic libraries reporting using social media (Chu & Du, 2013). Social media used mobile web based technology to create an highly interactive platforms by which individuals and community share, create, discuss and the modification of users' generated content for use (Kietzmann, 2012). According to Rogers (2012), affirm social media as information content formulated by people using high accessible and scalable technologies. Social media platform are good at knowledge gathering and sharing. They have been use in various social science research to gather professional information and response is objective (Poynter, 2010). Social media provide opportunity for libraries to reach out to their communities and generate information from the interaction between librarians and users (O'Dell, 2010). Social Media a form of technology that brought about information super highway that delivers all kinds of electronic services: sound and video, text, data to household, business and libraries. (Hasan, 2013). Social media is a means of interacting with people to create, share, exchange information and ideas in virtual communities. Social media an internet base application build on ideology and technology foundation that give room for creation and exchange of generated information (Kaplan, 2012 in Balarabe, 2014). The impact of the more sophisticated, more glamorous and more "powerful" electronic media (Hasan, 2013) is gradually transforming society, thus, making more complex compared to the traditional media system. The introduction of films helps to convey contemporary messages visually; radio programming sends messages to farmers, rural dwellers and civil servants more efficiently. And now the new media crowns it all by making it more individual, on the spot and efficient especially doing away with censoring "bottlenecks" (Usman, 2014). According to Usman (2015), the social media generates list of users with who they share a connection. However individual communities share, co-create and modify user generated content within a bounded system. Students' academic performance has improve with the introduction of social media platforms, several studies affirm roles play by social media to students in higher institutions including the study conducted by Yoon (2013). The study affirm four (4) major merits of social media among students in higher institution which includes; enhance relationship, improve learning motivation, offering personalized course-materials, and develop collaborative abilities. Social media has open frontier of learning in 21st century. Showing a greater percentage of students including those at the PhD level commonly used the platform to support their research output. Another study Sigalaa and Chalkiti (2015) examine relationship between social media and employee creativity to consider the relevance of social networks on individual interactions. Social media for externalize, disseminate and discuss

information with others within various social platforms as well as generating new knowledge that can further trigger and expand employees cognitive abilities and provide them with stimuli for generating and (co)-creating more and newer ideas/knowledge. In terms of video conferencing, teleconferencing, webinar, WhatsApp calls, chats with video calls even this as be activated in the period of the pandemic corona virus (COVID 19) within Forum of Governors in Nigeria, within executive council meeting at the State level and Federal Level for proper decision making in implementing Government policy. Social media manage interaction as an information artifact in the online platform. For example, wikis is a social media type which co-authors collectively and visual websites. Google manages documents and other files in a cloud computing environment that allows users to upload and share documents and changes from anywhere via internet access. Video and photo-sharing websites like YouTube and Flickr use videos and images (respectively) to create social interaction. Social media platform such as Facebook represent links and nodes in the network through conversation threads. Social media been adopted in organizations and recently realizing their potential, (Awazu & Desouza, 2004; Yates, Wagner, & Majchrzak, 2010). Users of social media platforms in Nigeria and the World have wide range of options to choose and use from the platform. Among the commonly used forms include: **Facebook:** This is a free social networking website which give users opportunity to create profiles, upload photos, videos and receive messages thereby remaining connected with friends, families across the world. It is the leading platform used in Nigeria enjoyed by even the least literate individuals. **Twitter:** Is another social platform that allows users to send, receive and read short character messages known as “Tweets”. **WhatsApp Messenger:** A cross mobile platform application that allows a person to exchange messages free of any SMS charge. This service is available and accessible via smart devices. **YouTube:** Use for posting videos especially in marketing library resources. **Blog or otherwise called web blog:** is an informational or discussion site on the web. It consists of posts (discrete entries) where the most recent appears first. **Google+:** It consists of group of friends/colleagues who are interested in thought leadership and technology and not purely friends or business contacts (as in Facebook or LinkedIn respectively). **LinkedIn:** Allows users to manage list of contact details within people in the same level of connections. **Instagram:** Permit users to send visual images and photos that offers stylized filters for photographs and images.

These among other forms of the social media used by people to post, share, comment, invite, upload, tweet etc. different kinds of information, ideas and opinions on different issues especially during the political/democratic dispensation.

Methodology

Descriptive survey design was employed for the study. A qualitative approach was used. The instrument of data collection was questionnaire as well as Focus Group Discussion (FGD).

Library personnel constituted the respondents. Sampling technique used was total enumeration. There were fifty-one (51) respondents in all, comprising of both (librarian and library officer). Descriptive statistics (such as frequency counts, percentage, mean) and inferential (Pearson Product Moment Correlation) statistical tools were used for data analysis.

Results / Findings:

Table 1: Distribution of respondent by Demographic Characteristics

Demographic variables	Frequency	Percentage
Gender		
Male	19	37.3%
Female	32	62.7%
Total:	51	100.0%
Age (years)		
31 – 40	23	45.1%
41 – 50	20	39.2%
51 – 60	8	15.7%
Total:	51	100.0%
Marital Status		
Married	51	100.0%
Single	-	-
Total:	51	100.0%
Educational Background		
OND/ N.C.E	20	39.2%
HND/ B.LIS	12	23.6%
M.LIS	14	27.5%
P.hd	5	9.4%
Total:	51	100.0%
Years of Experience		
1 – 10	18	35.3%
11 – 20	13	25.5%
21 – 30	14	27.5%
31 – 40	6	11.8%
Total:	51	100.0%

This section deals with data analysis and discussion of results as presented above:

Demographic characteristics Gender

The result in table 1 revealed that more than half (62.7%) of the respondents sampled were female while 37.3% were male. The variation in the percentage is due to the staff sex ratio in university library.

Age: about 39.2% were between the age of 41-50 years, 45.1% and 15.7% were in the age range of 31-40years and 51-60years respectively. The result above implies that the respondents sampled are of different age groups and this may determine the level of use of different social media platform identified in the study.

Marital Status: All the respondents sampled were married (100.0%). The fact that they are married may affect their level of responsibility and response in social media use for information delivery.

Education Background: About 39.2% were OND/NCE holders, 27.5% and 23.6% were MLIS HND/ BSC holders, while similar percentage of 9.4% P.hD holders respectively. The above result implies all sampled respondents are literate through with different educational background may influence the use of different social media platform for library service delivery.

Years of experience: About 35.3% of the respondents have between 1 -10 years of working experience, 27.5%, 25.5% and 11.8% of the respondents indicated 11 – 20years, 21 – 30years and 31-40years respectively. The result above implies all respondents have certain number of years of working experience. The variation in their years of working experience may be due to differences in the years of appointment as a staff member of the university library.

Table 2: Types of social media use

Social Media Platform	Frequency	Percentage
WhatsApp	51	100.0%
Facebook	49	96.1%
Instagram	19	37.3%
Twitter	22	43.1%
Telegram	50	98.0%
Messenger	33	64.7%
Go – Meeting	1	2.0%
Linkdlin	9	17.6%
To-go	4	7.8%
U-tube / Flicker	24	47.1%
Blog	12	23.5%
Zoom	18	35.3%

Source: Field Survey, 2020

This section explained different platform used by individuals sampled. The responses were multiple and all the (100.0%). The respondents indicated WhatsApp, 98.0%, 96.1%, 64.7%, 47.1% and 43.1% indicated Telegram, Facebook, Messenger, U-Tube/ Flickr, Twitter other indicated Instagram (37.3%), Zoom (35.3%), Google-plus (27.5%) and Blog (23.5%) respectively. The result implies all respondents use one or two set of social media platform for information service delivery. The variation in form of social media used may be due to different in their knowledge level, interest, choice and the recommendations of the subordinate for a specific information delivery service.

Table 3: Level of use of social media for library information service delivery

Social Media Platform	Frequency (Percentage)				
	Level of Awareness			WMS	Rank
	High	Moderate	Low		
WhatsApp	51 (100.0%)	-	-	3.00	1 st
Facebook	51 (100.0%)	-	-	3.00	1 st
Instagram	21 (41.2%)	14 (27.5%)	14 (27.5%)	2.06	8 th
Twitter	15 (29.4%)	21 (41.2%)	14 (27.5%)	1.98	10 th
Telegram	27 (52.9%)	20 (39.2%)	4 (7.8%)	2.45	7 th
Messenger	40 (78.4%)	11 (21.6%)	-	2.78	4 th
Go – meeting	7 (13.7%)	4 (7.8%)	40 (78.4%)	1.35	12 th
Linkdlin	8 (15.7%)	5 (9.8%)	38 (74.5%)	1.41	11 th
To –go	1 (2.0%)	4 (7.8%)	46 (90.2%)	1.12	13 th
U- tube /Flicker	26 (51.0%)	25 (49.0%)	-	2.51	6 th
Google –plus	22 (43.1%)	14 (27.5%)	15 (29.4%)	2.14	8 th
Blog	43 (84.3%)	5 (9.8%)	3 (5.9%)	2.78	4 th
Zoom	46 (90.2%)	2 (5.9%)	3 (5.9%)	2.84	3 rd

Source: Field Survey, 2020

WMS: Weighted Mean Score

Figures in Parentheses are Percentages

Level of Relevance: for this section, three (3) rating scale of High, Moderate and Low was used, therefore mean score was computed and ranked accordingly to determine the relevance level of different social media use in library information service delivery. The result revealed that WhatsApp and Facebook have the highest weighted means score of 3.00% each and were ranked first (1st), followed by Zoom (WMS= 2.84%; 3rd); Blog (WMS= 2.78%; 4th), Messenger (WMS = 2.78%; 4th) respectively. The To –go, Go meeting, LinkedIn and Twitter were ranked least as WMS = 1.12% (13th), WMS = 1.35% (12th), WMS = 1.41 (11th) nd WMS = 1.98% (10th) respectively. The result revealed differences in level of social media used in the library for service delivery according to the ranking order. The result also depicted the level of usage of different social media facilities by the staff members sampled for the study. The variation in the level of relevance as indicated by the respondents may be due to differences in their perception, knowledge and awareness of different identified social media facilities in the study.

Challenges encountered with social media platforms use for information service delivery

On the challenges associated with the social media for information service delivery, Focus Group Discussion (FGD) was used to established different challenges among the same respondents in that regard. The identified challenges include internet failure, inadequate smart devices, internet in availability due to delay in the internet subscription, power-cut (power failure), conversant (low knowledge on social media platform use), poor selection of suitable social media platform for specific information dissemination. The above are the challenges identified among the participants during the FGD. Therefore, the entire aforementioned are constrained related with social media for information service delivery.

Conclusion

It can be concluded that in this information age, libraries and information professionals have embrace social media to promote information service delivery. The application of social media platform had significant effects on information delivery among library personnel in Olusegun Oke Library LAUTECH, Ogbomoso, Oyo State. More than never before, the need for internet access in the library cannot be overlooked. Therefore library should invest more on internet infrastructure to promote social media for effective service delivery. It is no doubt that social media is becoming more popular among libraries and librarians to get more acquainted with different platforms and best to deploy them in library service delivery. This also brings about effectiveness in information delivery and efficiency in library services.

Implications of the Findings

In view of the relevance of social media in the information service delivery among library personnel in Olusegun Oke Library, Ogbomoso, Oyo State, Nigeria. It is observed that the use of social media by library personnel will effectively assist on their information service delivery.

Recommendations

Following recommendations were suggested:

1. There is need to encourage social medial facilities use among staff of Olusegun Oke Library LAUTECH Ogbomoso, especially those with least level of relevance as it expected of any library staff to be knowledgeable and able to use any of the platforms for information service delivery.
2. The university management should facilitate job training in this direction for its library staff members as this would improve the level of relevance, awareness and encourage the usage of these social media facilities among the University Library Staff and University Community at large.
3. Library personnel should fully apply social media to deliver information services. This will help them reach out to many people at a time as well as improve access to information services delivery.

4. The library management should facilitate and encourage use of social media among library personnel by making available adequate infrastructure that supports internet connectivity in the library in other to resolved challenges encountered in usage of social media. This will encourage the librarians and paraprofessionals to use the social media at work for library service delivery.

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