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Knowledge and Use of Social Media among Nigerian Librarians

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KNOWLEDGE AND USE OF SOCIAL MEDIA AMONG NIGERIAN LIBRARIANS

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Abstract

Purpose: *the purpose of the work was to investigate the knowledge of Librarians about Social Media and how they are using it.*

Methodology: *the methodology employed for this work is descriptive research design using a self-developed questionnaire which is carefully compared with available literatures. Twenty-six different tertiary institutions (Universities, Polytechnics, Colleges of Education, school of nursing) covering four states in the south west Nigeria was used. SPSS and frequency count using tables, graph and charts were adopted for the analysis.*

Findings: *from the analysis of the result it was found that about half of the Librarians are yet to have in-depth knowledge of SM; Facebook is the still the most common while Skype, Twitter, and LinkedIn were not very popular among them. Facebook is also the mostly used SM, the duration spent on SM weekly is small and the major hardware used is phone and personal laptops. The usual place of accessing SM address is the Library/office. Majority of the Librarians have 2 SM account and the major uses are chatting and gisting. Uploading, reading of blogs or posting of other people and asking of questions have a low response.*

Conclusion and Recommendation: *based on the findings, recommendations were made as to improve on the knowledge and use of SM among Librarians in Nigeria.*

Keywords: *Social Media, SM, Social Media Address, Social Media Account Librarians, Information and Communication Technology (ICT), User Generated Content, Web2.0.*

Introduction

There is a growing awareness and increase in the use of Social Media (SM) today, Forrester, Kaplan and Haenlein (2010), Connolly Mark (2011). Therefore SM represents a revolutionary new trend that should be of interest to companies operating in online space- or any space for that matter Kaplan and Haenlein (2010). SM platforms have been described as a promising solution for building electronic social networks Richter D, Riemer K, and Vom Brocke J (2011). SM had changed the way users communicate, collaborate and exchange knowledge through the various platforms Wasko M.M.L; Teigland R. and Faray S, (2009).

SM has been described as tools that are used in digital environment in which contributions and interactions among all stakeholders are enabling a higher degree of collaborative knowledge creation and sharing Mergel Ines (2010), Chang Ai-mei and Kannan P.K. (2008), O'Reilly, T (2005), Sternstein, A. (2006).

There seems to be more work on the use of SM by organisation, government, business, companies etc, while less seems to have been done on educational purposes or functions. Connolly Mark (2011) stated that more than 90% of college students visit a social networking site, and he also stated that SM show value in educational settings as long as they are used prudently. Some of the educational benefits of this media have been pointed out. SM tools and networking sites encourage students to engage with each other and to express and share their creativity, overcome the kind of isolation that otherwise might lead her to leave school, create sense of belonging, also develop leadership skills. Cultivating and developing deep learning, developing a capacity for practical reasoning. These have all been identified by Connolly in his work.

Borrowing from the aforementioned, this work intends to find out Librarians knowledge and how they have also been using SM. Also to find out the following stated objectives with a mind of suggesting ways or modalities of improving on the use of it both at the personal and official level. It is also intended that this work might serve as a platform for creating awareness for those Librarians who might have not seen any reason for using SM and increase the scope to which some Librarians have been using it for.

To determine the level of knowledge of librarians about SM

To determine the distribution and knowledge of other SM address among the Librarians.

To determine the most commonly use SM address/account

To determine the average number of SM address(es) own by Librarians.

To determine various uses of SM among librarians

To determine duration of use of SM among librarians

To identify the various devices/hardware of accessing SM among librarians

To identify the commonest place(s) of accessing SM address among librarians

LITERATURE REVIEW

What is Social Media (SM)?

Social Media (SM) has been defined by some author and a few of these definitions will be mentioned here for the sake of this work. Kaplan and Haenlein (2010) described it as a group of internet-based applications that builds on the ideological and technological foundations of web 2.0, and that allows the creation and exchange of User Generated Content (UGC). Web 2.0 is considered as the platform for the evolution of SM or the ideological and technological foundation for SM. UGC has been seen as the sum of all ways in which people make use of SM.

According to Bowley, R.C. (2009), SM is defined as a collaborative online applications and technologies which enable and encourage participation, conversation, openness, creation and socialisation amongst a community of users. Panahi,S; Watson, J; and Patridge Helen (2012) says SM have provided an effective channel for social interactions and real time conversations between users in forms of chatting, video/telephone conferencing etc.

SM comprises new online tools for publishing multimedia content often in a variety of formats including texts, video, audio and pictures. It enables interactions to cross one or more platforms or services through sharing links and involves different level of engagements by participants who can read, respond to and republish vast quantities of information freely and easily Gibsan, A. et'al (2009), Shirky, C (2009). In the work of Burnage, A. and Persaud, R. (2012); SM participants are consumers of information who behave in new ways, repurposing and sharing data as hybrid producers and users, individually and increasingly in groups.

FUNCTIONS AND USES OF SM

SM tools and applications on most cases were designed for specific functions and uses either as public or a private/corporate media. The ability to manoeuvre some of them may make them to function to the taste or desire of an individual or organisation more than how others may benefit from it. Common among the SM with their functions is as highlighted by Mergel, I (2010). Examples are: Flickr is for photo sharing, You Tube for video publication, Facebook or LinkedIn for networking, Twitter for micro blogging and IN trade- Intrade.com for forecasting and prediction of markets. The list is in-exhaustive as new public, private or

corporate tools are being designed and added to the cyberspace with one or more intention in mind.

The SM tools have also helped in breaking down “top-down” approach and bureaucratic control mechanism Eggers, W. D. and Tiffany, D. (2008), Surrowiecki, J. (2004). It equally helps in increasing reach of people for a programme or event for those who are on it. It has also been used to capture available knowledge in public sector Lawlor, M. (2008), Andrus, D.C. (2004). It helps in identifying experts, access a wider knowledge pool more efficiently and ultimately reach a more informed level decision.

It also increases peer-to-peer information thereby information flow, connecting employees, people, increasing collaboration in unlikely environments Cohen, N. (2008), Mosquera, M. (2009), Shaughnessy, L. (2008). It is also helpful in aggregating information about a particular issue Morozov, E. (2009a, 2009b); it also enhances transparency, communication, collaboration in government, private or corporate Hinchcliffe, D. (2006). It has equally been used to provide opportunities for observation and imitation of best practices Panahi, S; Watson, J; Partridge, H. (2012).

SM enables synchronous communication in terms of chatting, discussions, storytelling e.t.c which in turn facilitate tacit and expertise sharing among experts Panahi, S; Watson, J; Partridge, H. (2012). The informal network can allow non-experts/trainee to benefit from the communication of experts which in turn increases expertise in the organisation.

One prominent use of SM among business organisations is to respond to customers’ questions online, correct misinformation and brand their good and services to customers. According to Bullas J (2011), twelve benefits of SM to organisation have been identified in a survey of 2,100 organisations. Librarians also are in a position to serve various classes of users in diverse format, and then SM is a veritable tool in the hand of librarians.

DEVICES FOR SM

Since SM is a software application of web 2.0, it therefore implies that it is an Information and Communication Technology (ICT) package meaning that it will require some type of ICT hardware to function. Even thou it is not all ICT hardware that support SM, but most ICT hardware that are internet enabled can also function as a device for SM. This is due to the fact that SM is mostly internet enabled except a few cases that is intranet enabled when it is locally hosted and used.

Few of the common devices for SM are Desktop, Laptop, Palmtop, Smartphone, Android, Apple, Ipads, Kindle fire, etc. With the advent of more sophisticated electronic gadgets that

are internet compliant and increase in the use of computers and computer related appliances, it means SM will continue to be more popular and the function will continue to widen. The use of SM will become more impulsive, convenient, ubiquitous, liberated, and comfortable; resulting in higher contacts, reach, engagements and productivity. Marden (2013), from a survey in USA shows that 91% of adults own cell phone, 58% owns desktop computer, 61% owns laptop, 31% owns tablet computer. Thus shows that on the average an adult will own 2 different devices. There has equally been an increase in the number of all the gadgets own between April 2006 and May 2013.

In the same survey, it was discovered that smartphone ownership has increase from 35% to 46% to 56% between May 2011, February 2012 and May 2013; while cell phone and no phone ownership has been declining. The increase in smartphone could be linked to increase use, knowledge and interest about SM coupled with other factors like price reduction, increase service by communication service provider, wider coverage, increase broadband of internet etc.

In the Nigerian system, the number of active phone subscribers has been on the increase in the last 10 years that it was introduced into the country. Today about 140 million phone subscribers are on the communication networks in the country. The number of communication networks has also increase.

METHODOLOGY

This research employs descriptive research method using simple random sampling for the purpose of the work and a self-designed questionnaire was adopted. The questionnaire was given to 2 other experts in IT and research design for input. Two hundred questionnaires were produced and administered out of which about 184 was found usable with few of it have some missing data. The questionnaire was administered through the help of some colleagues in some of the institutions while some were administered during the AGM of OSUN state Chapter of NLA to cover for Osun state while other institutions outside Osun were administered in their respective schools.

The questionnaire covers all the major types of tertiary institutions within four states (Oyo, Osun, Lagos, Ogun) in the south west Nigeria. Twenty-six different institutions including Universities (public and private), Polytechnics, Colleges of Education and School of Nursing. For the analysis, Statistical Package for Social Sciences (SPSS) version 20 and frequency count were used; presenting the result in table, percentages, charts and graphs.

RESULTS

What is the level knowledge of Librarians about SM?

To determine the answer the question on the definition of SM was used and the result is tabulated below

Table 1: Showing the Level of Knowledge of Librarians about SM

Option provided for the question	N	Percentage
It is a group of people with the same social lifestyle	19	10.3
It is a network of social workers	18	9.8
It is an online platform for sharing, interaction and communication	130	70.7
It is a platform for social activities and event notices	17	9.3
Total	184	100.

From the table, 70.7% of the respondents define SM as an online platform for sharing, interaction and communication which is correct answer in the simplified form; followed by 10.3% choosing group of people with the same social lifestyle. Also 9.8% define it as a network of social workers and 9.3% as a platform for social activities and event notices.

The result of the chi-square analysis done ($X^2 = 204.57$, $df=3$, $P<0.05$) show that there is significant difference in level of knowledge of Librarians about SM

Another question that was used to determine the level of knowledge of Librarians about SM is if they have attended any workshop/conference/seminar on SM; the result is tabulated below:

Table 2: Attendance of Workshop/Conference/Seminar on SM

Options	N	Percentage
Librarians that have attended one programme or the other	98	53.3
Librarians that have not attended any programme	86	46.7

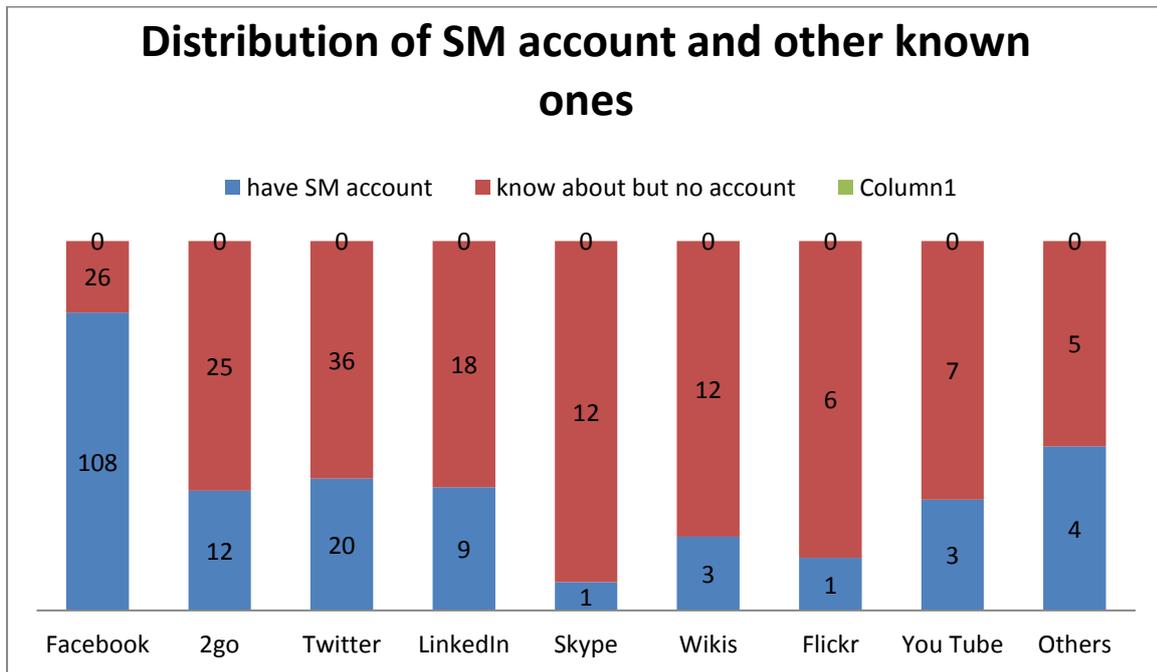
From the table, 53.3% of the Librarians have attended workshop/conference/seminar while 46.7% have never attended any programme.

The recorded difference in frequency of the workshop/conference/seminar attendance on SM varies significantly ($X^2 = 3.98$, $df=1$, $p<0.05$). This implies that there is significant difference in the frequency.

What is the Distribution and Knowledge of SM Address among Librarians?

The below represents the distribution of SM address among i.e how Librarians have account on the SM address and knowledge of other SM address that they know but do not have account in them.

Chart 1: Showing the distribution of SM account and knowledge of others that Librarians do not have account in.

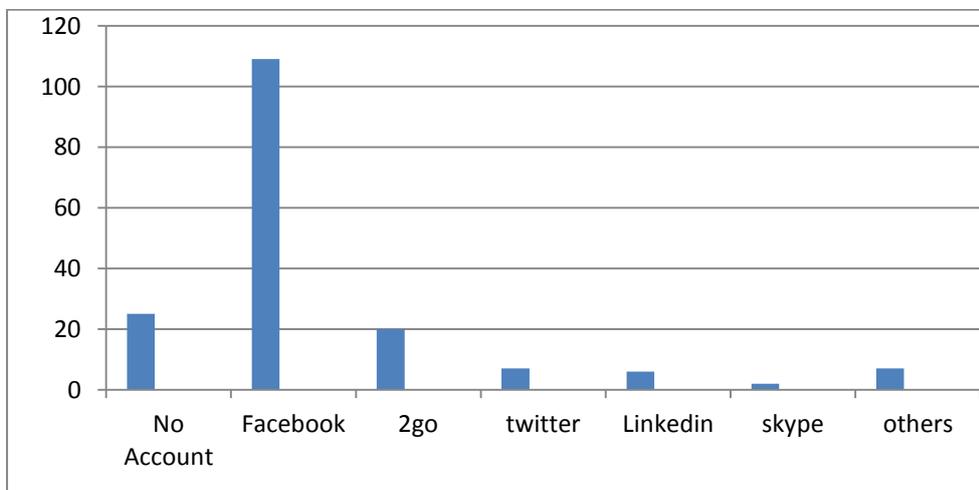


From chart 1 the number of Librarians that have account in Facebook is the highest with 108 followed by Twitter with 20 and 2go as 12; LinkedIn is 9, You tube and Wikis are 3 each, Skype and Flickr are both 1 while others are 4. On the know of other SM address but that they do not have account in Twitter maintains the lead with 36, followed by Facebook 26, 2go as 25, LinkedIn as 18, Skype and Wikis are 12 each, You tube is 7 while Flickr and others are 6 and 5 respectively.

Which is the most commonly used SM address?

The graph below represents the distribution of the use of the various SM address

Graph 1: Showing Distribution of use of SM Address by Librarians



From the graph above, Librarians have account on the SM address as follows: Librarians with no account is 25, with facebook account is 109, while 2go is 20, Twitter is 7, LinkedIn is 6, and Skype is 2 while others are 7.

What is the average number of SM address used by Librarians?

The average number of SM address used by the Librarians is presented in the table below:

Table 3: Number and Percentage of SM Address used by Librarians

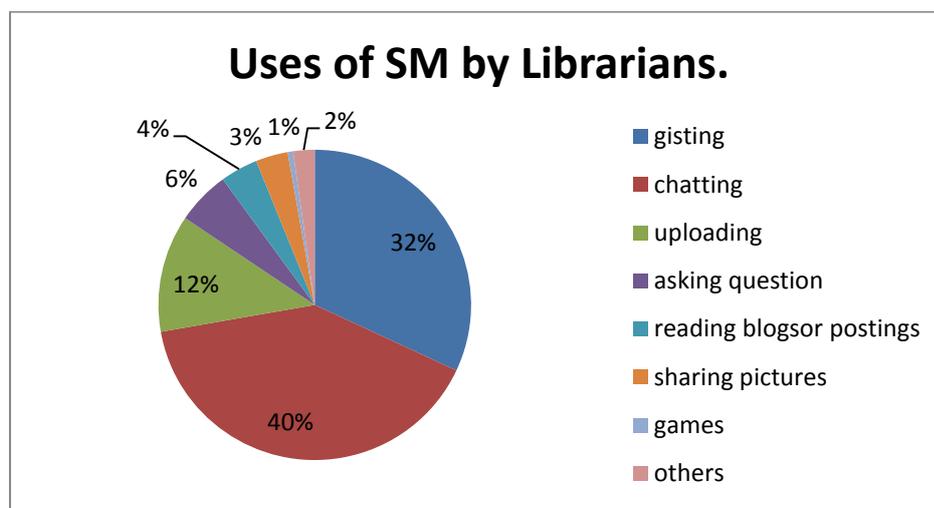
Number of SM address	N	Percentage
0	27	14.7
1	49	26.6
2	51	27.7
3	30	16.3
4	17	9.2
>4	6	3.3

From the table 3 above, librarians that have no SM account are 27 representing 14.7%, librarians with only one account is 49 representing 26.6%, while librarians with two SM account is 51 representing 27.7%. Also, librarians with 3 SM account is 30 representing 16.3%, librarians with 4 SM account is 17 representing 9.2% and librarians that have more than 4 SM account are 6 representing 3.3%.

What are the various uses of SM among Librarians?

Librarians can put SM account to various uses and this is presented in the pie chart below:

Chart 2: Showing Distribution of uses SM by Librarians



The following are the major uses that librarians use the SM for: chatting 145, 40% gisting 115, 32%; uploading 44, 12; asking questions 20, 6%; reading blogs or postings 14, 4%. Other uses are sharing pictures 12, 3%; games 2, 1% and other uses 8, 2%.

What is the Duration of use of SM among Librarians?

The duration spent in hours by librarians on their SM account is presented in the table below:

Table 4: Duration of Use of SM among Librarians per Week

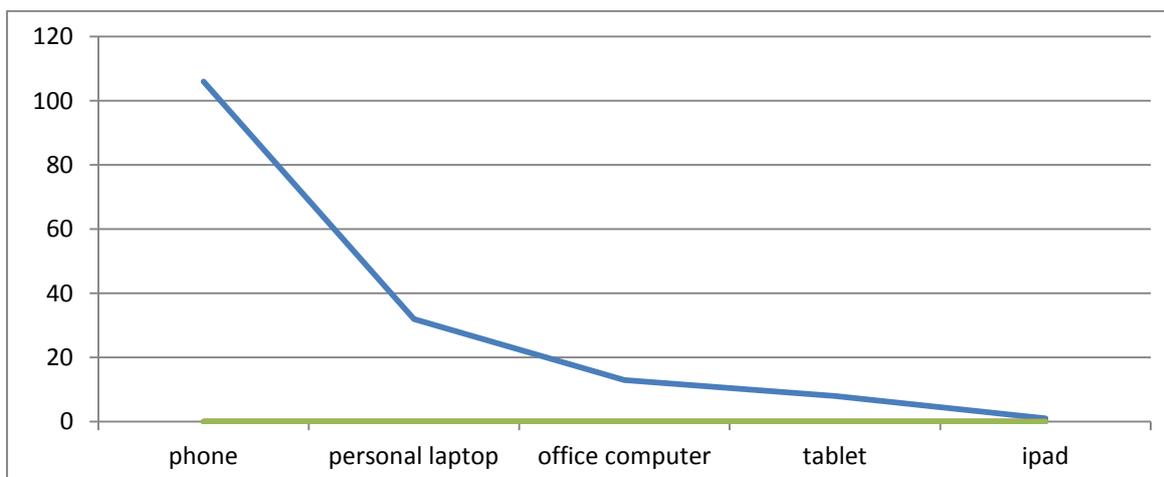
Duration	N	Percentage
0-30min	52	28.3
31min-1hour	22	12.0
1hr-2hr	43	23.4
3hr-5hr	22	12.0
5hr-7hr	11	6.0
7hr-10hr	5	2.7
>10hr	3	1.6

From table 4 above it shows that 28.3% of Librarians spent 0-30min on their SM account per week, with 12.0% spending 31min-1h; another 23.4% spend 1-2hrs on their SM per week while 12.0% spend 3-5hr per week on their SM. For 5-7hrs weekly on SM it is 6.05, 7-10hrs is 2.7% and finally greater than 10hrs per week on SM is 1.6%.

What are the various Devices/Hardware of Accessing SM among Librarians?

The graph below represents the distribution of the various hardware that are being used mainly by Librarians to access their SM account

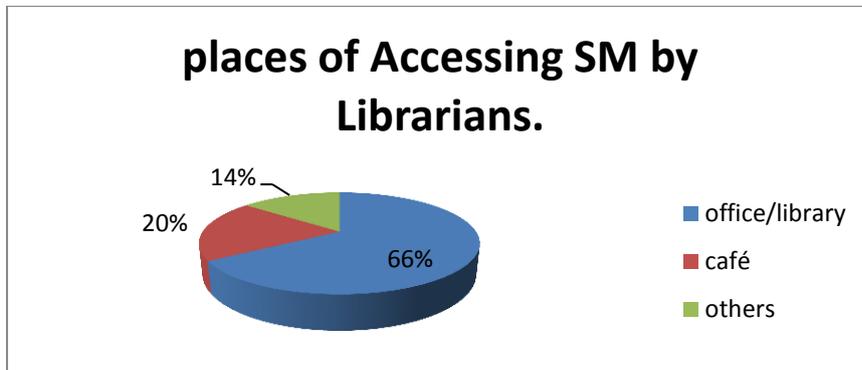
Graph 2: Showing Distribution of Various Hardware used by Librarians in Accessing SM



The graph above presented the various hardware used by the Librarians with phone being the most used with 106, followed by personal laptop 32 and office computer with 13 and tablet with 8 while iPad takes 1.

What are the Commonest Place of Accessing SM among Librarians?

Chart 3: places of Accessing SM by Librarians



From the chart above, 66% used the office/library, 20% used the café while 14% use other places.

DISCUSSION

From the result of the research carried out, starting with the first objective; it shows that a greater percentage of Librarians have a good knowledge of the definition of SM with 70% while the remaining 30% got the answer wrong. It therefore shows that about one-third of Librarians are yet to understand the basic concept of SM. Another question that tries to measure the level of knowledge further is the use of Continuous Development Programme (CPD) through workshop/conferences/seminar. It only 53.9% that have actually attended any CPD programme meaning that about half of the Librarians have not attended any CPD programme on SM that would have probably increase their level of knowledge of SM.

Concerning account distribution, Facebook maintains the highest, while the knowledge about others are low compared with the total number of respondent. On the basis of knowing about other address, twitter maintains the lead with Facebook and 2go following each other closely, knowledge about LinkedIn, Skype, Wikis is low compared to sample population. On the use of different SM account, Facebook maintains the lead as the most commonly used SM address this is in-term with other works that has identified Facebook as the most popular SM address. 2go is the next highly used SM address, while twitter and LinkedIn which are mainly addresses that can be used in sharing knowledge and ideas and also for professional link is not well used by Librarians. Skype may suffer some set-backs because of the nature of its use that is multimedia and Librarianship is traditionally quiet profession that does not allow for verbal conversation. It is also worth of note that those that do not use any address are actually

second to Facebook in-terms of number of use of SM, it could mean that some of the Librarians are not using any SM account.

On the issue of number of SM account own by Librarians, it is clear that about 27 which is 14.7% of Librarians do not have any address this is in agreement with those that do not use any SM address. Greater percentage of the Librarians has between one and two SM addresses as 26.6 and 27.7% respectively. The total percentage of those that has three accounts and above is just about a quarter of the whole sample population. The multi functionality of SM through various accounts is yet to be explored by the sampled population.

Since SM have various uses the leading uses among the Librarians sampled are to gist and chat with 32% and 40% respectively, this means that the usage is probably more of interaction and friendship. Uploading, asking question and reading of blogs and other postings take a very small percentage and these are uses that are more likely to be related to knowledge management and improvement of service delivery. Creation, collaboration and contribution not yet being well practiced among the population sampled. Also in terms of the duration spent per week, 0-30min has the highest response meaning that the use period is very low and it may just be to respond to one or two things. Those with 3-5hrs or greater per week can be regarded as people who may really have some serious things to do on the SM regularly.

On the use of hardware being used it is phone that takes the lead this is related to other works that have identified phone as to be on increase in usage by all classes of people, also most phones come as smartphone, iPhone and android phone which are internet enabled. Following phone is the personal laptops which means that most of what is done through SM are more of personal issues because the use of office computer takes a minimal percentage and this could mean that official works are not being done through SM among the sample. The highest place of using SM is in the office this means that Librarians use their personal electronic gadget to access SM during office hour. The use of café is on the decline in the recent years because of the availability of phones and modem which individuals can afford and also because internet connectivity is on the increase in most of our tertiary institutions in Nigeria.

RECOMMENDATION

From the results and the discussion above the following are some of the recommendations:

- Librarians should acquire more knowledge about SM so as to put it into more effective use. The acquisition of knowledge can come from CPD in various formats and the employer institution should also support staff towards this direction.

- Librarians should acquire in-depth knowledge about SM so as to make use of it beyond personal or individual uses. There are various uses to which SM can be applied in the discharge of library services.
- Librarians should do more of uploading, asking questions and reading of blogs or other peoples posting as these are some of the ways by which they can professionally benefit and improve their knowledge.
- Librarians should switch to SM that are more professional in design and use like twitter, Skype and LinkedIn than Facebook which is majorly for chatting and interaction.
- Librarians are encouraged to spend more time on their SM address so as to learn more from it and also be able to make contribution to vast knowledge on the cyberspace.
- Librarians should reduce the office hour spent on the SM so as to focus on their primary job and only when it is an official duty should they engage in use of SM within the office hour.
- Librarians should know and learn how to use SM for official and professional purposes.
- Librarians should explore the multi functionality of various SM address to be able to get the best out of it and to perform professional function through the appropriate SM account.

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