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**Evaluation of the Uses of Social Media in Libraries Operation in University Libraries in
Benue State**

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Abstract

This paper examines evaluation of the uses of social Medias in libraries operation in University libraries in Benue State. The paper uses the descriptive survey research design to gather data collected. The targeted population for this study will consist of all registered users of University of Agriculture Makurdi library, Benue State University Library and University of Mkar, Mkar. The population of the registered students in Benue State University library is estimated at ten thousand (10,000) including undergraduates and postgraduate's students. A sample size is limited number of elements selected from population which is a representative of that population. Random sampling technique will be used to draw 100 Librarians and 150 students from the population making a total number of 250. Finding of the paper shows the percentage response on use of social media by the librarians in the university libraries in Benue state. Five (5) question items were presented to the respondents, 55% said yes and 45% said no to the question item of having constant internet facilities in the libraries. 30% of the respondent say yes to availability of social media site in their libraries while 70% respond no. on the use of social media site of the libraries 40% said yes while 60% respond no meaning most of the librarians do not use the social site of their libraries. Furthermore, 30% of the respondent find the library social media site very interesting while 70% of the respondents say no. in area of the effectiveness of the social media 30% said yes while 70% said no. It was observed that there is low usage of social media by the librarians in Benue state libraries and most library users hardly use the libraries social media site if there is

any. The paper made recommendations such as University management must design time and opportunities for the use of social media activities into their course syllabi, Both instructors and students must be open to learning and using new social media classroom approaches that extend and enhance instructor-student interactions, Class size needs to be limited to a reasonable number that will enhance effective use of social media and University management must be prepared to allocate more time to supporting courses with social media components.

Key Words: Evaluation, Social Media, Use and Libraries.

Introduction

Librarians, in this digital age, are responsible for a wide variety of resources and services that expand far beyond the typical eight-hour work day. Igun (2010) opines that “librarians’ role in the global information environment is unique. His roles are critical for the necessary control of information resources in physical and virtual domains”. Notably, the advent of other sources of information like the internet, World Wide Web and even social media that has led to a new challenge for librarians to meet the rapidly changing information needs and expectations of the 21st century users. Librarians now have a challenge of making themselves more relevant in this digital age. Iwhiwhu, Ruteyan & Eghwubare (2010) noted that the challenge of most librarians is to attract users to the library and to retain them. To deal with this challenge, librarians are reconsolidating, reshaping, re-designing and repackaging resources as a means of promoting their information services. A potent means in which librarians and libraries can optimize for their work and services as well as maintain their relevance is through a medium like social media. In this 21st Century, where a paradigm shifts in communicating library services to users is evident, a modern and contemporary tool would be needed to promote library and information resources and services. Social media is one modern and contemporary new media for effective promotion of library and information services in the technological era.

Libraries are meant to provide information materials and disseminate to its patrons. A critical task that faces libraries across the world is to be able to support its users through various social media.

Before the advent and use of information and communication technology (ICT) in library services, the traditional methods were the only means of disseminating information to library users. However, the traditional means of communication are no longer effective, prompt and far reaching, especially in the 21st century. This situation made it unavoidable to use other means of communication such as social networking tools. Kaplan & Haenlein cited in Onuohal, (2013) asserted that social networking is a group of interrelated technological applications that is rooted on 'the ideological and technological foundation of Web 2.0.' Similarly, Seufert, *et al* (1999), opined that social networking also known as social media is 'knowledge networking' that indicates a number of connections, resources and associations that enable them to interact and share knowledge for the purpose of creating value among themselves.

Suraweera, (2016) asserted that the use of online social networks by libraries and information centers have increased and is common among new and old library users. Social networking in libraries will promote adequate information access, sharing, dissemination which is core functions of academic libraries. Chu and Meulemans, (2013); Burkhardt, (2010); Robinson (2015); Aggarwal and Buggarapu, (2012) see online social networking as an effective tool for organizational productivity and service delivery. In China, social media is increasingly an important force for defining taste and driving purchases. Larson further stated that a survey by PricewaterhouseCoopers indicated that 80 % of the respondents attested they used social media platforms to collect information about brands or to make purchases directly.

Although, Kelleher argued that organizations lose lots of hours and resources through use of social sites such as Face book and LinkedIn. Despite Kelleher's claim, research shows that social media enhances business, and therefore, has the capability and features to improve library processes and services. Based on this assertion, it is convincing that the use of social media in academic libraries

will boost libraries' services. Furthermore, as observed by Robinson, (2015); Ezeani & Ignesi, (2016) social media is an interesting, prevailing and all-encompassing means of communication that is drastically affecting people's interaction and behavior. They noted that most pioneers and successful businesses around the world are working towards integrating social media in their key management processes. It is in view of the foregoing that this study seeks to evaluate the use of social media in libraries operation in University libraries in Benue State.

Academic institutions all over the world are leveraging on social networks which has transformed the landscape of our tertiary educational institutions. The educational community apparently is caught in the web of technological development. With advances in technology, more information becomes available to the public through a wide range of channels and users can access information not only through the traditional, printed sources, but also sources in various formats via the Internet (Kim, Yoo- Lee & Sin, 2011). Social networks today are being used by teachers, lecturers and students as communication tool (Surawera *et al.*, 2011).

Social media service, also known as social media, is an online platform that focuses on building social relations among people, who share interests, background or activities. The use of social media is growing in importance among undergraduates in our tertiary institutions. Social media therefore has opened up a whole new world of social interaction in the educational sector. It has transformed the way and manner with which users communicate and interact in a global world.

Social media is the use of electronic means to communicate and interact. Social media, as buttressed by Sokoya, Onifade & Alabi (2012), is popular because it allows people to connect in the online world to form a group, a forum and community where ideas and information can be exchanged without geographic barrier. Apparently, there is a shift from the conventional meaning of communication to a more globalized approach of communication. The explosive growth of web

service apparently has changed the way web users interact giving them a new power to create, publish and promote their own content (Rees & Hopkins, 2012).

Purpose of the Study

The main purpose of the study is to evaluate the uses of social Media in libraries operation in University libraries in Benue State. Specific objectives are:

- i. To ascertain if librarians in University libraries in Benue State use social media
- ii. To examine the benefits of the uses of social media to librarians in University libraries in Benue State
- iii. To identify the factors inhibiting the use of social media by librarians in University libraries in Benue State
- iv. To identify the challenges to effective use of social media in libraries operation in University libraries in Benue State
- v. To proffer solution to the problems mentioned

Research Questions

The following are the research questions:

- i. Do librarians in University libraries in Benue State use social media?
- ii. What are the benefits of the uses of social media on librarians in University libraries in Benue State?
- iii. What are the factors inhibiting the use of social media on librarians in University libraries in Benue State?
- iv. What are the challenges to effective use of social media in libraries operation in University libraries in Benue State?
- v. What are the solutions to the problems mentioned?

Methodology

The researcher would use the descriptive survey research design to gather data collected based on evaluation of the uses of social Medias in libraries operation in University libraries in Benue State.

The survey method would be most appropriate because it is unique in enhancing the development of education process and good for handling data from heterogeneous population.

The study is carried out at University Libraries in Benue State to investigate evaluation of the uses of social Media in libraries operation in University libraries in Benue State.

The targeted population for this study will consist of all registered users of University of Agriculture Makurdi library, Benue State University Library and University of Mkar, Mkar. The population of the registered students in Benue State University library is estimated at ten thousand (10,000) including undergraduates and postgraduate's students.

A sample size is limited number of elements selected from population which is a representative of that population. That is a sample is a representative of whole population (Akpa & Angahar, 2007).

While sampling according to Akpa and Angahar (2009) is the act of selecting a portion of a population for investigation. Random sampling technique will be used to draw 100 Librarians and 150 students from the population making a total number of 250. Therefore, the sample size is justified by Sanders, Lewis and Thornhill (2012) who stated that for a sample size of more than a few thousand, simple random sampling is appropriate.

The instrument for the study will be a structured questionnaire titled "Evaluation of the uses of social Medias in libraries operation in University libraries in Benue State". The questionnaire will be made up of twenty (30) items.

This will involve collection and analyzing data to access the accuracy of an instrument which will be used to measure and perform the survey. The instrument to be used by the researcher will be taken to the supervisor for proper validation and approval.

The data for this study will be collected using questionnaire. The researcher will employ the direct delivery technique in the administration of the questionnaire by visiting University of Agriculture Makurdi, Benue State University and University of Mkar, Mkar library where he will administer the questionnaire to the respondents and allow them time to complete after which the copies will be collected back. This is done so as to ensure a high return rate.

The data collected will be descriptive statistics analysis to generate frequencies and percentages to answer the research questions.

Result and discussion

Do librarians in University libraries in Benue State use social media?

s/no	Items	YES	NO
1	Do you have constant internet facilities in your libraries	55%	45%
2	Is there social media network site for your library	30%	70%
3	Do you normally make use of social media site of your library	40%	60%
4	Do you find the social media of your library very interesting	30%	70%
5	Is there effectiveness in the social media site of your library	30%	70%

The table presents the percentage response on use of social media by the librarians in the university libraries in Benue state. Five (5) question items were presented to the respondents, 55% said yes and 45% said no to the question item of having constant internet facilities in the libraries. 30% of the respondent say yes to availability of social media site in their libraries while 70% respond no. on the use of social media site of the libraries 40% said yes while 60% respond no meaning most of the librarians do not use the social site of their libraries. Furthermore, 30% of the respondent find the library social media site very interesting while 70% of the respondents say no. in area of the effectiveness of the social media 30% said yes while 70% said no. It was observed that there

is low usage of social media by the librarians in Benue state libraries and most library users hardly use the libraries social media site if there is any.

What are the benefits of using social media to librarians in the University libraries in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	The Social media site helps in sharing of information among librarians and library users effectively	20	120	10	80	20	3.16	Accepted
2	Social media enhances prompt receive of information, access, sharing and dissemination	60	140	20	30	-	2.8	Accepted
3	The social media can be used to collect information from places	100	110		20	20	4.00	Accepted
4	The use of social media has increased the libraries services and improve knowledge	30	70	30	88	30	2.90	Accepted
5	Social media can help in choosing of library resources available for use	80	120	10	20	20	3.88	Accepted
6	Social media helps in enhancing reference service	80	130	10	20	5	3.98	Accepted
7	Social media can be used to update library users' profile at any time	100	120	5	10	15	4.12	Accepted
	Overall mean						3.55	

The table presents the frequency and the mean response of the respondent on the benefits of using social media to librarians in the University libraries in Benue State. seven (7) question items were presented to the respondents, all the question items were accepted on the benefits of using social media based on the 2.50 decision point set in the study. The benefits include helping in the sharing of information among library users, prompt access and receive of information, capacity to receive and send information from and to different places at the same time among many other benefits. The overall mean was 3.55 an indication that social media has a lot of benefits as listed above and much to the librarians in the universities in Benue state.

What are the factors inhibiting the use of social media by librarians in University libraries in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	Poor internet facilities in the university libraries hinders the use of the social network	110	120	-	20	-	4.28	Accepted
2	Lack of highly skilled staff in area of ICT in most libraries reduced effective use of the social network	120	80	10	20	20	4.04	Accepted
3	Poor power supply hinders the effective use of social network site always	30	30	30	100	60	2.40	Rejected
4	Attitude of the librarian towards the new development on the use of social media facilities	40	150	5	32	20	3.60	Accepted
5	Low knowledge of the technicality involves in the use social media usage	100	80	20	28	22	3.83	Accepted
	Overall mean						3.62	

The table presents the frequency and the mean response of the respondent on the factors inhibiting the use of social media by librarians in universities libraries in Benue state. Five (5) question items were presented to the respondents, four of the question items were accepted based on 2.50 decision point set in the study. Among the accepted question items are poor internet facilities, like of skilled worker in the use of the facilities, attitude of some libraries staff toward the use of the social media effectively and low knowledge of the technicality involves. However, the question item on the poor power supply was rejected. This implies that there is constant power supply in most libraries in the universities in Benue state. However, the overall mean was 3.62. this indicates that some of the listed factors are inhibiting the use of social media by librarian's in Universities libraries in Benue state.

What are the challenges to effective use of social media in libraries operation in the University libraries in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	The social media is a new concept that has not been appreciated by all staff and people using library services	80	140	-	25	5	4.06	Accepted
2	Lack of the required facilities for effective use of social media in the universities	100	120	10	20		4.20	Accepted
3	Staff attitude towards accepting the new development in the ICT world	50	150	10	30	10	3.80	Accepted
4	Poor economic stability of the university to purchase and maintain the facilities needed	100	130	10	10		4.28	Accepted
5	Little or no research on the effectiveness of the social media in the use of library resources	130	100		20		4.36	Accepted
	Overall mean						4.14	

The table presents the frequency and mean response to challenges to effective use of social media in library operation in university libraries in Benue state. Five (5) question items were presented to the respondents where which all the question items were accepted by the respondents. This include social media as a new concept not yet widely accepted for library usage, inadequate facilities for its effectiveness, staff attitude towards the concepts, economic status of some of the universities and absence of research on the effectiveness and benefits of social media to the librarians and library users in Benue state. The overall mean was 4.14, this implies the listed challenges were actually affecting the use of social media effectively in University libraries in Benue state.

Conclusion

The importance of the use of social media in universities is highly recommendable. This study identified challenges and strategies that would improve the use of social media. The study concludes social media is an important instructional method and cannot be misused.

Recommendations

Based on the findings of the study, the following recommendations are made:

- i. University management must design time and opportunities for the use of social media activities into their course syllabi.
- ii. Both instructors and students must be open to learning and using new social media class- room approaches that extend and enhance instructor-student interactions.
- iii. Class size needs to be limited to a reasonable number that will enhance effective use of social media.
- iv. University management must be prepared to allocate more time to supporting courses with social media components.

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