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**ATTITUDE OF LIBRARIANS' TOWARDS SOCIAL MEDIA USE FOR INFORMATION
DISSEMINATION IN UNIVERSITIES IN SOUTH-SOUTH, NIGERIA.**

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Abstract

The study investigated attitude of librarians towards social media use for information dissemination in South-South Universities Nigeria. The study adopted the correlational research design. The population of the study comprised all the 176 librarians working in all the 12 federal and state university libraries in South-South Nigeria. The entire population was used for the study because of its relatively small size). The Pearson Product Moment Correlational Coefficient was used to answer all the research questions and the t-test of significance was used to test the hypotheses at 0.05 alpha level. The result indicated that librarians possess positive attitude towards social media use for information in University libraries in South-South Nigeria. It also showed that there was a significant relationship between librarians' knowledge of social media use and attitude to social media use. Based on the findings, some recommendations were made

.Keywords: Attitude, Social Media, information Dissemination.

Introduction

With the advent of Information and Communication Technology (ICT) to the libraries, of which social media forms a part, it has been argued that information dissemination can be enhanced through the use of social media. This is unarguably true because information relating to current awareness services, selective and dissemination of information (SDI), new arrival of library materials to the library, document delivery, reference services, information literacy programme, among others, that were traditionally handled by librarians and by the users visiting the library before these information used to get to them, are now disseminated to users

in a matter of seconds with the aid of social media. For example, Facebook can be used to disseminate reference information, document delivery, referral services, etc. Also, Flickr can be used to disseminate pictures of library collections and library building interior and exterior. Youtube, on the other hand, can be used to disseminate both audio and video lectures of library and information programmes, information literacy programmes, videos of seminars, inaugural lectures and workshops in the library while Twitter can be used to disseminate short messages to users concerning opening/closing hours of the library, date of examinations, public holidays among others. Other social media such as blogs could be used to announce new arrivals to the library, solicit users' feedback/suggestion, suggestion for the acquisition of books to the library, among others (Adomi, 2012, Chauhan, 2013, Taylor and Francis 2015) However, Attitude plays a significant role in the adoption of new technology like the social media use for information dissemination in a library.

LITERATURE REVIEW

Social media, according to Kaplan and Haenlein (2010), refers to a group of internet-based applications that build on the ideological and technological foundations of web 2.0 that allows the creation and exchange of user-generated content through which individuals and communities share, create, discuss and modify user-generated content. Solis (2010) noted that social media is "the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many to a many-to-many model, rooted in conversations between authors, people, and peers". Through the social media network, librarians will be able to interact with their users to know their information need. One of the objectives of social media network use is to disseminate information to many people as quickly as possible.

Umeaku and Ogbonna (2016) opined that the best method to define the term social media is by defining each of the words individually. According to the authors, 'social' refers to interacting with other people by receiving information from them while 'media' refers to an instrument of communication, like newspapers or radio. From these separate terms, social media could be defined as web-based communication tools that enable people to interact with one another by sharing and consuming information. With social media network, librarians will not only be sharing information with users but will also interact with the user to know exactly what they needed in the library and how to source for the information

Ala (2001) stated that librarians in developed countries use social media to disseminate information to their users. He stated that librarians in the U.S. are increasingly using different types of social media to connect with library users and to make library programmes and services accessible to the public. Braziel, (2009) stated that librarians in the Library of Congress used social media like blogging, Flickr, YouTube, Twitter for marketing their services and to interact with users online. The National Library of Australia (NLA) has embraced the use of social media networks as a corporate communication and community-building tool. It also uses a variety of social media network for library news, notifying users of relevant items from collection and library events while Facebook is used by the library to inform the users about major events, and activities and recent acquisitions, through posting photos, video and link to resources about the library (NLA, 2010).

Khan and Bhatti (2012) also revealed that librarians in academic libraries in Parkistan use Facebook, Myspace, Youtube, Wikis, Twitter, Blogs Flickr in their library to disseminate information to their library users. MacManus (2012) posited that USA (South Carolina) University library uses Facebook, Twitter, Blogging, Flickr, Google⁺, Doca, and Wikis to publish their collections online. Furthermore, XU (2007) stated that many academic and public libraries in the USA for example,

have embraced the use of social media network to enhance services to library patrons and some of the social media popularly used include: blogs, Wikis, RSS feeds, tagging networking, social bookmarking, multimedia sharing, podcast, and among others.

However, Makori (2012) posited that social media use and application by librarians in Africa University libraries were at its lowest level compared to developments in other parts of the world. The author further stated that University libraries in South Africa have made good progress towards the use of social media networks, although many were yet to realize the new dispensation. Similarly, Iwoga, (2011) reported that the use of social media (web 2.0) in Africa is still at its infancy stage. The author opined that to improve the quality of education, Africa University libraries should take advantage of innovative and emerging technologies and consider the learning preference of the next generation.

In Nigeria for example, Ezeani and Igwesi (2012) stated that with the exponential growth of the use of social media network such as Facebook, Myspace, Twitter, YouTube, it has become inevitable for librarians to make use of these tools to keep their ever-growing and sophisticated patrons. The authors further stated that some librarians in Nigeria have started using these tools to disseminate information and interact with their patrons in real-time and these media are used mostly to provide current and up to date information to clients, provide links to other open-source library resources, give information about new arrivals in the case of books through the link to the library world catalogue and the updated list of journals.

Furthermore, Ezeani and Eke (2010) posited that librarians in Nigerian University libraries are gradually utilizing these social media networks to offer on-the-spot library services to users and the social media network mostly used by them are Facebook, Myspace, Wiki. These provide the interactive platform for users to access and generate content while Information is now provided in a variety of media

whose representation can no longer be presented in the physical books alone. Thus, Librarians need to realize that to engage with their users they will need to reach them in their preferred methods of communication, which is through the use of social media. To archive these purposes, librarians need to possess positive attitude towards the use of social media.

Attitude plays a significant role in the adoption of new technology like the social media use for information dissemination in a library. According to Abraham and Ozioko (2016), Attitude refers to the way you think and feel about somebody or something; the way that you behave to somebody or something that shows how you think and feel. Furthermore, Ramzan (2010) states that attitude "is a mental and neutral state of readiness through experience exerting a directive or dynamic influences upon individual's response to all objects or situations with which it is associated. Yuen, Yaoyuneyong, and Yuen (2011), and Allen (2010) posited that librarians need to possess a positive attitude for them to be able to use social media to disseminate information to library users. Khan and Bhatti (2012) expressed similar view when the authors investigated librarians' attitude towards the use of social media in marketing of library services. The Findings showed that the librarian's attitude was positive, and the majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Furthermore, Maness (2006) stated that many librarians have a positive attitude towards the use of social media for information dissemination in the libraries. Furthermore Choi's (2012) investigation of Australia's academic librarians' attitude towards social media use for information dissemination, revealed that librarians in Australia possess a positive attitude towards the use of social media in rendering library services. However, the attitude of librarians towards the use of social media in south-south Nigeria is not yet determined hence this study is being carry out to fill this gap.

Purpose of the Study

The main purpose of the study is to determine the attitude of Librarians' towards the social media use, for information dissemination in University libraries in South-South Nigeria.

- (1) To find out the attitude of librarians towards social media use for information dissemination in university libraries in south-south Nigeria.
- (2) To find out the level of social media use by librarians for information dissemination in university libraries in south-south Nigeria.

Research Questions

The following research questions guided the study:

1. What is the attitude of librarians towards social media use for information dissemination in university libraries in south-south Nigeria?
2. What is level of social media use by librarians to disseminate information in university libraries in south-south Nigeria?

Hypotheses

The following null hypotheses were tested in the study at 0.05 level of significance;

HO1. There is no significant relationship between librarians' attitude to social media use and social media use for information dissemination in University libraries in South-South Nigeria.

Results and discussion.

Research Question One: What is the attitude of librarians towards social media use for information dissemination in university libraries in south-south Nigeria?

Table 1: Mean Score of Librarians' Attitude towards Social Media Use for Information Dissemination in University Libraries in South-South Nigeria

N	Mean	SD	Remark
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Librarians attitude towards social media use for information dissemination	158	2.88	.38	Positive Attitude
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As indicated by the mean score of 2.88 in Table 1, librarians in university libraries in south-south Nigeria have a positive attitude towards social media use for information dissemination.

Research Question Two: What is the level of social media use by librarians to disseminate information in university libraries in south-south Nigeria?

Table 2: Mean Score of Librarians’ Social Media Use for Information Dissemination in University Libraries in South-South Nigeria

	N	Mean	SD	Remark
Social media use by librarians for information dissemination	158	2.69	.72	High Level

The mean score of 2.69 in Table 2, indicates that the level of social media use by librarians to disseminate information in university libraries in south-south Nigeria is high.

Hypothesis: There is no significant relationship between librarians’ attitude to social media use and social media use for information dissemination in university libraries in south-south Nigeria

Table. Test of significance of Correlation between librarians’ attitude to social media use and social media use for information dissemination in university libraries in south-south Nigeria

	Attitude to social	Social Media Use	P-value	Decision

N		media use			
Attitude to social media use	158	1	.301		
Social Media Use	158	.301	1	.000	Sig

Data analysis in table 10 shows that there is a significant relationship between librarians' attitude to social media use and social media use for information dissemination in university libraries in south-south Nigeria, $r(158) = .301$, P -value < 0.05 . The third null hypothesis was therefore rejected.

Discussion

The finding revealed that Librarians in university libraries in south-south Nigeria have a positive attitude towards social media use for information dissemination.

The result in Table 2 with the mean score of 2.88 revealed that, librarians in university libraries in south-south Nigeria have a positive attitude towards social media use for information dissemination. . Khan and Bhatti (2012) view when the authors investigated librarians' attitude towards the use of social media in marketing of library services. The Findings showed that the librarian's attitude was positive, and the majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing.

This findings is in line with Maness (2006) who opined that many librarians have a positive attitude towards the use of social media for information dissemination in the libraries. Furthermore the findings is also in agreement with Choi's (2012) who investigated Australia's academic librarians attitude towards social media use for

information dissemination, the study revealed that librarians in Australia possess a positive attitude towards the use of social media in rendering library services. The study also revealed that some librarians use the social media. This is in agreement with Ezeani and Igwesi (2012) who investigated librarian's use of social media for promoting library and information resources and services in university library in South-South, Nigeria. The study revealed that some of the university libraries in the zone use the social media for dissemination of information in their libraries.

CONCLUSION

Based on the findings of this research work, it has been revealed that librarians possess positive attitude towards the use of social media for information dissemination in south-south universities Nigeria.

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