1-14-2020

Exploring Social Media in Performing Library Services in Nigeria

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Abstract

The use of social media is becoming demanding to librarians in performing their services to the Net generation users. Therefore, the paper investigates the use of social media in performing library services in Nigeria. Survey research method was adopted. The sample for this study consists of 85 library personnel. Three (3) research questions and hypothesis guided the study. And structured questionnaire was used to collect data among *library personnel who attended the 2019 National Conference/AGM of National Library Association in Delta State. The study reveals that the respondents mostly use Whatsapp, Facebook and Twitter. The study shows that most of the librarians use social media in promoting and marketing library news and how to use library resources & services. The study finds out that Inadequate training opportunities, slow speed of internet and considerable time required to maintain an active social media presence were the major challenges to library personnel. The study shows that there is a significant relationship between the use of social media and performance of library services. Also, the study reveals that there is no significant relationship between the use of social media among male and female library personnel. And there is a significant relationship between age of library personnel and their use of social media.*

Keywords: Library Services, Social Media, Use, Nigeria

Introduction

The emergent of Web 2.0 has facilitates the way librarians provide library services and reach out to users. It has created an interactive environment that enables smooth service provision. Therefore, for librarians to meet the immediate information needs of users, they need to effectively use social media to provide information services. Thus, the trend is that libraries are exploiting Web 2.0 technologies to re-establish connections with their users who have resorted to the internet (Emezie and Nwaohiri, 2016). To tackle the challenge of bringing back the library users and keeping them, libraries need to adopt the new technological trends of fast information service delivery, rethink the mode of service provision, redesign and repackage information services and products provided (Oriogu, Ogbuiyi and Oriogu-Ogbuiyi, 2019).

Hence, applying social media in performance of library services will provide greater opportunities for marketing and widely reaching out to users. In that, this digital era has expanded the responsibilities of librarians to provide a wide range of resources to users and services that extend beyond the physical walls of the library (Bakare, Jacob and Umar, 2018). As libraries no longer possess the sole responsibility of being the information resource providers. Modern technology has confronted librarians with a huge challenge to survive and thrive in this digital era, where users can access electronic resources at any time and location (Jain, 2013). Although, Vucovich et al. (2013) notes that "the usefulness of [social networking tools] has often proven elusive and evaluating their impact is harder to grasp in library setting." As these new technologies begin to proliferate across institution, it is highly demanding that we understand how it's been applied and enhance the effective interactive activities through which, library services and information delivery are accomplished.

Objective to the Study

The main objective of the study is to investigate the use of social media in performing library services in Nigeria. The specific objectives to the study are:

1. To determine the social media tools used among library personnel
2. To examine the library services performed using social media among library personnel
3. To ascertain the challenges to the effective use of social media among library personnel

Hypothesis

The following null hypothesis for the study were tested at 0.05 significant level:

Ho1: There is no significant relationship between the use of social media and performance of library services

Ho2: There is no significant relationship between male and female library personnel and use of social media

Ho3: There is no significant relationship between the age of library personnel and use of social media

Literature Review

The most significant and life changing technologies of the 21st Century is the application of social media as major components of commercial, entertainment and academic activities (Anderson, 2019). Bashorun, Isah and Adejumoke (2018) described social media as a communication forum that allows users to electronically disseminate information and share knowledge with each other. Kaplan and Haenlein (2010) described social media as a web-based applications that is anchored on the ideological and technological basis of Web 2.0 that allows the formation and interchange of user generated content". Chu and Du (2013) stated that social networking tools allow you to teach library staff new technologies related to their profession, to follow the activities, and to keep resources up to date. Thus, the huge impact of social media platforms has enhanced libraries and resource centres to keep up on with new technology, given its potential significance to communicate users with ease (Shafawi and Hassan, 2018). Therein, Aras (2014) outlined the objectives of libraries in actively using social media as:

- To promote library services, workshops and the events in order to increase library use.
- To provide better access to information.
- To be where the users are.
- To get feedback from users.
- To highlight specific features of the library.
- To create collaboration with other libraries and the users.
- To announce the library news

According to Chu & Meulemans (2008) libraries also create event invitations for programs as an additional forum to promote library activities. Wan (2011) said that university libraries can make use of Facebook to updates library services like a new reference services, document delivery, research supports etc. However, common social media tools like Facebook, Twitter, Flicker, Youtube, LinkedIn, Foursquare, Tumblr, Vimeo, Pinterest, Wikipedia, Instagram, etc have been used by libraries for the promotion of their library services by universities libraries with the potential benefits and challenges (Kemrajh, 2013).

Several studies have indicated that Facebook is the most common social media application for creating library awareness and marketing (Chu & Do, 2013; Du Toit, 2013; Dowd, 2013; Mundt, LIS lecturers' shows that SM is essential to market library services and products among online users; it attracts potential users of library and provides various supports to libraries and user

communities. In China, Luo; Wang & Han (2013) carried-out a study using a case study of an online video marketing project at academic libraries. The study reveals that 97 % students acknowledged that the video format marketing was a good method to engage library users. Generally, other studies have shown that Twitter has been found to be the most popular social media platform for library marketing and engagement (Yi, Lodge and McCausland, 2013; Ramsey and Vecchione, 2014; Al-Daihani and AlAwadhi, 2015; AlAwadhi and Al-Daihani, 2018).

In the Nigerian context, the study of Emeluzor, Oyovwe-Tinuoye and Abayomi (2016) on social networking tools in library service delivery in South-East academic libraries reveals that some librarians used SN in libraries for delivery of library services. Related studies findings shows that librarians use majorly Facebook and social networks enable libraries to connect, communicate and collaborate between libraries and users (Omini and Osuolale, 2019; Olajide, Otunla and Omotayo, 2017; Amuda and Adeyinka, 2017; Emezie and Nwaohiri, 2016). Although, studies have shown that there are limited literature that sample librarians in different part of the country on the use of social media in the provision of library services. In that, the use of social media is increasing rapidly in all spheres of human endeavour. As it holds a great opportunities and challenges for transforming library service delivery in countries like Nigeria, Therefore, there need to further explore the various social media tools used in the promotion of library services.

Methodology

The study adopted survey research method. Three (3) research questions and hypothesis guided the study. And structured questionnaire was used to collect data among library personnel who attended the 2019 National Conference of National Library Association (NLA) in Delta State. 85 questionnaires were duly completed and returned for analysis. The Statistical Package for Social Sciences (SPSS) was used to analysis. Specifically, data was analyzed using graphs, percentages, frequency counts, mean, and standard deviation were to answer the research questions while correlation (Pearson Moment Correlation) statistics, independent t-test and Analysis of Variance (ANOVA) were used to test hypotheses at 0.05 significant level.

Results

Demographics Distribution of the Respondents

Table 1: Gender of the Respondents

Variable	Frequency	Percentage (%)
Male	44	51.8
Female	41	48.2
Total	**85**	**100.0**

Table 1 shows that the males constitute the majority of 44 respondents (51.8%), followed by females who constitute 41 (48.2%).

The data in table 1 is represented in the graph below:
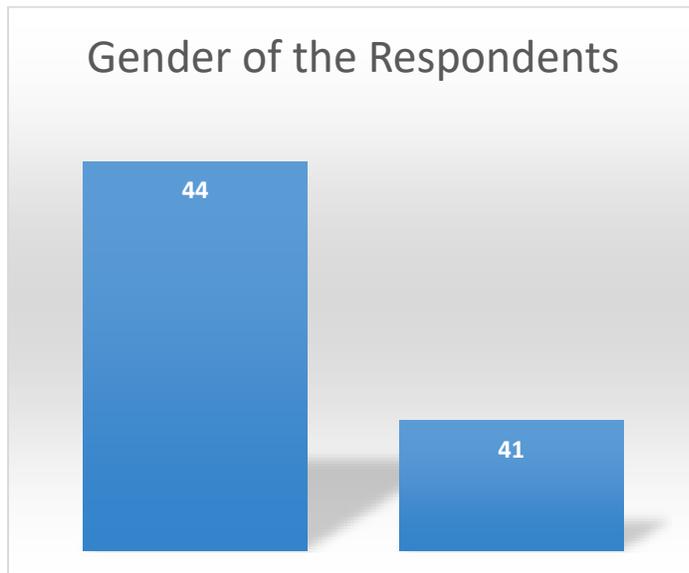

Figure 1: Gender of the Respondents

Table 2: Institutions of the Respondents

Variable	Frequency	Percentage (%)
Public	74	87
Private	11	13
Total	**85**	**100.0**

From the above table 2, it shows that the public institutions constitute the majority of 74 respondents (87%), followed by private institutions who constitute 11 (13%).

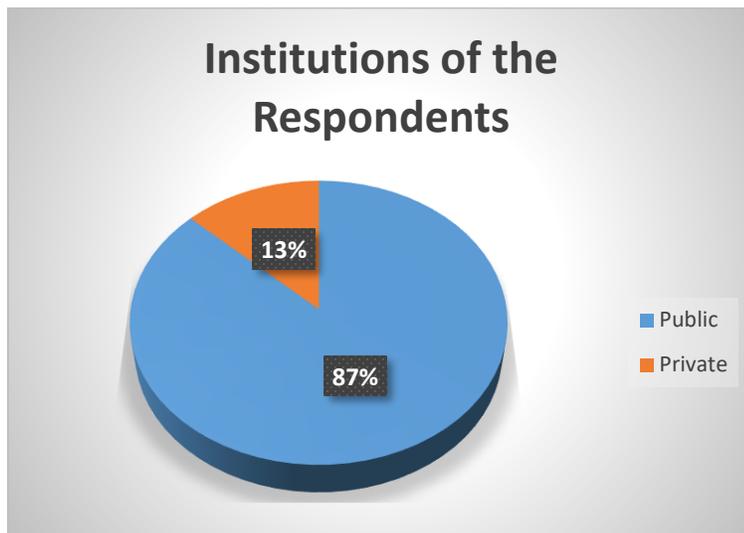The data in table 2 is represented in the graph below:

Figure 2: Institutions of the Respondents

Table 3: Distribution of Respondents by Type of Library where they are working

Types of Library	Frequency	Percentage (%)
Academic (University)	64	75.3
Academics (Polytechnic)	2	2.4
Academics (College of Education)	1	1.2
Special Library	10	11.8
Company Library	1	1.2
Medical Library	1	1.2
National Library	6	7.1
Total	**85**	**100.0**

From the above table 3, it shows that majority of the respondents (75.3%) work in university library, followed by 11.8% of the respondents who work in special library, followed by 7.1% of the respondents who work in national library, followed by 2.4% of respondents who work in

polytechnic, followed by 1.2% of the respondents who work in College of Education, company library and medical library respectively.

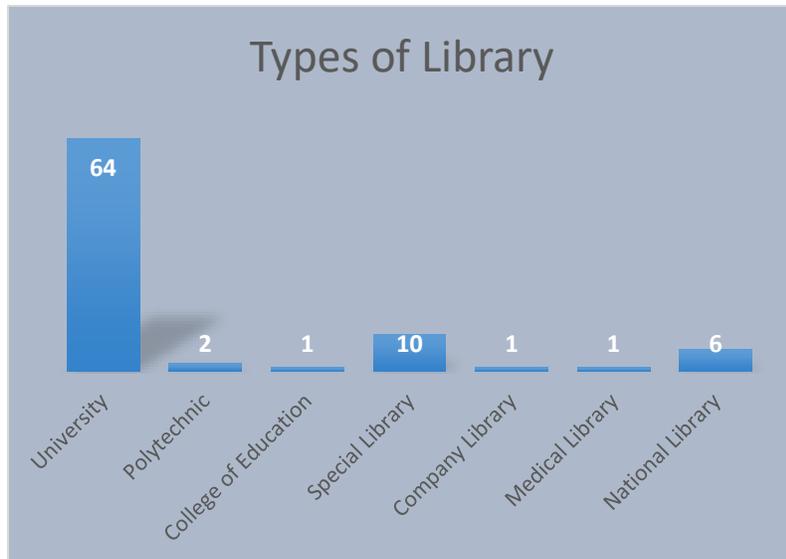The graph below represent the distribution of the type of libraries of the respondents

Figure 3: Types of Library

Table 4: Age of the Respondents

Variable	Frequency	Percentages (%)
23-27years	8	9
28-32years	10	12
33-37years	9	11
38-42years	18	21
43years and above	40	47
Total	**85**	**100**

From the above table 4, it shows that majority of the respondents 40 (47%) falls within the age range of 43 years and above, followed by the age range of 38-42 years who constitute 18 (21%) of the respondents, followed by the age range of 28-32 years who constitute 10 (12%) of the respondents, followed by the age range of 33-37 years who constitute 9 (11%) of the respondents and the age range of 23-27 years who constitute 8 (9%) of the respondents.

The data in table 4 is represented in the graph below:
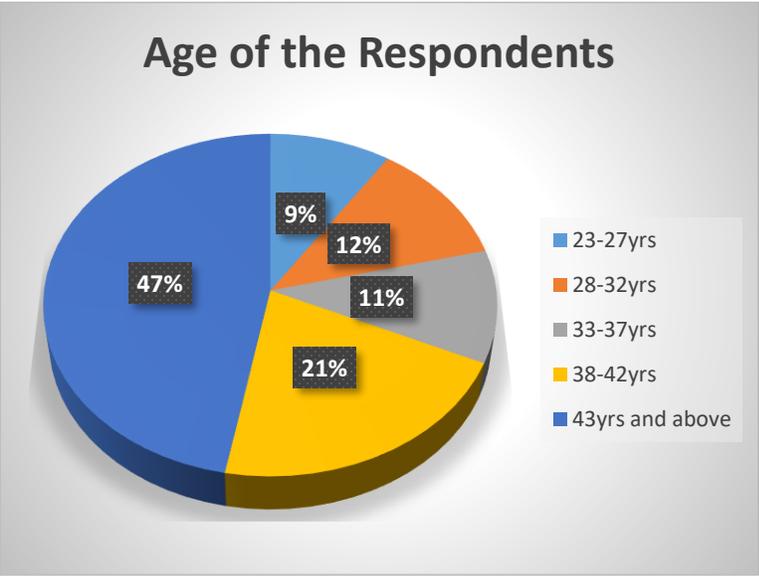
Figure 4: Age of the Respondents

Table 5: Designation of the Respondents

Designation	Frequency	Percentage (%)
Professor	2	2.4
Assistant Professor	2	2.4
Chief Librarian	5	5.9
Deputy Chief Librarian	11	12.6
Assistant Director	2	2.4
Executive Officer	2	2.4
Principal Librarian	5	5.9
Senior Librarian	19	22.4
Librarian I	9	10.6
Librarian II	23	27.1

System Librarian	1	1.2
Unit Librarian	4	4.7
Total	**85**	**100**

Table 5 shows the designations of the respondents. The highest designation is librarian II which constitutes 23 (27.1%), followed by senior librarian which constitutes 19 (22.4%) of the respondents, followed by deputy chief librarian which constitute 11 (12.6%) of the respondents, followed by librarian I which constitutes 9 (10.6%) of the respondents, followed by principal librarian which constitutes 5 (5.9%) of the respondents, followed by unit librarian which constitutes 4 (4.7%) of the respondents, followed by professor, assistant professor, assistant director, executive officer which constitute 2 (2.4%) respectively, and system librarian which constitutes 1 (1.2%) of the respondents.

The data in table 4 is represented in the graph below:

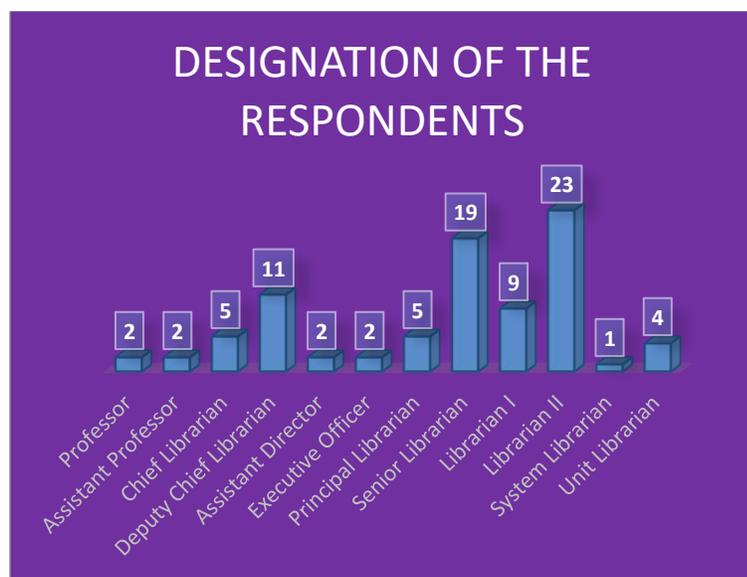Figure 5: Designation of the Respondents

Table 6: Social Media Platforms used by Librarians

s/n	Yes	Somewhat	No	Total	Mean

S/N	Type of Social Media	N	%	N	%	n	%	N		Standard Deviation
1	Facebook	65	76.5	3	3.5	17	20	85	2.56	0.8
2	Pinterest	8	9.4	12	14.1	65	76.5	85	1.33	0.64
3	WhatsApp	68	80.0	4	4.7	13	15.3	85	2.65	0.74
4	Twitter	44	51.8	7	8.2	34	40	85	2.11	0.96
5	Blog	35	41.2	6	7.1	44	51.8	85	1.89	0.95
6	Linkedln	27	31.8	8	9.4	50	58.8	85	1.73	0.92
7	Pod Cast	10	11.8	9	10.6	66	77.6	85	1.35	0.72

Table 6 shows the social media platforms used by the respondents, and they are WhatsApp with mean of 2.65 and standard deviation of 0.74, followed by Facebook with mean of 2.56 and standard deviation of 0.8, followed by Twitter with mean of 2.11 and standard deviation of 0.96, followed by Blog with mean of 1.89 and standard deviation of 0.95, followed by Linkedln with mean of 1.73 and standard deviation of 0.92, followed by Pod Cast with mean of 1.35 and standard deviation of 0.72, and lastly followed by Pinterest with mean of 1.33 and standard deviation of 0.64. Table 6 also shows that WhatsApp is the most social media platform used by librarians.

Table 7: The Library Services Performed Using Social Media

S/N	Item	SA	A	D	SD	Total	Mean	Standard Deviation
1	Library logistics (hours, events, etc.)	31	34	14	6	85	3.06	0.9
2	How to use library resources & services	45	27	8	5	85	3.32	0.88
3	Research techniques & tips	38	28	15	4	85	3.18	0.89
4	Library resource info (database instruction/ tips, journal availability. Institutional Repository, etc)	48	28	9	5	85	3.28	0.88

S/N	Item	SA	A	D	SD	Total	Mean	Standard Deviation
5	Library news (e.g., advert on conferences, seminar and workshop and links to grants agencies)	43	30	9	3	85	3.33	0.81
6	Interesting/ fun websites	29	32	15	9	85	2.95	0.97
7	Responds to online reference queries	32	33	14	6	85	3.07	0.91
	Grand Mean						**3.17**	**0.89**

SA= Strongly Agree; A= Agree; D= Disagree; SD= Strongly Disagree

Table 7 shows the library services performed using social media. All the items in table 7 are above the criterion mean of 2.5. Moreover, the grand mean (3.17) is above the criterion mean of 2.5, therefore all the items in table 7 are the library services performed using social media and they include: Library news (e.g., advert on conferences, seminar and workshop and links to grants agencies), use library resources & services, Library resource info (database instruction/ tips, journal availability. Institutional Repository, etc), Research techniques & tips, Responds to online reference queries, Library logistics (hours, events, etc.), and Interesting/ fun websites.

Table 8: Challenges to the Effective use of Social Media

S/N	Item	SA	A	D	SD	Total	Mean	Standard Deviation
1	Low interest of librarians in learning and utilizing social media	22	29	28	6	85	2.79	0.91
2	Slow speed of internet	35	32	14	4	85	3.15	0.87
3	Inadequate training opportunities for library staff	36	37	10	2	85	3.26	0.76
4	Considerable time required to maintain an active social media presence	23	45	13	4	85	3.02	0.79
5	The pressure to respond instantly to service queries	24	40	16	5	85	2.98	0.84

6	Striking the right tone between professional and personal	24	38	17	6	85	2.94	0.88
	Grand Mean						**3.02**	**0.84**

SA= Strongly Agree; A= Agree; D= Disagree; SD= Strongly Disagree

Table 8 shows the respondents responses on the challenges to the effective use of social media, which include: inadequate training opportunities for library staff, slow speed of internet, considerable time required to maintain an active social media presence, the pressure to respond instantly to service queries, striking the right tone between professional and personal, and low interest of librarians in learning and utilizing social media. All the items in table 8 have mean values that are above the criterion mean of 2.5, more so, the grand mean (3.02) is greater than the criterion mean (2.5), this shows that all the items in the table 8 are the challenges to the effective use of social media.

Hypothesis One: There is no significant relationship between the use of social media and performance of library

Table 9: Pearson Correlation showing the significant relationship between the use of social media and performance of library Services

Variable	N	R	Sig (2-tailed)
Use of social media	85		
		0.4	0.000
Performance of library services	85		

α= 0.05

Table 9 shows the Pearson Product Moment Correlation of the significant relationship between the use of social media and performance of library. The table shows that the correlation coefficient is 0.4 which is positive. The table also shows the p-value of 0.000. Testing the hypothesis at the 0.05 significant alpha level, the p-value (0.000) is less than the alpha value (0.05), therefore, there is a significant difference. This means that the use of social media by the librarians do improve

their performances of library services. Conclusively, there is a significant relationship between the use of social media and performance of library services.

Hypothesis Two: There is no significant difference in the use of social media between the male and female librarians

Table 10: Independent t-test showing the significant difference in the use of social media between the male and female librarians

Variable	N	Mean	Standard Deviation	Df	t	Sig. (2-tailed)
Male	44	14.09	3.56			
				83	1.181	0.241
Female	41	13.15	3.81			

α= 0.05

Table 10 shows that the male respondents are 44 in number with mean = 14.09, standard deviation = 3.56; while female respondents are 41 in number with mean = 13.15, standard deviation = 3.81. The table also shows degree of freedom (df) of 83, t-value = 1.181 and p-value = 0.241. Testing the hypothesis at 0.05 significant level, the p-value (0.241) is greater than the alpha value (0.05), therefore, there is no significant difference. Conclusively, there is no significant difference in the use of social media between the male and female librarians.

Hypothesis Three: There is no significant difference between the age of librarians and their use of social media

Table 11: Analysis of Variance (ANOVA) of the significant difference between the age of librarians and their use of social media

Variable	Sum of Squares	Df	Mean Square	F	Sig. (2-tailed)

Between Groups	42.589	4	10.647	0.772	0.547
Within Groups	1103.106	80	13.789		
Total	1145.694	84			

α= 0.05

Table 11 shows the Analysis of Variance (ANOVA) of the significant difference between the age of librarians and their use of social media. Table 11 also shows the F-value of 0.772 and p-value of 0.547. Testing the hypothesis at 0.05 significant level, the p-value (0.547) is greater than the alpha value (0.05), therefore, there is no significant difference. Conclusively, there is no significant difference between the age of librarians and their use of social media.

Discussion of Findings

The study shows that majority of the respondents used Whatsapp, Facebook and Twitter. Conversely, the study of Akporhonor and Olise (2015) revealed that blogs and facebook are the most commonly used social media to promote library and information services in libraries.The study shows that most of the librarians use social media in performing these library services- Library news (e.g., advert on conferences, seminar and workshop and links to grants agencies), How to use library resources & services and Library resource info (database instruction/ tips, journal availability. Institutional Repository, etc).

Based on the challenges encountered in the use social media by librarians, the study finds out that Inadequate training opportunities for library staff, slow speed of internet and considerable time required to maintain an active social media presence were the major challenges. This is in line with the findings of Idiegbeyan-ose (2016) that the most challenge to library professionals' use of SNS in universities in Ogun State is lack of social media skills and low bandwidth.

On the test of hypotheses, the study finds out that there is a significant relationship between the use of social media and performance of library services. Also, the study reveals that there is no significant relationship between the use of social media and the male and female librarians and age. Likewise, there is no significant relationship between age of library personnel and their use of social media.

Conclusion and Recommendations

Social Media is a veritable tool that help libraries to enhance the delivery of information services and also create an interactive means to reach out widely to users. The study vividly shows that there is significant relationship between use of social media and performance of library services. The implication is that social media has greatly improve the provision of library services and information delivery by librarians; which is germane to the demands of the net generation users. Therefore, the study recommends that library management should provide opportunities for training for librarians to enable them handle modern technology effectively and they should provide a wired environment that facilitate smooth communication of internet supported delivery of library.

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