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DISSEMINATION IN UNIVERSITIES IN SOUTH-SOUTH, NIGERIA.**

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**RELATIONSHIPS AMONG LIBRARIANS' KNOWLEDGE OF, ATTITUDE TO  
AND SOCIAL MEDIA USE FOR INFORMATION DISSEMINATION IN  
UNIVERSITIES IN SOUTH-SOUTH, NIGERIA.**

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**Abstract**

*The study investigated relationships among librarians' knowledge of, attitude to and social media use for information dissemination in South-South Universities Nigeria. The study was necessitated by the under-utilization of information resources and services in university libraries, as a result of inadequate dissemination of information about the available resources and services to library users. 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. Three instruments were used in gathering data for the study: knowledge of social media use questionnaire (KSMUQ), attitude to social media use questionnaire (ASMUQ) and social media use for information dissemination questionnaire (SMUIDQ). 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 there was a significant relationship between librarians' knowledge of social media use and the use of social media for information in University libraries in South-South Nigeria. It also indicated that there*

*was a significant relationship between librarians' attitude to social media use and the use of social media for information dissemination 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 which include: the need to organize seminars, workshops, conferences and in-house training for librarians on the use of social media to boost their knowledge.*

**Keywords: knowledge, Attitude, Social Media, information Dissemination.**

### **Introduction**

There has perhaps been under-utilization of information resources and services in university libraries, as a result of inadequate dissemination of information about available resources and services to library users. Chegwe and Anaehobi (2015), expressed worry that in recent years, there has been a radical change in the way information is being accessed and disseminated due to the influx of information and communication technology (ICT). The authors expressed dismay that with the advent of ICT, students, individuals, and groups can now access and disseminate information from the comfort of their homes and bedrooms, thus, jettisoning the use of the library or see little or no reason to use the library. This has led to the under-utilization and non-utilization of library and information resources and services.

To reverse this ugly trend, librarians need to repackage and rebrand their information resources and services, embark on publicity drive and sensitization to disseminate information to the users and meet their users in the cyberspace -internet. One of the viable tools to achieve this, according to Akporhonor and Olisa (2015), is social media. The authors vehemently argued that in this 21<sup>st</sup> century where a paradigm shift in communicating library services to users is evident, a modern and contemporary tool would be needed to disseminate information about library resources and services that are available. They recommended that social media is one of the modern and contemporary medium librarians can use to disseminate library and information services quickly to library users and to attract them to the library in this digital era. The authors further argued that libraries that use social media to disseminate information about their libraries to users, have increased utilization of their resources and services, increased value in the organization, and changed perceptions about the library than the ones that do not use social media.

However, various factors have been identified as either promoting or militating against the information dissemination through social media use in university libraries. Such factors include knowledge of social media use and attitude towards the use of social media by librarians (Matingwina, 2014 and Olajide & Oyenirah, 2014,). It has been argued that one's knowledge of social media influences their use (Ahenkorah-marfo, 2015; Olajide & Oyenirah, 2014). This is unarguably true because if one is not knowledgeable about technology, for instance, there is no way one can make use of it or grasp its relevance to society. The ideal situation is that librarians need to acquire in-depth knowledge of social media for them to identify the ones they could use for information dissemination. This is because there are many types of social media and some may not be used by librarians to disseminate information.

Another factor that has been associated with social media use is attitude. Attitudes can be positive or negative. A person's attitude towards an issue or object can be judged from his/ her behavior in situations involving objects or issues. The way librarians think and act regarding social media use for information dissemination is as important as any aspect that affects the utilization of library resources and services in university libraries.

### **Statement of the Problem**

It has been observed that there is under-utilization of information resources and services in university libraries, as a result of inadequate dissemination of information about available resources and services to library users. Researches have shown that many university libraries in Nigeria are not employing effective means in disseminating information or creating awareness about their available resources and services to their users as expected. This may be attributed to the low patronage and underutilization of information resources and services of university libraries by clientele. Little wonder it has become a source of worry to librarians as maximum use of library resources by users is essential for the existence and survival of university libraries.

However, researches have also shown that social media is one of the fastest and most effective tools librarians could use to disseminate information or create awareness about their information resources and services in the libraries. This is besides attracting users to the library to use the information resources and services that are available and to remain relevant in the digital age.

## **Purpose of the Study**

The main purpose of the study is to find out the relationships among Librarians' knowledge of social media use, attitude to social media use and social media use for information dissemination. Specifically, the study determined the relationship between librarians:

- (1) Knowledge of social media use and social media use for information dissemination in University libraries in South-South Nigeria.
- (2) Attitude to social media use and social media use for information dissemination in University libraries in South-South Nigeria.
- (3) Attitude to social media use and knowledge of social media use for information dissemination in University libraries in South-South Nigeria.

## **Research Questions**

The following research questions guided the study:

1. What is the relationship between librarians' knowledge of social media use and social media use for information dissemination in University libraries in South-South Nigeria?
2. What is the relationship between librarians' attitudes to social media use and social media use for information dissemination in University libraries in South-South Nigeria?
3. What is the relationship between librarians' knowledge of social media use and attitude to social media use for information dissemination in University libraries in South-South Nigeria?

## **Hypotheses**

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

- HO 1. There is no significant relationship between librarians' knowledge of social media use and social media use for information dissemination in University libraries in South-South Nigeria.
- HO 2. 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.
- HO 3. There is no significant relationship between librarians' knowledge of social media use and attitude to social media use for information dissemination in University libraries in South-South Nigeria.

## **LITERATURE REVIEW**

Information dissemination is the means used by librarians to inform library users or create awareness on the various information resources and services that are available in the library and how to access these resources. Keenan and Johnson (2000) defined information dissemination as the distribution or sending of information to a group of users or potential users. The essence of information dissemination is to create awareness about the available resources and services and attract users to the library to use the information resources and services that are available in the library. It has been argued that without adequate dissemination of information, library users are unlikely to be aware of the available resources and services in the libraries. And University invest huge amounts of money, on collection development, processing and storage of information resources, hence the need to ensure maximum utilization of these resources, is essential

Akporhonor and Olisa (2015) had vehemently argued that in this 21<sup>st</sup> century where a paradigm shift in communicating library services to users is evident, a modern and contemporary tool would be needed to disseminate information about library resources and services that are available. That social media is one of the modern and contemporary medium librarians can use to disseminate library and information services quickly to library users and to attract them to the library in this digital era.

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. In other words, social media can be described as any collaborative environment employing web 2.0 technology. It includes any internet-based or mobile application which operates for collaboration, where participants can connect, create, comment, view, share, rate, discover, profile and exchange user-generated content (Chu & Du 2013, Hanna, Rohm & Crittenden, 2011).

With the advent of Information and Communication Technology (ICT) to the libraries, of which social media forms a part, information dissemination has been tremendously enhanced. For example, 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. Furthermore, 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)

Knowledge plays a significant role in the use of modern technology in the library. As already stated, Knowledge could either deter or encourage one to use a particular technology or innovation. Olajide and Oyenira (2014) investigated Librarians' knowledge of Social Media use in South-west Nigeria. The study employed a descriptive research design using a self-developed questionnaire. The population of the study comprised 26 different tertiary institutions (Universities, Polytechnics, Colleges of Education, School of Nursing) covering four states in Southwest Nigeria. SPSS and frequency count using tables, graph and charts were adopted for the data analysis. Findings from the result showed that about half of the librarians displayed average knowledge of social media use and that the most common social media used was Facebook while Skype, Twitter, and LinkedIn were not very popular among them. And that Majority of the librarians have Social Media account and they used them to render services such as uploading, reading blogs and posting of information to other people and asking of questions to users. Based on the findings, recommendations were made to improve the knowledge and use of social media.

Ahenkorah-marfo (2015) investigated knowledge and use of social media by reference librarians in public and private Universities' library in Ghana. The main objective was to determine how knowledgeable librarians were in the major social media use by reference and user services librarians. The population consisted of all the reference and user services librarians in the Ghana Universities and a mixed research methods approach was employed the population for the study consisted of all reference and user services librarians in the six selected public and private universities numbering one hundred and five (105). The entire population was used for the study while the SPSS was used to analyzed the data. The findings showed that 8(9.2%) indicated they

had excellent knowledge of social media use, 27(31%) respondents had very good knowledge, 9(10.3%) had fairly good knowledge while 4(4.6%) indicated they had average knowledge of social media. This showed that librarians are knowledgeable of social media use for information dissemination.

Attitude also plays a significant role in the adoption of new technology in a library. Choi (2012) investigated Australia's academic librarians' attitude towards social media use for information dissemination. The purpose of the study was to determine the attitude of librarians towards social media use. The descriptive research method was used for the study while descriptive statistics, frequency count using tables, graph and charts were adopted for the data analysis and the study found out that 92 percent of 330 academic librarians possess a positive attitude towards social media use in libraries while 84.7 percent possess a negative attitude.

Khan and Bhatti (2012) investigated librarians' attitude towards the use of social media in the marketing of library services. A survey research method was used for the study and the questionnaire method was used to collect data from respondents. The population consisted of 37 librarians and LIS school academicians working at Bahauddin Zakariya University of Multan and the Islamia University of Bahawalpur. Data were analyzed using SPSS software version 17. Frequency distribution and descriptive statistics were used to interpret the data. Findings showed that respondent's attitude was positive; 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.

## **Research Design**

The study adopted the correlational research design. The population for this study consisted of all the librarians in the 12 Federal and State University libraries in the South-South region of Nigeria. This was made up of 176 academic librarians comprising 96 librarians in the Federal university libraries and 80 librarians in State University libraries. The study used the entire population of 176 respondents consisting of librarians that were working in the six Federal and six State University libraries in the zone.

## **Results**

### **Research Question 1**

What is the relationship between librarians' knowledge of social media use and the use of social media for information dissemination in university libraries of South-South Nigeria?

**Table 1: Pearson Product Moment Correlation Coefficient (PPMC) Analysis of the Relationship between Librarian’s Knowledge of Social Media use and the Use of Social Media for Information Dissemination.**

Source of Variation	N	Knowledge of Social Media Use	Use of Social Media For Information Dissemination	Remark
		r	R	
Knowledge of Social Media Use	158	1.00	0.17	Very Low Positive Relationship
Use of Social Media For Information Dissemination	15 8	0.17	1.00	

The data presented in Table 1 shows the relationship that exists between librarian's knowledge of social media use and the use of social media for information dissemination in South-South Universities Nigeria. The analysis reveals a very low and positive relationship between librarian's knowledge of social media use and the use of social media for information dissemination in South-South Universities Nigeria. ( $r = 0.17$ ,  $n=158$ ).

**Research Question 2**

What is the relationship between librarians’ attitude to social media use and the use of social media for information dissemination in university libraries of South-South Nigeria?

**Table 2: Pearson Product Moment Correlation Coefficient (PPMC) Analysis of the Relationship between Librarian’s Attitude to Social Media Use and Social Media Use for Information Dissemination.**

Source of Variation	N	Attitude To Social Media Use R	Use of Social Media For Information Dissemination R	Remark
Attitude to Social Media Use	158	1.00	0.59	Moderate Positive Relationship
Use of Social Media For Information Dissemination	15 8	0.59	1.00	

The data presented in Table 2 shows the relationship that exists between librarian's attitude to social media use and the use of social media for information dissemination in South-south Nigeria. The analysis reveals that a moderate and positive relationship exists between librarian's attitude to social media use and the use of social media for information dissemination in south-south Nigeria ( $r = 0.59$ ,  $n = 158$ ).

**Research Question 3**

What is the relationship between librarians’ knowledge of social media use and attitude to social media use for information dissemination in university libraries in South-South Nigeria?

**Table 3: Pearson Product Moment Correlation Coefficient (PPMC) Analysis of the Relationship between Librarian’s Knowledge of Social Media and Attitude to Social Media Use for Information Dissemination.**

Source of Variation	N	Knowledge of Social Media Use R	Attitude to Social Media Use R	Remark
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Knowledge of Social Media Use	158	1.00	0.23	
Attitude to Social Media Use	158	0.23	1.00	Low Positive Relationship

The data presented in Table 3 shows the relationship that exists between librarian’s knowledge of social media use and attitude to social media use for information dissemination in south-south Nigeria. The analysis revealed a low and positive relationship between librarian’s knowledge of social media use and attitude to social media use for information dissemination in south-south Nigeria ( $r= 0.23, =158$ ).

**Testing of Hypotheses**

**Hypothesis 1**

There is no significant relationship between librarians’ knowledge of social media use and the use of social media for information dissemination in university libraries of South-South Nigeria.

**Table 4: t-test of significance of Relationship between Librarians’ Knowledge of Social Media use and the use of Social Media for Information Dissemination**

Source of Variation	N	Knowledge of Social Media Use R	Use of Social Media For Information Dissemination r	df	t-cal	t-crit	Remark
Knowledge of Social Media Use	158	1.00	0.17				
				156	2.15	1.96	Sig
	158	0.17	1.00				

Use of Social  
Media For  
Information  
Dissemination

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Sig = Significant

The results presented in Table 4 shows that the t-calculated value (2.15) is greater than the t-critical (1.96) at 0.05 alpha level ( $2.15 > 1.960$ ) with 156 degrees of freedom. Therefore, the null hypothesis which states that there is no significant relationship between librarian's knowledge of social media use and the use of social media for information dissemination in university libraries in South-South Nigeria is rejected. Hence there is a significant relationship between librarian's knowledge of social media use and the use of social media for information dissemination in University libraries of South-South Nigeria.

### Hypothesis 2

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

**Table 5: t-test of significance of Relationship between Librarian's Attitude to Social Media Use and the Use of Social Media for Information Dissemination.**

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Source of Variation	N	Attitude to Social Media Use R	Use of Social Media For Information Dissemination r	df	t-cal	t-crit	Remark
Attitude to Social Media Use	158	1.00	0.59	156	9.90	1.96	Sig
Use of Social Media For Information Dissemination	158	0.59	1.00				

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Sig = Significant

The data presented in Table 5 indicates that the t-calculated value of (9.90) is greater than the t-critical (1.960) at 0.05 alpha level ( $9.90 > 1.96$ ) with 156 degrees of freedom. Therefore, the null hypothesis which states that there is no significant relationship between librarian's attitude to social media use and the use of social media for information dissemination in University libraries of South-South Nigeria is rejected. Hence there is a significant relationship between librarian's attitude to social media use and the use of social media for information dissemination in University libraries of South-South Nigeria.

### Hypothesis 3

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

**Table 6: t-test Analysis of the Relationship between Librarians' Knowledge of Social Media Use and the Attitude to Social Media Use for Information Dissemination.**

Source of Variation	N	Knowledge of Social Media Use R	Attitude to Social Media Use r	Df	t-cal	t-crit	Remark
Knowledge of Social Media Use	158	1.00	0.23				
Attitude to Social Media Use	158	0.23	1.00	156	2.99	1.96	Sig

Sig = Significant

The result presented in Table 6 indicates that the t-calculated (2.99) value is greater than the t-critical (1.96) at 0.05 alpha level with 156 degrees of freedom. Therefore, the null hypothesis which states that there is no significant relationship between librarian's knowledge of social media use and attitude to social media use for information dissemination in University libraries in South-South Nigeria is rejected. Hence, there is a significant relationship between librarian's knowledge of social media use and attitude to social media use for information dissemination in University libraries of South-South Nigeria.

## **Discussion of Findings.**

The findings on the relationship between librarians knowledge of social media use and the use of social media for information dissemination shows that there is a very low positive relationship between librarians' knowledge of social media use and the use of social media for information dissemination. The results indicated that, Increase in librarians' knowledge of social media use will also lead to an increase in the use of social media for information dissemination .This implies that for librarians to use social media to disseminate information, they must possess adequate knowledge of social media for them to use them to disseminate information to library users in university South-South Nigeria. The result of the study also revealed that the relationship between librarians' knowledge of social media use and the use of social media for information dissemination is significant. This finding indicated that some of the librarians in south-south Nigeria Universities possess moderate knowledge of social media use. This finding supports Olajide and Oyenira (2014) that investigated librarians' knowledge of social media use for information dissemination in south-west Nigeria. And found out that librarians possess a moderate knowledge of social media use, and that librarians with knowledge of social media use are the ones that use social media to disseminate information in their libraries. From the findings, the result showed that about half of the librarians displayed average knowledge of social media use and that as a result of their average knowledge of social media use, they use the social media to disseminate information in their libraries. And that the most common social media they used was Facebook while Skype, Twitter, and LinkedIn were not very popular among them. The study further revealed that the majority of the librarians have Social Media account and they used them to render services such as Uploading, reading blogs and posting of information to other people and asking of questions to users. The findings agree with this study that there is a significant relationship between librarians' knowledge of social media use and the use of social media for information dissemination. The agreement with the findings of the current result could be due to the similarity contexts.

The findings from the relationship between librarians' attitude to social media use and the use of social media use for information dissemination revealed that a moderate relationship exists between librarians' attitude to social media use and social media use for information dissemination. This implies that a positive attitude to social media use is necessary for librarians to make use of social media for information dissemination to users. The findings of this study agreed with Choi

(2012) who investigated Australia's academic librarians' attitude towards social media use for information dissemination the study revealed that Australia librarians require a positive attitude towards the use of social media to use them to render services to library users.

The findings of the present study also support Matingwina, (2014) who opined that librarians' attitude may influence their use of social media for information dissemination in the libraries. Attitude of staff plays a significant role in the adoption and use of any technology in any organization. Librarians might possess the knowledge of social media use but if they lack a positive attitude the use of social media will be limited in their libraries. Thus, the negative attitude of librarians might affect their usage in the dissemination of information. Thus, it can be argued that librarians with a positive attitude towards the use of social media are more likely to adopt or use them to disseminate information in their libraries than the ones that have a negative attitude towards them.

## **Conclusion**

Based on the findings of this research work, there is a very low positive relationship that exists between librarian's knowledge of social media use and the use of social media for information dissemination in south-south universities Nigeria. Librarians in south-south universities Nigeria have a moderate positive relationship in their attitude to social media use and their use of social media for information dissemination. Librarians in south-south universities Nigeria have a low positive relationship in their knowledge of social media use and attitude to social media use for information dissemination and these relationships proved significant. It was concluded that positive and significant relationships existed among librarians' knowledge of, attitude to and social media use for information dissemination in Universities in South-South Nigeria.

## **Recommendations**

Based on the findings and implications of the study, the following recommendations were made:

1. University management, particularly University Librarians should make sure Librarians continue to acquire more knowledge and skills on social media use so that they can effectively disseminate information to library users through the use of social media. The

acquisition of knowledge can be achieved through workshops, seminars, formal training/re-training, orientation while Re-orientation, orientations of librarians in the use of social media will go a long way to addressing the issue of knowledge, and University management should make funds available to organize these training. This will boost the knowledge of librarians on social media use for information dissemination.

2. University management, particularly University Librarians should make sure that Librarians fully embrace the use of social media for information dissemination in their libraries. This can be achieved by inviting experienced resource persons to motivate and sensitize librarians on the use of social media thereby creating more awareness on the use of social media, highlighting the benefits of using social media and the kind of services and information librarians can use to disseminate with them. This will help librarians to change their negative attitude to a positive attitude towards the use of social media for information dissemination.
3. Furthermore, Library Schools responsible for the training of prospective librarians and information professionals should incorporate social media studies in their curriculum. This would not only change their attitude towards the use of social media but will also boost librarians' knowledge of the use of social media in the dissemination of information.
4. University management, particularly University librarians and Head of libraries should encourage the use of social media to disseminate information to library users. The library should come up with a policy to communicate with staff, and library users, through social media platforms. For example, announcements, notice of meetings, notice of new arrivals, sharing of artworks, comments, etc should be done through social media platforms. This way, librarians would develop more interest and have a positive attitude in using social media platforms. This will also attract users to the library to use the resources and services that are available in the library. Furthermore, university libraries that are already using social media to disseminate information should sustain the tempo by training and re-training their staff, while those that have not yet shown interest should key into the use of social media to disseminate information to users.

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