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Librarians' generation and social media adoption in selected academic libraries in Southwestern, Nigeria

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Abstract

The emergence of social media has sparked a lot of interest in academic libraries especially in the area of adoption. However, there appears to be limited knowledge on whether librarians' generation differs in the adoption levels of social media specifically in the Southwestern, Nigeria. In a bid to carrying out this focus, this study adopted the descriptive survey design. The population comprised seventy-nine (79) librarians from eight academic libraries. The total enumeration sampling technique was used to study all respondents for the study. A self-structured questionnaire was the instrument used for data collection. Data gathered were analysed using descriptive (frequency, percentage & mean) and inferential statistics (ANOVA). The results indicate that there is a significant difference between the generations (Baby boomers, Generation X, Generation Y, Generation Z) with respect to their adoption of social media, but that no significant differences were found between the generations and social media adoption for library services. The study concluded by noting that social media can be adopted by librarians across different generations. Library administrators should acknowledge these differences and formulate their social media strategy accordingly when designing plans on social media in Southwestern, Nigeria.

Keywords: *social media adoption, generation, librarians, academic libraries*

Introduction

The 21st century has seen unprecedented development like no generation before it. This development is as a result of information technology. Libraries are not left behind in the development associated with information technology, as it has become an essential and inevitable part of its services. Many libraries have their plan for information technology governance to accelerate the adoption of these technologies to provide their users with more convenient services. Social media(SM) are among the newest technological developments, which have been popularized in recent years and found their path into academic libraries. Libraries as a social institution are increasingly trying to leverage the advanced technologies to expand their relationship with their patrons. For that, they also step into the use of social

media in their ubiquitous services. Past research findings indicated the decisive success of the internet service urging libraries to update their infrastructure and human resources to meet the requirement of the new information era (Rakshchar, 2015). As such, millions of people are now attached to SM for carrying out different activities.

Kapoor et al. (2017) define SM as various user-driven platforms that facilitate the diffusion of compelling content, dialogue creation, and communication to a broader audience. Such platforms allow users to interact freely, share and discuss information using a multimedia mix of personal words, pictures, video and audio. SM can also be defined as web-based tools that allow users to interact with each other in some way by sharing information, opinions, knowledge and interests online (Ford & Ravansari, 2017), As of January 2019, there were around 7.7 billion people in the world, of which 3.397 billion were active SM users (Smith, 2019). Moreover, there are almost one million new users to some form of SM each day, or a new user every 10 seconds; 300 hours of video are uploaded to YouTube alone every minute (Smith 2019).

Kaplan and Haenlein (2010) classify SM into six broad types; blogs, collaborative projects, social networking sites, content communities, virtual social worlds, and virtual game worlds. Specific examples of SM are Facebook, WhatsApp, Twitter and Instagram and so on, which are renowned forums of sharing messages to the public about the latest updates of situation (Ali & Bhatti, 2020). Recent studies have shown that WhatsApp is the most preferred SM platform. For instance, a Ghanian study found that WhatsApp is the most widely used SM platform followed by Facebook and Twitter (Mingle & Adams, 2015). This finding was confirmed by Ogaji et al. (2017) which focused on Kenya.

SM are used for several purposes. Most people use SM for social activities, and also to communicate with family, former colleagues, or keep in touch with old classmates. Academic librarians have been using SM for communication, user engagement, collaboration and promotion of their library services and resources (McCallum, 2015). According to Islam and Habiba (2015), SM is a powerful platform that can be extensively used for collaborative learning, online social and professional connections that can enhance information dissemination and gathering. In line with this, Onuoha and Adetayo (2015) confirmed that SM are mostly used for accessing information, getting research ideas and monitoring research trends. Furthermore, as observed by Robinson (2015), SM is an interesting, prevailing and all-encompassing means of communication that is drastically affecting people's interaction and behaviour.

One of the essential benefits of SM is the rapidity with which information of interest can be spread to a larger audience when compared to traditional outlets like print media. On average, users spend more than 2 hours of their time on SM daily (Baccarella et al., 2018; Barcelos, Dantas, & Senecal, 2018). This penetration of SM in research has resulted in the phenomenon of social exchange. Besides offering promising outreach options for academic librarians, SM can also bring many benefits for an academic library including "the opportunity to raise its professional profile, the freedom to interact with users and the ability to connect with different departments within their institution" (McCallum, 2015). SM equally provide the opportunity to tap into personal networks and present information in multiple formats, spaces, and sources that help to make messages more credible and effective.

Additionally, many SM channels facilitate social engagement, viral sharing of information and trust. It is obvious then that integrating SM into different communication campaigns and development activities will allow professionals to leverage social dynamics and networks to encourage participation, conversation and community, of which can help spread key messages

and influence informed and positive decision-making (Dunu & Uzochukwu, 2015). SM users create, share and/or exchange information and ideas in virtual communities and they can network with other members who share a similar or common interest, dreams and goals (Sharma & Shukla, 2016). SM helps users to remain in touch with others. SM facilitates communication among librarians when they express themselves by posting status updates, links, videos and photos. With all of these benefits that come with the use of SM, this could be the reasons for the increased use of SM by libraries and information centres (Suraweera, 2016). Nevertheless, many librarians need to be on board and willing to adopt these technologies for the implementation of these platforms to be successful (Smeaton & Davis, 2014). This can be facilitated by understanding and identifying the factors that contribute to librarians' adoption of SM tools.

Various factors can improve adoption and facilitate the use of SM by librarians. According to Labib and Mostafa (2015), Perceived usefulness and perceived enjoyment are the important determinants of an individual's intention to use SM. Those who perceive social networks as useful and enjoyable have a positive attitude towards using them. Also, Rauniar et al. (2014), revealed the important factors that facilitate the use of SM. They showed that an individual's perceived ease of use, the user's critical mass, social networking site capability, perceived playfulness, trustworthiness, and perceived usefulness. These works of literature above suggest that perception is a major facilitator of SM use.

Perception is basically how people feel towards a thing or system. In this sense, the way people react or accept a circumstance or object is determined partly by their perception. According to Davis (1989), users' acceptance of a given technology is affected by their perceptions of the usefulness and ease-of-use of that technology. Perceived usefulness was defined by Davis (1989) as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989) and perceived ease-of-use of a system was also defined by Davis (1989) as "the degree to which a person believes that using a particular system would be free of effort". Also, the variables of age, gender, voluntariness, and experience have been found to moderate the effects of performance expectancy, effort expectancy, social influence, and facilitating conditions that influence the behavioural intention to use various technologies (Isaias, Reis, Coutinho, & Lencastre, 2017; Khan, Masrek, Mahmood, & Qutab, 2017; Potnis, Demissie, & Deosthali, 2017; Yusof, Qazi, & Inayat, 2017). Each of the studies used these variables to identify gaps in technology adoption. However, this may not be the only reasons; generations of librarians may also affect the adoption of SM.

Librarians in today's workforce comprise of multiple generations. These differences in generation could influence the adoption of SM since some librarian grew up without IT while others are digital natives. This is further elucidated by Şar, Ayas and Horzum (2015), which stated that the rapidly developing technological instruments have changed our daily behaviours and habits on a wide range including communication and information. Pew Research Centre (2014) reports that 27% of the total older adult population, representing 46% of online boomers and silent generation adults, use SM sites such as Facebook. The older of these senior adults, the silent generation, have lower rates of social networking adoption than do baby boomers (Pew Research Center, 2014). Despite SM play a major role in the academic world, librarians are well known for having limitation and acceptance barriers in adopting new technology. In recent years, SM has become a new tool in the delivery of library services in a rapid and dynamic pace. Increasing numbers of businesses leveraging the SM and other electronic media in conducting their marketing efforts, giving the chance for electronic-based marketing researchers to study more in this area. While having the adoption barriers, implementing SM use by librarians might create not only a lot of opportunities but can change the shape and

nature of its services all over the world. Thus, it is essential to understand whether librarians' generations differ with regards to their SM adoption in selected academic libraries in Southwestern, Nigeria

Statement of problem

Modern academic libraries now depend on IT to support its services. However, many of the library services in academic libraries in Nigeria are delivered manually and the delivery of these services through traditional means has been cumbersome and time-wasting. Traditional library services restrict users to the available resources available within the library collections only. Moreover, access to information is limited to print resources and this place the patrons at disadvantage with limited information resources. There is no doubt that the traditional library and information services need improvement as a result of its limitations and inadequacies. There is need for re-designing the services to meet the demands of their users to remain relevant and retain their place as information providers in this technology age. The inadequacies of traditional library services prompted academic libraries to adopt SM in library services.

With the new technology demands, generation of librarians may be a factor in the adoption of SM. For example, librarians who grew up with technology may be more likely to adopt new technologies. Further, the median age of academic librarians is 46.6 years old (Lewis & Orr, 2018). Therefore, technological mind-sets will vary. These variations in generation could provide some gaps in the skills librarians have with technologies and the strategies they use to acquire skills (Goodsett & Koziura, 2016; Martzoukou & Elliott, 2016; Olele, Abraham, & Emasealu, 2015). Hence, there is the need to fashion out the differences in librarians' adoption of SM, thereby providing strategies to mitigate its effect. It is based on this that the present study ascertains whether librarians' generations differ with regards to their SM adoption in selected academic libraries in Southwestern, Nigeria.

Objective of the Study

The broad objective of this study is to determine whether librarians' generations differ with regards to their social media adoption in selected academic libraries in Southwestern, Nigeria.

The specific objectives of the study are to:

1. find out the level of adoption of social media tools by librarians in selected academic libraries in Southwestern, Nigeria;
2. identify the factors influencing the adoption of social media by librarians in selected academic libraries in Southwestern, Nigeria;
3. ascertain the purposes of social media adoption by librarians in selected academic libraries in Southwestern, Nigeria;
4. assess the extent of adoption of social media for library services by librarians in selected academic libraries in Nigeria;
5. determine the impediments encountered by librarians towards the adoption of social media in selected academic libraries in Southwestern, Nigeria;
6. To explore whether librarians' generations differ with regards to their social media adoption in selected academic libraries in Southwestern, Nigeria.
7. To examine whether librarians' generations differ with regards to their social media adoption for library services in selected academic libraries in Southwestern, Nigeria.

Research Questions

To achieve the objectives stated above, attempts will be made to find answers to the under listed research questions:

1. What is the level of adoption of social media tools by librarians in selected academic libraries in Southwestern, Nigeria?
2. What are the factors influencing the adoption of social media by librarians in selected academic libraries in Southwestern, Nigeria?
3. What are the purposes of social media use by librarians in selected academic libraries in Southwestern, Nigeria;
4. What is the extent of adoption of social media for library services by librarians in selected academic libraries in Southwestern, Nigeria;
5. What are the impediments encountered by librarians towards the adoption of social media in selected academic libraries in Southwestern, Nigeria;

Hypothesis

The following null hypothesis will be tested at 0.05 level of significance:

1. There is no significant difference between librarians' generation and social media adoption in selected academic libraries in Southwestern, Nigeria.
2. There is no significant difference between librarians' generation and social media adoption for library services in selected academic libraries in Southwestern, Nigeria

Literature Review

Concept of Social media

The current communications revolution allowed content recipients to be their content producers. From simple beginnings, such as the ability to post text or images on personal web pages, user-generated content has become an extraordinary global flood of mixed original and reused content that appears in a multitude of forms and manners. These now notably include video posting, social networking, blogging, tweeting etc. Collectively it has been termed as social media. (Maurya, 2015).

Akakandelwa (2016) describes SM as the wide range of Internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities. Carr and Hayes (2015) opine that "social media are internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others". SM as computer based-mediated tools allow people to create, share, or exchange information, career interests, ideas, videos, pictures in virtual communities and networks (Buettner, 2016). These capabilities have been brought to the doorstep of the academic community. These capabilities are made possible because of the characteristics of SM that differentiate it from a regular website. Kim and Hastak (2018) identified some of these features, which includes user-friendly, collaborative nature, community-driven, relationships builder and emotion over content. McCallum (2015) observed that SM has emerged to be an avenue for academic librarians to express themselves to a wide audience within the academic community in developed countries and underdeveloped countries should learn from this precedent.

Simisaye and Adeyeoye (2015) maintained that SM tools can be used in a wide variety of ways and for many purposes. However, they contend that the choice of tools ultimately depends on some factors such as the required functionality, personal preferences as well time and digital literacy skill levels. Regardless of the factors, SM is been integrated into libraries in a big way and the most commonly used services are Facebook and Twitter (Faisal, 2015). The main purpose of using SM by librarians is to publicise and promote library resources and activities

so that patrons can tap into the wealth of library resources (Akeriwa et al. 2015). According to Akporhonor & Olise (2015), blogs and Facebook are the most commonly used SM for promoting library resources and services in the academic libraries. It is used also to market library resources and services that offer more than just traditional ways of marketing library services. It allows user to create, connect, converse, contribute, vote and share information (Agyekum et al., 2016). Kim, Lee and Elias (2015) state that SM have become an essential source of news and information for users and Bazarova and Choi (2014) further expand on this definition by hypothesising that SM are used to share information which benefits other social network users.

SM are used for social purposes in terms of socialising, keeping in touch with friends and because friends use that social network as well (Contena, Loscalzo & Taddei, 2015). As studies have identified that SM is an essential tool for social interaction in academic libraries (Essam & Mansour 2016) and among the librarians (Adetola & Okeoghene, 2016). Dunu and Uzochukwu (2015) explore the role of SM in the process of social mobilization in Nigeria. The study revealed that SM technologies were deployed for transformational mobilization and development. The scholars pointed out that SM had promoted active social mobilization and sustainable development in Nigeria. The scholars suggested that the emergence of the theoretical framework for the application of the new media tools would enhance the utility of SM. Then lastly to reach out to the users at their space at real-time.

Social Media Adoption

Perceived ease of use and usefulness of SM determine how users behave on SM (Rauniar et al., 2014). According to Rauniar *et al.*, (2014), perceived ease of use is determined by the user believing that the SM is flexible to interact with, they find it easy to get the SM to do what they want, they find it easy to become skilful at using the SM, they find the SM easy to use and their interaction with the SM is clear and understandable. Similarly, Kim *et al.*, (2015) determined that users who understand how to use SM and can easily learn advanced features of SM have a high level of perceived ease of use of social networks.

Users perceive SM to be useful when it enables them to re-connect with people that matter to them, they find it useful in their personal life, it enables them and makes it easier to stay in touch with others and it makes it easier to for them to stay informed about others (Rauniar et al., 2014). Research agrees that the more a user finds a SM to be useful, the more likely this is to affect their behaviour on the SM, in terms of self-presentation and user-satisfaction (Yoon & Rolland, 2015). Research also shows that if a SM is perceived to be easy to use, useful and provide socially rewarding benefits, users are more likely to continue SM use (Yoon & Rolland, 2015).

Benefits of Social Media Adoption by librarians

According to Singh (2017), SM provides many benefits for librarians. Some of these are a low cost of using SM; requires little training; fast in promoting and disseminating library services, increases engagement and interactions with library users; helps to gather feedback to enhance the quality of user services; potential to increase usage of library content; enhances communication both within the library and with other departments; allows user to create, connect, converse, to contribute, vote and share information; helps to feed user with information; helps students in locating library resources among others.

Ahenkorah-Marfo and Akussah (2016) noted that SM can benefit academic librarians in improving professional knowledge and self-development. According to Islam and Habiba (2015), SM is a powerful platform that can be extensively used for collaborative learning,

online social and professional connections, which can enhance information dissemination and gathering. Donelan (2016) explored SM intervention for professional development and networking opportunities in academia. The study revealed that had changed the landscape of higher education and supported academic betterment. The scholar observed out that increasing participation of youth in academic affairs, sharing of good practice and adoption of social media technologies had strengthened the foundations of higher education. The technology has become so popular that they now dominate the everyday personal and professional lives of millions of users and are affecting the way libraries operate.

SM is being used to promote pleasant professional relationship among librarians and the library users (Sonawane & Patil, 2015). It plays a vital role in linking people and evolving contacts as well as communication (Filo, Lock, & Karg, 2015). Libraries have been dominant in their acceptance of SM and applying it as a vital medium for winning the attention of their customers. Akporhonor and Olise (2015) found that librarians' use of SM promotes two-way communication, and in this sense, libraries are taking advantage of SM as a communication tool for relationship building. Kenchakkanavar and Hadagali (2015) found that scholars made use of Facebook, Google Plus, and YouTube to stay in touch with their friends and used WhatsApp for research and general communication purposes in academic libraries.

Impediments to Social Media Adoption

According to Chitumbo and Chewe (2015), the major impediments to SM adoption and use are limited internet access points, poor internet connectivity and limited bandwidth, lack of awareness of the existing SM, no privacy, too many SM to explore and lack of clear policy on SM tools. There is a general problem of awareness in academic libraries and librarians on the implementation and utilisation of SM in academic libraries in the developing countries (Olajide & Alao, 2015; Onwusu-Assah et al., 2015). Sobaih et al., (2016) reported that although SM had a great value for academic-related purpose, particularly as a learning tool, the actual use by the academic community in Egypt was at the minimal level, and lack of awareness was identified as the "perils, barriers and concerns for the minimal use" (Sobaih et al., 2016).

Lack of institutional control in the Academic Libraries is another impediment. Institutional control is traced from the traditional librarians who are still fixed to their library routines, such as cataloguing, collection development, and the organization of their human resources in which, to them, SM platforms are regarded as not important in the library services. Al-Kharousi et al. (2016) pointed out that low motivation of directors and library staff, lack of training and constant changes in the management structure are factors affecting the implementation of SM. This is corroborated by Onwusu-Assah et al., (2015) who examined the use of SM for research support in selected African academic institutions and discovered that there is no SM strategy available in the university libraries.

Sonawane and Patil (2015) maintained that technophobia constitutes an issue in the implementation of SM in the academic libraries as many librarians make the traditional library services their comfort zone and are not eager to embrace change. Such development raises lack of trust and decline on the potentiality of SM in the academic libraries in developing countries. Ariole and Okorafor (2017) studied the readiness of librarians in public libraries towards the integration of SM tools in library services delivery in southeast, Nigeria. The population of the study comprises of core librarians working in the various public libraries in the southeast geo-political zone of Nigeria. It was revealed that the level of readiness among librarians in public libraries towards integrating SM to library service delivery is very low.

Lack of support from the parent bodies are mainly in terms of provision of technical infrastructures for SM also constitute an impediment. Edewor and OkiteAmughoro (2016) found issues of poor infrastructure such as unavailability of internet access in campuses as a setback in SM usage in some academic libraries in Africa. They also identified infrastructural issues such as lack of maintenance culture, unreliable power supply, lack of staff training and government intervention, and the absence of a marketing plan. In the same vein, studies that reported the benefits of SM use also highlighted the major constraints academic libraries are facing such as the lack of sufficient bandwidth in Nigeria (Olajide & Alao, 2015), irregular power supply in Nigeria (Adetola & Okeoghene, 2016)

Lastly, privacy Risks constitute an impediment to SM use. Raghavendra and Jagadish (2014) noted that SM opens up the possibility for hackers to commit fraud and launch spam as well as virus attacks. It increases the risk of individuals becoming victims of online scams, resulting in data or identity theft. For these reasons, academic libraries are cautious in using SM technologies since they could also pose serious privacy risks. This corresponds with Tella et al. (2013), which stated that the information identified on SM in academic libraries includes sexual harassment, cybercrime, and fraud. The study conducted by Amina and Nwanne (2015) revealed that privacy concern is the major challenge librarians encounter in the use of SM for promoting library and information resources and services, other challenges are low level of technology penetration and network problem, lack of awareness, lack of funds.

Social media and Generation Characteristics

Generation is individuals living in the same period and/or with similar characteristics. Generation is classified into five, this includes; Traditionalists (1925-1945), Baby Boomer (1946-1964), Generation X (1965-1976), Generation Y (1977-1995), and Generation Z (1996-2020). Generation Z, also known as Net Gen, iGeneration, Homelanders, TrueGen, Next Generation or digital natives are the age cohort born after the commercial success of the Internet, circa 1995–2010 (Priporas et al., 2017; Turner, 2015; Dimock, 2019). However, there are slightly different approaches regarding the years encompassing this younger generation: Dimock (2019), the president of Pew Research Centre, announces the Centre's adoption of 1996 as an endpoint to births in the Millennial generation, making 1997 the starting year for Gen Z individuals. Lyons, LaVelle, and Smith (2017) define the birth years for Gen Z members between 1993 and 1999. For Madden (2017) anyone born between 1995 and 2009 is considered a Post-Millennial or Generation Z member.

The imminent and instantaneous nature of the digitalized world has arguably made Generation Z more demanding than earlier generations, and studies have found that they expect interactivity (Southgate, 2017) since they grew up with instant global connectivity, facilitated by smartphones, tablets, wearable devices, SM platforms and so forth. Gen Z members are content creators (Madden, 2017). They use SM and instant internet connectivity for accessing resources. "Social media has many potential positive influences on young people's lives, such as increasing social connections, helping with homework and enabling teenagers to develop their identities and share creative projects." (IPSOS MORI, 2018). Nevertheless, Generation Z is highly creative (Merriman, 2015), and constantly adaptive (Madden, 2017). Gen Z value easy and quick transactions and information provision online (Priporas et al., 2017). Research reports (Lyons, LaVelle, & Smith, 2017) on Generation Z oftentimes compared to the previous Millennial Generation in terms of characteristics. Nevertheless, studies show that there are several differences between the two generations, as they are usually shaped by the context in which they emerged.

Generation Y also is known as Millennials, are born 1977-1995 and are considered to be the original "digital natives" of the online world. Generation Y is the first generation to grow with the appeal of digital media, and two-thirds of its members met computers before the age of five. Millennials are the ones who introduced creating digital works and publishing new mediums online to not only share information but to create their original content and publish them in the digital sphere. According to Francis and Hoefel (2018), Generation Y individuals prefer to experiment with different ways of being themselves and shape their identities in the long run, rather than defining themselves through stereotypes. Moreover, their search for authenticity generates greater freedom of expression and greater openness (Francis & Hoefel, 2018). "Most Generation Y users use social media to interact with others and prefer social media to more traditional methods of communication. Users create content as well as consume it, unlike older generations who prefer to browse" (Bolten et. al, 2013). As fun as harmlessly posting online can be, recent studies show that Millennials are susceptible to SM addictions and increased cases of narcissism. "Social media is a big deal for them; it is a lifeline to the outside world. The harm lies in their change in behaviour. Their addiction means spending an increasing amount of time online to produce the same pleasurable effect, and it means social media is the main activity they engage in above all others" (Rao, 2017).

According to Dhanapal et al. (2015), Generation X is an "intermediate generation" before generation Y. There has been much debate concerning when the 'Generation X' (also referred to as 'Gen X') cohort starts and finishes. According to Nielsen (2014), Generation X ranges between 1965 and 1976, Vogels (2019) suggests Generation X ranges between 1965 and 1980, while, Strauss and Howe have defined Generation X between 1965 and 1981 (Howe and Strauss 1992). From a cultural standpoint, Generation X are the first generation to experience the advent of music videos, experienced via MTV. Consequently, music/videos are now a fundamental component of a diverse range of music genres such as alternative rock, grunge, indie, hip-hop and rap. About 76% of Gen X spend the majority of their days on their smartphones using SM platforms or online shopping (Anderson & Perrin, 2017). In 2017, 80% of Gen X were on Facebook and Twitter but only half of them had active accounts (Bose, 2017).

Baby Boomers, born between 1946 and 1964, can best be described as an idealistic, educated, and highly competitive generation. They seek rewards for their achievements and are very focused on themselves. The biggest defining moment for Baby Boomers, at least in the early years, was the advent of television. They are digital immigrants; they came to age in a time when fax machines were the fastest way to transmit documents. When they were in the workplace, they went from typewriters to word processors and computers. A baby boomer is characterised as hedonistic and individualistic; a generation that benefitted from full employment, a generous welfare state, accessible homeownership and free education. Due to a lack of self-control and individual self-reliance, they are expected to 'burden' younger generations with their pension and health care costs (Bristow, 2016). This generation of people was hard-working, confident, and desired a high-quality lifestyle. Boomers grew up with a sense of security because of post-war economic growth and prosperity. They witnessed the development of televisions and computers, wars such as Vietnam and Korea, the Watergate scandal, oral contraceptives, and legal abortions made available to women, and protests such as the civil rights movement and women's rights movement (Eifert, Adams, Morrison, & Strack, 2016). This population is a very like-minded group and chose to be different from their parents. They are more likely than previous generations to have earned a college degree and have held a white-collar job. They are wealthier than any other age group but are more likely to spend money rather than save it (Eifert et al., 2016).

Members of the Traditionalist Generation were all born before 1946. The defining moments for many of the Traditionalists were the Great Depression and World War II. Those two colossal events shaped the world outlook and lifestyle. The Traditionalist Generation is fiercely loyal and places a great deal of faith in institutions such as the church and the United States government. Having lived through the scarcity of the Great Depression and the rationing of World War II they are no strangers to sacrifice and hard work to benefit the greater good. Since over 50% of Traditionalist men served in the armed forces they are used to a top-down approach to management. They carried this style over to the workplace where they dealt almost exclusively with members of their generation until the Baby Boomers and their desire to create change came along. They are not digital natives, they are digital immigrants.

Methodology

Descriptive survey design was adopted. This design was adequate for this study because of its dependability in terms of anonymity of respondents, which propels them to give accurate answers to questions. The population of the study consisted of all librarians in eight academic libraries in Southwestern, Nigeria. These institutions are Babcock University, consisting of 15 librarians, Adeleke University, consisting of 6 librarians, Redeemers University, with 7 librarians, Afe Babalola University, consisting of 11 librarians, Ajayi Crowder University, with 8 librarians, Elizade University, consisting of 6 librarians, Covenant University, with 18 librarians and Lead City University, with 8 librarians. Total enumeration sampling techniques were adopted for the study. Therefore, the entire 79 librarians were studied. The instrument for the collection of data for this study is a structured questionnaire. An instrument was developed by the researcher to obtain data for the study after an extensive review of the related literature on SM Adoption and Generation. The face validity was used to validate the research instrument. The instrument was thence subjected to Cronbach's alpha reliability test; a section-by-section reliability test results yielded the following alpha value: SM adoption – 0.84, and SM adoption for library services – 0.83. The data were collated and analysed using descriptive and inferential statistics. Descriptive statistics such as frequency counts, percentages and mean were generated on all the research questions. The hypothesis was analysed using ANOVA at 0.05 level of significance.

Table 1: Librarians

S/N	Academic Institutions	N
	Babcock University	15
	Adeleke University	6
	Redeemers University	7
	Afe Babalola University	11
	Ajayi Crowder University	8
	Elizade University	6
	Covenant University	18
	Lead City University	8
	TOTAL	79

Findings of the study

Out of 79 copies of the questionnaire distributed, 67 were retrieved. The demographic information of respondents is displayed in Table 2.

Table 2 Demographic information of respondents

Demographic information	Frequency	Percentage

	N	%
Academic qualification		
Bachelor's Degree	7	10.4
Masters	41	61.2
MPhil	7	10.4
PhD	12	17.9
Total	**67**	**100**
Academic rank		
Assistant Librarian	12	17.9
Librarian II	17	25.4
Librarian I	19	28.4
Senior Librarian	11	16.4
Principal Librarian	3	4.5
Deputy University Librarian	2	3.0
University Librarian	3	4.5
Total	**67**	**100**
Gender		
Female	33	49.3
Male	34	50.7
Total	**67**	**100**
Marital status		
Married	52	77.6
Single	13	19.4
Widowed	2	3.0
Total	**67**	**100**

Findings indicated that majority of the respondents were male (50.7%). Most of the master's degree holders (61.2%) within the rank of Librarian 1 (28.4%) as seen in Table 2.

Table 3: Generation Groups

S/N	Generation	Frequency	Percentage
i.	Generation Z	6	9.0
ii.	Generation Y	39	58.2
iii.	Generation X	17	25.4
iv.	Baby Boomers	5	7.5
v.	Silent Generation	0	0

Majority of librarians as depicted in Table 3 falls in the generation Y (58.2%) and generation X (25.4%). Few librarians constituted generation Z (9%) and baby boomers (7.5%). However, there were no librarians from the silent generation.

Table 4: Factors Influencing the Adoption of Social Media

S/N	Factors	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Mean
i.	Ease of use	48(71.6)	19(28.4)	0	0	3.72

S/N		Very High Level (%)	High Level (%)	Low Level (%)	Very Low Level (%)	Mean
ii.	Usefulness of SM	43(64.2)	23(34.3)	0	1(1.5)	3.61
iii.	Management support	29(43.3)	33(49.3)	4(6.0)	1(1.5)	3.34
iv.	Financial support	16(23.9)	36(53.7)	12(17.9)	3(4.5)	2.97
v.	Internet accessibility at work	25(37.3)	36(53.7)	4(6.0)	2(3.0)	3.25
vi.	Cost of SM devices e.g phones, laptop	11(16.4)	42(62.7)	13(19.4)	1(1.5)	2.94
vii.	Training of SM use	14(20.9)	37(55.2)	14(20.9)	2(3.0)	2.94

The factors influencing the adoption of SM as shown in Table 4 are ease of use (mean = 3.72), followed by usefulness of SM (Mean = 3.61) and management support (Mean = 3.34). Others factors such as internet accessibility at work and financial support did not fare badly as they occupied 4th and 5th positions respectively. The cost of SM devices and training of SM use recorded the least rating with mean scores of 2.94 each.

Table 5: Level of Adoption of Social Media

S/N	Social Media	Very High Level (%)	High Level (%)	Low Level (%)	Very Low Level (%)	Mean
i.	Facebook	44(65.7)	22(32.8)	1(1.5)	0	3.64
ii.	WhatsApp	49(73.1)	18(26.9)	0	0	3.73
iii.	YouTube	31(46.3)	26(38.8)	9(13.4)	1(1.5)	3.30
iv.	Twitter	22(32.8)	24(35.8)	19(28.4)	2(3.0)	2.99
v.	Instagram	23(34.3)	25(37.3)	13(19.4)	6(9.0)	2.97
vi.	Zoom	26(38.8)	28(41.8)	10(14.9)	3(4.5)	3.15
vii.	Dropbox	19(28.4)	21(31.3)	22(32.8)	5(7.5)	2.81

The level of adoption of SM is depicted in Table 5. Although librarians highly adopted SM, WhatsApp, Facebook, YouTube, Zoom had the highest level of adoption. Twitter, Instagram and Dropbox were found to have the least level of adoption with the mean scores of 2.99, 2.97 and 2.81 respectively

Table 6: Purposes of Use of Social Media

S/N	Purposes	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Mean
i.	Communication with each other	58(86.6)	9(13.4)	0	0	3.87
ii.	Reference Services	37(55.2)	27(40.3)	3(4.5)	0	3.51

iii.	Posting of resources review	34(50.7)	28(41.8)	3(4.5)	2(3.0)	3.40
iv.	Information Dissemination	38(56.7)	29(43.3)	0	0	3.57
v.	New arrivals information/Current Awareness Service(CAS)	29(43.3)	33(49.3)	4(6.0)	1(1.5)	3.34
vi.	Marketing Library Services	25(37.3)	36(53.7)	5(7.5)	1(1.5)	3.27
vii.	Library News	24(35.8)	41(61.2)	1(1.5)	1(1.5)	3.31

The purpose of SM use as shown in Table 6 are communicating with each other (mean = 3.87), followed by information dissemination (Mean = 3.57) and reference services (Mean = 3.51). Others purposes such as posting of resources review and new arrivals information/CAS did not fare badly as they occupied 4th and 5th positions respectively. Library news and marketing library services recorded the least rating with mean scores of 3.31 and 3.27.

Table 7: Extent of Adoption of Social Media for Library Services

S/N	Purposes	Very high extent (%)	High extent (%)	Low extent(%)	Very low extent (%)	Mean
i.	I use social networks for communicating with patrons and colleagues	40(59.7)	25(37.3)	2(3.0)	0	3.57
ii.	I use SM to market library resources	20(29.9)	39(58.2)	7(10.4)	1(1.5)	3.16
iii.	I use SM for customer awareness services	24(35.8)	38(56.7)	4(6.0)	1(1.5)	3.27
iv.	I use SM for dissemination of information	22(32.8)	45(67.2)	0	0	3.33
v.	I use SM to share library news	25(37.3)	38(56.7)	4(6.0)	0	3.31
vi.	I source for library materials using SM	23(34.3)	37(55.2)	5(7.5)	2(3.0)	3.21
vii.	I post resources review using SM	18(26.9)	41(61.2)	6(9.0)	2(3.0)	3.12

Librarians highly adopt SM for library services as depicted in Table 7. It was discovered that they highly adopt it for communicating with patrons and colleagues, dissemination of information, share library news, customer awareness services, and source for library materials. It was least adopted for marketing library resources and posting of resources review with means scores of 3.16 and 3.12 respectively.

Table 8: Impediments to Adopting Social Media

S/N	Impediments to adopting social media	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Mean
i.	SM tools are too technical to use	14(20.9)	14(20.9)	33(49.3)	6(9)	2.52

ii.	Too many information resources on SM	13(19.4)	33(49.3)	19(28.4)	2(3.0)	2.85
iii.	Inadequate knowledge of search techniques necessary for retrieving information effectively	8(11.9)	31(46.3)	25(37.3)	3(4.5)	2.66
iv.	Slow Internet connectivity	6(9.0)	26(38.8)	33(49.3)	2(3.0)	2.54
v.	Limited time to manage mobile and SM applications	5(7.5)	33(49.3)	29(43.3)	0	2.64
vi.	Privacy risk	9(13.4)	29(43.3)	26(38.8)	3(4.5)	2.66
vii.	Lack of financial support by management	4(6.0)	32(47.8)	30(44.8)	1(1.5	2.58
viii.	Poor infrastructural provision by management	2(3.0)	32(47.8)	33(49.3)	0	2.54
ix.	Lack of interest from colleagues to adopt	7(10.4)	27(40.3)	33(49.3)	0	2.61

The impediments of SM adoption are depicted in Table 8. These include too many information resources on SM, inadequate knowledge of search techniques necessary for retrieving information effectively, privacy risk, limited time to manage mobile and SM applications, lack of interest from colleagues to adopt. Others include lack of financial support by management, slow internet connectivity, poor infrastructural provision by management. Technicalities of SM tools were found to be the least impediments with the mean scores of 2.52.

Table 9: Difference between librarians' generation and social media adoption

ANOVA

Social Media Adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	165.732	3	55.244	4.026	.011
Within Groups	864.567	63	13.723		
Total	1030.299	66			

A summary of data analysis on the ANOVA test of the significance of the relationship between generation and SM adoption is presented in table 9. As shown in the table, generation has a significant variance with SM adoption (F= 4.026, P < 0.05). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. This implies that there is a significant difference between librarians' generation and SM adoption in selected academic libraries in Southwestern, Nigeria

Table 10: Difference between librarians' generation and social media adoption for library services

ANOVA

Library services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.307	3	7.769	.809	.493
Within Groups	604.633	63	9.597		
Total	627.940	66			

A summary of data analysis on the ANOVA test of the significance of the relationship between generation and SM adoption is presented in table 9. As shown in the table, generation has a significant variance with SM adoption (F= 0.809, P >0.05). Therefore, the null hypothesis is

accepted and the alternate hypothesis is rejected. This implies that there is no significant difference between librarians' generation and SM adoption for library services in selected academic libraries in Southwestern, Nigeria

Discussion of Findings

Based on the findings, this study affirms that librarians constitute most of the generation Y and generation X. However, there was none from the silent generation. These results are not consistent with the results from Pew Research Center (2017) which stipulates that generation Y constitute the largest generation in the labour force followed by generation X.

The study also affirmed that the factors influencing librarians' adoption of SM are ease of use, usefulness of SM, management support, internet accessibility at work, financial support, cost of SM devices and training of SM use. The finding in this case partially agrees with the findings of Yoon and Rolland (2015), which revealed that users are more likely to adopt SM if it is perceived to be easy to use, useful and provide socially rewarding benefits.

SM such as WhatsApp, Facebook, YouTube, Zoom, Twitter, Instagram and Dropbox were highly adopted by librarians. This supports research by Anasi (2018), which revealed that WhatsApp (75%) is the most frequently used SM by academic librarians. Also, Faisal (2015) revealed that Facebook and Twitter are the commonly adopted SM.

The study revealed that librarians adopted SM for communicating with each other, information dissemination, reference services, posting of resources review, new arrivals information/CAS, library news and marketing library services. Similarly, it was highly adopted for library services. This is in line with Contena, Loscalzo and Taddei (2015), which revealed that SM are used for communication with friends. Other studies also identified that SM is an essential tool for social interaction in academic libraries (Essam & Mansour 2016) and among the librarians (Adetola and Okeoghene, 2016).

Too many information resources on SM, inadequate knowledge of search techniques necessary for retrieving information effectively, privacy risk, limited time to manage mobile and SM applications, lack of interest from colleagues to adopt, lack of financial support by management, slow internet connectivity, poor infrastructural provision by management and technicalities of SM tools were found to be the impediments of SM adoption. This partially agrees with the findings of Chitumbo and Chewe (2015), which indicated limited internet access points, poor internet connectivity and limited bandwidth, lack of awareness of the existing SM, no privacy, too many SM to explore and lack of clear policy on SM tools as the impediments to SM adoption.

Results from this study indicate that the generation of librarians matter when it comes to adopting SM. This supports research which proposed that Baby Boomers perceive social networks as more difficult to use as they were not exposed to technology and social networks the way the latest generations have, who tend to be more technologically literate (Yang & Jolly, 2015).

With regards to adopting SM for library services, the results showed that there are no significant differences between librarians' generations. These results are not consistent with the results from Hughes *et al.*, (2012) who determined that younger users are more likely to use social networks

Conclusion

Given the findings, this paper concludes by noting that librarians' generations differ with regards to their SM adoption. However, librarians' generations do not differ when SM was adopted for library services. The factors influencing the adoption of SM were ease of use, usefulness of SM, management support, internet accessibility at work, financial support, cost of SM devices and training of SM. These factors could be the reason for the high level of SM adoption. The importance of SM cannot be overemphasized as it not only highly adopted for communicating with patrons and colleagues, dissemination of information, share library news, customer awareness services and source for library materials but also for marketing library resources and posting of resources review.

Implications of the findings

The following are the implications of the findings:

First, results indicated a high level of adoption of SM. This has implication on librarianship practices, as many benefits can be harnessed by adopting SM. Therefore, academic libraries need to reinforce their adoption across all generation

Second, the study has an implication for academic libraries and policymakers. The present study demonstrates the factors influencing SM adoption as ease of use, usefulness of SM, management support, internet accessibility at work, financial support, cost of SM devices and training of SM. School administrators should put more effort into developing an enabling environment that encourages further adoption of SM, which could see many librarians benefiting from it.

Third, given that librarians' generations differ with regards to their SM adoption, this imply that library administrators need to ensure that their SM strategy are tailored for each different generation.

Fourth, given that librarians' generations do not differ with regards to their SM adoption for library services, this means other factors are pertinent to the adoption of SM for library services, which was identified in the study. However, further studies are needed to identify the influence of those factors on library services.

Fifthly, given the demonstrated purpose of SM adoption for communication with each other, information dissemination, reference services, posting of resources review, new arrivals information/CAS, library news and marketing library services. This has implication for theory formation, as it would help in designing a framework for further research.

Lastly, the domain of the study was limited to academic libraries in private universities and therefore the results of the study would only be representative of the portion of the defined target population who participated in the study. Consequently, the results of the study cannot be generalised to the entire Nigeria population who use SM.

Recommendations

Based on the findings the following recommendations are made:

1. Information explosion, search techniques, privacy risk, time, colleagues interest, financial support, internet connectivity, infrastructure and technicalities of SM should be taken into account. These can be addressed through training of librarians to curb the challenges along with better physical and psychosocial environment
2. It is suggested that explicit and pragmatic policies should be established for adopting SM for the academic libraries based on librarians' generation, user community, requirements and objectives of the library. This can be achieved by including identified factors such as

ease of use, usefulness of SM, management support, internet accessibility at work, financial support, cost of SM devices and training of SM into the policies.

3. This study has paved a way for further studies in the area of SM among librarians. This study, like many others, has established that librarians' generations do not differ with regards to their SM adoption for library services. Therefore, other variables should be considered for further study.

4. The study should be conducted on a much larger scale to be inclusive of more SM users in Nigeria from varying geographical areas. Furthermore, as Nigeria consists of many different and diverse cultures which may affect adoption, an avenue for further study may be to identify whether generations in different cultures affect SM adoption, and ways to incorporate these differences into library strategy.

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