

Relative effect of YouTube and WhatsApp media on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria

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Abstract

The study was aimed at investigating the relative effect of YouTube and WhatsApp media on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria. To achieve this purpose, two research questions and hypothesis were stated. empirical and theoretical literature were reviewed according to the variables of the study. The study adopted an *expost facto* research design with stratified and purposive sampling techniques to select 900 students from the two universities in Cross River State, Nigeria. A questionnaire entitled: “YouTube and WhatsApp Media and Utilization of Library Resources Questionnaire (YWULRQ)” was used for data collection. The questionnaire was validated by experts in Measurement and Evaluation and the reliability was ascertained using Cronbach alpha estimate. Data were collected by the researcher and the data were analysed using simple regression analysis and the result showed that there is a significant influence of YouTube and WhatsApp on utilization of library resources. Based on the findings of the study, it was recommended that functional social media should be adequately supplied to the library in Tertiary Institutions for use by students to access the vast library resources that are available in the library.

Introduction

Libraries strive to develop collection, resources and services to meet the cultural, informational, educational and recreational demands of its target users, because libraries primarily objective is to satisfy the multiple needs of its target users (Kaur and Gaur, 2017). These days the users prefer to browse through the internet for their information needs rather than visiting the library. The academic library cannot compete with the modern information technology in its traditional collection of print material. To attract the students and to provide better services to its users, the academic library should develop digital resources along with print materials. Though, the selection, acquisition and the dissemination of e-resources are similar to print materials, but actually they differ from print material. The library thus, is important for the students utilization since it serves the purpose of recreation, research, entertainment among others. The goals of academic libraries

include the following: provision of information resources in print and non- print materials in support of the learning process in the main stream and the distance learning components, provision of information resources to meet the requirements of faculty staff, undergraduate students, postgraduate students and researchers, provision of information materials to support library users in their own personal development, to meet the specialized information needs of the community in which the university is situated.

Unfortunately, most students do not understand the relevance of academic library resources to their educational pursuit. This is manifested in student’s attitude towards the utilization of library resources. Most students prefer to use their cellular phones which might not provide a rich content to what the main physical library may offer. Most students who are even in their final year of studies may not have visited the library. A final year student was asking a

first year sandwich student where the main library of the University of Calabar was located. This is a clear picture that most undergraduates in tertiary institutions have not seen the need of utilizing the rich resources of the academic library for their academic works. More so, those who claim to know the library may not have entered the library for any academic task or other services that are provided in the library. The effect of this menace is that students have been able to brace up their academic performance. A lot of students lack research skills, they don't even understand what is called American Psychological Association (APA) referencing because majority of these students depend largely on ready-made references from downloaded materials from the internet. Most students find it difficult to locate information that probably could not be accessed via the internet. Larry (2009) lamented that negligence in the use of library by students is a sign that academics is gradually moving to extinction. This lamentation is largely due to the enormous role the library plays in societal development that what preserves the society is the level of knowledge and information at the disposal of her citizens. If students therefore stay away from using the rich resources of the library, what would be the hope of the knowledge bank of the society which they are. This state of affairs has continually troubled the hearts of lecturers and other administrators of universities over students' attitude to utilization of the library. Researchers and other stakeholders have continually tried to find out what would have been the causes of these problem. Various factors have been identified ranging from poor facilities in the library, stress of locating a material needed for assignment and term papers, stringent rules of accessing the library, librarian's poor attitude to users, among others. Effort to ensure that students learn how to acquire basic library skills in

these institutions still proves abortive. For example, most libraries have been relatively computerized so as to enable students use it for their academic work, introduction of library skill course in universities in order to help students acquire skills for effective library among others, yet, the problems still persist. The researcher therefore presumed that social media handles like YouTube and WhatsApp could be responsible for student's non-utilization of library resources.

WhatsApp messenger was purposely created by Brain Acton in 2009 to make communication and the distribution of multimedia messaging more easier and faster. There are thousands of social networks and applications available worldwide but the popularity of social network is determined by how well it meets the user's personal need and desire. This kind of platform was designed as a way of communication for friends, family and strangers to have discussion and interaction. It helps the people to explore new opportunities and experiences. YouTube usage is an entertainment and social interaction website. It was established in February 2005 and launched live in November 2005. Within 12 months the site had grown exponentially and with the assistance of venture capitalist funds the site has over 100 million videos viewed per day. Comscore (2007) defined YouTube as video sharing website on which users upload and share videos, and view them in various format. As explained before, watching video is more effortless and enjoyable because video can offer an accessible visual and emotional experience to students, presents literacy, and a new language – the language of images, and a form symbolic visual codes Lance (2007).

Ujong(2014) carried out a study on the use of social media and students utilization of library resources in colleges of

education in Cross River state. The three research questions were raised and three hypotheses were stated. The study adopted a correlational research design with a stratified and purposive sampling technique to select a total of 1342 students from three colleges of education in the state. A structured questionnaire was used for data collection and data were collected by the researcher. The data collected were analysed using Pearson product moment correlation and the result obtained showed that there was a significant relationship between the use of Facebook, twitter and utilization of library resources among college students. However, no relationship was found between the use of YouTube and students utilization of library resources.

Kanchan (2013) carried out a study on factors affecting the use of public library in the academic institutions in Ghana. The study adopted a survey research design with a purposive sampling technique used to select a total of 429 certified librarians across 5 tertiary institutions of learning. A questionnaire was developed, validated by experts in research and evaluation and the reliability of the instrument was established using Cronbach alpha reliability technique. Data were collected through mails and questionnaire. The result showed that most students prefer to use their phones and ipads in browsing information needed for assignment, term papers and seminars. More so the findings of the study showed that the emergence of social media has affected the use of conventional libraries by students.

Rajni and Sujeet (2016) carried out a study on impact of WhatsApp on academic activities of basic and applied science students in College of Applied and Basic Science, Madhav University, Pindwada. Random sampling was used to survey about 100 students of science for the study. Students of science were randomly selected from first and second year of B.Sc (Physics,

chemistry and Maths). A well designed questionnaire was used to collect data for the study. A total of 110 questionnaires were distributed to the science students, among them 100 students filled and returned them. It was found that, out of 150 science students of College of Basic and Applied science, Madhav University, 100 students are using smart phones (65%). WhatsApp is the most popular mobile messenger rendered by the science students (100%) and is followed by Facebook messenger (60%), Telegram (42%) and Viber (30%). Majority of science students are using WhatsApp messenger (100%). As found in, 100 science students of College of Basic and Applied science, Madhav University are using WhatsApp and among them majority that is, 95 science students were using the WhatsApp many times in a day (94.06%). This indicated that all the students prefer to interact with friends (100%). Among the various actions on WhatsApp most of the science students prefer chatting (83%) and uploading photos/videos/useful information (96.0%).

Naveen and Sharma (2016) carried out a similar study on survey analysis on the usage and impact of WhatsApp Messenger. They investigated the usage and effect of WhatsApp in the regions of Northern India. They performed an internet based survey using open-source Lime survey software and obtained responses. A total of 460 responses were received in which only 136 responses were considered for analysis for those who completed all questions and are more than 18 years of age. The users in India made a slow shift from all social networking sites to WhatsApp in a quick span of time. The survey results show that there is a significant impact of WhatsApp on its users. Around 66% of WhatsApp users believe that WhatsApp has improved their relationship with friends. More than 63% of its users think it is not harmful for them. There are

several other analyses presented in the paper based on age-groups and gender of WhatsApp users. The survey analysis were considered useful for academicians and researchers for understanding the behaviour of WhatsApp users and reflect the possibility of using WhatsApp in education, social services and governance.

Similarly, a study on social media network participation and academic performance in senior high schools in Ghana by Jeffrey and Adams (2015). The study was aimed at identifying social media network sites and their usage among students, how students networked and participated on social media networks, time invested by students on social networks, the effects of social media on students' grammar and spelling as well as the effects of social network participation on the student's academic performance within the context of the social learning and the use and gratification theories. To achieve the objectives of the study, the study used a mixed method approach which involved the survey of students in four senior high schools and interviews of heads of the senior high schools. The study revealed that majority of respondents used WhatsApp and Facebook for making friends and chatting. In addition, majority of respondents experienced negative effects such as poor grammar and spelling, late submission of assignment, less study time and poor academic performance due to the heavy participation on social media networks. Furthermore, there was a high addiction rate among students in the usage of social media networks. Nevertheless, there were cases where others experienced improvement in their readings skills as a result of participation on social media networks. Also, respondents shared ideas, discussed and shared examination questions among themselves on social media networks. The researcher is thus asking, what is the relative

and joint contribution of YouTube and WhatsApp on utilization of library resources. it was in attempt to answer this question that this study was carried out.

Research questions

The following questions were raised to guide the study:

- i. How does YouTube usage influence utilization of library resources among undergraduate students in universities in Cross River State, Nigeria?
- ii. How does WhatsApp usage influence utilization of library resources among undergraduate students in universities in Cross River State, Nigeria?

Hypotheses

The following hypotheses were formulated to guide the study:

- i. YouTube usage has no significant influence on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria.
- ii. WhatsApp usage has no significant influence on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria.

Methods

The study adopted an *expost facto* research design with a stratified ad purposive sampling technique to select 900 students from the two universities in Cross River State. A questionnaire entitled: "Social media and Utilization of Library Resources Questionnaire (SMULRQ)" was used for data collection. The questionnaire was validated by experts in Measurement and Evaluation and the reliability was ascertained using Cronbach alpha estimate.

Data were collected by the researchers and the data were analysed using simple regression analysis and the result is presented as shown below.

Results

Hypothesis one: YouTube usage has no significant influence on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria.

The independent variable is YouTube usage while the dependent variable is utilization of library resources. To test this hypothesis, linear regression was applied to the data collected with respect to the variables. The result is presented in Table 1. The result of the analysis in Table 1 showed that the analysis of variance in the regression output produced an *F*-ratio of 30.102, which was statistically significant at .05 probability level. On the basis of this result, hypothesis one was rejected. This

means that YouTube usage has significant influence on utilization of library resources among undergraduate students in universities in Cross River State. The negative beta weight (-.273) indicated that the Twitter usage contributes negatively to utilization of library resources among undergraduate in universities. That is, the more the students engaged in Twitter usage, the less they utilize library resources.

The results also show a multiple correlation coefficient (*R*) of -.273 and a coefficient of determination (*R*²) of .074. This implies that, 7.4% of the variance in Utilization of library resources among undergraduate students in universities in Cross River State was accounted for by the YouTube usage. Thus, 92.6% of the variance in utilization of library resources among undergraduate students in universities in Cross River State may be attributed to the effect of other variables.

Table 1: Simple linear regression analysis of the influence of YouTube usage on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria

Source of variance	Sum of square	Df	Mean square	<i>F</i> -ratio	p-level
Regression	1593.081	1	1593.081	30.102*	.000
Residual	19793.167	899	52.923		
Total	21386.245	900			

*Significant at .05 level; *R* = -.273; *R*² = .074; β = -.273.

Hypothesis two: WhatsApp usage has no significant influence on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria.

The independent variable is WhatsApp usage while the dependent variable is utilization of library resources. To test this hypothesis, linear regression was applied to the data collected with respect to the variables. The result is presented in

Table 2. The result of the analysis in Table 9 showed that the analysis of variance in the regression output produced an *F*-ratio of 13.209, which was statistically significant at .05 probability level. On the basis of this result, hypothesis four was rejected. This means that the WhatsApp usage has significant influence on utilization of library resources among undergraduate in universities in Cross River State. The

negative beta weight (-.185) indicated that the WhatsApp usage contributes negatively to utilization of library resources among undergraduate students in universities. That is, the more the students engaged in WhatsApp usage, the less they utilize library resources.

The results also show a multiple correlation coefficient (R) of -.185 and a coefficient of determination (R^2) of .034.

This implies that, 3.4% of the variance in utilization of library resources among undergraduate in universities in Cross River State was accounted for by the YouTube usage. Thus, 96.6% of the variance in utilization of library resources among undergraduate students in universities in Cross River State may be attributed to the effect of other variables.

Table 2: Simple linear regression analysis of the influence of WhatsApp usage on utilization of library resources among undergraduate students in universities in Cross River State, Nigeria

Source of variance	Sum of square	Df	Mean square	F-ratio	p-level
Regression	729.530	1	729.530	13.209*	.000
Residual	20656.715	899	55.232		
Total	21386.245	900			

*Significant at .05 level; $R = -.185$; $R^2 = .034$; $\beta = -.185$.

Discussion

Hypothesis one which stated that YouTube usage has no significant influence on utilization of library resources among undergraduate students was rejected. The finding with respect to this hypothesis showed a significantly negative influence of Youtube usage on the utilization of library resources among undergraduate students. Thus, an increase in the use of Youtube leads to a decrease in the use of library resources. This implies that a negative relationship exist between YouTube usage and utilization of library resources. This could be as result of the fact that most students who do not use the conventional library do so not just because of the connection with YouTube activities. This could be as a result of personal factors which could be dislike for usage of traditional libraries, availability of e-library at ones disposal, stress involved in locating a

library material among others. More so, most students learn with their YouTube devices and may not want to be stressed in utilizing the conventional library. Most of the content of what is in these platforms can be downloaded or watched directly from the internet. It appears that, this is one of the latest technologies that appeases the youths who forms the vital segment of internet users. Internet provides unprecedented opportunities for online collaboration, communication, and user-based content development

The findings of the study was in line with that of Ujong (2014) whose study was centred on investigating the use of social media and students utilization of library resources in college of education in Cross River state. The three research questions were raised and three hypothesis were stated. The study adopted a correlational research design with a stratified and

purposive sampling technique to select a total of 1342 students from three colleges of education in the state. A structured questionnaire was used for data collection and data were collected by the researcher. The data collected were analysed using Pearson product moment correlation and the result obtained showed that there was a significant relationship between the use of Facebook, twitter and utilization of library resources among college students. However, no relationship was found between the use of YouTube and students utilization of library resources.

Hypothesis two which stated that WhatsApp usage has no significant influence on utilization of library resources among undergraduate students was retained. The findings with respect to this hypothesis showed a significantly negative influence of WhatsApp usage on the utilization of library resources among undergraduates. Thus, an increase in the use of WhatsApp leads to a decrease in the use of library resources. This implies that a negative relationship exist between WhatsApp usage and utilization of library resources. This could be as a result of the fact that WhatsApp as a social media platform is one of the most widely used social media among pees. Hardly does one see a crop of students even during school hours that they are not browsing with their phones. This has even culminated in most of them preferring to chat and do other social activities with their phones rather than using the library. They are so engulfed in these activities that their academic and school commitments are compromised. Therefore, the addiction to WhatsApp enhances their inability to use the library very well.

The finding was in line with that of Bhatt (2016) who carried out a study on impact of WhatsApp on youth: implication for utilizing learning resources. This empirical study has been conducted upon one hundred (100) respondents and an

Interview schedule was used as tool of data collection. The study will reveal that WhatsApp is a medium of making communication easier and faster thereby by enhancing effective flow of information, idea sharing and connecting people easier. Examining it empirically, it was found that WhatsApp has also a profound negative impact on youth and adversely affects their education, behaviour and routine lives. It messes up much of study time of students and spoils their spelling skills and grammatical construction of sentences. This app has been found to be highly addictive, which leaves a trace that becomes difficult to control. The impact is so powerful that users give up their real world interest, their entire emotional quotient is restricted to the app. Their happiness or sadness depends on the reply which they receive from other users. They cannot control themselves from constantly chatting, replying and sharing of ideas.

Conclusion and recommendations

Based on the findings of the study, it was concluded that YouTube and WhatsApp usage influence students utilization of library resources. It was recommended that:

1. Functional social media should be adequately supplied to the library in Tertiary Institutions for use by student to access the vast library resources that is available in the library.
2. As a way of reducing the negative effects of the social media on the students, library workers (librarians) should be at alert and make necessary corrections when need be during the cause of their usage by students.
3. Enlightenment campaigns need to be done to educate the students on the role of social media towards learning and the utilization of library resources

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