Assessment of librarians’ knowledge of social media use for services rendering in Nigeria university libraries

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Abstract
The study investigated librarians’ knowledge of social media use for rendering services in the library South-South Universities Nigeria. The study adopted a descriptive research design. The population of the study comprised all the 158 librarians working in all the 12 federal and state university libraries in South-South Nigeria. The entire population was used for the study because of its relatively small size. The instrument for data collection is the questionnaire, developed by the researchers Entitled: Knowledge of Social Use Questionnaire (KSMUQ); and Social Media Use Questionnaire (SMUIDQ). The data collected were analyzed using simple statistics (Mean and Standard Deviation) and simple regression. The findings indicated that librarians possess moderate knowledge of social media use for rendering services in South-South university libraries. It also showed that there was a significant relationship between librarians’ knowledge of social media use and social media use for rendering services. Based on the findings, some recommendations were made to include; University librarians should encourage the use of social media to render services to library users, and University Librarians should make sure Librarians continue to acquire more knowledge and skills on social media use so that they can effectively render services to library users through the use of social media.

Keywords: Librarians’, knowledge, Social media use, services rendering, information and communication (ICT), Social Network.

Introduction
Trends in global information communication and technology (ICT) have dramatically changed the way people receive and disseminate information as a result of the ever-changing digital landscape. The change has reached an extent that threatens the survival of academic libraries unless they respond positively to the contemporary mode of information dissemination. This is mainly because other knowledge and information facilitators have emerged that have employed the emerging technologies to outclass libraries and librarians. Thus, the earlier librarians responded to these evolutionary trends for information dissemination in their libraries, the better their chances of remaining relevant in their institutions (Ahenkorah-Marlo, 2015).

Akporhonor and Olisa (2015), had vehemently argued that in this 21st century where a paradigm shifts in communicating library services to users is evident, a modern and contemporary tool would be needed to render effective services to library users and 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. And that
libraries that use social media to render services to library 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, for librarians to effectively use social media to render effective services to users, adequate knowledge of social media use is required. Knowledge plays a vital role in the adoption of modern technologies like social media in the library. This is because for one to use a technology one must have a good knowledge of the technology, the types, and the kinds of services that they can use them to render or disseminate in the library. This is unarguably true because if one is not knowledgeable about technology like social media, for instance, there is no way one can make use of it or grasp its relevance to society. On account of this, the study investigated the assessment of the librarian’s knowledge of social media use for the rendering of services.

**Literature review**

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

However, Kaplan and Haenlein (2010), defined social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 that allow 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). There are many types of social media and they include Facebook, Twitter, Youtube, Instagram, Whatsapp, Imo, Wikis, Flickr, etc. However, Mundt (2013) stated that the most popular social media librarians in academic libraries could use to disseminate information are: Facebook, Twitter, Youtube, Flickr, Blogs, LinkedIn, and Wikis.

The Webster's dictionary cited by Edwin, Uwaifo and Igun (2015) defined knowledge as something with familiarity gained through experience of association: acquaintance with or understanding of science, art or technique, the facts or condition of being aware of something, the range of one's information or understanding, the circumstances or condition of apprehending truth or fact through reasoning or the fact or condition of having information or being learned. Furthermore, Edwin, Uwaifo, and Igun (2015) defined Knowledge as the condition of being aware of something, the range of one's information or understanding, and the circumstances or condition of apprehending truth or fact of reasoning. However, Knowledge in this study is a librarian’s awareness or familiarity or acquaintances with the
different types of social media or what librarians know about social media, and what social media mean, the kinds of services or information librarians can use them to disseminate to the library users.

Chu and Du (2013) investigated librarians' knowledge of social media use. The purpose of the study was to determine the knowledge of librarians on social media use for information dissemination in academic libraries. The population of the study consisted of all the academic librarians in the university while the study adopted a survey design method. The result indicated that 71.1% of the librarians were knowledgeable in the use of social media and put them to use to disseminate information to library users while 13.1 percent planned to use them in the future.

Choi’s (2012) investigated librarians' knowledge of social media use in Australian academic libraries. The purpose of the study was to determine how knowledgeable librarians were in social media use. The survey method was used for the study. The population of the study consisted of all the academic librarians in Australia University. The study also indicated that 92% of academic librarians in Australia university libraries were knowledgeable in social media use, and used them to engage users in the delivery of the various services in the library. The study also revealed that knowledge plays a central role in the use of social media for information dissemination by librarians.

In Nigeria, Atulomah and Onuoha (2011) investigated the knowledge and awareness of Librarians on some selected Social Media use in rendering services to library users and to harnessing collective intelligence through online social networks in Ogun State in Nigeria. The study employed a descriptive research design using a self-developed questionnaire and its objectives were to determine librarians' knowledge of social media use, awareness, and use of some selected social media (Facebook, Twitter, and LinkedIn) to disseminate to library users. The population consisted of 45 librarians in Private University Libraries in Ogun state. The findings reveal that the librarians were knowledgeable of social media use and that only a few of them lack the basic knowledge of social networks.

However, Anyaoku, Ezejiofor, and Orakpor (2012) investigated the knowledge and use of web 2.0 by librarians in South-East Nigeria. The main objective of the study was to determine librarians' knowledge of web 2.0 in Anambra State Nigeria. The survey method was used for the study and a questionnaire was used to collect data and findings showed low knowledge of web 2.0 (social media) by librarians. This was attributed to the absence of inadequate internet connectivity in most libraries and a lack of knowledge of social media use. The findings highlighted the need for institutions to address the current inadequate internet connectivity as well as the increase of knowledge of social media use by librarians to explore and use web-based innovations for information service delivery and management in their libraries.

Furthermore, Anunobi and Ogbonna (2012) surveyed the use of web 2.0 (social media) use by librarians in South-south East Nigeria. The result shows low awareness of the use of web 2.0 tools by the librarians. This shows that librarians' use of web 2.0 in the library was at its lowest ebb. The result also shows that their use depends on the librarians' place of work with the academic librarians using the tools more than others from other places of work.

However, Olajide and Oyenira (2014) investigated Librarians' knowledge of Social Media use in Nigeria. The study employed a descriptive research design using a self-developed questionnaire. The
population of the study comprised twenty-six different tertiary institutions (Universities, Polytechnics, Colleges of Education, School of Nursing) covering four states in southwest Nigeria. 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. The majority of the librarians have Social Media accounts and they used them to render services such as uploading, reading of 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.

However, despite the above, there is no study on the knowledge of Librarians on the use of social media in South-South Universities Nigeria. This study will fill this gap.

Objectives of the study
The objectives of the study are to find out Librarians' knowledge of social media use for rendering services in South-South Universities Nigeria. Specifically, the study sought to:

1. ascertain librarians’ knowledge of social media, use for rendering services in University libraries in South-South Nigeria.

2. determine the level of social media, use by librarians to render services in University libraries in South-South Nigeria.

Research questions
The following questions guided the study:

1. What is the knowledge of librarians’ social media use for rendering services in university libraries in South-South Nigeria?

2. What is the level of social media use by librarians to render services in university libraries in South-South Nigeria?

Hypothesis
The following hypothesis was tested in the study:

H₀ 1. There is no significant relationship between librarians’ knowledge of social media use and social media use for rendering services in university libraries in South-South, Nigeria.

Methods
The study adopted a descriptive research design. And the population for the study consists of all the librarians in the twelve (12) federal and state university libraries in the South-South region of Nigeria. This was made up of 176 academic librarians. The population was made up of 96 librarians in the federal university libraries and 80 librarians in state university libraries. Two instruments (Questionnaires), developed by the researchers, from literature were used for the study. They are: “Knowledge of Social Use Questionnaire (KSMUQ)” and “Social Media Use Questionnaire (SMUIDQ)”. The researchers and 12 briefed assistants personally visited the University libraries and administered the questionnaire to the respondents in their various respective offices. One (1) research assistant each was recruited and trained from each university libraries to assist in identifying the respondents, administering and collecting data from the respondents. The 12 research assistants were chosen because they are the ones on ground that know the respondents in each of the institutions. A total of 176 questionnaires were administered to librarians across the 12 university libraries, out of the 176-questionnaire administered, 158 were retrieved and were used for the
study. The data collected were analyzed using simple statistics (mean and standard deviation) and simple regression. The mean and standard deviation were used to answer the two research questions, while the simple regression was used to test the hypothesis at 0.05 alpha levels.

**Results**

The results are presented according to the research questions and hypothesis.

**Research question 1:** What is the knowledge of librarians’ social media use for rendering services in university libraries in South-South Nigeria?

**Table 1: Summary of mean and standard deviation scores of librarians’ knowledge of social media use for rendering services**

<table>
<thead>
<tr>
<th>N</th>
<th>Mea</th>
<th>SD</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>158</td>
<td>50.00</td>
<td>9.96</td>
<td>Moderate level</td>
</tr>
</tbody>
</table>

The mean score of 50.00 shown in Table 1 above indicates that librarians in university libraries in south-south Nigeria have a moderate knowledge of social media use for rendering services.

**Research question 2:** What is the level of social media use by librarians for rendering services in university libraries of South-South Nigeria?

**Table 2: Summary of mean and standard deviation scores of respondents’ level of social media use by librarians for the rendering of services**

<table>
<thead>
<tr>
<th>N</th>
<th>Mea</th>
<th>SD</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>158</td>
<td>2.69</td>
<td>.72</td>
<td>High Level</td>
</tr>
</tbody>
</table>

The mean score of 2.69 in Table 2 indicates that the level of social media use by librarians for the rendering of services in university libraries in South-South Nigeria is high.

**Research hypothesis**

There is no significant relationship between librarians' knowledge of social media use and social media use for the rendering of services in university libraries of South-South Nigeria.
Table 3: \( F \)-statistics of simple regression analysis of the relationship between Librarians’ knowledge of social media and their use of social media for rendering services

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Decision at ( P &lt; 0.05 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>104.527</td>
<td>1</td>
<td>104.527</td>
<td>4.624</td>
<td>0.033*</td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>3526.770</td>
<td>156</td>
<td>22.608</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3631.297</td>
<td>157</td>
<td></td>
<td></td>
<td></td>
<td>*</td>
</tr>
</tbody>
</table>

* = Significant at 0.05 alpha Level; Critical \( F \) 1, 156 = 3.91: \( N = 158 \).

The data presented in Table 3 shows that the simple regression analysis is significant at \( p < 0.05 \) alpha level because of the calculated \( F \)-the value of 4.624 is greater than the critical \( F \)-value of 3.91 at 0.05 alpha level with 1 and 156 degrees of freedom. Hence, the null hypothesis is rejected. The alternative hypothesis states that there is a significant relationship between librarians' knowledge of social media and their use of social media for rendering services in university libraries of South-South Nigeria is upheld.

Discussion
The result of the study revealed that librarians' knowledge of social media use is moderate and social media is being used to render services. 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 users 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.

However, this present study negated Anyaoku, Ezejiofor, and Orakpor (2012) studied librarians' knowledge of social media use and found that librarians possess low knowledge of social media use for information dissemination. The disagreement or contradiction with the present study could be attributed to the fact that at the time these research work was carried out, it was over seven years ago, and then, the use of social media is not as popular as it is today when every dick and harry use the social media in every sector to render services. And librarians' social media awareness and knowledge as at that time could be low, as social media are not as popular as they are today.

However, the study disagreed with Anunobi and Ogbonna (2012) who surveyed the use of web 2.0 (social media) use by librarians in South-south East Nigeria. The result shows low awareness of the use of web 2.0 tools by the librarians. This shows that librarians' use of web 2.0 in the library was at its lowest ebb. The result also shows that their use depends on the librarians' place of work with the academic librarians using the tools more than others from other places.
of work. The reasons for this disagreement could be that the time the above study was conducted, it was over seven years or thereabout and then, the use of social media and awareness by librarians could be low as at the time the above study was conducted, as social media was just evolving then.

Conclusion
Based on the findings of this research work, librarians possess moderate knowledge of social media use for rendering services in university libraries of South-South Nigeria. And there is a significant relationship between librarians’ knowledge of social media use and the use of social media for rendering services in university libraries of South-South Nigeria.

The following are recommended in the light of the results:

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 render services to library users through the use of social media. The acquisition of knowledge can be achieved through workshops, seminars, formal training/re-training; the orientation of librarians in the use of social media will go a long way to addressing the issue of knowledge. This will boost the knowledge of librarians on social media use.

2. University librarians/libraries should encourage the use of social media to render services to library users. The library should come up with a policy to communicate with staff, and library users, through social media platforms. For example, creating library pages in the social media platforms, WhatsApp, Telegram group, etc. to announce, a notice of meetings, a notice of new arrivals, sharing of artworks, comments, etc. should be done through social media.

References


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