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***Awareness and Utilization of Social Media by Tertiary Institutions' Librarians in Abia  
and Imo States, Nigeria.***

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**Abstract**

This study investigated awareness and utilization of social media by tertiary institutions' librarians in Abia and Imo states. The purposes that guided the study are to: establish the extent of awareness of social media for library services by tertiary institutions' librarians in Abia and Imo states, ascertain the extent to which social media are used by librarians, and factors militating against the utilization of social media for library services. The survey research design was adopted for the study. The population of the study comprised all 149 librarians in 12 government-owned tertiary institutions in Abia and Imo States. The instrument used for data collection was the rating scale. To answer the research questions of the study, tables, mean ( $\bar{x}$ ) and standard deviation were used, while ANOVA statistics was used for testing the hypotheses at 0.05 level of significance. Findings of the study revealed that; tertiary institutions' librarians in Abia and Imo states are aware of social media to a high extent; social media tools are used to a high extent; unreliable power supply, inadequate internet connectivity are among the factors militating against the use of social media by librarians in the provision of library services. Based on the findings, the following were recommended: awareness of social media should be intensified by librarians of these institutions; librarians and patrons should acquire the necessary technologies that are amenable to social media use and there should be steady and reliable power supply among others.

**Introduction**

The concept of a library as a physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and contribute to existing knowledge. The scenario of present day librarianship shows dynamism within the library and information science profession. The sophisticated nature of the present day library users is constantly prompting librarians to be more proactive in their service delivery (Ezeani & Igwesi, 2012; Ottong, Eyo & Ottong, 2014).

Libraries in tertiary institutions can respond to the needs of modern day patrons by applying efficient technologies such as social networking, mobile application and online check in/check outs to their service delivery. As technology continues to change, the issues librarians must consider will change as well. Tertiary institutions' libraries have recognized the importance of using Social Networking Sites (SNS) in enhancing library services. In the 21<sup>st</sup> century, provision of information services in academic libraries is handled and managed by incorporating Information and Communications Technology (ICT) into library services. Information and Communications Technologies (ICT) are added advantages in the hands of librarians in the current scenario (Parveen, 2011).

The integration of ICT into library services has changed the way and manner with which librarians provide information services to users. Library services now thrive on modern technologies. Social media no doubt can be regarded as a catalyst that is redefining the manner with which library services are provided in different types of libraries. The digital environment is gradually in rapid succession transforming the landscape of information services. Library and information science professionals should understand that the library users are out there on the social space, and not taking

responsibility to bring the users back to libraries has strong implications for libraries. As rightly pointed out by Makori (2012)

Information professionals have always been guided by the philosophy in the profession that clients normally use library services whether informed or not. This practice has always created a one directional approach that never takes care of the needs of the clients. The competitive environment and new business paradigms have forced academic libraries to involve customers in provision of information services (p.7).

Social media are fast becoming very popular means of both interpersonal and public communication in Nigeria (Ezeah, Asogwa & Edogor, 2013). The need for integrating social media tools into library services was aptly underscored by Ayiah and Kumah (2011), who stated that:

Academic libraries in Africa can also respond to the needs of modern day patrons by applying efficient technologies such as social networking, mobile application, and online check in/check outs to their service delivery. These developments in the operations of library service delivery should encourage African libraries to re-invent themselves to respond adequately to this call by investing in technologies that have direct effect on the operations of the library (p.3).

The utilization of social media in libraries is now a global phenomenon and varies from one library to another depending on the extent of ICT integration to library and information services. For libraries to remain relevant and attractive to library users, it must recognize the place of social media in the provision of Information services.

Social media are already used as a means for rapidly disseminating information. Online social networks have existed since the beginning of the internet (Mislove, Marcon, Gummadi, Druschel & Bhattacharjee, 2007). Social media is a new technology that offers promising outreach options for academic librarians. They provide a new platform for reaching patrons beyond the traditional library building and website by allowing students to access librarians and the library resources without leaving the comfort of the websites they use the most (Dickson and Holley, 2010). Social media are media for social interaction, using highly accessible and scalable publishing techniques (Alonge, 2012).

### **Purpose of the Study**

The general purpose of the study was to investigate the extent of awareness and utilization of social media by tertiary institutions' librarians for provision of library services in government-owned tertiary institutions in Abia and Imo States Nigeria. The specific objectives were to:

1. establish the extent of social media awareness for library services by tertiary institutions' librarians in Abia and Imo States.
2. ascertain the extent to which social media are used by tertiary institutions' librarians for library services in Abia and Imo States.
3. determine the factors militating against the use of social media by tertiary institutions' librarians in Abia and Imo States for library services.

### **Research Questions**

To actualize the stated objectives, the following research questions guided the study:

- i. What is the extent to which tertiary institutions' librarians in Abia and Imo states are aware of social media for library services?
- ii. What is the extent to which social media are utilized by librarians in tertiary institutions in Abia and Imo States?
- iii. What factors militate against the use of social media by tertiary institutions' librarians for library services in Abia and Imo States?

### **Hypotheses**

The following null hypotheses were formulated for the study at 0.05 significance level:

- Ho<sub>1</sub>: There is no significant difference on the extent to which tertiary institutions' librarians in Abia and Imo States are aware of social media tools.
- Ho<sub>2</sub>: The extent to which social media tools are utilized by librarians in tertiary institutions in Abia and Imo states does not differ significantly.
- Ho<sub>3</sub>: The mean rating scores on the factors militating against the use of social media by tertiary institutions' librarians for library services in Abia and Imo States do not differ significantly.

### **Literature Review**

Social media implies online information and communications technology platform/systems which facilitate communication, networking and information sharing among persons or groups of persons at different locations at same time using necessary

devices. The language is usually simple and brief to attract, engage and sustain the attention of patrons. Social media according to Ezeah, Asogwu and Edogor (2013), referred to modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. Characteristically, they are distinguished from the conventional means of communication because of their interactive nature that allows the audience to participate in it from any part of the world they reside in. The term, social media, to Xie and Stevenson (2013) is a means of communication through the internet that enables social interaction. They see it as an effective approach for people to use in communicating and interacting with each other.

Social media to Lindsay (2011), referred to internet-based applications that enable people to communicate and share resources and information. Social media, according to Jain (2013) from the marketing point of view, consists of various user-driven marketing channels, e.g. Facebook, Twitter, Blogs, YouTube, Flickr, etc. They provide more opportunities to reach the user community, target specific audience and give users a chance to interact with the library.

Alkindi and Al-Suqri (2013) from the marketing perspectives explained social media as online communication and marketing tools in which individuals as well as organizations can build online profiles in order to share information, exchange messages with others, maintain relationships in social networks and communicate with the majority of social media. Predictably, Smeaton and Davis (2014) pointed out that:

Social media is a rapidly developing space. As more people grow up immersed in social media, it will become even more important for libraries

to be present in these spaces. But it is not enough to be present. Libraries need to engage with social media thoughtfully, with a focus on developing their brand on existing channels and exploring new spaces (p.54).

As noted by Xie and Stevenson (2013), there are variations of social media. The most popularly applied social media in digital libraries include blogs, facebook, photo sharing, podcasts, RSS feeds, Twitter, YouTube, Wikis, WhatsApp, Skype, MySpace, etc. Twitter which is a micro-blogging site according to Mannan (2012) enables the library staff to keep their users and patrons updated on day-to-day activities of the library, while the users, in turn use twitter to give instant feedback about library services.

YouTube is a free video sharing community that offers access to videos, films, video clips and amateur material that, in turn, can be disseminated through blogs and other web locations. The use of YouTube, according to Thanuskodi, (2011), represents a new type of exposure with world-wide impacts, at little cost and with wide access.

Smeaton and Davis (2014) contended that Flickr can be a very powerful and engaging tool for libraries that are prepared to invest the time to create, connect and post images in a strategic way, taking the time to develop relationships and post images which are appealing and that will create engagement. Flickr according to Ezeani and Igwesi (2012) is an excellent marketing tool which could be used by librarians to sensitize the users on general library services.

Jain (2013), acknowledged facebook as the most popular social media platform for creating library awareness and marketing. Face book according to Jain, can be used as a marketing strategy to draw the attention of users who have forgotten or are unaware of some existing grey literature in the library collection.



Suraweera, Razali, Chouhan, Tamang, Hubilla, Ratnayake, Rubosa, Malik and Mahesar (2010), identified weblogs as a source of information for libraries and information organizations. It also serves as a tool that libraries can use to promote their services or to provide a means of communication with their clients.

The LibraryThing according to Okenedo, Azubuike and Adeyoyin (2013) enables librarians to catalogue their books and view how patrons use these books, while RSS feeds (Really Simple Syndication) which is XML-based format allows the syndication of lists of hyperlinks. This, according to them, is already having an impact on libraries as RSS feeds are now being created for users to subscribe to new items in the library collection.

Dickson and Holley (2010) noted that blogs have several potential uses by libraries in tertiary institutions. They encourage user interaction through their comment feature, which allows students to provide feedback regarding the information provided and the library itself. In contrast to blogs, Wikis are collaborative web pages allowing for higher user participation. Wikis allow users to create web pages and document as a collaborative community. However, unlike most web pages, wikis users can edit the content as they read.

According to Parveen (2011), social media like face book provides new avenues for young librarians to express themselves and to interact with one another, it provides an unprecedented platform for them to systematically form collaborative groups and create, publish, exchange, share and contribute any type of information.

### **Awareness of Social Media by Librarians**

Awareness refers to the consciousness of something knowledge about a situation or fact. It is an essential factor that determines use. The extent of awareness of social media tools among librarians will determine the extent they are most likely to utilize them in the provision of library services. Anyanwu, Ossai-Onah and Iroeze (2013) from their findings on use of social media among Nigerian undergraduates, concluded that undergraduates have knowledge of social media tools but are not exploring them to the advantage of their academic career, rather they are manipulating them for socialization purposes. Quadri and Idowu (2014) in their study revealed that virtually all the respondents (100%) were aware of facebook; while 93.3% were very much aware of Google +; MySpace, and Hi5 constituted the least type of social media that the libraries were aware of and the level of awareness of librarians of these social media tools is also rapidly increasing.

In a Similar study, Okenedo, Azubuike and Adeyoyin (2013) revealed that there was high level of awareness of the existence of web 2.0 technologies among librarians in South West Nigeria.

### **Extent to Which Social Media tools are Utilized by Librarians**

Social media as a new technology has become part of people's life in recent times, it is important for librarians as part of the changing society to have the knowledge and ability to use this important tool for library services in Nigerian tertiary institutions. Acquisition of relevant skills for the use of this media is therefore of paramount importance to librarians for effective implementation of the role of the library which is providing current and relevant information to its users. Supporting this opinion, Murphy and Moulaison (2009), suggested that utilizing information within social media tools

requires that librarians possess social media literacy skills. This implies that possessing social media skills is a requisite for effective utilization of social media. These skills include: skills for interacting with patrons within the sites, understanding and articulating the nature of social media types and their potential roles related to library services, etc.

Xie and Stevenson (2013) noted that, the most popular applied social media in digital libraries include; blogs, facebook, podcast, twitter, YouTube, whatsApp, Skype etc. These social media tools help librarians to perform different types of functions as Manna (2012) pointed out that twitter which is a micro blogging site enables the library staff to keep their users and patrons updated on day- to- day activities of the library, while the users in turn use twitter to give instant feedback about library services. Jain (2013) acknowledged facebook as the most popular social media for creating library awareness and marketing of library products and services. It could be deduced from the foregoing that the social media tools that are used by Imo and Abia librarians in offering library services are popular and can be applied to library use. Ahmadi (2008) highlighted that the use of social media and software among librarians has rapidly increased and those tools whether in the library or other places are considered to meet societal information needs.

### **Factors Militating against the Utilization of Social Media by Librarians**

Despite the numerous benefits derivable from the use of social media in libraries by librarians, there are however some factors militating against their use for providing library services. Some of these factors include: slow internet connectivity, unreliable power supply, poor support from organizations or authorities, non-familiarity with social media platforms, laissez-faire attitude of librarians toward integration of social media in

the library services among others. Anunobi and Ogbonna (2012) asked seventeen librarians who were not using web 2.0 to indicate reasons for non use. The results show that all the seventeen librarians (100%) indicated that they were not familiar with web 2.0., with 88.2% affirming that they do not have the required skills, while 82.4% indicated lack of opportunity to use web 2.0.

Furthermore, Onuoha and Ajike (2013), corroborating the findings of Ani, Khan and Bhatti, acknowledged the challenges faced in the use of social media to include: slow internet speed, power failure and lack of confidentiality in social cyberspace. Ezeani and Igwesi (2012) identified lack of awareness, bandwidth problem, technophobia, lack of maintenance culture, unreliable power supply, lack of training of staff, government intervention, copyright issue etc., as some of the challenges of social media use.

Ekere, Akanwa and Benson (2015) identified low bandwidth, inadequate funding, poor power supply, and lack of knowledge of how to use social media effectively as challenges to effective use of social media in marketing of library and Information services. According to Quadri and Idowu (2014), although the use of social media for information dissemination among librarians in Nigeria looks so promising, but challenges like erratic power supply, poor internet connectivity, lack of infrastructure and other technical constraints were greatly impeding the librarians' use of social media to reach out to their user community.

Wua and Tion (2013) contended that though social media is an effective way of providing information to a library's user community, there are attendant problems

associated with the use of this media in developing countries. These include, incessant power failure, insufficient trained personnel, lack of access to information superhighway.

Atulomah and Onuoha (2011) citing Gbaje, Ashcroft and Watts, identified erratic nature of electricity supply, lack of skilled human resources to install and manage technology and networks, and *laissez-faire* attitude of information professionals towards modernization in libraries as some the challenges hindering effective use of social media.

### **Research Methodology**

The researchers adopted survey design involving a four- point modified likert type rating scale as instrument for data collection. One hundred and forty-nine (149) librarians constituted the population used for this study. This comprised all librarians in the twelve (12) government-owned tertiary institutions in Abia and Imo States of Nigeria. These tertiary institutions comprised four universities, three polytechnics and five colleges. The entire population was used as sample because it can be conveniently studied by the researcher. Hence census sampling technique was adopted. Data collected for this study were analysed using tables, mean ( $\bar{x}$ ) and standard deviation. Analysis of Variance (ANOVA) statistics was also used for testing the hypotheses for the study at 0.05 level of significance.

## Data Analysis and Presentation

**Table 1:**

*Mean responses on the extent to which tertiary institutions' librarians in Abia and Imo States are aware of the use of social media for library services*

State	S/N	Item Statement	VHE	HE	LE	VLE	Total	Mean	Stand. Dev.	Remark
Imo	1	Facebook	51	31	7	5	94	3.36	0.841	HE
	2	WhatsApp	42	41	8	3	94	3.3	0.76	HE
	3	Wikis	8	34	28	24	94	2.28	0.944	LE
	4	YouTube	25	36	19	14	94	2.77	1.001	HE
	5	Twitter	30	41	13	10	94	2.97	0.944	HE
	6	Flicker	8	27	31	28	94	2.16	0.954	LE
Sub Mean								2.80	0.851	HE
Abia	1	Facebook	21	16	3	4	44	3.23	0.937	HE
	2	WhatsApp	23	12	4	5	44	3.2	1.025	HE
	3	Wikis	3	18	15	8	44	2.36	0.865	LE
	4	YouTube	11	13	11	9	44	2.59	1.085	HE
	5	Twitter	13	19	5	7	44	2.86	1.025	HE
	6	Flicker	3	11	12	18	44	1.98	0.976	LE
Sub Mean								2.70	0.928	HE
Mean difference								0.10		

Source: Field Work (2017)

The data in table 1 above shows the responses on the extent to which librarians in Imo and Abia States are aware of the use of social media for library services. The result reports that the majority of the respondents are aware of the use of most social media tools for library services as the result accounts a sub mean of 2.80 for librarians responses in Imo State and 2.70 for responses from librarians in Abia State indicating that the librarians in the two States in South East, Nigeria are aware of the use of social media for library services to a 'high extent'. The result further accounted that out of the six (6) social media tools the librarians are aware of, wikis and flicker were reported to have the least awareness among librarians for library services in both Imo and Abia States as the result from Imo State responses accounted a mean  $\pm$  standard deviation of

2.28  $\pm$  0.944 for wikis and 2.16  $\pm$  0.954 for flicker while result from Abia State responses shows 2.36  $\pm$  0.865 for wikis and 1.98  $\pm$  0.976 for flicker.

The librarians in Abia and Imo States are aware of the rest of the other four (4) social media tools such as facebook (accounting a mean of 3.36 and a standard deviation of 0.841), whatsApp (accounting a mean of 3.30 and a standard deviation of 0.760), YouTube (accounting a mean of 2.77 and a standard deviation of 1.010) and twitter (accounting a mean of 2.97 and a standard deviation of 0.944) for library services. The result could only account for a mean difference of 0.10 from the mean responses of librarians in Imo State when compared to those in Abia State. In order to make a decision on whether there is a significant difference in the extent to which librarians in tertiary institutions in Imo and Abia States are aware of the use of social media, hypotheses 1 was tested.

**Table 2:**

Mean responses on the extent to which social media tools are utilized by librarians in tertiary institutions in Imo and Abia States

	S/N		VHE	HE	LE	VLE	Total	Mean	Stand. Dev.	Remark
Imo	7	Facebook	26	42	11	15	94	2.84	1.009	HE
	8	WhatsApp	48	31	12	3	94	3.32	0.819	HE
	9	Wikis	9	28	25	32	94	2.15	1.005	LE
	10	YouTube	25	34	23	12	94	2.77	0.988	HE
	11	Twitter	22	39	20	13	94	2.74	0.972	HE
	12	Flicker	5	22	36	31	94	2.01	0.886	LE
	Sub Mean							2.64	0.897	HE
Abia	S/N	Item statements	VHE	HE	LE	VLE	Total	Mean	Stand. Dev.	Remark
	7	Facebook	20	12	6	6	44	3.05	1.077	HE
	8	WhatsApp	15	19	4	6	44	2.98	0.999	HE
	9	Wikis	3	10	14	17	44	1.98	0.952	LE
	10	YouTube	5	10	16	13	44	2.16	0.987	LE
	11	Twitter	9	16	10	9	44	2.57	1.043	HE
	12	Flicker	0	11	16	17	44	1.86	0.795	LE
Sub Mean								2.44	0.928	LE
Mean difference								0.20		

The result in table 2 shows the mean responses on the extent social media is utilized by librarians in tertiary institutions in Imo and Abia States. The result has shown that the librarians in Imo State tertiary institutions make use of social media tools to a high extent (accounting a sub- mean of 2.64), while those in Abia State were reported to make use of social media tools to a low extent (as the result account a sub- mean of 2.43). The result has shown that out of the six (6) social media tools identified by the librarians to be used, Imo librarians in tertiary institutions make use of four (4) mostly to a high extent while librarians in Abia State were reported to make use of three (3) to a high extent. The most used four social media tools by Imo State librarians were whatsapp (accounting a mean of 3.32 and a standard deviation of 0.819), facebook (accounting a mean of 2.84 and a standard deviation of 1.009), YouTube (accounting a mean of 2.77 and a standard deviation of 0.988), and twitter (accounting a mean of 2.74 and a standard deviation of 0.886). The three (3) highly utilized social media tools among tertiary institutions' librarians in Abia State are facebook (which accounts for a mean of 3.05 and a standard deviation of 1.077), WhatsApp (accounting for a mean of 2.98 and a standard deviation of 1.000) and twitter (which accounted for a mean of 2.57 and a standard deviation of 1.043).

The result further reported a mean difference of 0.20 exist among the extent of social media tools utilized by librarians in tertiary institutions in Imo and Abia States.



**Table 3:**

Factors militating against the use of social media by tertiary institutions' librarians for library services in Imo and Abia States, Nigeria

State	S/N	Item statements	SA	A	D	SD	Total	Mean	Stand Dev.	Remark
Imo	25	Poor support from authorities	48	37	8	1	94	3.4	0.693	A
	26	Inadequate technological skills among librarians	27	54	9	4	94	3.11	0.74	A
	27	Non-familiarity with social media	21	53	16	4	94	2.97	0.754	A
	28	Slow internet connectivity	56	28	8	2	94	3.47	0.743	SA
	29	Unreliable power supply	63	25	5	1	94	3.6	0.645	SA
	30	Laisser-faire attitude of librarians towards integration of social media	27	43	18	6	94	2.97	0.861	A
Sub Mean								3.26	0.679	A
	S/N	Item statements	SA	A	D	SD	Total	Mean	Stand Dev.	Remark
Abia	25	Poor support from authorities	17	26	1	0	44	3.36	0.532	A
	26	Inadequate technological skills among librarians	11	27	6	0	44	3.11	0.618	A
	27	Non-familiarity with social media	12	20	12	0	44	3	0.747	A
	28	Slow internet connectivity	28	16	0	0	44	3.64	0.487	SA
	29	Unreliable power supply	33	11	0	0	44	3.75	0.438	SA
	30	Laisser-faire attitude of librarians towards integration of social media	13	27	4	0	44	3.2	0.594	A
Sub Mean								3.35	0.500	A
Mean Difference								0.09		

The result in table 3 shows the mean responses on factors militating against the use of social media by tertiary institutions' librarians for library services in Imo and Abia States, both in the South East, Nigeria. The result reports a sub mean of 3.26 for responses from Imo State and a sub mean of 3.35 for responses from Abia State both indicating that the respondents agreed that the factors militates against the use of social media by librarians in the provision of library services. The respondents from both Imo State and Abia State has reported that they strongly agreed that Slow internet connectivity (which accounts a mean of 3.47 with a standard deviation of 0.743 for Imo State responses while Abia State account a mean of 3.64 and a standard deviation of 0.487) and Unreliable power supply (which accounts a mean of 3.60 with a standard deviation of 0.645 for Imo State responses while Abia State account a mean of 3.75 and

a standard deviation of 0.438) are the most factors militating against the use of social media by librarians in the provision of library services. They equally agreed to ‘poor support from authorities’, ‘inadequate technological skills among librarians’, ‘non-familiarity with social media’ and ‘laissez-faire attitude of librarians towards integration of social media’ as factors militating against the use of social media by librarians in the provision of library services.

The result has further accounted a mean difference of 0.09 exist between the mean response rate from Imo State librarians and that of Abia State librarians.

### Testing of Hypotheses

**Table 4:**

*ANOVA result on the difference in the mean responses on the extent to which tertiary institutions’ librarians in tertiary institutions in Imo and Abia States are aware of social media (p-value<0.05).*

ANOVA					
Mean Response on Awareness					
	Sum of squares	df	Mean Square	F	Sig.
Between Groups	0.302	1	0.302	0.394	0.531
Within Groups	104.417	136	0.768		
Total	104.719	137			

Source: SPSS 21 Output

The table 4 reports ANOVA result on the difference in the mean responses on the extent to which librarians in tertiary institutions in Imo and Abia States are aware of the use of social media. The result reports that there is no significant difference in the extent to which librarians in tertiary institutions in Imo and Abia States are aware of the use of social media (p-value>0.05) as our p-value which accounts 0.531 which is greater than the 0.05 being our criterion level of confidence, with F = 0.394. This means that we shall

accept the  $H_{01}$  and conclude that there is no significant difference in the extent to which librarians in tertiary institutions in Imo and Abia States are aware of the use of social media.

**Table 5:**

*ANOVA result on the extent social media tools are utilized by librarians in tertiary institutions in Imo and Abia States ( $p\text{-value}<0.05$ )*

ANOVA					
Mean Response on social media Utilization					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.186	1	1.186	1.442	0.232
Within Groups	111.818	136	0.822		
Total	113.004	137			

The table 5 above shows ANOVA result on the extent social media is utilized by librarians in tertiary institutions in Imo and Abia States ( $p\text{-value}<0.05$ ). The result reports that the extent to which social media are utilized by librarians in tertiary institutions in Imo and Abia States do not differ significantly ( $p\text{-value}>0.05$ ) as our  $p$ -value which accounts 0.232 which is greater than 0.05 being the confidence level, with  $F = 1.442$ . The researcher therefore accepts the  $H_{02}$  and concludes that the extent to which social media are utilized by librarians in tertiary institutions in Imo and Abia States do not differ significantly.

**Table 6:**

*ANOVA result on the mean rating score on the factors militating against the use of social media by tertiary institutions' librarians for library services in Imo and Abia States ( $p < 0.05$ )*

ANOVA					
Factors militating against the use of social media					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.282	1	0.282	0.715	0.399
Within Groups	53.551	136	0.394		
Total	53.833	137			

The table 6 above shows ANOVA result on the mean rating score on the factors militating against the use of social media by tertiary institutions' librarians for library services in Imo and Abia States ( $p < 0.05$ ). The result accounts a p-value of 0.399 and F-calculated of 0.715 which indicates a result accepting the null hypothesis. Therefore, the null hypothesis is accepted and a conclusion that the factors militating against the use of social media by tertiary institutions' librarians for library services in Imo and Abia States do not differ significantly.

## Discussion of Findings

### Extent to which Librarians in Abia and Imo States are Aware of the use of Social Media for Library Services

The findings of this study revealed that tertiary institutions' librarians in Abia and Imo states are aware of the use of social media tools in providing library services to a high extent. Hypothesis testing proved that, there is no significant difference in the extent to which tertiary institutions' librarians in Abia and Imo states are aware of the use of social media tools. This result indicates that tertiary institutions' librarians are aware of the use of social media tools in performing library functions, and almost at

equal rate. This result negates the findings of Anunobi and Ogbonna (2012) who in their study found that there is low awareness of social media (web 2.0) among librarians. However, the finding of Atulomah and Onuoha (2011) which states that, librarians are very much aware of the use of social media tools in carrying out library work supports this finding. Also the studies of Quadri and Idowu (2014) and Okenedo, Azubike and Adeyoyin (2013) confirmed that the awareness of the use of social media by librarians is increasing tremendously. This is a positive result because as the awareness of the use of social media in providing library services is increasing so also is the quality of library services output. The only problem here as noted by Anyanwu, Ossai-Onah and Iroeze (2013) is that many people including librarians who have the knowledge of social media tools do not use them to the advantage of their academic and career purposes. They rather manipulate them for socialization purposes.

### **Extent to which Social Media tools are Utilized by Librarians in Tertiary Institutions in Abia and Imo States**

It was revealed in this study that, tertiary institutions' librarians in Imo state make use of four social media tools to a high extent, while those in Abia state make use of three to a high extent and that the extent to which social media are used to provide library services in the two states by tertiary institutions' librarians do not differ significantly. The four most utilized social media tools by librarians in Imo state are; whatsApp, facebook, YouTube and Twitter, while the three social media tools that are highly used by tertiary institutions' librarians in Abia state are: Facebook, WhatsApp and Twitter. This result is not surprising because Xie and Stevenson (2013) noted that, the most popular applied social media in digital libraries include; blogs, facebook, podcast,

twitter, YouTube, WhatsApp, Skype etc. These social media tools help librarians to perform different types of functions as Manna (2012) pointed out that twitter which is a micro blogging site enables the library staff to keep their users and patrons updated on day-to-day activities of the library, while the users in turn use twitter to give instant feedback about library services. Jain (2013) acknowledged facebook as the most popular social media for creating library awareness and marketing of library products and services. It could be deduced from the foregoing that the social media tools that are used by Imo and Abia librarians in offering library services are popular and can be applied to library use. However, conclusions can be drawn from Ahmadi (2008) who highlighted that the use of social media and software among librarians has rapidly increased and those tools whether in the library or other places are considered to meet societal information needs.

### **Factors Militating Against the Use of Social Media by Tertiary Institutions' Librarians for Library Services in Abia and Imo States, Nigeria**

The study reported that there are factors militating against the use of social media by librarians in the provision of library services. The respondents from both Abia and Imo States were of the opinion that slow internet connectivity and unreliable power supply are major factors militating against the use of social media by librarians in the provision of library services. They equally agreed to poor support from authorities, inadequate technological skills among librarians, non-familiarity with social media and laissez-faire attitude of librarians towards integration of social media as factors militating against the use of social media by librarians in the provision of library services. The findings also showed that the various factors militating against the use of

social media by tertiary institutions' librarians for library services in Imo and Abia States do not differ significantly ( $p < 0.05$ ). This finding concurs with the result of the works of Anunobi and Ogbonna (2012), Onuoha and Ajike (2013), Ezeani and Igwesi (2012), Ekere, Akanwa & Benson (2015), Ani (2007), Quadri and Idowu (2014), Wua and Tion (2013), Atulomah and Onuoha (2013) who in different submissions indicated slow internet speed, unreliable power supply, unfamiliarity with social media, insufficient personnel, laissez-faire attitude of librarians and lack of technological skills as factors militating against use of social media in the provision of library services.

## **Conclusion**

It is obvious that tertiary institutions' librarians in Abia and Imo states are to some degree aware of social media that can be used to provide library services. This is interesting considering the fact that level of awareness is a determinant of usage. Recently, there is an increasing awareness towards the use of social media among librarians, and that is why they are using them to a high extent in performing their library functions. This was not the case some years back, when librarians thought that social media tools were sources of distraction for both themselves and their clientele (students) and was used mainly for socialization purposes.

## **Recommendations**

Based on the findings, the following recommendations are made:

1. Awareness on social media use should be initiated and intensified among librarians of these institutions through regular sensitization programmes. This will enable librarians know more about these social media and the types that will be used for different purposes.

2. Although result showed that tertiary institutions' librarians in Abia and Imo States are aware of the use of social media to a high extent, but in Imo only four social media were used while in Abia only three were used to a high extent in the provision of library services. The management of these institutions should encourage librarians to learn more about these tools, and thereafter incorporate more of them in the provision of library services. There are about fifty social media tools available, so using only three or four is not encouraging. ([https://blog.wishpond.com/post/11567547113/social media -tools](https://blog.wishpond.com/post/11567547113/social-media-tools)).
3. To ameliorate the problems associated with the use of social media in providing library services in tertiary institutions by librarians, the authorities of these institutions studied should provide adequate internet services, functional generators, solar panel, and inverter for steady power supply. There is also need for adequate support from the institutions' authorities and other agencies, for training of librarians in social media usage.

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