USE OF SOCIAL MEDIA TOOLS IN ACADEMIC LIBRARIES IN KWARA STATE, NIGERIA

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ABSTRACT

The study explored the awareness and use of social media tools in academic libraries in Kwara State, Nigeria. The data was collected from a sample of 360 users through questionnaire method. Users were faculty and students of seven academic institutions in Kwara State. The major objectives are to know the awareness and use, effectiveness of social media tools in their institution and to dig out the problems in their use. It is found that lion's share are aware of social media tools, more than half found it as effective, more than half regularly using, twitter is used most, almost cent percent are using it for personal research/study/examination, inadequate power supply is the major hurdle, respondents suggested to provide adequate funds. The study noted the following requirements needed, adequate power supply, continuous internet facilities and conduct training programs.

Keywords : ***Social media, Social media tools, Social Networking, Social Networking Sites, SNS, Social tagging, Library 2.0, Twitter, WhatsApp,Academic Library, Students, Faculty,Kwara, Nigeria.***

1. Introduction

Social media is one of the main source for people, popular among public and used widely for entertainment, socialization and information seeking, sharing and dissemination. Rapid growth of social media usage has been observed over the last decade. It has entered into the main stream culture and integrated into the daily life of the people. Social media tools are broadly divided into print and non-print tools. The print social media tools are the postal media, newspapers, magazines and other documents. Non-print tools, traditional are radio, television etc and the modern tools are twitter, facebook, blogs, podcasts, forum, wiki community, Flickr, Instagram, you tube and other social media sites which offer people new and varied ways to communicate through internet, either with the help of their personal computer or mobile phones.

These tools allow people to easily and simply create their own online page or profile, to get to move to close to each other on the internet, social contacts by making connections with people within their list or with people outside the list of contacts. Thus, regardless of distance, it facilitate people to communicate and convey information in the form of images, video and audio, which we call multimedia. Number of social media tools as well as its users are increasing geometrically in recent years.

The Merriam Webster Dictionary defines 'Social media as forms of electronic communication (as websites for social networking and blogging) through which users create online communities to share information, ideas, personal messages and other content (as video). Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and network (en-wikipedia/org/wiki/Social_media). Global Social Media and Mobile Statistics, January 2016 state the active user in social media platforms shows the social media tools in the following order – Facebook, Whatsapp, QQ, FB messenger, Q ZONE, We Chat, Tumblr, Instagram, Twitter, Skype, BanduTieba, Viber, SinaWibeo, Line, Snapchat, YY, Vkontake, BBM and LinkedIn.

Kwara State is one of the peaceful state in Nigeria and Ilorin is its capital. It has a federal university, the University of Ilorin, a state university; Kwara state university; two polytechnics – Kwara State Polytechnic and Federal Polytechnic, Offa; three colleges – College of Education, Ilorin; Kwara State College of Education, Oro; School of Health Technology, Offa; Kwara State College of Nursing, Oke Ode; and College of Nursing, Ilorin. There are also four private universities in Kwara. They are Landmark University, Omu – Aran; Crown Hill University, Eye N'Korin; Al-Hikmah University, Ilorin and Summit University, Offa (en.wikipedia.org/wiki/kwara_state). Out of the above, seven institutions were selected for this study.

2. Review of Literature

Several studies have been conducted throughout the World to explore the use of social media tools by librarians, faculty and students in different levels of educational institutions like schools, colleges, universities and specialized institutions. These studies came with a variety of findings depending on the type of users as well as level of the institution and geographical location. In this survey only past studies on the use of social media tools of students and faculty are included and that too most recently published ones.

The paper by Rawal et al. (2020) highlights various forms of social media used by ICWA user community. The study by Okolo (2020) explored how social media can be used to market library services. Library services using social media to engage with library patrons is the study by Jager-Loftus (2020). A questionnaire study with 174 respondents of City College of Angels, Philippines, done by Yalung et al. (2020) showed that they access academic library with social media platforms, facebook, twitter and Instagram. The study conducted by Bamidele et al. (2020) examined service delivery of social media tools in university libraries in Ogun state, Nigeria.

The author in collaboration with the third of this paper (Yahaya and Ayodeji, 2019) studied the influence of social media on information behavior of students in selected universities in Kwara state, Nigeria.The role of social influence process in perceived usefulness of social media in private university libraries has been examined by Izuagbe et al. (2019). The purpose of this study by Philogene (2019) is to investigate whether academic libraries in New York use twitter and if they do, how and why. Research on facebook page of seven university libraries in Hong Kong was conducted by Lam et al. (2019). Use of twitter across the globe has been studied by Malik et al. (2019). The article by Beese (2019) highlights the many benefits of social media experience in university library, Bochum, Germany. Michael and Morgan (2019) discusses the social media application in libraries of educational institutions. The purpose of the paper by Al-Awadhi and Al-Daihani (2019) is to examine the use of social media in marketing of academic library resources and services in Kuwait. The study by Uche and Udoanyanwu (2019) investigated awareness and utilization of social media by libraries of 12 government owned institutions

in Abia and Imo state, Nigeria. The study by Avani and Haneefa (2019) investigates the use of social media by LIS students of universities in Kerala.A solo study by Patel (2019) deals with use of social media based on selected 50 library users from five engineering colleges in central Gujarat, India. A collaborative study by Patel and Vyas (2019) discusses libraries and social media. The present study by Shah and khan (2019) was carried out to determine the use of social media tools in academic libraries in northern India.

Influence of social media on library service in University of Medical Sciences in Nigeria has been done by Obi et al. (2018).

Findings of the study by Mugalavi (2016) revealed that Facebook and WhatsApp are the most commonly used social media tools by library staff of Yaba College of Technology, Lagos state, Nigeria.

3. Objectives of the Study

The major objectives of the study are:

1. To find out the awareness and usage of social media tools in the higher educational institutions in Kwara State of Nigeria.
2. To identify the various types of social media tools used by them.
3. To know the effectiveness of the social media tools in their parent institution as well as for their personal purposes.
4. To find out the problems in its use and elicit possible solutions to overcome.

4. Methodology

Questionnaire method was used to collect the data. It was distributed to a sample of 360 users from seven academic institutions in Kwara state, Nigeria. These were analyzed and tabulated.

5. Analysis of Data

5.1. Institution-wise Distribution of Respondents

Out of a total of 360 respondents from seven higher educational institutions in Kwara State, participated in the survey, almost one third (31.7%) are from Kwara State University, around a quarter (26.4%) of them are from University of Ilorin. Those respondents from Al-hikmah university is 14.2%. The other institutions have less than 10% of respondents only and the name of these institutions and percentage are given in table 1.

Table 1

Institution-wise Distribution of Respondents

Sl. No.	Institution	Frequency	Percentage
1	Kwara State University	114	31.7
2	University of Ilorin	95	26.4
3	Al-hikmah University	51	14.2
4	Kwara State Polytechnic	30	8.3
5	Federal Polytechnic, Offa	17	4.7
6	Landmark University	34	9.4
7	Summit University, Offa	19	5.3
	Total	**360**	**100.00**

5.2. Awareness of Social Media Tools

It is found from the analysis (Table 2) that lion's share (89.72%) of the respondents are aware of the social media tools. Only 10.28% are not aware. But a major portion of the respondents of Kwara polytechnic as well as a portion of Summit University are not aware of the social media tools.

Table 2

Institution wise Distribution of Awareness of Social Media Tools

Sl. No.	Name of Institution	Aware	Not Aware	Total
1	Kwara State University	114	0	114
2	University of Ilorin	95	0	95
3	Al-hikmah University	46	5	51
4	Kwara State Polytechnic	05	25	30
5	Federal Polytechnic, Offa	17	0	17
6	Land Mark University	34	0	34
7	Summit University, Offa	12	7	19
	Total	**323(89.72)**	**37(10.28)**	**360(100)**

* Percentage given in parenthesis

5.3. Effectiveness of Social Media Tools in their Work

A question was included to find out the opinion of the effectiveness of social media tools and the responses are given in Table 3. It is seen that more than half (56.39%) of them expressed as effective, almost a quarter (23.33%) fairly effective and 2/5th of them reported as not effective.

Table 3

Opinion on Effectiveness of Social Media Tools in their Work

Sl.No.	Name of Institution	Effective	Fairly Effective	Not Effective	Total
1	Kwara State University	76	26	12	114
2	University of Ilorin	48	24	23	95
3	Al-hikmah University	34	9	8	51
4	Kwara State Polytechnic	5	0	25	30
5	Federal Polytechnic, Offa	4	13	0	17
6	Land Mark University	34	0	0	34
7	Summit University	2	12	5	19
	Total	**203(56.39)**	**84(23.33)**	**73(20.28)**	**360(100)**

*Percentage given in parenthesis

5.4. Usage of Social Media Tools

It can be seen from the results given in Table 4, that more than half of them (56.89%) are regularly using social media tools. Almost one third (32.78%) of them are fairly using and 13.33% of them are not at all using it.

Hundred percentage of respondents of Land Mark University is using whereas around 60% of them in the institutions such as Kwara State University, University of Ilorin and Alhikmah University are regularly using it. Only 3 of them in Kwara State Polytechnic is regularly using. Nobody is regularly using in Federal Polytechnic, Offa and Summit University. Here also a majority (25 out of 30) of the users of Kwara State Polytechnic are not using which shows that they are lagging far behind in the usage of social media tools.

Table 4

Respondent's Opinion on Usage of Social Media Tools

Sl.No.	Name of Institution	Using	Fairly Using	Not Using	Total
1	Kwara State University	69	44	1	114
2	University of Ilorin	57	35	3	95
3	Alhikmah University	31	20	0	51
4	Kwara State Polytechnic	3	2	25	30
5	Federal Polytechnic, Offa	0	10	7	17
6	Land Mark University	34	0	0	34
7	Summit University	0	7	12	19
	Total	**194(56.89)**	**118(32.78)**	**48(13.33)**	**360(100)**

* Percentage given in parenthesis

5.5. Type of Social Media Tools Used

The results (Table 5) indicated that Twitter is the most used social media tools used to communicate by students and staff of academic institutions in Kwara State. Twitter (established in 2006) is found as the prominent social media platform across the globe (Malik et al, 2019) and is found in this part of this country also. More than a quarter (27.78%) are using blog. Podcast is preferred by 11.11% and forums 5.56%.

Table 5

Type of Social Media Tools Used

Sl.No.	Social Media	Frequency	Percentage
1	Twitter	160	44.44
2	Blog	100	27.78
3	Podcast	40	11.11
4	Forums	20	05.56
5	Content Communities	40	11.11
	Total	**360**	**100.00**

5.6. Problems in Accessing Social Media Tools

A question was included to find out the various problems that hinders the access of social media tools and the result is presented in Table 6. Inadequate power supply is the major problem expressed by around half of them (47.78%). Non availability of internet connection at times is the main problem for 41.11% of them. For 11.11%, it is the hardware/software problem of the computer.

Even though power supply is a major problem expressed by majority of the respondents in Kwara State University, Alhikmah University, Kwara State Polytechnic and Federal Polytechnic, but in the University of Ilorin the main problem is the non-availability of internet at all times.

Table 6

Problems in Accessing Social Media Tools

Sl.No.	Name of Institution	Power	Internet	Hardware/ Software	Total
1	Kwara State University	96	13	5	114
2	University of Ilorin	12	80	3	95
3	Al-hikmah University	26	23	2	51
4	Kwara State Polytechnic	20	6	4	30
5	Federal Polytechnic, Offa	9	0	8	17
6	Land Mark University	5	21	8	34
7	Summit University	4	5	10	19
	Total	**172(47.78)**	**148(41.11)**	**40(11.11)**	**360(100)**

* Percentage given in parenthesis

5.7. Solutions to Problems in Usage of Social Media Tools

The respondents were asked to put forward solutions to the problems to overcome. Majority of them (65.56%) suggested to provide adequate funds to overcome the situation. Continuous power supply was suggested by 22.22% of them and for 12.22% of them opined about providing them with latest computer and other equipment to overcome the problem.

Table 7

Solutions to Problems of Usage of Social Media Tools

Sl.No.	Name of Institution	Provide Adequate Funds	Continuous Power Supply	Latest Computer Gadgets	Total
1	Kwara State University	68	31	15	114
2	University of Ilorin	70	19	6	95
3	Al-hikmah University	45	4	2	51
4	Kwara State Polytechnic	30	0	0	30
5	Federal Polytechnic, Offa	8	7	2	17
6	Land Mark University	10	12	12	34
7	Summit University	5	7	7	19
	Total	**236(65.56)**	**80l(22.22)**	**44(12.22)**	**360(100)**

* Percentage given in parenthesis

5.8. Use of Social Media Tools in Personal Research/Study/ Examination

Out of the total respondents, almost cent percent of them (98.89%) are using social media tools for personal research/study/ examination purpose (see Table 8). It is 100 percent in all institutions except University of Ilorin.

Table 8

Use of Social Media Tools for Personal Research/Study/Examination

Sl. No.	Name of Institution	Using	Not Using	Total
1	Kwara State University	114	0	114
2	University of Ilorin	94	1	95
3	Al-hikmah University	51	0	51
4	Kwara State Polytechnic	30	0	30
5	Federal Polytechnic, Offa	17	0	17
6	Land Mark University	34	0	34
7	Summit University, Offa	16	3	19
	Total	**356(98.89)**	**04(11.11)**	**360(100)**

* Percentage given in parenthesis

5.9. Effectiveness of Social Media Tools in their Parent Institution

A question was included enquiring how effective are the social media tools in their own institution. The results presented in Table 8 shows that a great majority (97.78%) of them expressed as effective.

Table 9

Effectiveness of Social Media Tools in the Parent Institution

Sl.No.	Name of Institution	Effective	Fairly Effective	Not Effective	Total
1	Kwara State University	114	0	0	114
2	University of Ilorin	93	1	1	95
3	Al-hikmah University	51	0	0	51
4	Kwara State Polytechnic	30	0	0	30
5	Federal Polytechnic, Offa	17	0	0	17
6	Land Mark University	34	0	0	34
7	Summit University	13	4	2	19
	Total	**352(97.78)**	**5(1.39)**	**3(0.83)**	**360(100)**

* Percentage given in parenthesis

5.10. Training on Social Tools

It is to be noted from the findings (Table 10) that none of the users got training in the use of social media tools in any of the higher educational institutions. It shows the need for training to them for effective use of social media tools.

Table 10

Training on Social Media Tools

Sl. No.	Name of Institution	Got Training	No Training	Total
1	Kwara State University	0	114	114
2	University of Ilorin	0	95	95
3	Alhikmah University	0	51	51
4	Kwara State Polytechnic	0	30	30
5	Federal Polytechnic, Offa	0	17	17
6	Land Mark University	0	34	34
7	Summit University, Offa	0	19	19
	Total	**0(0.00)**	**37(10.00)**	**360(100)**

* Percentage given in parenthesis

6. Findings

1. Lion's share (89.72%) of the respondents are aware of the social media tools.
2. A major portion of the respondents of Kwara Polytechnic and a small portion of Summit University are not aware of social media tools.
3. More than half (56.39%) of the respondents found it as effective.
4. More than half (56.89%) are regularly using social media tools.
5. Hundred percent of the respondents of Land Mark University and around 60% of them in Kwara State University, University of Ilorin and Alhikmah University are regularly using it.
6. Twitter is the most used social media tool.
7. Inadequate power supply is the major problem expressed by around half of them (47.78%).
8. Majority of the respondents (65.56%) suggested to provide adequate funds to overcome the situation.
9. Almost cent percent of them (98.89%) are using social media tools for personal research/study/ examination.
10. A great majority (97.78%) of the respondents expressed that the social media tools in their parent institution is effective.
11. None of the users got training in the use of social media tools from any of their parent institutions, which shows the need for training.

7. Recommendations

1. Adequate funds should be provided to the academic libraries in Kwara.
2. Constant and regular power supply should be ensured in academic libraries.
3. Continuous and powerful internet service should be provided.
4. Adequate education and training should be given to librarians to carry out social media activities.
5. Regular training programs should be conducted to the faculty and students in the use of social media tools.
6. Internet access points and terminals should be increased in academic libraries in Kwara state.
7. Social links should be directed to the websites of the parent institutions and library for effective user interaction.
8. Libraries should appoint a full time library professional to plan, manage, and maintain activities of social networking sites of the libraries.

8. Conclusion

Social media tools provide great opportunities to library professionals, faculty and students to have a good interaction among them. Out of the 360 respondents participated in this survey, from seven institutions, respondents from Kwara State University are aware of social media tools, found effective and using it. The other institutions have either power or fund problems. Respondents from all the institutions unanimously agreed about the poor funding and power problem as the major issue in effectively utilizing social media tools and rendering services in academic libraries in Kwara state. For libraries to survive in the modern age, social media must be integrated into its operation and services. To reach out to the 21st century library users, librarians must communicate with the library users effectively, in a better way with proper feedback.

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