



Perception of Social Media Use for Information Service Delivery in University Libraries: A Case Study of Kenneth Dike Library, University of Ibadan

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Abstract

Purpose: As one of the first university libraries to embrace ICT adoption in the country, it was necessary to ascertain how the library is faring in terms of digital services provision using social media tools.

Methodology: The survey design was applied alongside the accidental/convenient sampling technique. The population comprised 300 library patrons and library personnel in KDL. The method of data gathering was the questionnaire. Two hundred and thirty-three (233:77.7%) response rate was observed. The descriptive and inferential statistical tools were applied.

Findings: patrons were positive about the provision of certain services using SMTs, but in terms of actual use, there was a lack of interest. Similarly, there was a low frequency of the use of available SMTs in the library; however, Facebook was the most utilized SMT by patrons, followed by Blog. The paper concludes that it is not enough to deploy relevant SMTs but to develop patron-focused services that will endear patrons to use them.

Originality/value: It is an in-depth case study that explored patrons' disposition towards information service delivery using available social media tools in KDL.

Keywords: Social media use, Social media tools (SMTs), Patron, information service delivery, Kenneth Dike Library (KDL).

1. INTRODUCTION

Nowadays, it is impossible to downplay the relevance and impact of technology in all aspects of human endeavors. Quality and efficiency of products and services in all sectors of the economy has favored the deployment of various technology. Similarly, the quest to gain a business advantage over existing and potential competitors has also given impetus to the implementation of cutting-edge technology. Whereas the success stories of sectors or organizations that are blazing the technological

trail are apparent, the reverse holds sway for those operating the traditional model of service provision. A major technology that is currently changing workplace operation and interaction is the social media — a web-based technology that is transforming communication into multiple interactive dialogues (Bradley, 2012).

Due to its exponential popularity and use globally, it was estimated that it would only take eighteen months for adopters of social media to reach more than 50 million clients/users, whereas it will take the electronic media (i.e., television and radio) more than 30 years to reach the same number

of viewers and listeners respectively (Hayta, 2013). Social media potential for expanding organizations' customer-base is widespread (Izuagbe, Ifijeh, Izuagbe-Roland, Olawoyin & Ogiamen, 2019). For example, Facebook has been reported to attract about 2.5 billion active users monthly (ONMICORE, 2020). This is an indication that if Facebook were a country, it would have been the most populous nation in the world — almost twice the population of China. Thus, several organizations, including the library, are currently deploying social media tools like Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Instagram, Skype, etc., to reach a wider audience, sustain business relationships, enhance the quality of communication, and service delivery. While the popularity of social media implementation in the developed economies abounds, the technology is also receiving competitive attention in the developing countries (Akporthonor & Olise, 2015; Musibau, Enyinnaya, Edward, Wantrudis & Nojeem, 2011).

Particularly, social media is being deployed in the library environment to market products and services, keep users abreast of new developments, engage them on a real-time basis, and obtain feedback. Where the technology is proactively being deployed, empirical evidence suggests that the relationship between the organization using the platform and its clients will be stronger and rewarding for both parties (Kumara & Devib, 2014). When this claim is extended to the university environment, it would, therefore, mean that the use of social media would contribute towards promoting a healthy and harmonious academic relationship between universities (its personnel inclusive) and students. This assumption is predicated on students' use of social media platforms to monitor courses and class conversations or activities and reach out to lecturers/facilitators. Students also use the platform to socialize by connecting, communicating, and collaborating with one another as well as forming online social communities. Is it logical to conclude, therefore that social media deployment in university libraries will ensure a symbiotic relationship between the library and its patron? This assumption

forms the crux of this study; hence, the need to gain insight into patrons' perception of social media use in relation to information service delivery.

1.1. Background of Kenneth Dike Library (KDL)

The University of Ibadan was formerly known as the University College Ibadan. It was established in 1948 as an affiliate of the University College, London, to support teaching, learning, and research. The University was established alongside a library known then as the Ibadan University Library, and now Kenneth Dike Library (KDL); named after the first indigenous Vice-Chancellor of the University, Professor Kenneth Onwuka Dike, in 1984. Like the University, KDL is one of the oldest and largest academic libraries in Nigeria (Igbeka & Okpala, 2004). The author stated further that the library contains over 700,000 volumes and seats about 1,250 patrons with about 26,000 registered users as of 2017/2018 academic session. It subscribes to several online databases in order to complement its print resources.

The library collaborated with the University's ICT center, to commence its computerization process in 1975 by automating its Serials catalog. Afterward, the library has made several giant strides, all in a bid to simplify operations and improve existing services. In chronological order, as Ojo and Otulugbu (2016) reported, the library obtained its first library software, the Computerized Documentation System/Integrated Set of Information System (CDS/ISIS), for the creation of machine-readable files in 1990. Eight years after, the library commissioned its Systems Unit (Library Computer Application Unit; as it was known then) in 1998. As the library progresses in its quest to go digital, TINLIB (The Information Navigator Library) was procured and installed in 1993. Due to expansion in operations and the need for flexibility, TINLIB was replaced by ALICE for Windows in 2004. In its pursuit to render user-focused services, the library replaced ALICE for Windows with yet another library management software, VIRTUAL, in 2008. In 2010, the library commissioned its Online Public

Access Catalogue (OPAC). KDL has enjoyed supports from several donor agencies/foundations (e.g., MacArthur and Carnegie foundations) to boost its operations and service delivery. These developments have impacted and improved the quality of service delivery to the generality of the library's patrons.

It has been reported that social media platforms such as RSS, Facebook, Twitter, Podcast, YouTube, Blog, and Helpdesk had earlier been listed as available social media tools (SMTs) in KDL (Ojo & Otulugbu, 2016). SMTs are information delivery channels (Hall, 2011) that facilitate the creation and sharing of knowledge, information, media, ideas, opinions, and insights, and allow people to actively contribute in the media itself (Chaturvedi & Gupta, 2014). These tools can be classified based on their functions such as; information acquisition (e.g., Blogs and wikis), information dissemination (e.g., RSS), information organization (e.g., social tagging), and information sharing (e.g., instant messaging and social networking services) (Chua & Goh, 2010). From preliminary investigation, SMTs such as WhatsApp, Flickr, MySpace, and YouTube are among the SMTs the library is currently taking advantage of in its bid to improve the quality of service delivery. However, not much of the extent of deployment of the available SMTs have been consciously reported.

1.2 Statement of the problem

KDL is one of the oldest academic libraries in Nigeria. Many other academic institutions have had to model their structure and services after it. Literature has shown that the library has been blazing the ICT trail for decades (Adeyemi, 2017). Whether or not this remains the case, due to the competitiveness in higher education brought about by the emergence of private universities whose motivation is profit maximization, it is not certain. Some studies have examined certain areas of information service provision in KDL like patterns of CD-ROM databases use (Igbeka & Okpala, 2004), library use of ICT as a platform for effective

information services delivery in the information age (Ojo & Otulugbu, 2016), issues and use of social media in reference services by Academic Library personnel in Nigeria (Okoroma, 2017) and social media use by librarians for information dissemination in three Federal University Libraries in Southwest Nigeria (Quadri & Idowu, 2016). Whereas only the last two studies focused on social media use in the library, they merely generalized their positions based on how each studied library fared in relation to others. As a result, no in-depth survey and analysis of the use of social media tools for service provision as obtains in KDL were intended. To gain clearer insight into digital information service delivery in KDL, it is expedient to ascertain the SMTs in use in the library and patrons' perception of the efficacy of the tools in the provision of information services.

1.3 Objectives of the Study

1. identify types of SMTs used for the provision of specific information services in KDL;
2. find out the frequency of patrons' use of SMTs in KDL;
3. ascertain patrons' perception of social media use for service delivery in KDL.

Arising from the aforementioned objectives, the following research questions are drawn to guide the study.

RQ 1: What are the SMTs used for the provision of specific information services in KDL?

RQ 2: What is the frequency of patrons' use of SMTs in KDL?

RQ 3: What are patrons' perception of social media use for service delivery in KDL?

2. REVIEW OF RELATED LITERATURE

Psychologically, perception denotes sensory information that can be understood via interpretation and recognition. It is a concept that is highly subjective and relatively personal. However, since the focus of the study is to examine patrons'

view of social media use for information service delivery, perception is thus operationalized as patrons' personal disposition to the use of SMTs vis-à-vis information service delivery; consequently, no in-depth philosophical discussion of the concept is intended.

The current information environment, digital technology, and its attendant proliferation is evolving. As a matter of fact, the Internet was initially developed to serve as a virtual information-sharing platform and later metamorphosed into an online tool for the promotion of face-to-face interaction and relationships between individuals through the online social environment (Kruger & Painter, 2011). The rate of social media acceptance and use makes the technology one of the fastest accepted and use, among other interactive platforms in history (Matthee, 2011). Brown (2009) defined social media as Web 2.0 based sites which unite people of diverse background in a virtual environment and ensure a greater depth of social interaction, build a stronger community, and cooperate projects implementation. Social media are means of communicating, interacting, and contributing to the contents of issues on any of the social media platforms.

Besides the private use of social media for communication among family members, colleagues, and friends as well as business associates, businesses aiming to reach a wider audience are also taking advantage of the platform. Thus, individuals' and organizations' perceptions about the use and impact of technology would differ considerably. As the name suggests, individuals use social media for entertainment, communication, and to socialize. For organizations, however, profit-making is the focus because the technology provides various interactive opportunities for organizations to bond with customers with a view to building sustainable relationships capable of retaining clients' confidence and loyalty to products and services (Mersey, Malthouse & Calder, 2010). Overall, technology means different things to different people in different contexts, suggesting that its usefulness is subject to individuals' biased perception of the usefulness of the technology.

Accordingly, it has been defined as any online service platform for the creation and sharing of *various contents* (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro & Solnet, 2013).

The library is a non-profit social institution charged with the responsibility of creating, among other things, an enabling environment for divergent forms of interactions (e.g., human-to-human, human-to-computer, and human-to-text). Blogs and Facebook have been found as veritable facilitators of 2-way interaction between the library and its patrons with services at the very center (Akporhonor & Olise, 2015). How well the library enhances this responsibility of promoting communication and relationships is a measure of its usefulness in the digital information ecosystem. The viability and flexibility of SMTs have necessitated several conceptual changes in the mode of information service provision as well as patrons' information-seeking-process and behavior. For example, the use of SMTs minimizes physical visits to the library and promote access to resources and services even on the go. Furthermore, SMTs allow users to specify where they need information and how they need them than it was possible some decades ago. As the potential and existing benefits of SMTs are becoming obvious vis-à-vis the provision of digital information services in the technology-driven economies, library scholars in Nigeria are not left behind as literature suggests.

Social media tools support a number of library services like virtual reference service, promotion, advertising and marketing of library services and resources, instant messaging services, video/image service, among others. Virtual reference service, for example, is a digital library service model that complements the traditional face-to-face model. The service connects users (researchers, faculty, students, etc.) to libraries with real-time information provision support via chat (Choukimath, Angadi & Koganuramath, 2012). Virtual reference services are diversified, taking the forms of email interface, frequently asked questions (FAQ) or bulletin board system (Fang, 2013). It could also take the form of Webforms and Ask-a-

librarian (Sankar & Kavitha, 2016). According to the former, whereas webforms entail the use of a digitally designed form through which users are guided to make an actual inquiry, the latter provides online on-demand assistance from a library website, allowing users to get immediate help despite their location. Thus, Social media allows librarians to provide Help Desk and Ask-a-librarian services using specific instant messaging tools like Facebook and Twitter (Tekale & Dalve-Pati, 2019).

Real-time and text-based communication are more effective and efficient with instant messaging. It is presently considered as one of the most important Internet applications used for business, education, social, etc. (Barry & Tom, 2009). Examples of instant messaging applications like Facebook, Twitter, Blogs, Flickr, etc., have been reported as veritable means of marketing/advertising and promoting library resources and services, branding, building clients' relationships, reference services, and quick dissemination of news (Jain, 2013). According to a survey carried out in the U.S., the deployment of social media, especially instant messaging for the provision of libraries services were reported as; promotion of general library services (88%), promotion of specific programs/services (72%), provision of quick updates to library patrons (75%), reaching a new audience of potential users (54%) (Fourth Annual Survey, 2011). With respect to information literacy education, SMTs also play a significant role because information can better be transmitted and appreciated in audio and visual forms than in print (Dumitrache & Anghel, 2012). To this end, libraries could deploy SMTs like YouTube, Instagram, and other media to conduct library orientation/tour and teach the use of the library in a classroom setting.

Omeluzor, Oyovwe-Tinuoye, and Abayomi (2016) surveyed academic libraries' use of social networking tools (SNTs) for information service delivery in the Southeastern geopolitical zone of Nigeria. The study focused on 173 library personnel who provided the data for analysis. The authors found that SNTs assist the studied libraries in extending information services to patrons who may not be physically present in the library. The

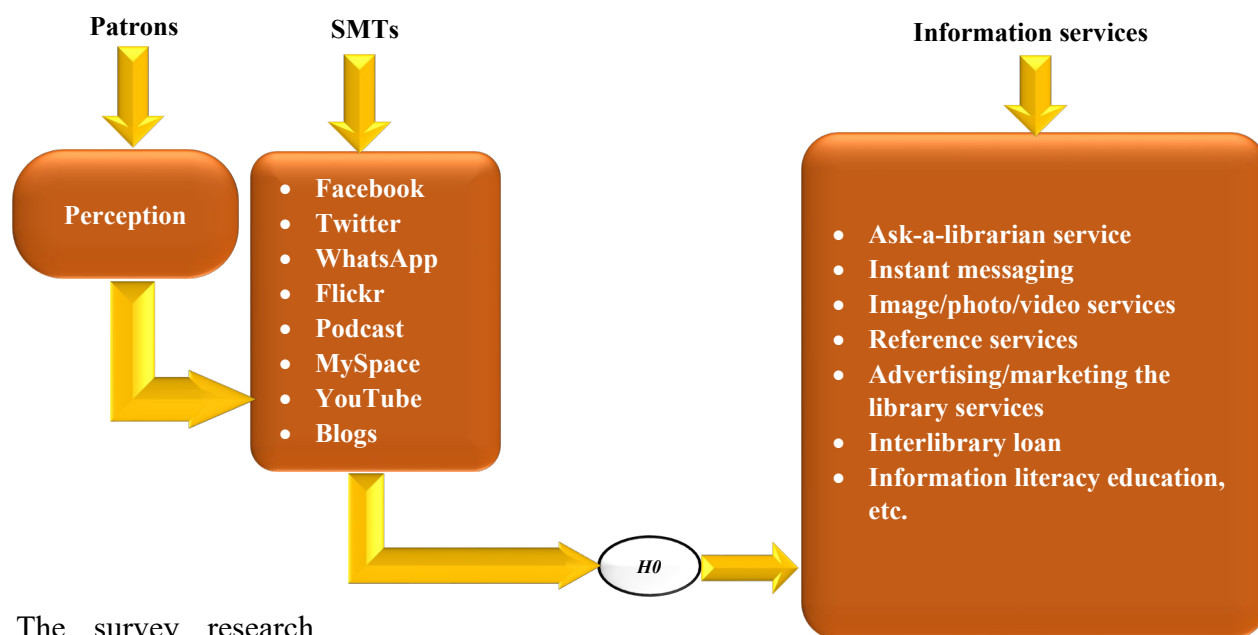
preference of library services offered via this channel over the traditional model has been acknowledged (Howard, Huber, Carter, & Moore, 2018). This means that SMTs have the potential to limit the frequency of physical visits to the library by patrons. The readiness to dynamically offer library services through the instrumentality of SMTs among Nigerian libraries has also been explored (Ezeani & Igwesi, 2012). Their findings revealed that the concept of social media is gaining popularity in Nigerian libraries, with applications such as Facebook, MySpace, and Twitter being used to render services. While obvious constraints may hinder social media adoption for digital services offering, Emezie and Nwaohiri (2016) examined the challenges confronting the use of SNTs as enablers of academic library services in Nigeria. It was found that insufficient funds for SNTs deployment and incessant power outage that causes fluctuation of internet connectivity are some of the factors undermining the use of SNTs for library services in Nigeria. This lack of basic technological infrastructures also has a way of shaping the perception of the relevance and functionality of SMTs.

A stream of research has attempted to examine the role of perception of the usefulness of social media tools in various contexts. For example, students' perception and attitudes have been surveyed with the intention to ascertain preference for the use of two online discussion platforms (i.e., Facebook and an institution-based online tool) in a public-owned in the U.S. where Facebook compare more favorably to its institution-based online tool (Hurt, Moss, Bradley, Larson, Lovelace, Prevost, Riley, Domizi & Camus, 2012). Students' gender and perception of social media users have also been reported from the Malaysian context (Alhazmi & Rahman, 2013). While the research found, on the one hand, a significant association between students' gender and perception of social media use, a positive relationship was found between students' level of study and use of the technology on the other hand. Nursing students' perception of SNTs as learning support systems have been tested in the Australian context with results presented in the

affirmative (Tower, Latimer & Hewitt, 2014). Can the findings of these studies be substantiated in a less developed country like Nigeria where: (i) there is lower digital exposure for greater technology acceptance and optimum utilization of same, (ii) technological infrastructures are inadequate and inefficient, and (iii) lower information culture is imbibed in comparison to the advanced nations? Guided by this uncertainty, the study hypothesizes that:

H0: Patrons’ perception will not positively and significantly correlate with the use of SMTs for information service delivery.

library patrons (the subject of the research) than it is for the university students, and information service offered to them being the object of the research, the population would comprise of 1250 persons the library can accommodate per time. Accordingly, convenient/accidental sampling was adopted. It is a sampling technique for gathering research data from a convenient and accessible pool of respondents (Fleetwood, 2020). In order to reduce the population to a manageable proportion, Krejcie and Morgan’s (1970) formula was applied. The formula states that for a population size of 1300, a minimum sample size of 297 would be representative. While this number (297) form the sample size for patrons, 3 library personnel from the System Unit identified as key to digital services in the library also responded,



The survey research design was applied. According to Adeyemi (2017), KDL can comfortably accommodate 1250 patrons per time. Since the focus of the study is more of the

bringing the total sample size to 300.

Fig 1: The research framework

3. METHODOLOGY

The purpose was to validate the data provided by the patrons with a view to strengthening the weaknesses inherent in the sampling technique adopted.

The questionnaire (self-structured) method was adopted for data collection. The scale was divided into 4 different sections to cover the different variables being considered. The first section (A) was dedicated to the biographical information of the respondents. The second section (B) covers frequency of social media use by patrons. The third section (C) captures information on SMTs being used to render specific services. The fourth and final section (D) deals with the perception and use of SMTs. A sub-section of C was designed for library staff. As much as it was necessary to elicit data from patrons who are the end-users of the available SMTs in KDL, it was also essential to obtain responses from library staff who uses the available platforms as channels for information service delivery. The need to justify patrons' view of social media use in KDL vis-à-vis actual effort put in place prompted this section of the instrument.

A total of 300 copies of the instrument was administered on respondents in the reading areas of the library in the second semester of 2017/2018 academic session during the traditional peak period of the year for the library. Out of the 300 copies of the questionnaire distributed, 233 copies were duly completed, returned, and found valid for analysis. This represents a high response rate of 77.7% considered adequate for analysis against the 60% recommended (Evans, Peterson & Demark-Wahnefried, 2004). The data collected were analyzed using descriptive and inferential statistics. For the former, statistical tools such as frequency counts, percentages, mean and standard deviation (STD), ranking (where applicable) for the formulated research questions were applied. Items for research question 1 were ranked based on the estimated weighted mean (Table 1). The criterion mean of 2.50 was also adopted as a threshold for making judgments relating to research questions 2 & 3 (Tables 2 & 3). Inferential statistics of Pearson Product Moment Correlation (PPMC) was used to

test the hypothesized relationship (Table 4) at 0.05 level of significance.

3.3. Data analysis and interpretation of results

3.3.1. Demographic information of respondents

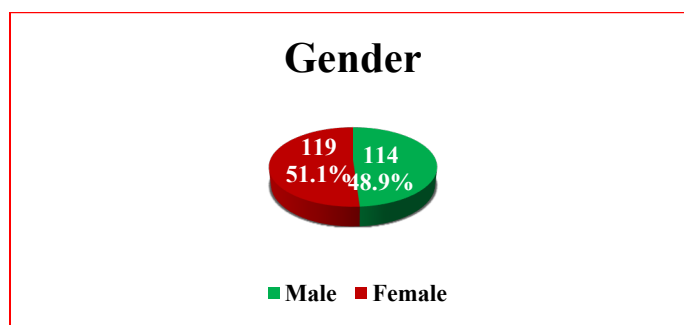


Fig 2. Gender distribution of respondents

Fig 2 presents the gender distribution of respondents, with females being in the majority of 119(51.1%) while males account for 114(48.9%) respondents. Because the marginal difference is insignificant, it can be concluded that both sexes are equally represented.

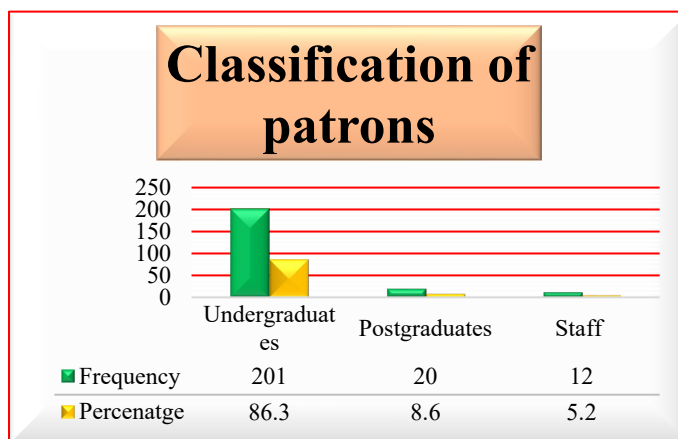


Fig 3: Distribution of respondents

Fig. 3 provides an analysis of the distribution of patrons according to their academic status. As expected, undergraduates are in the overwhelming majority (201:86.3%), and staff ranked least in the distribution (12:5.2%). In between the extremes are postgraduates (20:8.6%). Despite the

preponderance of undergraduates, all categories of patrons are represented.

RQ 1: What are the SMTs used for the provision of specific information services in KDL?

Table 1: SMTs used for the provision of information service delivery in KDL

I use the following SMTs to render:	WhatsApp	Facebook	YouTube	Flickr	Twitter	MySpace	Podcast	Blog	None
	N (%)	N (%)	N (%)	N (%)	N (%)	N (%)	N (%)	N (%)	N (%)
Ask-a-librarian service	9(3.9)	10(4.3)	-	-	89(38.2)	-	-	120(51.5)	5(2.1)
Instant messaging	40(16.7)	74(31.8)	-	-	119(51.1)	-	-	-	1(0.4)
Image/photo/video services	7(3.0)	9(3.9)	19(8.2)	-	-	-	-	-	199(85.0)
Reference services	84(36.1)	86(36.9)	-	-	49(21.0)	-	-	14(6.0)	-
Dissemination of library news	59(25.3)	84(36.1)	-	-	42(18.0)	-	-	20(8.6)	28(12.0)
Advertise the library	60(19.7)	113(48.5)	-	-	59(25.3)	-	-	7(3.0)	10(3.4)
Notification of IR upload and update	30(12.9)	38(19.3)	-	-	30(12.9)	-	-	121(51.9)	7(3.0)
Interlibrary loan	11(4.7)	9(3.9)	-	-	-	-	-	-	213(91.4)
Information literacy education	25(10.7)	80(34.5)	-	-	10(4.3)	-	-	118(50.6)	-
Provision of access to online databases	50(21.5)	71(30.5)	-	-	32(13.7)	-	-	80(34.5)	-
Weighted Mean (\bar{x})	37.5	57.4	1.9	-	43.0	-	-	48.0	46.3
Ranking	4th	1st	5th	6th	3rd	6th	6th	2nd	

** IR=Institutional Repository

Table 1 provides the analysis of the SMTs used for the provision of specific information services in KDL. For ask-a-librarian service (120:51.5%), notification of IR upload and update (121:51.9%), provision of access to online databases (80:34.5), and Information literacy education (118:50.6%) respectively, Blog ranked highest. For instant messaging, Twitter (119:51.1%) is favored. For advertising the library (113:48.5%), Reference services (86:36.9%), and dissemination of library news, respectively, Facebook (84:36.1%) is preferred. Observably, image/photo/video services (199:85.0%) and interlibrary loan (213:91.4%) are the least information services offered using SMTs, respectively. Based on the weighted mean rating, patrons

who have never accessed any information service offered through any of the SMTs ranked considerably high (second) (\bar{x} = 46.3) in the distribution. Overall, Facebook (\bar{x} = 57.4) and Blog (\bar{x} = 48.0) are the most utilized SMTs for the provision of information services in the studied library.

RQ 2: What is the frequency of patrons' use of SMTs in KDL?

Table 2: Frequency of the Use of SMTs by Patrons in KDL

SMTs	Daily		Weekly		Monthly		Rarely		Never		Mean	STD	Ranking
	N	%	N	%	N	%	N	%	N	%			
WhatsApp	71	30.5	126	54.1	24	10.3	2	0.9	21	9.0	3.65	0.672	1 st

Facebook	60	25.8	117	50.2	25	10.7	5	2.1	15	6.4	3.49	0.807	2 nd
Twitter	-	-	16	6.9	151	64.8	40	17.2	26	11.2	1.35	0.993	3 rd
Blog	-	-	-	-	20	8.6	102	43.8	111	47.6	1.10	0.878	4 th
MySpace	-	-	-	-	-	-	-	-	233	100	0.22	0.572	5 th
YouTube	-	-	-	-	1	0.4	76	32.6	156	67.0	1.01	0.587	4 th
Podcast	-	-	-	-	-	-	-	-	233	100	0.22	0.824	5 th
Flickr	-	-	-	-	-	-	-	-	233	100	0.22	0.766	5 th
Criterion Mean (x)									2.50				

Research question two presents the frequency of patrons’ use of SMTs in KDL without specific emphasis on information services. Overall, Table 2 reveals WhatsApp ($\bar{x} = 3.65$) and Facebook ($\bar{x} = 3.49$) as the most frequently used SMTs by patrons. With respect to periodic use, the same applications ranked highest among the examined SMTs, with WhatsApp taking pride of place both for daily and weekly usage. Analysis of frequency count also reveals that respondents who never used Blog ($\bar{x} = 1.10$), YouTube ($\bar{x} = 1.01$), MySpace ($\bar{x} = 0.22$), Podcast ($\bar{x} = 0.22$),

and Flickr ($\bar{x} = 0.22$), are in the overwhelming majority. It can, therefore, be concluded that the frequency of use of SMTs by library patrons in KDL is not encouraging since the mean scores of most of the SMTs examined are below the threshold (criterion mean of 2.50).

RQ 3: What is patrons’ perception of social media use for service delivery in KDL?

Table 3: Patrons’ perception of social media use for library service delivery in KDL

Statement	Agreement score		Disagreement score		Mean	STD		
	N	%	N	%				
Social media use could facilitate prompt answers to users queries	189	81.1	44	18.9	3.49	0.644		
Social media use could facilitate the ease of use of information resources and services	127	54.5	106	45.5	3.27	0.767		
With social media, information resources could be made more readily available	110	47.2	123	52.8	1.92	0.933		
Social media use foster timeliness of information service delivery	155	66.5	78	33.5	2.97	0.840		
Privacy policy of social media is a barrier to quality information service provision	98	42.1	135	57.9	1.74	0.887		
I prefer the use of social media for reference services	191	82.0	42	18.0	3.71	0.841		
With social media, users with common needs could be grouped together for information service delivery	162	69.5	71	30.5	3.05	0.775		
SMTs foster ease of access to information resources and services	149	63.9	84	36.1	3.32	1.050		
SMTs are desirable in the library for library services	133	57.1	100	42.9	3.24	1.126		
I prefer to access library resources through social media	101	43.3	132	56.7	1.83	0.994		
Using SMTs has the potential to enhance library patronage	107	45.9	126	54.1	1.89	0.964		
I belong to KDL social media forum where patron-based information is regularly disseminated	45	19.3	188	80.7	1.22	1.008		
Criterion Mean (x) = 2.50								

Table 3 attempts to identify patrons’ views regarding social media use, as it

affects information service delivery in KDL. As the analysis reveals, patrons’ perception

of social media use tended more towards the affirmative than otherwise. In other words, patrons' are more optimistic about the effectiveness of social media use with respect to reference services ($\bar{x} = 3.71$) particularly as it affects answering users' queries ($\bar{x} = 3.49$). Other areas where patrons' perception is high is social media facilitation of ease of access to information resources ($\bar{x} = 3.32$) and its ease of use ($\bar{x} = 3.27$). Ranked least in the distribution is patrons' apathy to belong to the social media communities created by the libraries for the dissemination of information ($\bar{x} = 1.22$). Overall, patrons agree more than they disagree with the items measuring the perception of social media use for information service delivery in the library. This claim is based on the fact that 7 out of

the 12 items that measured the concept of perception exceeded the 2.50 criterion mean threshold. This could mean that patrons' use of social media for information service delivery depends on perception on the average.

3.4. Test of Hypothesis

H0: Patrons' perception will not positively and significantly correlate with the use of SMTs for information service delivery.

Table 4: Relationship between the perception of SMTs and use of social media for service delivery in KDL

<i>Variables</i>	<i>Mean</i>	<i>STD</i>	<i>N</i>	<i>Df</i>	<i>R</i>	<i>Sig. p.</i>	<i>Remark</i>
Patrons' perception on service delivery	34.55	11.633	233	2	0.338	0.004	Sig.
Use of social media	22.52	6.099					

**Correlation is significant at 0.05 level*

Table 4 presents an analysis to ascertain whether or not a relationship exists between the perception of SMTs and the use of the technology for accessing information services. Accordingly, the analysis shows that the relationship is both positive ($r = 0.333$) and significant ($p = 0.004$). This means that the null hypothesis suggests that there is no correlation between perception of SMTs, and the use of the technology was not supported. This would also mean that the higher or better the patrons' perception of SMTs, the more predisposed they are to using the technology for accessing, retrieving, and using information for whatever purpose.

4. DISCUSSION

Research question one presents the SMTs used for the provision of specific information services in the library. Overall, Facebook took pride of place as the most utilized SMTs for the provision of information services like advertising the library, reference services, and dissemination of library news. This outcome corroborated the finding of Tsoni, Sipsas, and Pange (2015) that Facebook was the most preferred used SMT for eliciting subject-based information in an academic environment. Next to Facebook in terms of preference is Blog (for Ask-a-librarian service, Notification of IR upload and update, Provision of access to online databases, and Information literacy education). This result supports (Horn, 2011) who revealed that Blogs are important communication platforms because reading content or accessing the information on library Blogs does not require membership login or other forms of restrictions — the only prerequisite for gaining access is the Internet. It has also been argued that through the platform, a library could market and communicate its events, services, and resources

(Decker & Tomlinson, 2014) to its external patron-community. Similarly, as a medium for educating patrons, Blogs have also been reported to facilitate the introduction of patrons to new resources and services they are unfamiliar with (King, 2012). Similar positions have been shared concerning the usefulness of providing information services using Blogs (Canty, 2012; Brown, 2010).

messages (maximum of 280 characters for most languages excluding Korean, Chinese, and Japanese as against the earlier 140 characters post) (Newton, 2017) could be a strong motivation for quick posts and interaction between/among several individuals. The application permits wider participation and collaboration among group members using the hashtag chats (#), thereby making it one of the social media applications with the biggest potential audience (Laverly, 2019).

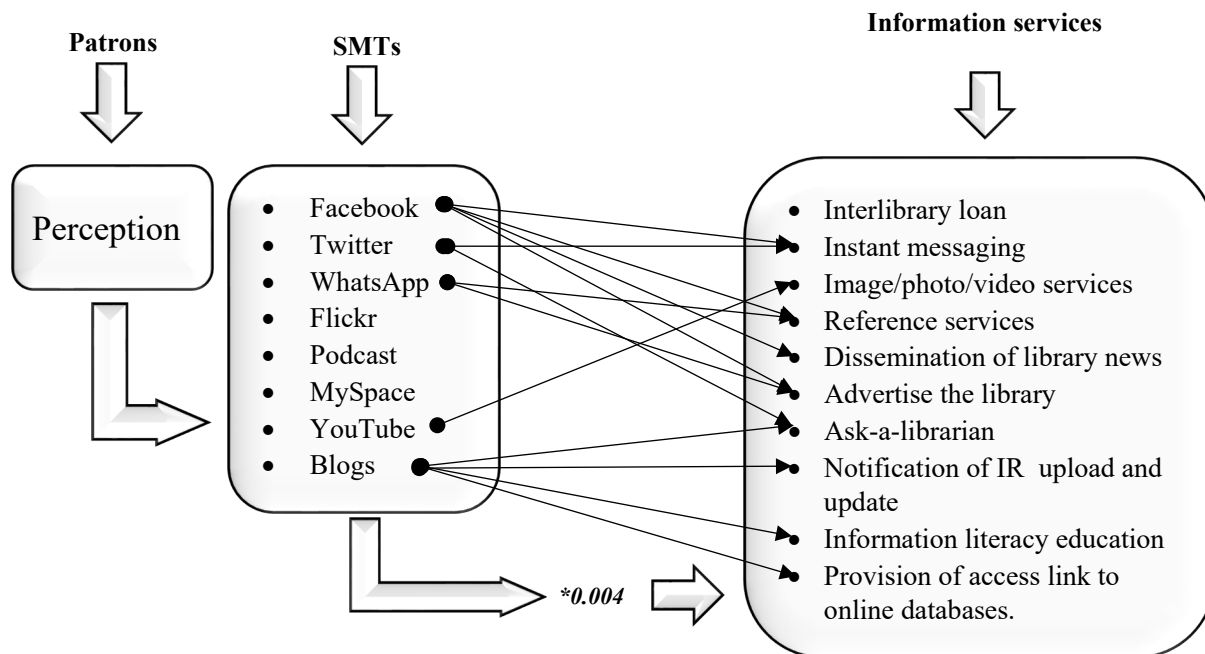


Fig 4. Result of Path Analysis

Twitter and Facebook are the preferred SMTs for instant messaging. While this finding opposed that of Griesemer (2014), who reported that Twitter was one of the SMTs never used by college students for accessing information, it aligned with that of Omeluzor et al. (2016), who found that of the SMTs examined in their study; Twitter was the second most preferred, in terms use, in the academic library environment. The inability of Twitter to accommodate lengthy tweets or

These and many other factors may have facilitated the application preference for instant messaging in the studied library.

With regards to Reference services, Advertising and marketing of the library and its services, as well as Dissemination of library news, Facebook was favored above other SMTs. This result is in tandem with that of Quadri and Idowu (2016), who argued that Facebook is the most suitable social media platform for providing library services. However, Image/photo/video services are almost non-existent in the library as far as using specialized SMTs is concerned in KDL. This outcome underpins why image/video

hosting applications like YouTube, Flickr, and by extension, MySpace examined were either poorly used or never used at all to offer any of the services. Meanwhile, preliminary investigation showed that the aforementioned platforms were being used to offer such services in the library, but Tables 2 and 3 analyses revealed otherwise.

While the objective of research question two was to determine the SMTs used to carry out specific information services in KDL, it was also important to rank the SMTs based on the extent of use. To achieve this, the weighted mean of each of the sampled SMT was obtained; interestingly, Facebook was the most utilized SMT for providing specific information services, followed by Blog and Twitter in the studied library (Fig 4).

Research question two establishes the frequency of use of SMTs for information service delivery in the studied library. It was found that the frequency of social media use by patrons in the library can be better described as low. This result is at variance with that of Akakandelwa and Walubita (2018), who submitted that students spent an average time of 31—60 minutes daily on social media. Chaffey (2016) had earlier reported that digital clients spend an average of 1 hour 58 minutes daily on social media — a duration the author further noted has increased by an additional 20 minutes. However, out of the SMTs examined, WhatsApp and Facebook were the most frequently used (on a daily and weekly basis) for obtaining information. While this result partially corroborated that of Okoroma (2017) where WhatsApp was reported as the second most utilized SMT for information service provision, it contradicted that of Omeluzor et al. (2016), who found that Facebook was the most frequently used social networking tool, followed by Twitter in academic libraries in the Southeastern geopolitical zone of Nigeria.

With respect to the perception of social media use for information service delivery in KDL, patrons' are most optimistic that social media delivers reference services better than other information services. The same optimism was observed in the areas of identifying users with

common needs and meeting them, promotion of timeliness as well as the facilitation of ease of access to information resources through the deployment of SMTs. However, when it comes to the actual use of the platform for accessing available resources and services, there is a lack of interest. Earlier, it was reported that there is apathy among patrons of the studied library when accessing digital resources and services as a preference for print and other conventional formats were observed (Ojo & Otulugbu, 2016). This claim contradicted that of Howard et al. (2018), who found a preference for library services offered through social media over and above the conventional model of information and service provision among college students. Also, patrons are indifferent about identifying with the library's social media communities for the dissemination of information. Membership of social media communities holds essential benefits for members that would be missed out where there is a lack of interest (Gamble & Wilkins, 2014). Consistently, this position was upheld when it was found that there is a strong belief among nursing students that membership of social media groups is an innovative way of study-support that promises self-efficacy for the learner (Tower et al., 2014).

Results obtained from both the descriptive and inferential statistics applied consistently aligned. In other words, being positive about social media does not automatically translate to the actual use of that technology or performance of the act for which the positive perception was demonstrated. Individuals' awareness of the potential benefits a given technology promises may inform the positive perception of the technology, but when it is imprudently and haphazardly deployed, perception may not correlate or predict use. For example, three (i.e., Flickr, MySpace, and Podcast) out of the four images/photo/video services SMTs have never been used by patrons, and the only one (YouTube) received the least attention of all available SMTs. Lack of interest on the part of patrons may not be responsible for this non-use of the tools but the inability of the library to build quality and

relevance into services and making them readily available and accessible using the available applications. Ntaka (2017) noted that library users' perception of information services would appreciate if SMTs are thoughtfully and proactively deployed in the provision of information services in libraries. This is an indication that patrons' perception (whether positive or negative) about library services will be determined by the relevance, functionality, reliability, and effectiveness perceived of the platforms for accessing the services.

5. CONCLUSION AND RECOMMENDATIONS

Despite the perceived lack of universal generalizability and applicability of these findings due to the case study approach adopted, key issues have been identified. For example, patrons were positive about offering certain services using SMTs, but when it comes to using these services, there was a lack of interest. This is an indication of a possible disconnect between patrons' perception and actual use of the services. Similarly, there was a low frequency of the use of available SMTs in KDL. Facebook and Blog (out of the several available) are mostly being used for the provision of digital services. By implication, other SMTs are not being effectively utilized. The study identified specific information services and the SMTs for providing them. For libraries aspiring to implement social media in readiness for digital services, a framework is thus provided

With respect to the observed apathy to belong to KDL's social media fora among patrons, the study recommends the dissemination of academic and social information specific to patrons through specialized SMTs. Similarly, if relevant information services capable of expanding patrons' knowledge-based are marketed through available SMTs, they could endear them to become active members of the library's social media fora. Also, using available SMTs for information literacy education in the form of organizing regular tutorials and training on

the effective use of library resources and services could also stimulate membership interest.

Instead of implementing perceived prevailing SMTs that may become ineffective and moribund in the long-run, Management of KDL should examine specific information needs of patrons and identify appropriate SMTs and deploy them in order to stimulate use, thereby increasing the library's electronic presence and readership. This will go a long way in retaining patrons' confidence in terms of services provided. For libraries and librarians to remain relevant and carve a niche for themselves in this era of various conceptual and technological disruptions that have occasioned several intrusions of related disciplines into the library profession, relevant emerging technologies must be deployed and patron-focused services developed. Social media savvy librarians should be designated to interface between the patrons and libraries. This way, the gap between being positive about information services and not using them would be filled. Overall, university libraries should aggressively compete in the global information provision business through the deployment of technology that reflects the information needs and aspirations of patrons. This is a sure way of projecting an acceptable image of the library.

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