

## SOCIAL MEDIA AS A CATALYST FOR IMPROVING QUALITY LIBRARY OPERATIONS: THE STUDY OF UNIVERSITY LIBRARIES WITHIN KANO STATE

Mustapha Idris<sup>1</sup>, Hasiya Salihu Yusuf<sup>2</sup>, Abdullahi Yahaya<sup>3</sup> & Rabi'at Ibrahim El-Yakub<sup>4</sup>

Department of Library and Information Science<sup>1&2</sup>

Kano University of Science and Technology, Wudil, Kano State, Nigeria

Bayero University Library, Kano, Kano State, Nigeria<sup>3&4</sup>

mustyidris72@gmail.com

### Abstract

*Social media is the medium to socialize and exchange ideas share information easily. These new media win the trust of students by connecting with them at a deeper level. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Modern technology in communication no doubt has turned the entire world into a global village. It helps people to be better informed, enlightened, and keeping abreast with world development. Technology expresses mankind to a better way of doing things, this paper aims to determine the social media as a catalyst for improving the quality of library operation. Descriptive survey research design was used for the study. The populations of this research work comprise academic Librarians within Kano state both male and female in the University Library, therefore, fifty-nine (59) academic Librarians were used as primary population for the study and 40 returned Questionnaire were used for Data analysis. A self-administered questionnaire was designed and used for data collection. The data was analyzed and presented using Frequency Table and percentages. The paper examined the social media as a catalyst for improving the quality of library operation: the study of University Libraries within Kano State. The paper identified social media sites used by the said Universities libraries in services delivering to their staff and students. In more detailed manner the paper has also looked at current state of social media in the University Libraries by looking at the challenges preventing effective utilization of social media in the library and possible recommendations of the study are Provision of adequate power supply as social media cannot function without technology, power and personnel as suggested them as the viable elements to social media. Adequate annuals budgets should be allocated to libraries to enable upgrade relevant social media facilities. Librarians under study should have corporate social sites for communication and collaboration and for the effective provision of service.*

**Keywords:** social media, Library, Library Operation, Staff & Students

### Introduction

Social media tools are rapidly changing the communications landscape, their emergence has impacted significantly how students learn and the way instructors teach. In today higher education setting instructors, students and other collaborate on the task of knowledge construction (James, A.Greener 2012). The significance of social media on learning and teaching environment is growing each year. Social media application can rein free class material and positively influence discussion, collaborate work, and authored. Educators and researchers are constantly experimenting with social media technology hoping to stimulate critical thinking skills, coloration, and knowledge construction. The goal is to improve students' learning experience to prepare them to enter a workforce that is not geographically constrained and expect them to develop highly online collaboration skills. Social media is a collective name of online communications channels dedicated to community-based input, interaction, content sharing and collaboration (Obar, Jonathan and Steve 2015 in Hamza, 2018). They are computer – mediated technologies that facilitate the creation and sharing information and ideas via virtual communities and networks. Social media has the potential to facilitate much closer relationship between school and their students. As schools yearn to remain relevant with ever changing audiences, social media is therefore viewed as an important tool for enticing and retaining students/client who is already familiar with social world.

Different Institutions in Nigeria have moved with times, with the exponential growth of the use of Facebook, twitter, Youtube, Myspace etc, schools have now started to use the social networking site to interact with their students/client in real time, as recent demands by school users to access real time. Information has made it inevitable to utilize other means of communication which can reach out to a wide audience with quick and up-to-date information. As Robinson (2012) in Hamza (2018) observed that social media offers a powerful and pervasive communications platform that is radically changing the way we interact, with its viable feedback mechanism, that could assist school to respond to

quick's, current information, new school regulations, send out school curriculum, list of instructional materials, alert on date of resumption to school after long vacation, school rules and regulations, school time table, day to day school activities among other services. Also, social media now a day's assist schools to respond to queries, current awareness, Announcement for the arrival of new teacher, send out reading list alert among other services. Also, it can help to explore unquenchable passion to pervade students with relevant and current information. It is a well-known fact that many University libraries in Nigeria are using social media to deliver services to their students/patrons e.g Ahmadu Bello University Library, Bayero University Library, University of Nsukka Library, University of Ibadan Library etc (Gani, 2014 in Hamza, 2018). However, the questions are social media used in delivering services operation to university libraries? Does use of social media improve the quality of service to students? This paper therefore tends to ascertain to identify the social media currently in existence in university libraries within Kano State, to identify the social media sites the university libraries use most in delivering the library operation, to find out the library services rendered mostly by the use of social media, to find out if the clientele satisfy with the use of social media and the challenges faced by the university libraries in delivering services to their clientele and to provide possible ways of overcoming the identified challenges.

### **Objectives of the Study:**

1. To identify the social media currently in existence in the University Library to deliver services to their patrons.
2. To identify the social media sites the University Library uses most in delivering the library operations.
3. To find out the library services render mostly using social media.
4. To find out if the Clienteles are satisfied with the use of social media in the library operation.
5. To identify the challenges faced by the university libraries in delivering services to their clients/patrons.

### **Literature Review**

The new technology that is changing the way instructors teach and students learn include the following: whatsapp messenger, 2go messenger, Skype Google talk, goggle messenger, twitter yahoo, messenger, facebook, blackberry messenger (BBM), newblogs, Nikis, online photograph glories e.g., instagram, social book market (Edegoh and Asemah, 2012) in similar definition Goyal. (2013) defined social media as "any platform, which provides the facilities of sharing ideas, exchanging information, and sending message over an electronic medium, is considered as social media, social media include online magazines, discussion forums, blogs micro blogging sites, podcast, photograph radio and wikies. Social media comprises of activities that involves socializing and networking online, through words, picture and videos, social media is redefining the way we relate to each other as human and how we relate to the organization that serves us, be it educational or business organization. It is about dialog two ways discussing, bringing people together to discover and share information (Solis 2008). Biyer and Avattaro (2001) define social media as "technology that facilitate social interaction make possible collaboration and enable deliberation across stakeholders". Evaluation of e-learning strategies have found social media platform and allows for the extension of learning, discussions, outside the formal classroom setting therefore promote deeper learning as young people, engage with the material for longer but are more likely to relate to it and in cooperate at into their everyday lives (Huff Stutler, Wyatt and Wright 2002). Social media can facilitate learning and skill development outside formal learning environment by supporting peer to peer learning and skill development, collaboration diverse cultural expression the development of skills value in the modern workplace and more empowered conception of cities (Ito, Okabe, and Matsuda 2006).

Social media sites are among the largest online markets in the world visited by billions of people each day. Grand (2013) identified social media as an incredible marketing tool for business to deploy. Because of the antiquity of social media, schools can now leverage the tools to interact with classes, university staff, and students in new ways unlike before, as it is among the largest online markets in the world each day. As of the third quarter of 2017 Facebook recorded 207 million monthly active users (Ebizma 2017, facebook statistics). LinkedIn has 467 million users (Meenakshi Chaudary, 2017), and twitter has 330 million monthly users, while whatsapp has 446 million monthly users. This is an indication that there is an increase in information sharing globally, hence social media is the best avenue for schools to explore in delivering of services to their students.

Toit and Mulatiningsih, (2013) pointed out that understanding social media tools should be part of teachers' skills, since it facilitates information sharing. They further noted that many Universities now use social media to communicate and send out information to students. Also, Unuoha (2013) librarians use of social media for professional development in Nigeria and found out that Facebook, Blogs, wikis, whatsapp and Youtube were highly used among Librarians and students. Also, studies in UK, USA, Europe, and Asia have indicated that social media are highly used

by librarians and are potentially effective for Library outreach, to encourage and promote usage among teaching staff and student populations at university and other institutions (Kemrajh, 2013). Chu, Hui, and Chan (2012) also identified social media as the best avenue to promote library services.

A 2011 study by Ayiah and Kumah (2011) noted that Cambridge University library and Norwegian University of Science and Technology library among few examples of International University library with social networking walls. They also identified that the walls are mostly used to announce programmes of the university, give students the opportunity to ask questions pertaining to the use of the library, teach basic search tools, and paste new books on the wall to the school community in general. Also in Nigeria, most schools have adopted the trend by placing short cut of social networking icon on their websites by university. Some of these social media sites popularly used by university in Nigeria to meets the information needs of the students include

**Facebook:** Is an American Profit Corporation and online social media lunched on February 4, 2004, by Mark Zuckerber along with Fellow Harvard College students. Facebook is now the most popular social media site because it is teachers friendly as it is an effective way for schools to connect with their user community. By posting updates on Facebook, schools can inform their students about the library's programmes and services. They can invite students to attend training sessions, post practical information about the school opening times and if there is any changes etc.

**My Space:** Is a social networking website offering an interacting user submitted network of friends, personal profiles, blogs, photos, videos etc. (Marc Lacter, 2006). Schools can take advantage of this site to post, academic calendar, wedding and naming ceremony invitations and blog features improve their presence.

**Twitter:** Is an online news and social networking service where users post and interact with messages called "Tweet". It can be used to keep staff and students updated on daily activities like frequently updated curriculum. Students can utilize this platform to type short messages or status update.

**Linkedin:** Allows members to create profiles and connections to each other in an online social network. Teachers can get students connected with specialist in their field of interest. They can also use this medium to render specialized services such as information dissemination, e- curriculum services etc.

**Youtube:** Is a free video hosting websites that allows users to watch videos posted by other users and upload videos of their own. Events such as highlights of navigational lectures, conferences, workshops are disseminated via YouTube's in Nigerian institutions.

**Blogs:** Teachers can post messages and share information on subject in form of Blogs. They can also write notes and news and expect instant reaction from students.

**Flicker:** Is an image and video hosting website and web services. Teachers can use this tool to share, distribute new images of school collections, cover page of new arrivals of books and magazines etc. It can also be used to enlighten students on topical issues of the political parties in Nigeria.

Today, many universities using latest technologies and trends to make their services effective and to meets the ever-changing needs of their students/patrons. The concept of university library as the physical place where student visit to get their information needs is rapidly changing to a social cyberspace where students can access, communicate, and contribute existing knowledge. This is because the modern university of the 21<sup>st</sup> century is characterized with collective knowledge creation and enabling technologies, and a movement from old conventional university services to a more dynamic environment characterized by content creation and open access services. Therefore, the present study investigate how University library are utilizing social media tools for operation and services and the problems and challenges that hinder the effective utilization of social media as well as possible solutions to the identified problems/challenges.

## Methodology

The study adopted a descriptive survey research design. The population comprises academic librarians in four (4) university libraries in Kano State, Nigeria. The population size of Fifty-Nine (59) academic librarians comprises of Bayero University Kano Thirty-Four (34), Kano University of Science and Technology, Wudil, seven (7), Nigeria Police Academy, Wudil, eight (8), and Yusuf Maitama Sule University, ten (10) was used as primary population for the study. A set of structured questionnaires was used for data collection. A total of Fifty-Nine (59) copies of questionnaire were administered to academic librarians in the Four (4) University libraries. Therefore, all the Fifty-Nine (59) academic librarians in the Four (4) University Libraries were used as primary population for the study. Furthermore, since, the number is not high the researcher used all the academic librarians. This is also in line with the advice of Kerlinger (1991). Out of the Fifty-Nine (59) copies of questionnaires administered, forty (40) were returned and analyzed in line with the objective of the study. Data collected were analyzed using frequency distribution table and simple percentages.

## Result

**Table 1. Gender of the respondent**

Gender	F	%
Male	33	82.5
Female	7	17.5

**Table 2: Types of social media currently in exist in the university Libraries to deliver services to clientele**  
Social Media types exist in the university libraries to deliver services are:

Social Media	Frequency	Percentage
Facebook	37	92.5%
Twitter	30	75%
Blogs	28	70%
WhatsApp	38	95%
Snapchat	6	15%
Blackberry charts	14	35%
IMO	6	15%
Eskimy	3	7.5%
Viber	17	42.5%
2go	27	67.5%
Google+	32	80%
Instagram	29	72.5%
YouTupe	31	77.5%
Pinterest	3	7.5%
TumbIr	2	5%
Quora	4	10%
LinkedIn	30	75%
WeChart	4	10%
Weibo	2	5%
Wikia	8	20%
Phinnx	28	70%
Messenger	8	20%

The table shows that whatsapp with 38 (95%) has the highest social media currently exist in the University libraries under study, followed by facebook with 37 (92.5%), while TimbIr 2 (5%) and Weibo 2 (5%) are lowest social media currently in exist in the libraries under study, but the general observations indicated that the university libraries under study has some numbers of social media in exist.

**Table 4: Social Media sites the University Library Use most in delivering the library operations**

<b>Social Media</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	38	95%
Twitter	19	47.5%
Blogs	-	-
WhatsApp	39	97.5%
Snap charts	22	55%
Blackberry Charts	4	10%
IMO	31	77.5%
Eskimy	-	-
Viber	-	-
2go	6	15%
Google+	37	92.5%
Instagram	35	87.5%
YouTupe	8	20%
Pinterest	-	-
Tumblr	-	-
Quora	-	-
LinkedIn	36	90%
WeChart	-	-
Weibo	-	-
Wikia	-	-
Phinnx	31	77.5%
Messenger	20	50

This table greatly shown that WhatsApp is currently used most in university libraries under study with 39 (97.5%) followed by Facebook with 38 (95%) and Google+ with 37 (92.5%) but the lowest social media used are blackberry charts 4 (10%) followed by 2go 6 (15%)

#### **Library operation/services rendered mostly using social media**

<b>Library services</b>	<b>Used</b>	<b>Not Used</b>
Reference services/ Queries	40 (100%)	-
Cataloguing and Classification	18 (45%)	22 (55%)
Charging and Discharging	37 (92.5%)	3 (7.5%)
Registration of Users	35 (87.5%)	5 (12.5%)
Overdue Notice/Charges	40 (100%)	-
Selections of books	36 (90%)	4 (10%)
Serials services	34 (85%)	6 (15%)
Reserve services	32 (80%)	8 (20%)
Acquisition of materials	30 (75%)	10(25%)
E- Library services	29 (72.5%)	11 (27.5%)

This table indicates that Reference services/Queries and Overdue Notice/ charges are the highest library operation rendered mostly using social media with 40(100%), followed by charging and discharging 37 (92.5%) and book selection with 36 (90%) the least operation is cataloguing ad Classification with 18 (45%). Cataloguing and Classification was not in use with 22 (55%)

**To Find out if the clientele are satisfied with the use of social media in the library Operations**

<b>Social Media</b>	<b>Satisfy (Frequency/ percentage)</b>	<b>Not Satisfy (Frequency/ Percentage)</b>
Facebook	39 (97.5%)	1 (2.5%)
Twitter	19 (47.5%)	21 (52.5%)
Blogs	00	40 (100%)
WhatsApp	40 (100%)	-
Snap charts	00	40 (100%)
Blackberry Charts	16 (40%)	24 (60%)
IMO	13 (32.5%)	27 (67.5%)
Eskimy	00	40 (100%)
Viber	00	40 (100%)
2go	4 (10%)	36 (90%)
Google+	37 (92.5%)	3 (7.5%)
Instagram	35 (87.5%)	5 (12.5%)
YouTupe	8 (20%)	32 (80%)
Pinterest	00	40 (100%)
TumbIr	00	40 (100%)
Quora	00	40 (100%)
LinkedIn	35 (87.5%)	5 (12.5%)
WeChat	00	40 (100%)
Weibo	00	40 (100%)
Wikia	00	40(100%)
Phinnx	32 (80%)	8 (20%)
Messenger	20 (50%)	20 (50%)

This table indicates that users satisfied with the use of WhatsApp 40 (100%) followed by Facebook with 39 (97.5%) and Google+ 37 (92.5%) while users do not satisfy with the use of Blogs, snap charts, Eskimy, Viber, Pinterest, Tumbir, Quora, Wechart, Weibo and Wikia with 40 (100%) not satisfied

**Table 5: Challenges faced by the academic librarians in Using social media in services library operations**

<b>Challenges</b>	<b>Frequency</b>	<b>Percentage</b>
Inadequate manpower	40	100%
Insufficient funds	40	100%
Low user participation	20	50%
Poor network connection	20	50%
Security concern	10	25%
Privacy	40	100%
Insufficient facilities like handheld devices, mobile phones, laptops etc.	40	100%
Constant re-usage of social media cause eye problems	40	100%

This table indicates that inadequate manpower, insufficient funds, privacy, insufficient facilities, and constant re-usage of social media cause eye problem has the highest indicator 40 (100%) while poor network connection 20 (50%) and security concern with 10 (25%). This shows that there's serious challenges faced by academic librarians in using social media in library services/ operation.

## Discussion and Findings

The study Corroborates with the finding of Unuoha (2013) that Facebook, WhatsApp are the most common social media tool used in Nigerian University library as indicated by all respondents. It also corroborates with the findings of Ezeani (2012) that Facebook and WhatsApp are the most common social network used in university libraries, University libraries apply social media to alert students for overdue notice and References Queries, charging and discharging, registration of users and selection of books, readers services and acquisition of materials.

The study also identified that Google+, Instagram and LinkedIn are also use mostly in university libraries operation. As Ezeani (2012) reported that social media are used mostly to provide current and up to date information to clients and provide links to other university libraries. The study indicates that Facebook, WhatsApp, Google+, youtube, Twitter and LinkedIn are the types of social media used in the libraries under study. The study shows that WhatsApp, Facebook, Google+, Instagram, LinkedIn and Phinnx are the social media satisfied in the cause of service Also challenges like insufficient funding make subscription difficult, personnel that will handle the smooth movement of this social media tools is now hindering the effective application and low use of participation, security alert, insufficient facilities like mobile phones, laptop, and handheld devices also constant re- usage of social media.

## Conclusion

Social media is as important as digital resources, as it enables and enhances information sharing and collaboration between the university management and Librarians. The application of social media to university libraries services ensure that students are regularly and promptly informed about new development in the university library. Therefore, from the outcome of this study it is evident that social media are applied by academic librarians under study.

University libraries deliver services to their students, but it's surrounded by various challenges and problems that hinder the effective utilization of the social media like their counterparts in the state and the country at large. Lack of adequate manpower, insufficient funds and insufficient facilitates among others are the major challenges to social media application in the university library. Electricity remains the life blood of modern facilitates and can only thrive where electricity and powerful internet connections are adequately provided.

The researcher sought to know if staff and students support social media usage to library services. Findings indicated that 40 (100%) of the respondents support that WhatsApp social media is effective in improving connections between library and students and use it to communicate among themselves, the university libraries only use it as a means of connection and communication with students. Therefore, in meeting with emerging technological advancement, University libraries should create corporate pages on social media for communication and collaboration among themselves to share ideas and expertise. And since social media cannot be accessed without power supply to support the electronic facilities, electricity provision must be prioritized.

## Recommendations

Following the findings of this study this paper recommends the following:

1. Provision of adequate facilities (e.g computers, handheld devices like tablet, PDAs, mobile devices for librarians that they will take home for official use dedicated to social media services delivery in the university libraries under study.
2. More librarians should be employed to improve personnel capacity in handling social media. This will help in providing dedicated librarians to handle social media 24 hours and seven days a week.
3. Provision of adequate power supply as social media cannot function without technology, power and personnel as suggested them as the viable elements to social media.
4. Adequate annuals budgets should be allocated to libraries to enable upgrade relevant social media facilities.
5. Librarians under study should have corporate social sites for communication and collaboration and for the effective provision of services
6. Organizing a public awareness forum such as university seminar programme, symposia, and workshop to create awareness and educate librarians on social media services and applications, this will go a long way to stimulate new ideas, sensitize and create awareness of the new tools.

## References

- Ayiah, T.M. & Kumah, C.H. (2011). Social networking: a tool to use for effective service delivery to clients by African Schools. Available at <http://conference.ifla.org/past.whc/2011/183-ayiah-en.pdf> (accessed December, 2017).
- Biye, B. & Avattaro, T. (2011). Distance students' readiness for social media and collaboration. *The International Review of Research in Open and Distance Learning*, 12(6), 102-125.

- Chu-Hui & Chan, T. (2012). Uses and gratifications of social media: A comparison of facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5),350- 361.doi:10.1177/0270467610380009
- Edegoh, p. & Asemah, J. (2012). College students' social networking experiences onfacebook. *Journal of Applied Development psychology*, 30(3),227-238. doi:10.1016/j.appdev.2008.12.010
- Ezeani, C.N & Igwesi, U. (2012.). Using social media for dynamic School service delivery: The Nigerian experience. *Library philosophy and practice (e-journal)*
- Gani, R. (2014). Social network as the enabler for school services: challenges of Nigerian Academic Institutions, 5:107-115ISSN 2241-1925.
- Goyal S. (2013). Advertising on social medial. *On the Horizon*, Vol. 19, No. 1 (2011).
- Grand, C. (2013). Social media: your best cause-marketing tool. Available at: [http://www.socialfocusbycg.com/social-marketing tool](http://www.socialfocusbycg.com/social-marketing-tool) (Accessed 5<sup>th</sup> December, 2017.)
- Hamza, A.S. (2018). Social media use by Yusuf Maitama Sule University Library: Challenges and prospect in a paper presented at the maiden conference of NLA Kano State Chapter.
- Hffustuter S, Wyatt, T.H. & Wright C. P. (2002). The use of Handheld Technology in nursing education.
- Ito, M. & Okabe, D. & Matsuda, M. (2006). *Personal, portable pedestrian*, MIT, Press massachusst. [http://www.ebizmaba.com/articles/social networking-websites](http://www.ebizmaba.com/articles/social-networking-websites)).
- James, A. G. (2012). The use of alternative social networking sites in higher education settings: A case study of the e-learning benefits of Ning in education. *Journal of Interactive Online Learning*, 9(2), 151-170.
- Kemrarrajh, M. (2013). Social media for academic Institutions is has a good fat available at: [http://libwebteam.blogspot.com/2013/08/social media and academic Institutions. Html](http://libwebteam.blogspot.com/2013/08/social-media-and-academic-institutions.html) (accessed October 14, 2017).
- Kerlinger, F.N. (1991). *Foundation of behavioral research* Newyork: Holt, Rinehart and Winston
- Obar, Jonathan A & Steve (2018). "Social media definition and the governance challenge:An introduction to the special issue" *Telecommunications policy* 39 (9): 745-750.doi:10. 1016/j.telpol.2015.07.014.SSRN2647377.
- Robinson, B. (2012). "Social Network sites: Definition, History, and scholarship" *Journal of computer-mediated communication* 13(C1) 210-30.doi:101111/j.1089-6101.2007.00393.x.
- Toit, K. du & Mulatiningsih, B. (2013). Social media for schools. Available at: [http://www.slideshare.net/karendoit/social-media for schools](http://www.slideshare.net/karendoit/social-media-for-schools) Karen-du-toit- 2692013?gid=5fe20cq5-oad7-476a-ae94-6dde137of419&4:defaultb from search =1 (accessed November, 30, 2017).
- Unuoha, U.D (2013). Teachers use of social media for professional development in Nigeria. *Information management and Business Review* 5(3) 136-143.