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**INFLUENCE OF SOCIAL MEDIA NETWORKING ON USAGE OF ELECTRONIC  
INFORMATION RESOURCES IN ACADEMIC LIBRARIES IN NIGERIA**

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## **Abstracts**

*This study adopted the descriptive research design of the correlational type because it is used to show the relationship between two variables and also to obtain current information on the phenomena. A questionnaire survey was conducted to collect the information regarding the types of social media networking tools, frequency of use of electronic information resources, electronic resources available, the influence of social media networking tools and challenges of social media networking tools while using electronic information resources in academic libraries. The population of this study consisted of One hundred and three (103) library users in two universities in South-west, Nigeria which is the University of Ibadan (63 library users) being a Federal University; and Lead City University (40 library users) being a Private University. One hundred and fifty (150) questionnaires were distributed to collect the data. One hundred and three (103) responded, representing 68.7% of the sample size. Questionnaires were distributed randomly to the users at the main libraries and departmental libraries of the two universities. Data collected were analyzed using descriptive statistical technique made up of table, charts and percentages. The study found out that social networking tool such as WhatsApp, Facebook, Instagram and Twitter were available for the use of students in both Universities. The result showed that the use of electronic information resources is still very low in the Universities studied. This is due to lack of adequate knowledge about electronic information resources and relationship with social media networking tools, slow internet speed, inadequate provision of key electronic information resources and facilities in the library amongst others.*

***Keywords: Social Media, Social Media Networking, Electronic Information Resources, Academic Libraries.***

## **Background of the Study**

The emergence of electronic information resources has tremendously transformed information handling and management in an academic environment and university libraries in particular. Libraries are being automated and connected to the internet, to facilitate the process of retrieving and disseminating information that will enhance teaching, learning, research and administrative work in universities. (Tiemo, 2016) Electronic Information Resources (EIR) is defined as information stored in a medium, which requires an electronic device to read its content. It refers to those materials that require computer access. They may either be accessed remotely via the internet or locally. Electronic information resources are products of information and communication technologies (ICTs) and they are relevant to the teaching, learning and research processes in universities. (Olasore and Adekunmisi 2015)

Rachman and Putri (2018) described social media as an online platform that enables people to share, to communicate, and to collaborate with each other without being limited by time and distance. Social media networking has been described as the use of web-based and mobile technologies to turn communication into an interactive dialogue (Bradley, 2012). Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 which allow the creation and exchange of user-generated content. Jain (2013) wrote that Social media can be described as a group of web-based and mobile applications that allow users to share and create knowledge in real-time social interaction. It is user-centric, multi-purpose and it is not time and location bound. Social Media consists of various user-driven channels, e.g. Face book, Twitter, Blogs, YouTube, Flickr etc.

In view of the swift growth of electronic resources; libraries today are embracing various social media technologies to better serve online experiences to their library community. Through these media, users can be constantly informed about the available library electronic resources, thus, users can be alerted and further responded into required actions based on their interests and needs.

## **Statement of the Problem**

In recent times, the degree to which academic libraries can provide services to meet the needs of their patrons is a factor of availability of resources through the application of modern technologies. Technology especially information technology has become part of library routine infrastructures in Nigeria(Olajide, Otunla&Omotayo,2017). The emergence of ICT in which social media is a part has also brought about a change in users attitude, behaviour, needs, in the way library users use electronic resources. Social tools such as Facebook, Blogs, Twitter and YouTube among others have also altered many facades of human communication, especially in academic libraries.

Apart from the availability of social media in libraries, it is essential to determine the level of social media networking tools potentiality to attract users' awareness, capture their attention, commitment and consequently influence their attitude towards the use of electronic resources in libraries. In Nigeria, empirical substantiations which show the potential and definite impact of social media use in a library setting are very scarce from previous studies. Similarly, a very limited empirical investigation has been done on the actual influence of social media use in relations to whether social media truly enhance overall library use and consequently the electronic information resources use experience. Addressing these issues is pertinent because the availability of social media tools without utilization is of no value. Thus, it is imperative to fill the slit in the existing frameworks and empirical findings that are lacking in social media use with its subsequent influence on the use of electronic resources in the library.

## **Objectives of the Study**

The main objective of the study is to investigate the influence of social media tools on the use of electronic information resources in libraries. Other specific objectives are:

- i. To identify the types of social media networking tools available in the academic libraries
- ii. To find out the electronic information resources available in the academic libraries

- iii. To ascertain the frequency of use of electronic information resources in the academic libraries
- iv. To find out the influence of social media network on the usage of electronic information resources in the academic libraries
- v. To identify challenges of social media network on the usage of electronic information resources in the academic libraries

### **Research Questions**

The study seeks to provide answers to these research questions.

- i. What are the types of social media network available in the libraries?
- ii. Which electronic information resources are available in the libraries?
- iii. What is the frequency of use of electronic information resources in academic libraries?
- iv. What are the significant influences of social media network on the use of electronic information resources in libraries?
- v. What are the challenges of social media network on the usage of electronic information resources in academic libraries?

### **Literature Review**

#### **Social Media Networking Usage**

There have been several studies that discussed the use and application of social media networking tools to service delivery in university libraries worldwide. Rachman and Putri (2018) conducted a study in Indonesian academic libraries; the results showed that the academic libraries in Indonesia apply social media to promote the library (its services, facilities and collections) and to disseminate information. The survey also identified only 31 per cent of respondent libraries which claimed to have and implement any policy, framework or guidelines for their social media output. Olajide, Otunla and Omotayo (2017) in their study on how libraries

are using social media in Nigeria, the findings of the study revealed that the percentage of Nigerian libraries without social media platforms is high and this shows that Nigerian libraries are not current in providing information services to their clients through social media. In essence, Nigerian libraries need to do more in the area of operating on different social media platforms since various platforms are more specifically useful for a certain aspect of the library service provision, also because the users are found on different platforms, libraries need to go to where they are to meet them by allowing them to get to library from any platform they are operating from. The more diverse the platforms available to a library the more media space presence such library will enjoy and the more visible and connected to their present and prospective users they will be. Also, Gupta, Guatam and Khare (2014) conducted a study on the awareness and use of social media applications among library staff of power sector organizations, the findings show that majority of the respondents were unaware about the usefulness of the identified social media applications at workplace.

Again, Olajide, Otunla and Omotayo (2017) wrote that the usage of social media platforms among libraries follow the pattern of the popularity of these SMs among the youth in Nigerian as Facebook is the most popular social media platform. Gupta, Guatam and Khare (2014) citing Chu and Du (2010) examined the extent of use of social networking tools, library staff's perception of their usefulness and perceived challenges in using them. Altogether, 140 university libraries were identified and invited to respond a web-based survey, the study found out that twenty-seven libraries (71.1%) used social networking tools, five (13.1%) were potential users who planned to use these tools and six (15.8%) did not plan to use these tools at all. Most commonly used tools in university libraries were found to be Facebook and Twitter. Though the opinion of library staff was perceived to be very positive there were major barriers found in the form of hesitancy among some members of library staff and less participation by library users.

Al-Daihani (2016) conducted a study of 400 social sciences students from Kuwait University on factors affect students' adoption of Twitter as an information source. The result shows that the adoption of Twitter as an information source by Kuwaiti undergraduate students was driven by perceived enjoyment and social influence factors.

In a study on the effect of user engagement with social media on actual library use, Shafawi and Hassan (2018) found out that the relationship between user engagements with social media and

actual library usage is positive. The finding indicated the path coefficient representing the hypothesis is greater than the 0.1 thresholds ( $\beta=0.598$ ), and the observed t-statistic was found to be statistically significant, ( $t= 16.961$ ,  $p<0.01$ ). Thus, the hypothesis tested given this relationship is being supported. It can be inferred that there is a direct positive and statistically significant relationship between users' engagement with library and actual use of the library. Therefore, it can be concluded that the more frequent users engage with social media sites, the more their actual use of the library resources and services is likely to be. This implies that the more users actively engage with library sites, the more they use the library resources and services or participate in the library events are also increase.

Ntaka (2017) found out in her work that possible utilities as motivators for Facebook page use revealed the need to make open access books available, the request to use a camera for communicating with the librarian via Facebook, and the desire for an increase of the photographs of the books. Moreover, other changes which were suggested were the ability to see the availability of books in the library and the ability to borrow them electronically via the library Facebook page and also the creation of a Facebook group for discussing common interests.

### **Usage of Electronic Information Resources in Libraries**

Electronic information resources are important research tools that complement the print-based resources in a traditional library setting, Electronic Information Resources are easily accessible in the remote areas and solve storage problems and control the flow of information (Omoisekijimi, Eghworo and Ogo, 2015). According to Bankole, Ajiboye and Otunla (2015), Electronic information resources have gained wide acceptability among university scholars due to its convenience, multi-access capability, unrestricted access to information, ability to browse the Web and timeliness. Thus, university libraries in their quest to fulfil their role as an information reservoir in support of teaching, learning and research are increasingly acquiring electronic resources for optimum use of their staff and students. Mwantimwa, Elia and Ndenje-Sichalwe (2017) in a study conducted on the use of electronic information resources in Tanzania, revealed that the library website (48.7%), academic staff (46.2%) and social media platforms such as Facebook were the most relied upon sources for learning about the availability of e-resources in their respective institutions. Habiba and Chowdhury (2012) in a study conducted on

the use of electronic resources and its impact at Dhaka university, it was found that 52.0 per cent users accessed electronic resources that are available free of charge, 13.0 per cent accessed electronic resources that are provided by the University and 35.0 per cent used to pay themselves for electronic resources use.

## **METHODOLOGY**

This study adopted the descriptive research design of the correlational type because it is used to show the relationship between two variables and also to obtain current information on the phenomena. A questionnaire survey was conducted to collect the information regarding the types of social media networking tools, frequency of use of electronic information resources, electronic resources available, the influence of social media networking tools while using electronic information resources and challenges of social media networking tools while using electronic information resources in academic libraries. The population of this study consisted of One hundred and three (103) library users in two universities in South-west, Nigeria which is the University of Ibadan (63 library users) being a Federal University; and Lead City University (40 library users) being a Private University. One hundred and fifty (150) questionnaires were distributed to collect the data. One hundred and three (103) responded, representing 68.7% of the sample size. Questionnaires were distributed randomly to the users at the main libraries and departmental libraries of the two universities. Data collected were analyzed using descriptive statistical technique made up of table, charts and percentages.

## **Findings and Discussions**

**LCU = Lead City University, Ibadan**

**UI = University of Ibadan**

**Table 1: Distribution of respondents according to Gender**

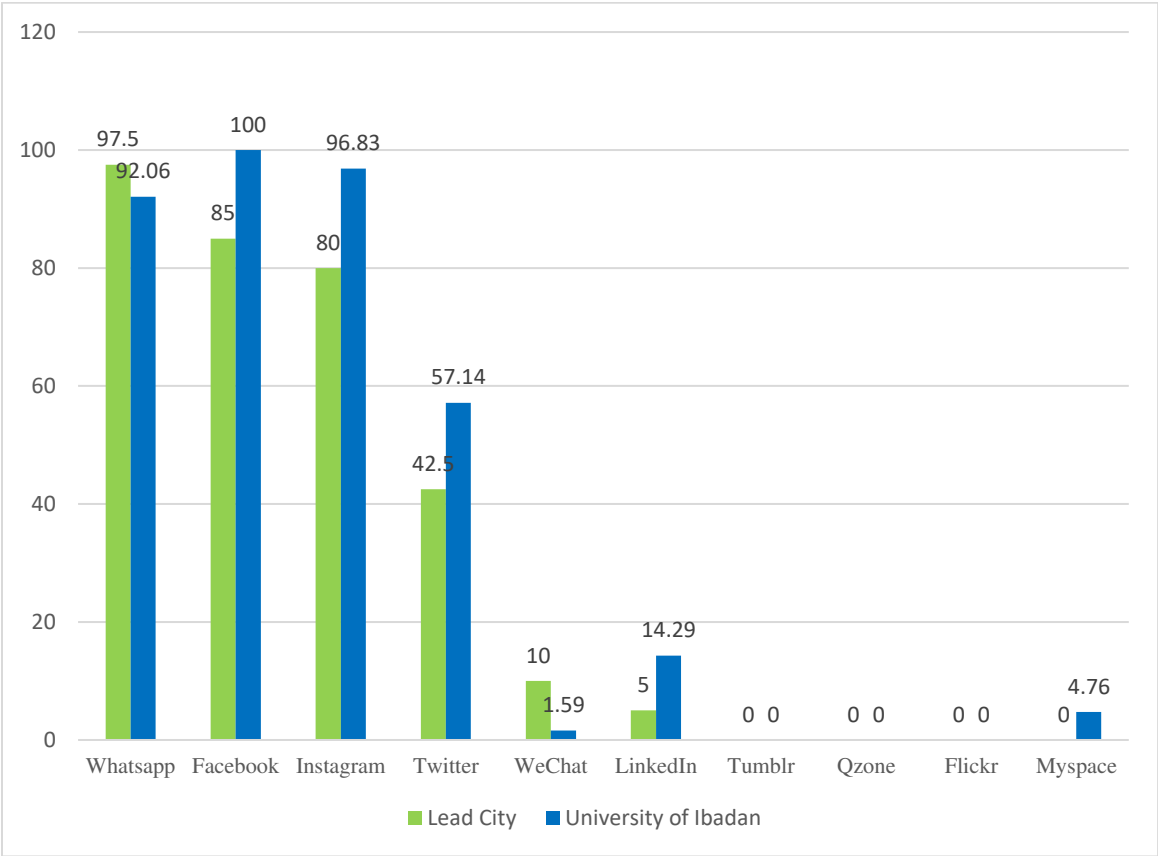
<b>Gender</b>	<b>LCU</b>	<b>UI</b>	<b>Total</b>
<b>Male</b>	19 (47.5%)	33 (52.38%)	52 (50.49%)

<b>Female</b>	21 (52.5%)	30 (47.62%)	51 (49.52%)
<b>Total</b>	40 (38.83%)	63 (61.17%)	103 (100%)

Table 1 indicates the distribution of the respondents according to their institutions and gender.

From the 40 respondents from LCU, 47.5% were male while 52.5% were female. Also, from the 63 respondents from UI, 52.38% were male while the remaining 47.62% were female.

**Research Question 1: What are the types of social media networks available to the users of the two libraries?**



**Figure 1: Types of social media networks available to the users of the two libraries**

From Figure 1, it is evident that Whatsapp, Facebook and Instagram top the list of available social media to the respondents. Some 97.5% and 85% of respondents from Lead City University (LCU) agreed that Whatsapp and Facebook were available to them, respectively while some 92.06% and 100% of respondents from University of Ibadan (UI) also agreed that Whatsapp and Facebook were available to them, respectively. However, the Figure also revealed that Tumblr, Qzone and Flickr were not available to any respondents across the two institutions.

**Research Question 2: Which electronic information resources are available in the two libraries?**

**Table 2: Respondents level of awareness on the availability of e-resources in the two libraries**

SN	Items	Available		Not Sure		Not Available	
		LCU	UI	LCU	UI	LCU	UI
1	E-journals	32 (80%)	22 (34.92%)	7 (17.5%)	0	1 (2.5%)	41 (65.08%)
2	E-books	31 (77.5%)	33 (52.38%)	6 (15%)	1 (1.59%)	3 (7.5%)	29 (46.03%)
3	E-newspaper	23 (57.5%)	32 (50.79%)	5 (12.5%)	19 (30.16%)	12 (30%)	12 (19.05%)
4	Online Public Access Catalogue	17 (42.5%)	35 (55.56%)	19 (47.5%)	20 (31.75%)	4 (10%)	8 (12.70%)
5	E-references	7 (17.5%)	18 (28.57)	13 (32.5%)	16 (25.40%)	20 (50%)	29 (46.03%)

**LCU (n = 40), UI (n = 63)**

Table 2 presents results on the level of awareness of the respondents about the availability of certain e-resources in the two (2) libraries. It is evident from the Table that 80% of respondents from LCU claimed that e-journals are available in the Institution Library, whereas only 34.92%

of respondents from UI are aware of the availability of similar resource at the UI Library. Also, some 17.5% of respondents from LCU were not sure whether e-journals were available institution library or not. Similarly, some 32.5% and 25.40% of respondents from LCU and UI respectively were not sure of the availability of electronic reference materials at the two libraries. However, findings from personal observations of the researchers show that all the listed electronic information resources in Table2 are available at the two libraries.

**Research Question 3: What is the level of use of social media and electronic information resources in the two libraries?**

**Table 3: Level of use of social media and electronic information resources in the two libraries**

Institutions	n	Daily $\bar{x}$	Weekly $\bar{x}$	Monthly $\bar{x}$	Yearl y $\bar{x}$	Rarely $\bar{x}$	Never $\bar{x}$
Lead City University	40	7.6	2.67	1.47	0.67	1.53	8.93
University of Ibadan	63	11.13	3.47	6.67	2.47	5.53	25

Respondents were presented with 15 items which are combinations of social media in Figure 1 and E-resources in Table 2to indicate their level of use of the resources. Highest mean scores of 8.93 from LCU and 25 from UI respectively indicate that many of the respondents never used the presented social media and electronic resources. However, from the numbers of the respondents that claimed to use the resources, a mean score 7.6 from LCU and 11.13 from UI indicate that they used it on daily basis, while a mean score of 2.67 from LCU and 3.47 from UI indicate that they use social media and e-resources on weekly basis

**Research Question 4: How does the use of social media networks influence the use of electronic information resources in the two libraries?**

**Table 4: Influence of social media network on the use of electronic resources**

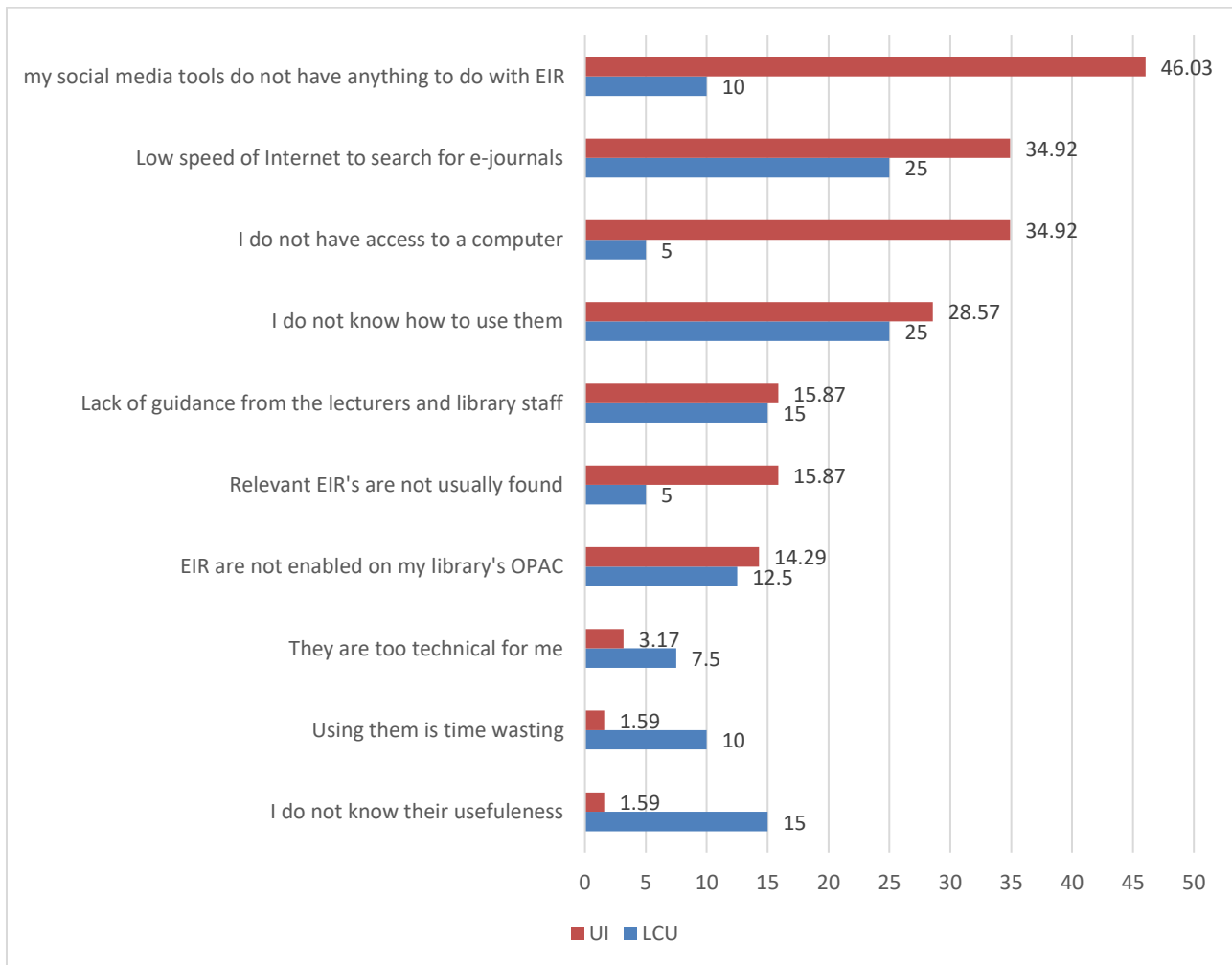
SN	Social media network has helped me to:	Very True		True		Undecided		Untrue	
		LCU	UI	LCU	UI	LCU	UI	LCU	UI
1	Get latest updates about addition of library resources in my subject area	19 (47.6%)	18 (28.57%)	8 (20%)	27 (42.86%)	3 (7.5%)	18 (28.57%)	4 (10%)	1 (1.59%)
2	Search for information in the library	13 (32.5%)	9 (14.29%)	11 (27.5%)	39 (61.90%)	6 (15%)	11 (26.98%)	3 (7.5%)	1 (1.59%)
3	Solve academic problems through provision of e-resources	23 (57.5%)	50 (79.37%)	9 (22.5%)	9 (14.29%)	6 (15%)	6 (9.52%)	2 (5%)	1 (1.59%)
4	Do my research work	24 (60%)	34 (53.97%)	7 (17.5%)	23 (36.51%)	3 (7.5%)	5 (7.94%)	2 (5%)	1 (1.59%)
5	Form academic group	23 (57.5%)	35 (55.55%)	4 (10%)	20 (31.75%)	3 (7.5%)	5 (7.94%)	5 (12.5%)	1 (1.59%)

	discussion online								
6	Create personal list of readings	9 (22.56%)	4 (6.35%)	11 (27.5%)	33 (52.38%)	9 (22.5%)	22 (34.92%)	4 (10%)	2 (3.17%)
7	Share my list of readings with other users	16 (40%)	8 (12.07%)	7 (17.5%)	4 (6.35%)	7 (17.5%)	22 (34.92%)	3 (7.5%)	23 (36.51%)
8	Share library items on various social networking sites	15 (37.5%)	9 (14.29%)	6 (15%)	8 (12.70%)	10 (25%)	19 (30.16%)	4 (10%)	26 (41.27%)
9	Make use of e-journal through the library subscribed database	13 (32.5%)	1 (1.59%)	9 (22.5%)	8 (12.70%)	10 (25%)	11 (17.46%)	3 (7.5%)	18 (28.57%)
10	Do collaborative learning	13 (32.5%)	19 (30.16%)	16 (40%)	20 (31.75%)	4 (10%)	20 (31.75%)	1 (2.5%)	10 (15.87%)

Table 4 presents the result of the influence of social media on the use of electronic resources among the respondents. 47.6% and 28.57% of respondents from LCU and UI respectively agreed

that social media helped to get latest updates about the addition of library resources in their subject areas, while 32.5% and 14.29% from LCU and UI claimed that social media helps to search for information in the library. Also, some 12.5% and 1.59% of respondents from LCU and UI respectively claimed that they have not used social media to form online academic group discussion.

**Research Question 5: What are the challenges facing the use of social media network as it affects the use of electronic information resources in the two libraries?**



**Figure 2: Challenges facing the use of social media network as it affects the use of electronic information resources in the two libraries**

Figure 2 shows that 34.92% and 25% of the respondents from UI and LCU respectively claimed that low internet speed was a major challenge while searching for e-journals in their respective

libraries. Also, while 34.92% of respondents from UI claimed that they do not have access to the computer, just 5% from LCU face a similar challenge. Also, some 15.87% and 5% of respondents from UI and LCU, respectively, claimed that relevant EIR was not usually found. Similarly, 7.5% of respondents from LCU and 3.17% from UI claimed that using of EIR is too technical.

## Conclusion and Recommendations

### Conclusion

The study found out that social networking tools such as WhatsApp, Facebook, Instagram and Twitter were available for the use of students in both Universities. Also, the electronic information resources like e-journal, e-books are often used by them to support their academic work, research work, collaborative learning, form academic groups and getting materials for the project. However, the use of these resources by the students has resulted in several benefits such as access to current and up-to-date information, faster and easier access to information, and access to a wider range of information. The study result has shown that the use of social media networking tools as it affects electronic information resources by students in both Universities is challenging due to lack of knowledge about electronic information resources and relationship with social media networking tools, slow internet speed, inadequate provision of key electronic information resources and facilities in the library.

### **Recommendations**

The study recommends that academic libraries should create awareness, educate and encourage library users on the use of social media tools in accessing electronic information resources effectively through library orientation, workshops, seminars and information literacy class.

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