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Use of Social Media Space for Library Service Delivery: Evidence from Southern Nigeria Universities

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Abstract

The incorporation of social media into service delivery by librarians is essential to render contemporary and seem-less library services to the users. Studies have shown that awareness and perception constitute important factors in the use of emerging technology for personal use with paucity of literature on the use of social media for library service delivery. Therefore, this study was designed to investigate the use of social media for service delivery by librarians in Southern Nigeria universities. Survey research design was adopted for the study. The population of the study comprised 669 librarians from the universities in Southern Nigeria. Total enumeration technique was adopted for the study. Data collected were analysed using descriptive statistics. Findings revealed that librarians used very few social media space for delivering library services. Low bandwidth, culminated in slow internet connection was the main challenge to the application of social media. Recommendations such as increase in the use of social media space and the provision of robust bandwidth to enhance internet connectivity were proffered.

Keywords: Social media use, Library services, Service delivery, Academic libraries, Southern Nigeria

Introduction

University libraries are established to support teaching, learning and research (TLR) pursuits of the parent institution. To achieve this purpose, libraries are mandated to build collections, organise and disseminate them to their users. Collections in print and electronic forms in terms of textbooks, e-textbooks, periodicals, e-serials, e-references, reference materials, rare information resources are acquired and processed by different sections and units in the library

for easy and quick access by the library users. The university libraries play prominent roles in the development of individual and the advancement of knowledge in the society. Librarians are engaged in anchoring library services to ensure effective and efficient library services are delivered Alabi, Nduka and Olatise (2011). Library services are activities carried out in the library to satisfy the information needs of its users. Such services include library education, reference service, current awareness and document delivery among others. Library services could be delivered to the users through the use of social media.

Individual, groups of people and organisations have been using social media space for different purposes such as breaking news, advertisement, send and receive Microsoft office files, portable document format and images attachments, send and receive links to mention a few on personal ground, corporate level or both. Social media are the means by which individual or group of people communicate, share and experience online and real time interactions. Social media space are Facebook, Twitter, Togo, WhatsApp and Skype among others. Use of social media involves the application of infrastructural facilities such as computers, mobile devices, internet connection bandwidth and electricity. Therefore, there should be adequate and sustainable infrastructural facilities to support and enhance the use of social media by librarians for the various library services. Social media space are used in different sphere of life to share information, images and files. However, it has been observed that the use of social media space for service delivery by librarians in university libraries is at a low level. Hence, this study intends to investigate the type and frequency of social media space use for service delivery by librarians in universities in Southern Nigeria.

Statement of the Problem

University libraries are established to cater for the information needs of their users. Users could visit libraries physically or access the library virtually. Despite the adoption and implementation of information and communication technology (ICT), library service delivery in university still experience some level of inadequacy in terms of timeliness, method and facilities that support service delivery. Librarians are yet to fully embrace the use of social media space which could enhance service delivery hence, this development could negatively affect the effective utilisation of library information resources and facilities and as such justification on the services rendered by librarians could be undermined. It is against this assertion that this study aimed at investigating the use of social media space for service delivery by librarians in universities in Southern Nigeria.

Research Questions

The following research questions were answered in the study:

1. What are the types of library services rendered by librarians in universities in Southern Nigeria?
2. What are the social media used platforms used for service delivery by librarians in universities in Southern Nigeria?
3. What is the frequency and effectiveness of social media space use for library service delivery?
4. What are the challenges inhibiting the use of social media for service delivery by librarians in universities in Southern Nigeria?

Literature Review

Literature is reviewed under the subjects related to the study as following:

Services delivery by librarians in universities

Universities are known for producing manpower for the economy of the nation. For the successful completion of university academic and professional programmes, the university libraries support both the students and staff to achieve their purposes by providing information resources and quality services. The university libraries fundamental obligation as earlier mentioned is to support the TLR mandates of the parent institution. This is achieved through the core functions being performed by the staff of the libraries which are: collection development, cataloguing, circulation, dissemination and preservation of information resources as well as setting up a sustainable platform for ICT adoption and implementation towards the university education system. According to Aina, (2014) opined that library services were been rendered by librarians and such services include: library notices, Online Public Access Catalogue (OPAC), loans, reservation, registration, dissemination of information, current awareness and reference service. Other library services are library orientation, information literacy programme and electronic resources.

According to Husain and Nazim (2015)'s study, librarians rendered services such as public access catalogue, electronic resources, physical and web based reference service and online general services to their users. Eze and Uzoigwe (2013)'s study on library service provision revealed that services such as user education, user orientation, reference, Internet, bibliographic, electronic databases, reprographic, interlibrary loan and exhibition and displays services were rendered to library users.

In the same vein, Ishola (2014) asserted that the university libraries studied rendered translation, registration, abstract and indexing, documentation, and current awareness among others. Services delivered to the users could be through conventional, virtual or hybrid methods. Abubakar (2011) stated that library services are delivered to users conventionally or

electronically. Alabi, Nduka and Olatise (2011) investigation on service provision revealed that majority of the respondents 38 percent indicated that they rendered library orientation, followed by 31 percent who rendered library education programme, 23 attested to training on electronic resources while six percent rendered library outreach programme.

Social media use by librarians for service delivery in universities

Social media space use has been embraced by people in all sphere of life in which information professionals are not left out. Social media space are being used to communicate, share information among two or more people simultaneously on a real-time basis. Monagle and Finnegan (2018) studied the use of social media by new library professionals in the United Kingdom and Ireland. The descriptive research design was adopted for this study using an online survey. Data was collected from 100 librarians who participated in the study. Findings of their study indicated that new library professionals used social media for continuous professional development. Their findings also reported that 85% of the respondents agreed that they used social media for other purposes which included the promotion of library services. The respondents used Twitter, followed by Facebook while the use of Google+ and LinkedIn by the respondents was on the average.

Weerasinghe and Hindagolla (2018) examined the use of social networks by academic librarians among 15 state universities in Sri Lanka. Total enumeration was adopted for the study. The findings revealed that majority of the respondents (78.4%) indicated use of personal account social media in the work place. Majority of the respondents used social media space few times in a week while a few used social media every day. The librarians used Facebook (90%), LinkIn (55%), Twitter (17%) and ResearchGate (eight percent) in their workplace while five percent do not use any social media.

Zohoorian-Fooladi and Abrizah (2014) conducted a study on librarians' social media presence in Malaysian academic libraries. Descriptive research design was adopted for the study. Data was collected through focus group discussion which involved 22 librarians. Findings of the study revealed that Facebook was used by librarians in the three academic libraries studied. However, the results also revealed that the social media space such as Blog, YouTube and Twitter were used at a low level. Purposes identified for their usage were to improve library service and strengthen library users' relationships.

In a similar investigation carried out by Chu and Du (2012), librarians from 140 university libraries in Asia, North America and Europe were involved. Findings of their study revealed that Facebook and Twitter (63%) each were found to be highly used by librarians among the eleven social media space listed. Closely followed social media space been used by the librarians were Instant messaging (44.4%) and Blogs (26%) while other social media space

were used at less than 19%. Their result also showed that they used social media space for real-time enquiries with the library users and information sharing among librarians.

Hamad, Tbaishat and Al-Fadel (2017) examined the role of social networks in enhancing the library profession in the University of Jordan and Al-Balgha' Applied University. One hundred and sixty-five library personnel participated in the study while the returned rate was 155 (93.9%). Results of their study revealed that Facebook was rated highly used for library updates and events among the librarians studied. Their findings also showed that majority of the respondents 83 (53.5%) had a moderate experience of social media use while 72 (46.5%) had an advanced experience. Out of all the respondents, 144 (92.9%) indicated daily use of social media space while others agreed to weekly use of social media space.

Huang, Chu and Chen (2015) studied 40 university libraries, 10 librarians and 1,753 students' social media use experience from some English speaking countries and Greater China. Mixed method was used for the study. Findings revealed that Facebook, Twitter and Chinese Weibo were the platforms used by the libraries studied. Eighteen university libraries used Facebook, 11 used Twitter and 11 used Weibo to communicate with their users. The authors' findings showed that social media was used for disseminating library events announcements and library latest additions in terms of online resources.

Anwyll and Chawner (2013) examined the application of social media in New Zealand. Data were collected from 15 librarians through the interview method. The findings of their study revealed that Facebook and Twitter were found to be the major social media space used by the librarians to communicate with library patrons. In the study of Xie (2014) on social media applications in digital libraries, findings of the study revealed that among the ten universities studied, three of them used social media space such as Blogs, Facebook, Flickr, Pinterest, Podcasts, RSS feeds, social news websites, Twitter, and YouTube to deliver services to their users. The findings also showed that the frequencies of social media use were indicated as hourly, daily, weekly, and monthly. The use of social media aimed at information generation, promote service, peer-to-peer connection, and share information.

Ndlangamandla and Chisenga (2016) examined social media use among librarians in some African countries institutions. Findings of the study showed that out of the 26 libraries that participated, 19 (73%) had social media presence on their library websites. Facebook was used by all the 19 university libraries studied, followed by Twitter used by 16 (84%) libraries and YouTube used by 11 (58%) libraries. Other social media space used below 31% were Flickr, Blogs and Google Docs. Their results also revealed that the three majorly used social media space were for library activities updates, sharing library general information and photo images.

In Nigeria, a study carried out by Anyaoku, Orakpor and Ezejio for (2012) on the application of social media found that librarians have embraced the use of social media for library service delivery. However, their findings recorded low awareness and utilisation of social media space by librarians in South-east Nigeria. The result of their findings revealed that very low percentage of the respondents used various Web 2.0 such as Facebook, Blog, Wiki and RSS feed. None of the respondents had ever used Myspace, Wiki and Twitter. The respondents used Facebook and a blog for personal purpose.

In a study conducted by Opeke and Onuoha (2013) on social media use by librarians in Nigeria, the findings revealed that out of 259 respondents, majority of the librarians studied worked in the reference/readers services (74 respondents) followed closely by cataloguing section (64 respondents). Their findings also showed that 154 (60 percent) used online social networks while 105 (40 percent) never used social media. Social media was reported to be used for socialising among colleagues while less of social media use for library service delivery. The most useful social network for work-related information as indicated by the respondents was NLA online forum and Facebook. Baro, Idiodi, and Godfrey, (2013) in their study on awareness and use of social media by librarians in university libraries in Nigeria found that social media space such as Facebook was highly used by librarians while the least used social media space were Flickr, RSS feed, podcast and social bookmarking.

Challenges of social media use for service delivery

Librarian in the course of rendering library services had encountered various challenges due to present state of university libraries especially in Nigeria. Opeke and Onuoha (2013)'s study showed that restriction in the use of social media space during official hours topped the challenges, followed by the erratic power supply and privacy issue for service delivery. In India, Madhusudhan and Nagabhushanam (2012a) conducted a study on web based library services in universities. Militating factors were inadequate computers and slow internet connection. Baro and Asaba (2010) in their study found that about half of the respondents indicated that lack of time contributed to the low use of social media space.

Muneja and Abungu (2012)'s study reported that lack of technical knowledge on the use of social media was a challenge to their application by librarians in Tanzania towards rendering library services. Hamid, Chang, Waycott and Kurnia (2011)'s study on the use of online social networking revealed that barriers such as infrastructure, control and supervision, time, skills, cultural differences and language were identified for low utilisation of social media at the lecturers, students and higher education levels. Nnadozie (2016)'s study revealed that lack of modern ICT equipment was identified as one of the factors that hindered effective information delivery.

In a study conducted by Alasa and Kelechukwu (1999) on internet and academic services in Nigeria, they found that poor supply of electricity was a major challenge to library service delivery. Electricity supply issue would hinder the use of computers, mobile phones, desktops and the Internet facilities by librarians to communicate their library physical and virtual users on library services and updates. In a similar study conducted by Emwanta (2012), she examined the challenges of ICT application in Nigeria university libraries. The survey research method was used for the study. One hundred professional librarians from three universities in the South-east comprised the study population. A questionnaire was used for data collection while descriptive statistics was applied to the results presentation. Eighty percent of the questionnaire were returned and found useful for data analysis. Among the institutional factors that inhibited effective use of ICT for information service delivery, over 98 percent of the respondents indicated that unreliable power supply and inadequate maintenance issues among others were recorded.

Ejedafiru (2010) researched the challenges of rendering library services among four federal university libraries in Nigeria. His findings revealed that state of the heart ICT infrastructure such as the computers and the Internet was a problem to rendering such service. Ahmed (2014)'s study of some public libraries in Bangladesh reported that the major challenges to effective use of IT based service was the absence of IT facilities and lack of IT skilled library personnel. Ezeani and Igwesi (2012) submitted that issue on awareness among librarians in the developing countries, lack of social communication regulations, bandwidth problem and unreliable power supply have contributed to non or low use of social media for service delivery in university libraries in Nigeria.

In a study conducted by Anyaoku, Orakpor and Ezejiofor (2012) on knowledge and use of Web 2.0 by librarians in Nigeria, the findings revealed that 70 percent of the librarians studied indicated no access to Internet connections in their libraries. In the same vein, Adetimirin (2009) study found that only 11 percent of the librarians studied accessed and used institutional based internet facilities while majority relied on cybercafé. The findings further indicated that slow internet connection, cost of bandwidth and skills in internet facilities hinders its use among information professionals in Nigerian university libraries studied.

Mergel (2012) asserted that low bandwidth prevented the use of social media such as Skype due to poor bandwidth in many universities. Bwalya (2014) examined the virtual library services in two university libraries in Zambia. Findings from the libraries revealed that major constraints to virtual library service delivery were poor Internet connection and low bandwidth. Abdelraheem and Ahmed (2015) study submitted that among the fifteen barriers listed, poor infrastructural facilities such as the slow speed of Internet connection and non-

availability of smart phones in the Sudanese university were major inhibitors to use of social media.

Similarly, Madhusudhan and Nagabhushanam (2012)'s study result showed that majority of the respondents indicated that slow internet connectivity was a major barrier to accessing web based library services. According to Baro and Asaba (2010)'s study on the status of internet connectivity in Nigerian university libraries, their results showed that very few university libraries had steady and dependable internet access for use. In a study conducted in Pakistan by Arif and Moshood (2012), they found that unavailability of computers and internet facility hindered effective service delivery in the libraries studied. Muneja and Abunju (2012)'s study on the use of social technologies platforms in delivering library services among selected libraries in Tanzania revealed unreliable power supply, and poor internet access as barriers to service delivery.

Abubakar (2011) examined the situation of service delivery in academic libraries in Nigeria and discovered that poor internet connectivity and lack of ICT equipment in many academic libraries had hindered improved library service delivery. Eze and Uzoigwe (2013)'s study investigated 132 librarians from seven universities in South-east Nigeria. A questionnaire was used to collect data on the study. Their results showed that 93 percent of the respondents agreed to poor ICT such as electronic facilities. Other barriers as indicated by the respondents were high cost of ICT facilities maintenance and lack of conducive office environment.

Ugwuanyi and Ejikeme (2011) study on new era librarians in four universities in Nigeria found that all the respondents admitted that the most prominent among the challenges militating against the application of ICT were unreliable power supply, high cost of ICT equipment and problems of hardware and software repairs. In a study conducted by Ajala and Ojo (2011), they found inconsistent power supply as a major challenge of electronic document delivery service. In the same vein, Ajayi, Shorunke and Akinola (2013) findings revealed that inadequate power supply and obsolescence of ICT facilities among others were issues peculiar to the use of ICT in the tertiary institutions studied.

Methodology

The study adopted a descriptive survey design. The population of the study comprised 669 librarians (Ls) in all the universities in Southern Nigeria. Total enumeration was adopted for the study. All librarians in all the 85 universities in Southern Nigeria were involved in the study. Table 1 showed the distribution of respondents by universities in Southern Nigeria.

Table 1: Distribution of questionnaire and return rate by Federal, State and Private universities

University	No. of university	No. of copies administered to Ls	%	No. of copies returned by Ls	%
Federal universities	17	282	42.2	212	31.7
State universities	23	206	30.8	161	24.0
Private universities	45	181	27	173	25.9
Total	85	669	100	546	81.6

Questionnaire tagged ‘Social Media Use for Service Delivery by Librarians’ was the instrument used for data collection. The questionnaire sought background information, types of services rendered, social media used for service delivery and challenges of social media use for service delivery in university libraries in Southern Nigeria. Out of 669 respondents, there was a return rate of 81.6%. It could be observed from the information shown in Table 1 that respondents from federal universities were generally higher than those recorded for private and state universities as there were more employed librarians in federal universities than state and private in Southern Nigeria. Although there were more private universities covered, librarians engaged in the private universities were low when compared with government owned universities.

Table 2 reported the Demographic characteristics such as gender, age, job status, the section of work in the library, experience, educational qualifications and job status of the respondents. It was analysed using descriptive statistics. The result shown in Table 2 indicated that there were more female than male librarians in universities in Southern Nigeria. This result implies that although there were more female librarians than their male counterparts, there is a relatively balanced gender distribution as the marginal difference in gender was not much. Data revealed that the highest number of respondents were found in the age bracket of 36 – 45 years with population of 198 (36.3%), followed by 46-55 years age bracket with population of 169 (30.9%). The inference from the age distribution of respondents in this study is that most of the librarians were in their youthful and productive years, hence, they were appropriately informed.

In terms of marital status, majority of the respondents 114 were married and 94 were single. Further, the distribution according to job status revealed that 140 (25.6%) were assistant librarians, 124 (22.7%) were librarian I and 118 (21.6%) were librarian II. Results on the position of respondents showed that the highest number of respondents were cataloguers (130, 23.8%) followed by circulation librarians (97, 17.8%) while only 5 (0.9%) of the respondents claimed to be a digitisation librarian. The results of the respondents’ academic qualification showed that 374 (68.5%) which constituted the majority had a master certificate, 60 (11.0%) had a doctorate degree while only 10 (1.8%) of the librarians had M.Phil. These findings indicate that university libraries in Southern Nigeria were full of eminently qualified personnel to carry out library and information service delivery expected

of them. In terms of years of library work, the result revealed that 122 (22.3%) had below 5 years of experience, 185 (33.8%) had between 6-10 years, 107 (19.6%) had between 11-15 years of experience and 17 (3.1%) of the librarians had experience spanning between 26-30 years. This suggests that the participants in the study were quite experienced in terms of services delivery in library and information settings.

Table 2: Demographic characteristics of the respondents (librarians)

Demographic characteristics	Categories	Frequencies (N=546)	Percentages
Gender	Male	264	48.4
	Female	282	51.6
Marital status	Married	441	80.8
	Single	94	17.1
	Widow	10	1.8
	Widower	1	0.2
Age	25 – 35	136	24.9
	36 – 45	198	36.3
	46 – 55	169	30.9
	56 – 65	43	7.9
Status	Deputy University Librarian	19	3.5
	Librarian	51	9.3
	Principal Librarian	93	17.0
	Senior Librarian	124	22.7
	Librarian I	118	21.6
	Librarian II	140	25.6
	Assistant Librarian	1	0.2
Position	Acquisition Librarian	51	9.3
	Circulation Librarian	97	17.8
	Serials Librarian	51	9.3
	Systems Librarian	36	6.6
	Reference Librarian	37	6.8
	Readers' services librarian	66	12.1
	E-resources Librarian	22	4.0
	IR Librarian	12	2.2
	Faculty Librarian	39	7.2
	Digital Librarian	5	0.9
	Cataloguer	130	23.8
Highest academic qualification	Ph.D	60	11.0
	MLS	374	68.5
	M.Inf.	24	4.4
	M.Phil.	10	1.8
	PGD	78	14.3
Years of work experience	1 – 5 years	122	22.3
	6 – 10 years	185	33.8
	11 – 15 years	107	19.6
	16 – 20 years	57	10.4
	21 – 25 years	33	6.0
	26 – 30 years	17	3.1
	31 – 35 years	25	4.6
Section of work in the library	Faculty	51	9.3
	Collection Development	45	8.2
	Circulation	92	16.8
	Serials	41	7.6
	Systems	31	5.7
	Reference	40	7.3
	Readers' services	73	13.4
	E-Resources	31	5.7
	Institutional repository	12	2.2
	Cataloguing	125	22.9
	Digitisation	5	0.9

Source: Information gathered from the field by the researcher in March -July, 2018.

Question 1: What are the types of library service delivered by librarians?

In order to provide answer to the research question one, respondents were asked to indicate types of the services delivered in their respective libraries from the list of library services itemised. The result of their responses is presented in Table 3.

Table 3: Type of services delivered by librarians in university libraries in Southern Nigeria

Type of services	N=546		Rank
	Delivered		
	N	%	
Library orientation	386	70.7	1 st
Library education	375	68.7	2 nd
Reference service	351	64.3	3 rd
Library materials recommendation	328	60.1	4 th
Library registration	296	54.2	5 th
Selective dissemination of information	315	57.7	6 th
Charging and Discharging of library materials	283	51.8	7 th
Notification of new library resources arrivals	294	53.8	8 th
Document delivery	201	36.8	9 th
Notification of OPAC additions	175	32.1	10 th
Interlibrary loan	164	30.0	11 th
Prompt notification of library development	155	28.4	12 th
Notification of Institutional Repository update	144	26.4	13 th
Outreach service	116	21.2	14 th
Images/photos service	81	14.8	15 th
Translation services	61	11.2	16 th

Source: Information gathered from the field by the researcher in March -July, 2018

The results in Table 3 revealed that among the services listed, library orientation ranked first in terms of mostly delivered service. Majority of the librarians (386; 70.7%) claimed that library orientation was delivered by them. Close to this, is library education rendered by 375 (68.7%) librarians. In terms of reference services, 351 (64.3%) of the respondents maintained a positive disposition to reference as a service delivered in their libraries. The least delivered service as indicated by the respondents was Translation service. This implies that library orientation, library education and reference services were the three leading library services delivered by librarians in university libraries in Southern Nigeria. On the other hand, translation services were least delivered service by librarians in the universities studied as only 61 (11.2%) of the respondents claimed that they delivered translation services in their libraries. Other services not delivered by most of the respondents were images/photo services (81, 14.8%) and outreach services (116, 21.2%). It could be inferred from this result that translation services, image/photo services and outreach services were not so popular among the librarians in university libraries in Southern Nigeria.

Question 2: What are the types of social media used for service delivery by librarians?

The result according to Table 4 revealed that majority of the respondents used Facebook (89, 16.3%) and WhatsApp (88, 16.1%) to deliver library services such as for library material recommendation to the users respectively. Other social media used by a few librarians were Flickr and Skype. It could be noted from the type of social media used (Table 4) that WhatsApp, and Facebook were the two types of social media used for library services such as the recommendation of library materials for acquisition, reference services, selective dissemination of information and notification of new library resources.

Table 4: Distribution of respondents on types of social media used for service delivery in universities in Southern Nigeria

Service	N = 546						
	WhatsApp	Facebook	Youtube	Blog	Twitter	Skype	Flickr
Library materials recommendation	88 (16.1%)	89 (16.3%)	15 (2.7%)	17 (3.1%)	12 (2.2%)	4 (0.7%)	3 (0.5%)
Library registration	25 (4.6%)	29 (5.3%)	4 (0.7%)	5 (0.9%)	4 (0.7%)	0 (0.0%)	2 (0.4%)
Interlibrary loan	35 (6.4%)	26 (4.8%)	6 (1.1%)	5 (0.9%)	7 (1.3%)	4 (0.7%)	2 (0.4%)
Selective dissemination of information	57 (10.4%)	46 (8.4%)	11 (2.0%)	18 (3.30%)	17 (3.1%)	7 (1.3%)	3 (0.5%)
Document delivery	32 (5.9%)	27 (4.9%)	8 (1.5%)	10 (1.8%)	12 (2.2%)	3 (0.5%)	5 (0.9%)
Reference service	62 (11.4%)	53 (9.7%)	10 (1.8%)	19 (3.5%)	15 (2.7%)	2 (0.4%)	2 (0.4%)
Outreach service	41 (7.5%)	33 (6.0%)	7 (1.3%)	9 (1.6%)	10 (1.8%)	3 (0.5%)	4 (0.7%)
Prompt notification of library development	54 (9.9%)	50 (9.2%)	13 (2.4%)	16 (2.9%)	14 (2.6%)	3 (0.5%)	6 (1.1%)
Notification of OPAC additions	42 (7.7%)	40 (7.3%)	7 (1.3%)	15 (2.7%)	12 (2.2%)	3 (0.5%)	3 (0.5%)
Notification of Institutional Repository update	29 (5.3%)	35 (6.4%)	8 (1.5%)	8 (1.5%)	10 (1.8%)	3 (0.5%)	3 (0.5%)
Notification of new library resources arrivals	56 (10.3%)	59 (10.3%)	12 (2.2%)	17 (3.1%)	14 (2.6%)	2 (0.4%)	6 (1.1%)
Images/photos service	38 (7.0%)	42 (7.7%)	18 (3.30%)	10 (1.8%)	13 (2.4%)	4 (0.7%)	8 (1.5%)
Library orientation	50 (9.2%)	47 (8.6%)	17 (3.1%)	13 (2.4%)	12 (2.2%)	5 (0.9%)	5 (0.9%)
Library education	49 (9.0%)	55 (10.1%)	17 (3.1%)	13 (2.4%)	12 (2.2%)	3 (0.5%)	5 (0.9%)
Charging and Discharging of library materials	24 (4.4%)	28 (5.1%)	5 (0.9%)	6 (1.1%)	4 (0.7%)	2 (0.4%)	4 (0.7%)
Translation services	14 (2.6%)	18 (3.30%)	9 (1.6%)	5 (0.9%)	5 (0.9%)	4 (0.7%)	4 (0.7%)

Source: Information gathered from the field by the researcher in March -July, 2018

Question 3: How frequent do librarians use social media for service delivery?

The respondents were asked to indicate the type of social media use for service delivery. The result is presented in Table 5.

Table 5: Frequency of social media used for service delivery in universities in Southern Nigeria

Social Media	N = 546										Mean	STD
	Daily		Twice a week		Weekly		Monthly		Never			
	N	%	N	%	N	%	N	%	N	%		
Facebook	316	57.9	46	8.4	64	11.7	34	6.2	86	15.8	3.86	1.533
Twitter	104	19.0	62	11.4	90	16.5	110	20.1	180	33.0	2.63	1.505
Wikis	54	9.9	87	15.9	99	18.1	77	14.1	229	41.9	2.38	1.410
Podcast	37	6.8	34	6.2	123	22.5	66	12.1	286	52.4	2.03	1.249
You tube	139	25.5	55	10.1	103	18.9	92	16.8	157	28.8	2.87	1.557
Blog	77	14.1	41	7.5	117	21.4	92	16.8	219	40.1	2.39	1.428
RSS feed	39	7.1	51	9.3	123	22.5	72	13.2	261	47.8	2.15	1.304
LinkedIn	95	17.4	69	12.6	60	11.0	154	28.2	168	30.8	2.58	1.470
Skype	54	9.9	67	12.3	113	20.7	136	24.9	176	32.2	2.43	1.316
Flickr	30	5.5	69	12.6	90	16.5	113	20.7	244	44.7	2.14	1.263
My space	34	6.2	62	11.4	118	21.6	113	20.7	219	40.1	2.23	1.268
Google+	195	35.7	71	13.0	84	15.4	84	15.4	112	20.5	3.28	1.568
Instagram	119	21.8	65	11.9	108	19.8	90	16.5	164	30.0	2.79	1.522
Pinterest	48	8.8	58	10.6	106	19.4	117	21.4	217	39.7	2.27	1.318
Whatsapp	339	62.1	40	7.3	55	10.1	43	7.9	69	12.6	3.98	1.476
Total											40.01	21.187

Source: Information gathered from the field by the researcher in March -July, 2018

The result on the frequency of use of social media for service delivery by librarians in universities in Southern Nigeria as shown in Table 5 revealed that WhatsApp had the highest frequency of usage on daily basis for service delivery as indicated by 339 (62.1%) of librarians in universities studied. Only 69 (12.6%) of the librarians claimed they had never used WhatsApp for service delivery. WhatsApp recorded the highest mean score of 3.98 with a standard deviation of 1.476 in terms of use which points to the fact that most of the librarians in universities in Southern Nigeria used WhatsApp frequently for service delivery. Another type of social media used frequently by librarians for service delivery in universities in Southern Nigeria was Facebook which recorded high use on daily basis by the respondents (316; 57.9%) with a mean score of 3.86 (STD = 1.533). Google+ was used daily for library service by 195 (35.7%) of the respondents, 71 (13.0%) used it twice a week, 84 (15.4%) used it weekly and 112 (20.5%) claimed that they had never used Google+ for library service. The mean score recorded for the frequency of use of Google+ for service delivery by librarians in

universities in Southern Nigeria was 3.28 (STD = 1.568). On the other hand, Podcast (mean= 2.03, STD= 1.249), Flickr (mean = 2.14, STD = 1.263) and RSS Feed (mean= 2.15, STD = 1.304) were the three least frequently used social media for delivering services by librarians in universities in Southern Nigeria.

Question 4: What are the challenges of social media use for service delivery?

Result on challenges to effective service delivery with the use of social media in universities in Southern Nigeria is presented in Table 6.

Table 6: Challenges to use of social media for service delivery in universities in Southern Nigeria

Challenges	N = 546				Mean	ST.D
	Agreement score		Disagreement score			
	N	%	N	%		
Technological obsolescence	385	70.5	161	29.5	2.94	.868
Slow speed of internet connection	381	69.8	165	30.2	2.90	.910
Erratic electricity supply	364	66.7	182	33.3	2.86	1.004

Source: Information gathered from the field by the researcher in March -July, 2018

Challenges, as indicated by the majority of the librarians were technological obsolescence (385; 71%) with a mean score 2.94, followed by the slow speed of Internet connectivity with agreement score (381; 70%) with a mean score of 2.90 while poor electricity supply was (364; 67%).

Findings

The following are the findings of the study:

- The findings of this study have shown that librarians in the universities in Southern Nigeria frequently rendered some services which are social media platforms dependants.
- This study found that many librarians used WhatsApp and Facebook while the use of other social media platforms for the delivery of services among the librarians studied at universities in Southern Nigeria universities is at a low ebb.
- Findings revealed that ICT tools were out-dated, also, internet connection among the universities studied was found to be very slow and this contributed to low service delivery speed.
- Most universities studied experienced irregular supply of electricity during service delivery.

Conclusion

Social media were used by librarians for service delivery in Southern Nigeria universities. This study demonstrated that if service delivery is not adequately supported with the needed facilities, there is bound to be under utilisation of library and information resources and facilities. In-efficient library service delivery due to low use of social media space could result in poor library patronage. ICT facilities related and use of social media space are important factors needed for engendering librarians' effective service delivery in Southern Nigeria universities. This is because factors such as up-to-date ICT facilities, good bandwidth and a steady supply of electricity would strengthen and enhance service delivery in university libraries. Therefore, it is important to make adequate support for facilities needed as they contribute significantly to effectiveness in librarians' service delivery.

Recommendations

The following recommendations are provided with the study findings:

- Librarians should increase the number and frequency of social media space services rendered and should be carried out in tandem with users' needs.
- Blogs and RSS feed could be deployed to provide users with timely alerts and library updates. YouTube, Skype and Flickr could also be explored to deliver library services.
- Efforts need to be made to improve infrastructure such as Internet bandwidth up-scaling that serves the libraries as a means to enhance stress-free and timely service delivery at universities in Southern Nigeria.
- University libraries should install alternative sources of electricity supply such as inverter, solar panel and functional generating set to improve uninterrupted electricity supply.

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