SOCIAL MEDIA AND LIBRARY AS A COORDINATE FOR RAPID HUMAN AND EDUCATIONAL DEVELOPMENT IN NIGERIA

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A Paper Presented at 3rd National Conference, ADO-EWI 2018 Held at Federal Polytechnic, Ado-Ekiti, Ekiti State

Date: Monday, 27th – Thursday, 30th August, 2018

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Abstract

Low usage of libraries is not something new anymore, it is even increasing tremendously in the institution of learning. It's a challenge that needs quick response and rectification if human and educational development is of high priority. And to bring this speedy change to the table, a friend of the masses is required, and there is no better friend than the social media, a friend at almost every fingertip. This study explored the involvement, uses, and contribution of social media in libraries and how both combined in aiding human and educational development in Nigeria. The paper examined the Federal Polytechnic Ilaro staff and students through the administration of questionnaire and simple method of analysis was used. 500 questionnaires was distributed but only 485 were retrieved, the response rate indicated the unimpeachable contribution of social media cum library towards human and educational development in Nigeria, among others. However, challenges such as lack of awareness, absence of government intervention, bandwidth problem, technophobia, unreliable power supply, among others, have undermined its stable functionality. However, imbibing a maintenance culture so as to manage the few available ICT facilities effectively, government should take an active role in providing ICT facilities to institutions, sensitization should be carried out based on the proficient usage of the internet, how to obtain knowledge from it and how to surf it to good effect, among others are the notions pointed out in this study for serious consideration.

Keywords: Libraries, Social Media, Information and Communication Technology, Human, Educational Development, Government.

Introduction

With obvious statistical facts of users of social networking sites, it is of enormous necessity to put into consideration how immensely social media can aid the library in quick and rapid dissemination of knowledge to their immediate and extended environment. The low level of turnouts at libraries have negatively capitulated the proper flow and easy accessibility of information. The social media being at the finger tip of visually every individual (due to the widespread of smartphones and computer usage) can work in conjunction with the library to breed rapid human and educational development via on point information delivery to end users.

Statista (2018) stated that one of the defining phenomena of the present times reshaping the world as we know it, is the worldwide accessibility to the internet. The lovechild of the World Wide Web is social media, which comes in many forms, including blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat apps, and last but not least social networks. The power of social networking is such that the number of worldwide users is expected to reach some 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population. All these figures further buttresses the need for coordination of social media and library towards human and education development.

Chinwe and Uzoamaka (2012) stated that different libraries in the country have felt the need to move with the times. With the exponential growth of the use of social media such as the Facebook, Myspace, twitter, YouTube, it became inevitable that librarians must learn the use of these tools to be able to keep their ever growing and sophisticated patrons. Libraries have started to use these tools to interact with their patrons on real time. In fact, given the present economic scenario in Nigeria, where library budgets have been constantly on the decline, the social media have become a means for serving our patrons in a more specialized, interactive, and value added way without incurring undue expenses. These media are used mostly to provide current and up to date information to clients, provide links to other open source library resources, and give information about new arrivals in the case of books through the link to the library world cat and through the updated list of journals. Also, the previous top-bottom approach to service delivery where the library would pass information down to its patron without feedback will no longer suffice for our ever growing clients. Library users have been yearning to be a part of the services rendered to them, in essence being able to dictate what they need thereby making for a more interactive service delivery which will foster a two way communication pathway and provide the opportunity for more involvement.

As the social networking sites become more widespread in the information world, its adoption in the library becomes both interesting and challenging as librarians role will change to satisfying their online community. This study therefore explores the extent to which social media and library has impacted human and educational development in Nigeria.

Statement of the Problem

One of the fundamental component to human and educational development is knowledge, and sound knowledge comes via good information. As libraries cannot force its users for stead usage and prompt patronage, it's of best interest to look into ways of taking the information to every possible doorstep and this can be made a reality via the social media.

However, every good thing comes at a cost; thus, this study is faced with a vital question of how prepared is the libraries in engaging the social networking sites for quick delivery of information?

Their preparedness in smooth operation with social media will be properly debated and investigated in this study.

Objectives of the Study

Knowledge is power, and for any nation to develop all wise, her citizens (humans) and the educational level must be of reputable standard. Library, via the aid of social media can make this attainable. To this effect, this study hereby oblige to investigate further the immense contribution of the two parameters towards human and educational development in Nigeria. This study is circled around the staff and student of Federal Polytechnic Ilaro, Ogun State. With the objective of this study being:

1. To interrogate the involvement and contribution of social media and library towards human and educational development in Nigeria.

Significance of the Study

Social networking site and library are indispensable tools in acquiring a staunch human and educational development in Nigeria; the study will raise the appreciation of social networking site and library as essential tools in propagating and elevating human and educational development in Nigeria. This study will be a contribution to the body of literature in the area of the role of social media and library in breeding human and educational development in Nigeria, thereby constituting the empirical literature for future research in the subject area.

Scope of the Study

The scope of this study shall be limited to Federal Polytechnic, Ilaro, Ogun State and the study shall entail the information gathered from the selected institution.

Research Questions

This study will provide solution to the following questions.

1. What are the involvement and contribution of social media and library towards human and educational development in Nigeria?

2. What are the challenges facing social media and library towards human and educational development in Nigeria?

Literature Review

In the early days of social media, the advent of new "Web 2.0" social media technologies sparked discussions of what the implications would be for libraries. The early discussions about libraries and social sites in the professional literature frequently used the term "Library 2.0,"

attributed to Michael Casey (Casey and Savastinuk, 2006). Maness (2006) defined Library 2.0 as "the application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections" with four key elements in common of being:

- ✓ User-centered,
- ✓ Multi-media,
- ✓ Socially rich, and
- ✓ Communally innovative.

Crawford (2006) collected some of the early commentary among the professional community regarding Library 2.0, which included comments such as:

- ✓ "Library 2.0 is disruptive";
- ✓ "Library 2.0 means constant change";
- ✓ "Library 2.0 puts the librarian anywhere a user's heart takes them"; and
- ✓ "Library 2.0 doesn't (or shouldn't) allow for a concise definition."

An assumption that libraries should adopt or adapt these new social technologies has philosophical underpinnings that include a core service concept among librarians of meeting users wherever they are at the "point of need" (Lipow, 1999). Abbas (2010) described Library 2.0 as "the application of Web 2.0 technologies, applications, and philosophies within the library context to improve or provide new services to user communities." However, Zimmer (2013) has noted that the social library threatens to disrupt core principles of protection for library user privacy, because "to take full advantage of Web 2.0 platforms and technologies to deliver Library 2.0 services, libraries will need to capture and retain personal information from their patrons." As libraries move forward in exploring uses for social media, the disruptive as well as the beneficial aspects should be carefully considered.

Social Media and Library: Objectives and Usefulness towards Human and Educational Development

Common social media tools like Facebook, Twitter, Flicker, YouTube, LinkedIn, Foursquare, Tumblr, Vimeo, Pinterest, Wikipedia, Instagram, Sound cloud etc., have been used by libraries for the promotion of their library services by universities libraries with the potential benefits and challenges (Kemrajh, 2013). Chu and Du (2013) stated that social networking tools allow you to teach library staff new technologies related to their profession, to follow the activities, and to keep resources up to date. As a result, students, researchers rely more on university libraries keeping pace with technology.

Aras (2014) listed some objectives of university libraries in actively using social media as follows:

- ✓ To promote library services, workshops and the events in order to increase library use.
- ✓ To provide better access to information.
- ✓ To be where the users are.
- ✓ To get feedback from users.
- ✓ To highlight specific features of the library.
- ✓ To create collaboration with other libraries and the users.

✓ To announce the library news.

Aras (2014) further stated that libraries are using social media to establish good communication with users, to understand the issues and find solutions. By using social media, libraries want to give a message to their users about how they are innovative and solution-oriented. In addition, social networks aid in finding new user and colleagues to collaborate to librarians and disclose promotion of libraries and the importance of library services to communities (Buono & Kordeliski, 2013).

Aqil, Ahamad and Siddique (2011) ex-ray some important aspect of web 2.0 vis-à-vis library and information centres as blogs/weblogs, Wikis/Wikipedia, Live Streaming Media, Tagging Social Networking Sites, RSS feeds, Instant Messaging, Web Podcasting and Mash-up. They further stated that librarians can do many other things with social networks depending upon the specific requirements and changing needs of the library patrons and staff. Burgert and Nann (2014) research showed that academic libraries use social media tools to promote their libraries and interact with users. Because, today we are in the digital era and libraries worldwide have been adjusting to the shift from the printed era to the digital era (Nonthacumjane, 2011).

How Libraries Use Social Media?

Barggett and Williams (2012) in a survey of Shenandoah University reported that students wanted an expanding use of Facebook by library by posting on it daily. The students use the library website to find information about library hours, information about events and new materials. Combining this fact leads to the supposition that posting about library events, hours and new materials on social media will help drive users to Facebook. Nancy and Dowd (2013) explained that you can see that social media space has a way to entice people to click on a link to learn more. The important part is getting the users the information in whatever social media platforms they are using.

Burget and Nann (2014) reported that University of Central Florida Library has links to library relevant applications like WorldCat, JSTOR, and Cite Me and photos of recent events in the library. Bosque, Leif and Skarl (2012) in a survey of 296 academic libraries found that one-third were using Twitter, with majority not using features such as hash tags or direct messages. Other problems include academic libraries not tweeting frequently, leaving their account entirely dormant and unprofessional communication directed at students. University of Southern California Libraries @usclibraries provide frequent tweets on historical images of California, highlights of their collection and more.

Wilkinson (2013) identified certain ideas for libraries to explore social media like Pinterest, as libraries showcase Library guides, YouTube videos, or other resources that encourage user to identify ways library can assist them. He further encouraged libraries to interact with each other by sharing ideas, resources, and events being used to stay current with their student population. Collins and Quan-Hasse (2014) studied Ontario Academic libraries and found that two-thirds of academic libraries maintained a social media presence on at least one platform. Similarly, Chu and Du (2013) recorded 71% of academic libraries from respondents in Asia, North America, and Europe as using social media.

Kumar (2013) concluded in his work that social media has a great impact on information promotional activities by bringing tremendous changes in the field of marketing. He also listed various social networking sites useful for marketing library services and products as LinkedIn, Ning, Facebook, Twitter, Flicker, YouTube, Slide Share, and delicious. He further described each of them and how they can be used for fruitful library marketing. Similarly, Breeding (2010) stated that through social media channels a large amount of positive exposure is gained by libraries. At universities and other institutions, library outreach and public relations initiatives rightly include social networking as key promotional tools (Kemrajh, 2013).

Additional uses of social media in the Library as it empower human and promote education is as follow:

- ✓ Assessment of the library from the user perspective, including soliciting user feedback and monitoring user comments on blogs and social sites;
- ✓ Outreach to new audiences of library users;
- ✓ Promotion of library resources, programs, and services;
- ✓ Advocacy, fundraising, and recruitment to gain community support for the library, raise money, and publicize the library's openings for jobs or volunteers;
- ✓ Reference and social care services by providing question-answering in social media sites;
- ✓ Education using social sites to support classes, workshops, and informal learning; and,
- ✓ Collection-building and co-creation involving users in collaborative creation of collections and resources using social sites.

Numerous is the positive contributions of social media to libraries and thus towards educational and human development. It goes beyond the circumference of having the impulse and necessity of visiting the libraries before having access to information required, it is obtaining your information (any information) anywhere, anytime, and anyhow you damn fit, so as much as you have access to internet enabled devices. The social media has been labelled as an avenue for idle people, where nothing really academicals surfaced but they are wrong, social networking sites have been and is still an avenue for academic and human growth. It is just the absence of the social networking sites know-how that is affecting the vast majority of the world population. An individual develops in all ramification via the information cum knowledge he is able to make a good use of.

Challenges Faced by Social Media and Library towards Human and Educational Development

Lack of Awareness – Most librarians in the developing countries are not aware of social networking services, even the few that are aware are still struggling to find out the productive uses of these sites for library services. Users are also not aware of the protocols involved in social communication. Many students and possibly even some of the academic staff may be unaware that there is a subject specialist in their discipline. It is important for librarians to initiate contact with clients and experiment with developing a "public self" (Horizon Report, 2007).

Getting students and Facebook users to move beyond the social aspect of Facebook to use it for more serious and productive outcome is a challenge in Nigeria. In fact, there is a general slogan in Nigeria that says "leave Facebook and face your book". This points to the fact that Facebook is usually seen as a vehicle for unserious communication.

Bandwidth problem – Most institutions have limited bandwidth to support this practice. Poor connectivity can frustrate effective online participation.

Technophobia – Many librarians and users are afraid of handling computers. They make the traditional library services their comfort zone and are not eager to embrace change.

Lack of maintenance culture – Maintenance culture is seriously lacking in most institutions in developing countries. The few available technologies are in moribund conditions that may not support remote access to information.

Unreliable power supply –The low supply of electricity discourage people from participating in the online forum.

Lack of training of staff – Most librarians lack the 21st century skills that could be required to adopt the social networking tools for effective library services.

Government intervention – There is little or no intervention of the government in the area of ICT in Nigeria.

Copyright Issue – The free access to information where people copy, paste and edit without acknowledging the authority is a serious challenge to copyright management.

Solutions to the Challenges Faced by Social Media and Libraries

The above identified challenges could be solved through the following strategies:

- ✓ Organizing a public awareness forum such as library orientation, conferences, symposia, workshops to create awareness and educate librarians and users on the social networking services and applications. This will help to stimulate new ideas, sensitize and create awareness of the new tools.
- ✓ Embracing current change in order to remain relevant and adapt to the new ICT driven environment.
- ✓ Imbibing a maintenance culture so as to manage the few available ICT facilities effectively.
- ✓ Provision of stable power supply will encourage and facilitate the effective use of these tools.
- ✓ Pro-active training of librarians to acquire 21st century skills to adapt to the changing ICT environment.
- ✓ Government should take an active role in providing ICT facilities to institutions.
- ✓ Educating the public on the issue of copyright law and violation.
- ✓ Sensitization should be carried out based on the proficient usage of the internet, how to obtain knowledge from it and how to surf it to good effect.

Methodology

The research was carried out among the staff and students of the Federal Polytechnic, Ilaro. This research study is to measure the involvement and contributions of social media and library towards educational and human development as perceived by the Federal Polytechnic, Ilaro staff and students. The study has a total sample of 485 from 500 questionnaires issued, among them

200 staff and 300 students. The samples were randomly selected from out of the entire population of the institution (staff and students alike). The advantage of a random sampling method is that the results can be analyzed staff-wise and student-wise, drawing certain conclusions from each category of respondents.

Out of the 500 questionnaires distributed, 200 questionnaires were distributed among the staff and 300 questionnaires were distributed among students. But received 195 responses from the staff (the rate of around 97.5%) out of the total 200 questionnaires. And received 290 responses from the students (the rate around 96.7%) out of the total 300 questionnaires. Out of the 500 questionnaires that was distributed, 97% were retrieved for the analysis. However, frequency tables and percentages are used to analyze the data retrieved.

Table 1: Frequency of individuals that believed social media and library can promote human and educational development in Nigeria.

Frequency	Total	Percentage (%)
Yes	420	86.6
No	65	13.4
	485	100

Table 1 above indicates that the respondents were in support of the objective of this study. 86.6% of the respondents believed that social media and library can propagate human and educational development in Nigeria while 13.4% of the respondents were against the notion.

Table 2: Challenges Faced by Social Media and Library towards Human and Educational Development.

Challenges	Total	Percentage (%)
Lack of Awareness	360	74.2
Absence of government intervention	400	82.5
Bandwidth problem	450	92.7
Technophobia	360	74.2
Lack of maintenance culture	460	94.8
Unreliable power supply	480	99
Lack of training of staff	452	93.2
Copyright Issue	470	96.9

Table 2 above shows that the respondents acknowledge the challenges stated in this study, which includes: lack of awareness, government intervention, bandwidth problem, technophobia, lack of maintenance culture, unreliable power supply, lack of training of staff, and copyright issue with response rate of 74.2%, 82.5%, 92.7%, 74.2%, 94.8%, 99%, 93.2%, and 96.9% respectively.

Table 3: Solutions to the Challenges Faced by Social Media and Libraries

Solutions	Total	Percentage (%)
Organizing a public awareness forum such as library orientation, conferences, symposia, workshops to create awareness and educate librarians and users on the social networking services and applications.	425	87.6
Embracing current change in order to remain relevant and adapt to the new ICT driven environment.	444	91.5
Imbibing a maintenance culture so as to manage the few available ICT facilities effectively.	470	96.9
Provision of stable power supply will encourage and facilitate the effective use of these tools.	478	98.6
Pro-active training of librarians to acquire 21st century skills to adapt to the changing ICT environment.	472	97.3
Government should take an active role in providing ICT facilities to institutions.	460	94.8
Educating the public on the issue of copyright law and violation.	460	94.8
Sensitization should be carried out based on the proficient usage of the internet, how to obtain knowledge from it and how to surf it to good effect.	474	97.7

Table 3 above shows that the respondents embraced the solutions proffered by this study to the challenges stated above. Solutions such as provision of stable power supply will encourage and facilitate the effective use of these tools, pro-active training of librarians to acquire 21st century skills to adapt to the changing ICT environment, and sensitization should be carried out based on the proficient usage of the internet, how to obtain knowledge from it and how to surf it to good effect, had an endorsement of 98.6%, 97.3%, and 97.7% respectively. This proves that if these solutions are being considered, the challenges faced by library usage of social media to propagate human and educational development will be something of the past in a short while.

Conclusion

The study revealed the involvement and contributions of social media in libraries and how they tends to promote human and educational growth in Nigeria. Library and social media provides assessment of the library from the user perspective, including soliciting user feedback and monitoring user comments on blogs and social sites, outreach to new audiences of library users, collection-building and co-creation involving users in collaborative creation of collections and resources using social sites, educating the public on the issue of copyright law and violation, among others. As knowledge is power, so also is true that knowledge cannot be obtain without reasonable information. All these merits doesn't take away the fact that social media and library have enjoyed a good run down the years. Nevertheless, numerous challenges are faced by the two parameters, these challenges includes: lack of awareness, absence of government intervention, bandwidth problem, technophobia, unreliable power supply, among others. All these challenges stands as stumbling block for proper functionality social media and libraries. However, the study was able to proffer solutions to the challenges and these solutions includes: imbibing a maintenance culture so as to manage the few available ICT facilities effectively, government should take an active role in providing ICT facilities to institutions, sensitization should be carried out based on the proficient usage of the internet, how to obtain knowledge from it and how to surf it to good effect, among others are the notions pointed out in this study for serious consideration.

Recommendations

Despite the indispensable positivity that social media will bring to library and thus impact human and educational development in Nigeria, the challenges they face can never be over looked. To this effect, this study further recommends that:

i. Libraries need to embrace social media more in providing services to their users, most of their users are on the social media; as this can serves as feedback to the library on services provided.

ii. Different types of platforms must be explored as there are so many platforms out there that the users are operating on. For various forms or type of information some SM platforms are better suited and these must be used.

iii. In school of learning, libraries must look for way of boosting the engagement with the users through choosing library SM ambassadors, getting data from necessary quarter so as to be able to send friend requests to its users, following departmental/faculty based SM platform so as to be visible to the users.

iv. Libraries' SM accounts should provide links to sites such as university, university library, other resource based, etc.

v. Content posted must be inviting, interesting, useful and relevant to the users. Generally available information may not really appeal to the users, so library must be ahead in information sourcing and disseminate such before it becomes stale or general information.

vi. Information on diverse and different background or section that affects the users and the larger community must be posted regularly. This will help the library in achieving its information dissemination purpose in this age of SM.

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