

SOCIAL MEDIA USE IN ACADEMIC LIBRARY: IMPLICATION FOR SERVICE DELIVERY BY LIBRARIANS IN KADUNA STATE UNIVERSITY, KADUNA

BY

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Abstract

Service delivery in academic libraries is germane to the attainment of their set goals and objectives. However, there is a growing need for improved and dynamic services in University libraries. This is due to changing users' need or demand and the presence of ICT in libraries. Unfortunately, Kaduna state university library seem to be providing inadequate services to users. Therefore, this study examines social Media Use in Academic Library: Implication for Service Delivery in Kaduna State University, Kaduna. The design of the study was survey. The population of the study comprise of 133 library staff of Kaduna state university. The total enumeration technique was used to include all 133 library staff. A validated questionnaire was used for data collection. The Cronbach alpha reliability coefficients for study's construct ranged from 0.79 to 0.82. The study achieved 89% response rate. Data was analysed using descriptive and inferential statistics. Findings of the study revealed that that social media use positively significantly influenced service delivery in the Kaduna State University, Nigeria ($R^2 = 0.032$, $\beta = 0.847$, $t = 4.120$, $p < 0.05$). In conclusion, social media use contributes to service delivery in Kaduna State University, Nigeria. It is therefore recommended that the managements of university libraries should ensure provision of adequate facilities in different forms of information resources and services. In support of this, there should be a university based policy that would encourage the library personnel to use social media platforms for service delivery.

Keywords: Service delivery, Social media, University and Library

Introduction

The academic library plays a key role in promoting the advancement of knowledge and is integral to the teaching and learning processes. The objective of any library is to support the information needs of the institution to which it is attached and, in most cases, those of the public where it is situated. Libraries are usually expected to provide relevant information to meet the ever-increasing information needs of their users. Thus, academic library is supposed to provide the information needs of the university community (i.e. students and all categories of personnel of the university) alongside the information demands of the institution's visitors (i.e. people from within and outside its host community). The primary purpose of academic libraries, as seen from the above discussion, is to support the teaching, learning and research activities of their parent institutions. In consonance with the National Universities Commission's (NUC) policy which encourages bringing library services closer to the students and staff, university libraries are considered as one of the fundamental necessities required for accreditation of academic programmes in Nigerian university libraries. Thus, LaRue (2011) noted that academic libraries are service-oriented organizations established for the provision of relevant information resources and quality services to meet their users' information needs. The provision of the expected services stated in the foregoing is known as library service delivery.

The 21st century library armed with ICT has become a more dynamic, two-way communicational network environment. The modern library is therefore characterized of collective knowledge creation and enabling technologies which is a diversion from the old conventional stereotype, and one directional library services to users. Nwirigi (2012) postulated that in recent times, technology has penetrated all areas of library functions and the establishment of an electronic library system has become commonplace in the 21st Century. It has led to a dramatic switch to digital collections with an impact on library users and their perceptions of the library and its

resources. The changing library environment today demands that academic libraries use the latest technologies and trends to make their services more popular, interesting, and user friendly (Lee, 2012; Umukoro and Tiamiyu, 2016).

Some scholars have described library service delivery in many related ways. Madu (2010) described service delivery as the sum total of all library activities aimed at facilitating the use of the library and its resources. It is the activity of a librarian in a university library within and outside available resources to provide answers to users' queries and meet their information needs. LaRue (2012) defined service delivery as giving of assistance to a user in search of information in a library. Aboyade (2013) opined that "library services is a sum total of all library activities aimed at facilitating the use of the library and its resources" (p.3). Service delivery is defined as the ability of a librarian to strive within and outside available resources to provide answers to users' queries and also to meet the overall information needs of the users (Olanlokun, 2013). Olanlokun (2019) further identified library services as, inter-library loan services, abstracting services, cataloguing services, reprographic services, bibliographic services, circulation services, reference services and information services as some of the services delivered in university libraries. In this study, library services are defined as services or activities engaged by sub-units in academic libraries, which comprise of circulation/reader services, cataloguing services, reference/serial services, acquisition services, reprographic services, awareness services, and ICT services. Some of the services provided by the library to students online can include instruction on how to access and use library materials, reference services to provide quick and in-depth answers to students' questions, and materials' delivery services that provide students with access to library materials online or items delivered to students' homes.

In the delivery of library services, the library personnel play a major role, not only in how the services are provided, but also in how they are perceived by library users. Studies have demonstrated that library users and how they perceive and use library services are directly connected to how the staff handles the users (Otieno, Otiike & Rotich, 2015). Therefore, library personnel's believe in or ability to deliver library services in order to satisfy library users' information needs is very critical to the success of any university library. With regard to library workers, self-efficacy entails an individual's belief in his or her capability to render the necessary services in the library. Considering the roles played by library staff to deliver the stated services, especially in the past, LaRue (2012) opined that the library's most powerful asset is its professional staff. Accordingly, he observed that librarians have the power to change lives and to build community; that the exercise of these powers had usually required them to leave their desks and buildings in order to be able to show the community what powerful tool they are.

Following the current developments in the configuration of libraries and their associated service delivery, Haber (2011) posits that while providing books as a standalone function for libraries throughout the last few centuries, their offerings have evolved with the digital age to meet the changing needs of their patrons. Emezie & Nwaohiri (2013) add that the library as a physical place where one can visit to get information is rapidly eroding to a social cyberspace where users access, communicate, and contribute to the existing knowledge. The increased availability of digital information has caused students to find alternative means of study and research with the aid of laptops and cell phones (Emezie & Nwaohiri, 2013). With the rapid development of ICTs, academic libraries are compelled to incorporate digital sources in order to remain relevant for information provision and dissemination. Users (students and faculty) have developed greater preference for electronic information than manually driven systems. Having discussed the influence of digital tools on service delivery in 21st century library, it is imperative to examine use of social media and how it connects to this discourse. Important factor that influence service delivery in the libraries is the use of social media. Social media is a channel for interaction among people in which they can create, share, and exchange ideas among themselves in the social space. Social media is a platform for communication and the applications have been extensively used for information dissemination and gathering, collaborative learning as well as online social and professional connections (Maidul & Habiba, 2015). Kaplan and Haenlein (2010), stated that social media is a group of Internet-based applications

that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social media are computer-mediated tools which allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.

Also, Murthy (2013) refer to social media as the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships. Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content (Okoroma, 2018). The library is in the business of connecting people with information. Social media tools or platforms such as Facebook, Twitter, blogs, and online groups have made it possible for people to actually connect to one another through the Internet. Khan and Bhatti (2012) put it thus; social media provides more opportunity to reach your community, target specific audiences, and give them a chance to interact with your library. By using social media, libraries can engage their clients on issues of interest and enable them make inputs especially as it affects library services. This can improve the library's image regarding its service delivery. Like other organizations, increasing number of libraries of all kinds, around the world, are beginning to incorporate the use of Social Media and Social Networking for improving their service delivery. This is especially because the number of active social media users worldwide has been on the rise. For instance, as at 2019 the population of active social media users was 3.484 billion, up 9% year-on-year (Chaffey, 2019). According to Ezeani & Igwesi (2012), social connections have become very important and have improved the library profession tremendously in Nigeria.

Social media tools include MySpace, Facebook, Micro blogging websites like Twitter, blogs, podcasts, Facebook, YouTube, Pinterest, Google Plus, Instagram, Mashup, Flickr, LinkedIn, and Wikis. The use of social media for service delivery has brought about the introduction of new services and has enhanced the delivery of the existing services. According to Omeluzor, Oyovwe-Tinuoye&Abayomi (2016), the use of social media in library service delivery include dissemination of notifications to patrons on new arrivals and recent trends in library services. The target is mostly the youth, who prefer online sources of information, and can therefore be aided in their learning process through the use of social media. According to Ayiah & Kuma (2011), different university libraries have adopted online social networking tools across the globe. Examples are Cambridge University Library, Yale Science Libraries, Carnegie Mellon University Libraries, Adelphi University Libraries and Norwegian University of Science and Technology Library, University of Nigeria, Covenant University, University of Ibadan, Nnamdi Azikwe University, Babcock University, and University of Ilorin. These libraries use the online social networking walls to announce programmes of the library, inform their new and current users of new acquisition and recent additions to their collection. Unlike the traditional library system which is seen as a storehouse of knowledge in printed forms, this new system now gives room for a two-way communication between the librarians and the end users.

Chitumbo and Chew (2015) affirmed the need to support the use of social networking tools in library's service delivery. Existing studies confirmed the use of Facebook and Twitter as the most prominent social media platform for dissemination of library information and service delivery (Onuoha, 2013; Omeluzor, Oyovwe-Tinuoye & Abayomi, 2016). On a contrasting view, Ezeani & Igwesi (2016) claimed Youtube is the most useful social media platform for rendering library services. In the study of Ayiah & Kumah (2011), majority of the respondents (76%) interacted with reference librarian concerning library services on social network. Moreover, libraries use the social media to save their users the time it would have required for them to be physically present in the library before they can access library services. Thus, the use of social media should be maintained to capture users' attention, thereby making the library useful in the environment in which it operates. Libraries have been utilizing these social media platforms to connect and communicate with their patrons. Through these platforms, the patrons do not have to come to the libraries without a clue to what exists in the library, they are already aware of the library products and services capable of meeting their information needs from diverse locations (Murthy, 2013). In fact, given the present economic situation in Nigeria, where libraries are faced with

dwindling budgets, social media have become a more specialized, collaborative, and value-added way of serving the library patrons without incurring undue cost. These social media tools are generally used to provide latest and current information to patrons provide links to other open access electronic library resources; give information about new arrivals in the case of books through the link to the library world catalogues and through the updated list of journals (Ezeani & Igwesi, 2012).

Olarongbe and Aina's (2017) empirical study, involving 926 journalists for the investigation of the issues of accessibility and use of the provided electronic sources of information by journalists, discovered that libraries in Nigeria used ICT services to create assorted electronic sources of library information for varied users. Accordingly, Adeyinka's (2019) analysis of the extent to which university undergraduates were satisfied with their access to university library websites, using data from a sample of 54 final-year Library and Information Science undergraduates from two universities. It was discovered that the undergraduates visited the University Library Websites because social media platforms like Facebook, Twitter, and LinkedIn were used for providing the necessary library services for the students in their quest for satisfactory library services. More recently, Azolo (2021) revealed social media use for service delivery in university libraries has become a priority especially during the outbreak of corona virus disease where all school were shut down. Hence, to meet the need of library users, university libraries are therefore left with no choice other than to adopt the use of smart technologies to access social media platforms like Facebook, WhatsApp, YouTube, WeChat, TikTok to disseminate online information and receive feedback accordingly.

Objective of the Study

The main objective of this study is to examine Social Media Use in Academic Library: Implication for Service Delivery in Kaduna State University, Kaduna. The specific objectives of the study will be to:

1. determine the extent of social media use among library staff in Kaduna State University library;
2. ascertain the extent of service delivery in Kaduna State University library;
3. examine if social media use significantly influence library staffs service delivery in Kaduna State University library.

Research Questions

The following research questions guided the study:

1. What is the extent of social media use among library staff in Kaduna State University library?
2. To what extent are services delivered by library staff in Kaduna State University library?

Research Hypotheses

The following research hypothesis was tested at 0.5 level of significance:

H₀₂: Social media use does not significantly influence library staffs service delivery in Kaduna State University library.

Methodology

The design of the study was survey. The population of the study comprise of 133 library staff of Kaduna state university. The total enumeration technique was used to include all 133 library staff. A validated questionnaire was used for data collection and the instrument was a self-structured questionnaire. The type of data collected for this study was primary data. The data collected was analysed using Statistical Package for Social Science (SPSS, 21.0).

Results

Answering of the Research Questions

For the two research questions addressed in this study, the empirical results of percentage, frequency, mean and standard deviation are presented and therefore discussed for each of them.

Research Question One: What is the extent of social media use among library staff in Kaduna State University library?

Table 1: Extent of Social Media Use

Items	Not at all	To a very little extent	Little extent	Little extent	To a great extent	Mean	SD
Blog	25(22.1)	6(5.3)	30(26.5)	28(24.8)	24(21.2)	3.18	1.422
Dig	28(24.8)	30(26.5)	21(18.6)	22(19.5)	12(10.6)	2.65	1.329
Facebook	6(5.3)	10(8.8)	3(2.7)	36(31.9)	58(51.3)	4.15	1.167
Flickers	19(16.8)	24(21.2)	33(29.2)	22(19.5)	15(13.3)	2.91	1.272
Instant Messaging	24(21.2)	9(8.0)	13(11.5)	21(18.6)	46(40.7)	3.50	1.587
LinkedIn	9(8.0)	16(14.2)	9(8.0)	37(32.7)	42(37.2)	3.77	1.303
Mash-Up	25(22.1)	24(21.2)	36(31.9)	22(19.5)	6(5.3)	2.65	1.180
MySpace	28(24.8)	27(23.9)	21(18.6)	28(24.8)	9(8.0)	2.67	1.305
Plurk	31(27.4)	30(26.5)	18(15.9)	25(22.1)	9(8.0)	2.57	1.315
Podcast	22(19.5)	24(21.2)	18(15.9)	31(27.4)	18(15.9)	2.99	1.385
RSSFeeds	33(29.2)	30(26.5)	16(14.2)	22(19.5)	12(10.6)	2.56	1.369
Twitter	19(16.8)	18(15.9)	12(10.6)	28(24.8)	36(31.9)	3.39	1.491
Wikis	25(22.1)	15(13.3)	24(21.2)	31(27.4)	18(15.9)	3.02	1.395
YouTube	19(16.8)	15(13.3)	9(8.0)	37(32.7)	33(29.2)	3.44	1.457
Grand Mean						3.10	0.12

Source: Survey, 2021

Decision rule: if mean is < 1.49 Not at all; 1.5 to 2.49 = To a very little extent; 2.5 to 3.49 = Little extent; 3.5 to 4.49 = To some extent; 4.5 to 5 = To a great extent. Results in Table show the extent of social media use in the university libraries in Lagos State. Adjudging from the grand mean of $x=3.10$, $SD=.12$ the extent of social media use in the university libraries in Lagos State is to some extent on a 5-points scale. Library personnel uses Facebook to a great extent as a mean score $x=4.15$, $SD= 1.167$ on a 5-points scale, they claim to use LinkedIn to a great extent as a mean score $x = 3.77$, $SD = 1.303$ on a 5-points scale, the respondents agreed to use Instant Messaging to a great extent as seen a mean score $x=3.50$, $SD= 1.587$ on a 5-points scale while the respondents use YouTube to a great extent as a mean score $x=3.44$, $SD=1.457$ on a 5-points scale. From Table, it is observed that library personnel use Twitter averagely on a mean score $x=3.39$, $SD=1.491$ using a 5-points scale, the respondents also uses Blog to some extent as seen a mean score $x=3.18$, $SD=1.422$ using a 5-points scale while the respondents also agreed to use Wikis to some extent as seen in the mean score $x=3.02$, $SD= 1.395$ on a 5-points scale. The results in Table 1 further shows that the library personnel uses Podcast to some extent on a mean score $x=2.99$, $SD= 1.385$ using a 5-points scale, the respondents also use Flickers to some extent on a mean score $x=2.91$, $SD= 1.272$ using a 5-points scale, respondents further agreed to use Dig, Mash-Up, and MySpace to a little extent as seen on a mean score $x=2.66$, $SD = 1.30$ using a 5-points scale while library personnel revealed that they use Plurk and RSS Feeds to a little extent as seen on a mean score $x=2.56$, $SD= 1.342$ using a 5-points scale. Based on the aforementioned, it is clear using the grand mean score $x = 3.10$ and the average mean score in each category that library personnel uses social media platforms at different levels with the use of Facebook, LinkedIn, and Instant Messaging at the highest level.

Research Question Two: To what extent are services delivered by library personnel in Kaduna State University library?

Table 2: Library Personnel Extent of Delivering Services in the University Libraries

Items	Not at all	To a very little extent	Little extent	To some extent	To a great extent	Mean	S.D
Acquisition Section						4.27	0.081
Acquisition/ordering of books	9(8.0)	0(0)	0(0)	13(11.5)	91(80.5)	4.57	1.101
Recommendation of resource and other materials for the library	9(8.0)	0(0)	3(2.7)	30(26.5)	71(62.8)	4.36	1.119
Payment for all library materials	12(10.6)	3(2.7)	9(8.0)	24(21.2)	65(57.5)	4.12	1.310
Claiming and receiving library resources and allocations	12(10.6)	0(0)	6(5.3)	27(23.9)	68(60.2)	4.23	1.254
Preservation of library resources	9(8.0)	6(5.3)	3(2.7)	30(26.5)	65(57.5)	4.20	1.226
Negotiation of licensing agreements for electronic publications and on-line services.	9(8.0)	3(2.7)	15(13.3)	24(21.2)	62(54.9)	4.12	1.226
Cataloguing/Technical						4.41	0.008
Cataloguing library materials before releasing them for use by library patrons	9(8.0)	0(0)	3(2.7)	12(10.6)	89(78.8)	4.52	1.127
Classifying library materials for easy storage and retrieval	9(8.0)	0(0)	3(2.7)	24(21.2)	77(68.1)	4.42	1.124
General processing of library materials to get them ready for use of the library patrons	9(8.0)	0(0)	3(2.7)	18(15.9)	83(73.5)	4.47	1.127
Arranging library materials according to courses	9(8.0)	0(0)	3(2.7)	36(31.9)	65(57.5)	4.31	1.111
Database classification made easy for users	9(8.0)	0(0)	3(2.7)	36(31.9)	65(57.5)	4.31	1.111
Circulation						4.36	0.02
Assisting library users with information concerning access to the library and its resources	9(8.0)	0(0)	3(2.7)	15(13.3)	86(76.1)	4.50	1.127
Circulation of library materials	9(8.0)	0(0)	6(5.3)	27(23.9)	71(62.9)	5.66	8.262
Charging and discharging of library materials	9(8.0)	0(0)	12(10.6)	24(21.2)	68(60.2)	4.26	1.171
Image making for the library	9(8.0)	0(0)	6(5.3)	24(21.2)	74(65.5)	4.36	1.142
Registration of users	9(8.0)	0(0)	3(2.7)	30(26.5)	71(62.8)	4.36	1.119
Items	Not at all	To a very little extent	Little extent	To some extent	To a great extent	Mean	S.D

Reference						4.18	0.07
Conducting extensive literature search for library users and researchers for specific purposes	9(8.0)	3(2.7)	9(8.0)	21(18.6)	71(62.8)	4.26	1.216
Guiding library users on how to locate reference materials	9(8.0)	3(2.7)	6(5.3)	30(26.5)	65(57.5)	4.23	1.188
Instructing library users on the use of the library catalogues, abstract and indexes	12(10.6)	3(2.7)	3(2.7)	24(21.2)	71(62.8)	4.23	1.296
Issuing letters of introduction to registered members of the library for their access to other libraries	15(13.3)	0(0)	6(5.3)	24(21.2)	68(60.2)	4.15	1.358
Providing answers to specific enquiries	12(10.6)	0(0)	3(2.7)	36(31.9)	62(54.9)	4.20	1.226
Providing inter-library services for all library users	15(13.3)	0(0)	12(10.6)	27(23.9)	59(52.2)	4.02	1.356
Serial						4.04	0.11
Preserving current and back issues of both foreign and local journals, magazines, newspapers, special collection such as government publications, inaugural lecturer series, rare books and other significant collections.	9(8.0)	0(0)	3(2.7)	33(29.2)	68(60.2)	4.34	1.115
Consultancy services to library users on the materials kept by the serial section	12(10.6)	0(0)	12(10.6)	45(39.8)	44(38.9)	3.96	1.210
Registration of library users who collect serial materials for use	9(8.0)	0(0)	15(13.3)	57(50.4)	32(28.3)	3.91	1.065
Retrieval of serial materials and signing off of library users after they finish using serial materials	15(13.3)	0(0)	9(8.0)	39(34.5)	50(44.2)	3.96	1.316
Reserved/Theses/Dissertation						4.07	0.06
Project Section							
Providing of reserved books that are in heavy demand or specially recommended by experts	9(8.0)	6(5.3)	9(8.0)	24(21.2)	65(57.5)	4.15	1.255
Ensuring that library users have equal access to reserved books and materials	9(8.0)	6(5.3)	9(8.0)	42(37.2)	47(41.6)	3.99	1.199
Guiding against acts of monopoly of use of reserved library books by any single user	9(8.0)	3(2.7)	12(10.6)	39(34.5)	50(44.2)	4.04	1.176

Ensuring that reserved books are returned promptly for library users	9(8.0)	0(0)	12(10.6)	45(39.8)	47(41.6)	4.07	1.116
Ensuring that library materials on reserve are not taken out of the library	12(10.6)	0(0)	9(8.0)	36(31.9)	56(49.6)	4.10	1.239
	Not at all	To a very little extent	Little extent	To some extent	To a great extent	Mean	S.D
Items							
E-library Section						4.11	0.08
Providing access of a wide variety of electronic resources like online repositories, online databases and e-journal sites	9(8.0)	0(0)	6(5.3)	39(34.5)	59(52.2)	4.23	1.118
Provision of work stations for different categories of library users	9(8.0)	0(0)	9(8.0)	39(34.5)	56(49.6)	4.18	1.128
Dissemination of e-information for easy use of the library	12(10.6)	3(2.7)	9(8.0)	39(34.5)	50(44.2)	3.99	1.264
Online public access catalogue (OPAC) to retrieve library materials	12(10.6)	3(2.7)	6(5.3)	39(34.5)	53(46.9)	4.04	1.263
Grand Mean						4.21	0.04

Source: Survey, 2021

Decision rule: if mean is < 1.49 Not at all; 1.5 to 2.49 = To a very little extent; 2.5 to 3.49 = Little extent; 3.5 to 4.49 = To some extent; 4.5 to 5 = To a great extent. Results in Table 2 show the library personnel extent of delivering services in Kaduna State University library. Adjudging from the grand mean of $x=4.21$, $SD=.04$, the respondents strongly agreed that the library personnel deliver different services across all sections of the Kaduna State University library on a 5-points scale. From the acquisition section, it is clear that most of the respondent are actively involved in the acquisition/ordering of books based on the mean score $x=4.27$, $SD=.081$ using a 5-points scale while a much significant percentage of the respondents claimed to actively render services in the cataloguing/technical section with a mean score $x = 4.41$, $SD = .008$ using a 5-points scale. Based on the table 2, it can be seen that the library personnel deliver circulation services in the university libraries due to the mean score $x=4.36$, $SD= .02$ on a 5-points scale while a less mean score $x=4.18$, $SD= .07$ on a 5points scale confirmed that library personnel deliver reference services in the university libraries in Lagos state, Nigeria. The table 2 also revealed that library personnel in the selected university libraries render serial services to a great extent due to the mean score $x = 4.04$, $SD = .11$ on a 5points scale. It can also be seen in Table 2 that library staff render significant services as seen in the mean score $x = 4.07$, $SD = .06$ in the reserved section of the university libraries in Kaduna State University library. Lastly, most of the library personnel deliver services at the e-library section in Kaduna State University library, Nigeria to a great extent based on the mean score $x=4.11$, $SD=.08$ on a 5-points scale. The overall result of this table shows that most of the respondents were actively delivering services across all sections of the university libraries in Kaduna State University library since the average mean score for all categories was over $x=4.04$.

Testing of the Research Hypotheses

Research Hypothesis 1: Social media use does not significantly influence library staffs service delivery in Kaduna State University library.

Table 3: Influence of Social Media Use on Service Delivery in the university libraries in Kaduna State University library, Nigeria

Variables	B	Std. Error	Beta (β)	T	P	R²
(Constant)	6.343	2.466		23.026	0.000	0.045
Social media use	0.244	0.059	0.365	4.120	0.000	

Dependent Variable: Service Delivery

Note: β = Standardized Coefficient, significant at 0.05

Table 3 depicts that social media use positively significantly influenced service delivery in Kaduna State University library, Nigeria $R^2 = 0.045$, $\beta = 0.365$, $t = 4.120$, $p < 0.05$. The model indicates that social media explain 4.5% variation $R^2 = 0.045$ in service delivery in Kaduna State University library, Nigeria. Consequently, the null hypothesis which states that social media has no significant influence on library service delivery in the university libraries in Kaduna State University library, Nigeria was rejected. The analysis further showed that social media use significantly influenced service delivery in the university libraries in Lagos state, Nigeria.

Discussion of Findings

The discussions of findings are presented in subsequent paragraphs as connected to existing body of knowledge. Hence, answers to the research questions and the tested hypotheses would be discussed in tandem with the literature reviewed. Based on the research question one, “the extent of social media uses among library staff in Kaduna State University library” as shown in Table 1 revealed the mean score of Facebook $x = 4.15$, LinkedIn $x = 3.77$, Instant Messaging $x = 3.50$ and YouTube $x = 3.44$ as a very high level platform for service delivery in the university libraries in Lagos State, Nigeria. Akporhonor and Olise (2015) conducted a related study on the use of social media platforms to promote library resources and services in South-South Nigeria University Libraries. Outcome of this study showed that Facebook and blogs were the major effective platforms used to promote library and information services leading to increasing use of the library. According to Ezeani and Igwesi (2016), Youtube is the most useful social media platform for rendering library services while Adewoyin, Onuoha and Ikonke (2017) confirmed the usage of Facebook, WhatsApp, and YouTube and Instant Message by library personnel in Federal universities in South-West, Nigeria. Due to this claim, it is clear that there exists a strong connection between the literature review emphasis on Facebook and LinkedIn as a vital tool for enhancing library service delivery as seen in the findings of the study.

Based on research question two which asked about the extent of service delivery in the university libraries in Kaduna State University library, it was discovered that library staff were actively delivering services across all sections of Kaduna State University library, kaduna since the average mean score for all categories shown in Table 2 was over $x = 4.04$. Adewojo and Mayowa-Adebara (2016) study revealed that library staff render services daily to users through Facebook and WhatsApp. By implication, social media enables librarians and other personnel to converse, and collaborate with users to meet their information needs at the right time through the feedback mechanism embedded in the social media.

Outcome of the hypothesis one showed that there exists a significant influence of social media use on library staff service delivery in Kaduna State University library, Nigeria. In other words, the usage of social media is an indicator for library staff service delivery and vice versa in Kaduna State University library. This was agreed upon based on the outcome of the inferential statistics run as shown in Table above. A study of 14 Nigerian university libraries by Bamigboye, Oduwole and Ogunyinka (2019) showed that the use of social media had incremental positive effect on library services delivery in Nigerian university libraries, by increasing patronage,

ability to identify the information needs of users, awareness creation, among other services rendered by the said libraries. Hence, it is crystal clear that the findings of this study relates with the existing body of knowledge.

Conclusion

Social media platforms are useful thing in determining service delivery in Kaduna State University library. This is directly an indicator for the changing nature and dimensions of university libraries that prioritised meeting the needs of its users in all fronts. Unless these technological innovations are taken into consideration, there will be little or no efficient service delivery from the ends of library personnel. In essence, the social media platforms available such as Facebook, LinkedIn and YouTube are not enough to guarantee maximum service delivery without a high level of effectiveness of the library personnel. For effective service delivery to be achieved in the university libraries, it is quintessential to have a high level of their usage of social media platforms.

Recommendations

Based on the findings of this research work, it is highly imperative to put together recommendations that would support this research work.

1. Social media use among library staff must be encouraged by making ICT facilities/infrastructures available and accessible to ease off stress of service delivery in Kaduna State University library. Other social media platforms (Blogs, Dig, Flickr, Mash-Up, Plurk, MySpace, Podcast, Twitter) unlike Facebook, LinkedIn and Instant Messaging should be engaged by library staff to facilitate their service delivery.
2. Emphasis must be made on other sections of Kaduna State University library that doesn't receive much patronage which can affect service delivery in the chosen universities. These sections of low patronage should be considered in serious.
3. Adequate finances can be channeled to all the sections of the university libraries to facilitate maximum service delivery in the selected research settings. University libraries must improve its infrastructure, i.e., power supply, ICT facilities and Internet connection to meet international standard to enable effective utilization of online social networking for service delivery.

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