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Use of Social Media and Librarians' Interaction with Users in University of Calabar Library

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Abstract

This study investigated the relationship between use of social media and librarian's interaction with users' in University of Calabar library, Cross River States of Nigeria. Survey design was adopted for the study. The population of the study was 300(three hundred) registered library users' and this was also used as sample. Accidental sampling technique was used for the study. The data collected were analyzed using Pearson Product Moment Correlation at 0.05 level of significance. The result of the analysis showed that use of facebook, use of WhatsApp and use of flicker are significantly related with librarians' interaction with users' in promoting library services in University of Calabar Library. It was recommended that finance should be adequately and promptly provided by the parent institutions to further enhance the use of social media to promote library services in University libraries.

Key words: Social media, Users, Librarians, WhatsApp, Facebook, Flicker

Introduction

New technology has confronted librarians and information professionals with a huge challenge to survive and thrive in this digital age, where user community can access online information resources at any time of the day from where ever they are. Social media serve as an interactive tool for librarian and library users. According to American Library Social Media also plays an important role in fostering relationships with the community by allowing users to ask questions or provide feedback about library services."

Amobi (2014) defined Social media as web-based platforms that individuals create to exchange information and ideas, keep in touch with friends, conduct research and so on. In Nigeria, Ezeani and Igwesi, (2012) examined how Nigerian libraries can leverage on Social

Media skills to provide dynamic library services. The authors acknowledged that Social Media provide important opportunities to libraries. Librarians can use these platforms for information services. The study identified the challenges faced by Nigerian libraries in the use of Social Media as: lack of awareness of Social Media, lack of trained staff, lack of Government intervention, bandwidth problem, technophobia, and unreliable power supply.

In America 88% libraries are promoting general library services; 72% are promoting specific programs and/or services; 75% are providing quick updates to library users; while 54% libraries are reaching a new audience of potential users using Social Media tools (Fourth Annual Survey, 2011). Lam et al., (2019) investigated the current

Facebook usage among seven university libraries in Hong Kong. It was found in that study that most of the libraries in Hong Kong adopted Facebook social media platform as a communication and marketing tool. However, of all social media Facebook and WhatsApp is the platform most libraries use. Social media could be used by librarians to interact with users. Libraries can market their services and products using different social media platforms; for example, publicize their different upcoming events and newly acquired information materials through Facebook, WhatsApp and flicker. Users can utilize this platform to type in short messages or status updates.

Statement of the problem

Social media make communication easier and faster thereby enhancing effective flow of information and idea sharing among librarian and users'. There has been growing concern about users' use of the library in higher institutions of learning in Nigeria. This concern arises due to the importance of the library in the successful completion of their studies. Information is vital in every day functioning. This has to do with the saying which says that an individual who is not informed is deformed and this can go a long way in influencing the activities of the individual. Therefore, students who deal directly with pieces of information on daily basis are expected to utilize all forms of information relevant to their studies either in print or non-print form. It is observed that most users' do not make use of social media at their disposal to interact with University librarians' for their effective library services.

Purpose of the study

1. To investigate the relationship between the use of facebook and librarians' interaction with users' in University of Calabar library
2. To examine the relationship between the

use of WhatsApp and librarians' interaction with users' in University of Calabar library

3. To find out the relationship between the use of flicker and librarians' interaction with users' in University of Calabar library

Null Hypotheses

The hypotheses were stated in null form as follows:

1. There is no significant relationship between use of facebook among librarian's and library users' in University of Calabar library
2. Use of Whatsapp has no significant relationship among librarian's and library users' in University of Calabar library
3. There is no significant relationship between use of flickers among librarian's and library users' in University of Calabar library

Literature Review

Librarian's interaction with users on Facebook

One of the primary uses of Facebook by academic libraries is to promote the library services. Libraries advertise hours, locations, website information, newly acquired materials, etc on Facebook. Wan (2011) adds that university libraries can use facebook to provide updates on library services such as new reference services, document delivery, research supports etc. Some libraries can also put up post related to library collections such as updates or promotions of electronic and print collections, database trials and other research resources. OPAC search can be noted on the Facebook page for ease of library users (Adewonjo, 2016). Social media such as Facebook enable easier accessibility and retrieval of information from anywhere and at any time. Priokar and Kumbhar (2015) study on the use of social media sites by library

professionals found out that library professionals majorly use Facebook in disseminating information to users of the library.

Librarian's interaction with users on WhatsApp

Ansari and Tripathi (2017) elaborated on the benefits of WhatsApp to libraries, they include; WhatsApp facilitate collaborations and promote effective communication between library staff and their patrons, increase the engagement and interactions among library staff and their patrons, increase the engagement and interactions among library staff and their users, as well as effective feedback tool about library services and resources. Ansari (2016) outlined services that can be provided through WhatsApp and these include: Current Awareness Services (CAS), Selective Dissemination of Information (SDI), Reference services, Ask-a-Librarian, User Discussion Forum, Document Reservation, Acquisition Feedback, Reminders and notifications, Library News, Mobile collections and Reprography Service. WhatsApp is an application available on smart phones like I-phone and Android that allow users to send text messages through an internet data connection. WhatsApp supports many different message types from simple text to pictures to audio files and videos (Yeboah, Horsu & Abdulai, 2014; Boukunik & Deshen 2014 and Alsanie 2015). According to the scholars WhatsApp Messenger is propriety, cross platform instant messaging subscription service for smart phones and selected feature phones that uses the internet for communication.

Librarian's interaction with users on Flickr

Flickr is a site widely used by photo researchers and photo bloggers as a web site for video and photo management/sharing

where users can easily share or post videos and photos up to 20 MB a month for free, librarians can use it as a very good tool for library services to users. Ezeani and Iguresi (2012) noted that librarians can use flicker as a good medium of sensitizing users and as well as create current awareness on the various services the library offers. Users of flicker are also allowed and encouraged to own library contents as it allows them to upload and create collections of pictures on any subject of their choice. Furthermore, libraries and archives are granted approval to create or generate new ways in which their users can have access to interact with librarians. Thanuskodi (2011) also notes that this serves as a means of broadening the knowledge of users to create a larger and wider audience. Lastly, library events and historical events can be shared to library users on Flickr websites (Walia & Gupta, 2012). One of the great advantages of using flicker is that librarians and users can create images with the help of metadata and also flicker users help in gathering of missing information about images should they be lost.

Methodology

The research design adopted for this study is survey research design. The population of this study is made of three hundred (300) registered users. Out of the 300 questionnaires that were issued out, only 284 questionnaires were retrieved from the respondents and used for the analysis. The instrument used for data collection was questionnaire. The instrument was developed by taking into consideration all the variables selected for the study. The questionnaire had two sections; section A contained items that source for information on demographic data on the respondents. Section B was constructed after the Likert scale with four-point alternative responses ranging from: Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). This instrument was validated by experts and the reliability was

measured using Cronbach alpha reliability coefficient. The Pearson Product Moment Correlation was used to test the hypotheses.

Results

Hypothesis 1: There is no significant relationship between the use of Facebook among librarian's and library users' in University of Calabar library.

The two major variables are: use of Facebook and librarians' interaction with users'. The data were analysed using Pearson

product moment correlation as presented in the Table 1. In the Table 1, use of Facebook have a mean of 12.49 and SD of 2.59 and librarian interaction with users' with mean of 66.96 and SD of 6.23 have $P < 0.05$ and produced an $r = 0.194$ at df of 282 showing that use of Facebook is positively correlated with librarian's interaction with library users'. Therefore, the null hypothesis was rejected. This shows that use of Facebook is significantly related to librarian's interaction with library users.

Table 1: Pearson product moment correlation analysis of the relationship between the of Facebook among librarian's interaction with library users

Variables	Mean	SD	ΣX^2 ΣY^2	ΣXY	r	P-V
Use of Facebook	12.49	2.59	2691.96			
Librarians' interaction with users'	66.96	6.23	15495.36	607.84	0.194	0.020

$P < 0.05$ df=282

Hypothesis Two

Use of WhatsApp has no significant relationship among librarian's and library users' in University of Calabar library

The major variables are: use of WhatsApp and information behaviour. The data were analysed using Pearson product moment correlation analysis as presented in the Table 2. Table 6 shows that use of WhatsApp has a mean and standard deviation of 11.51 and 2.48 respectively and librarians' interaction with users' has a mean of 66.96 and

standard deviation of 6.23. The correlation coefficient obtained from Pearson product moment correlation between use of WhatsApp and librarians' interaction with users' is $r = .17$ at df of 282 is significant at $P < 0.05$. The result indicates that use of WhatsApp has a positive correlation with librarians' interaction with users'. Therefore, the null hypothesis was rejected. This shows that increase in the use of WhatsApp results in significant corresponding increase in librarians' interaction with users'.

Table 2: Pearson product moment correlation analysis of the relationship between the use of WhatsApp and librarian's interaction with library users (N=284)

Variables	Mean	SD	ΣX^2 ΣY^2	ΣXY	r	P-V
Use of WhatsApp	11.51	2.48	2459.96			
Librarians' interaction with users'	66.96	6.23	15495.36	2.646	.17	0.001

$p < 0.05$ df=282

Hypothesis three

There is no significant relationship between the use of flickers among librarian's and

library users' in University of Calabar library.

The two major variables were use of flicker and librarian's interaction with library users'. The data were analysed using Pearson

product moment correlation analysis as presented in the Table 3.

In Table 3, use of flicker with a mean of 13.32 and SD of 2.79 and information behaviour with mean of 66.96 and SD of 6.23 is significant at $P < 0.05$. The correlation between use of flicker and librarian's

interaction with library users' is $r = 0.106$ at df of 282 showing that use of flicker is positively correlated with librarian's interaction with library users. Therefore, the null hypothesis was rejected. This shows that the acquisition of use of flicker is directly significantly proportional to librarian's interaction with library users.

Table 3: Pearson product moment correlation analysis of relationship between the use of flicker among librarian's interaction with library users (N=284)

Variables	Mean	SD	ΣX^2 ΣY^2	ΣXY	r	P-V
Use of flicker	13.32	2.79	3116.64			
Information behaviour	66.96	6.23	15495.36	735.52	0.106	0.030

$P < 0.05$ df=282

Discussion of Findings

Use of Facebook and librarian's interaction with library users

The result in the data analysis in table 1 was significant because the calculated r-value was greater than the critical r-value at 0.05 level of significance. It showed a significant relationship between Facebook and librarian's interaction with library users. This result is in consonance with the opinions of Miller and Jensen (2007) which found that due to Facebook popularity it becomes an important tool for libraries to interact with users. The applications of Facebook for interacting with library users are considered seriously by librarians. Nowadays, libraries can create fan pages on Facebook to interact with library users instead of using Facebook accounts. By subscribing to libraries' fan pages, users can publish posts on the pages, read posts from libraries, and make comments on any post. At the same time, users' privacy is better protected. Unlike Facebook accounts, users' profiles could not be accessed through fan pages. These features make Facebook a promising tool in facilitating interaction between libraries and library users. The study is in consonance with that of Graham's survey

(2009) which found out that Facebook facilitated professional cooperation in and beyond the library. Also in line with Chu, Cheung, Hui, Chan, & Man's (2010) who research on academic libraries using social networking tools showed that a larger number of academic libraries chose to use Facebook, comparing to other social media. Also Fakas (2007) who found out that library advertise hours, locations, website information, newly acquired materials, etc on Facebook by linking to the library's website, the Facebook page acts as a portal to the library. Since students frequently use outside search engines for academic research, even a basic Facebook page can serve as a reminder to users the resources available at an academic library.

Use of WhatsApp and librarian's interaction with library users

The result in table 2 shows a significant relationship between WhatsApp and librarian's interaction with library users because the calculated r-value was greater than the critical r-value at 0.05 level of significance. The result of this study is supported by Rosa (2007) who attributed using of WhatsApp to academic libraries is, to

make the libraries more accessible to users and build up a friendly image among users. Interacting with users on WhatsApp is considered as part of the vision. Conversations on library WhatsApp page include those initiated by users, (e.g. complaints, suggestions on improving library services, enquiries about library resources) and those initiated by libraries (e.g. posting open questions to conduct consultations about user needs). Most of the conversations on library WhatsApp page are task oriented, like reference enquiry. WhatsApp is considered as a platform that has more potential in social interaction between users and librarians which builds up friendly connections with users, making users especially the youth more inclined to exploring library resources. In that case, quality social interaction may be what should be expected in conversation. Group networking on library WhatsApp page is mainly restricted to creating a reading group or setting up an event page, both of which are lunched based on common interests. This also collaborates with the findings of Chu, Cheung, Hui, Chan & Man's (2010) which revealed that a large number of academic libraries chose to use WhatsApp, comparing to other social media.

Use of flicker and librarian's interaction with library users

The result of the Pearson Product Moment Correlation analysis revealed that there are significant relationship between use of flicker and behaviour among librarian's interaction with library users. The study is in consonant with Ezeani and Igyesi (2012) noted that librarians can use flicker as a good medium of sensitizing users and as well as create current awareness on the various services the library offers. Users of flicker are also allowed and encouraged to own library contents as it allows them to upload and create collections of pictures on any subject of their

choice. Furthermore, libraries and archives are granted approval to create or generate new ways in which their users can have access to interact with librarians. Thanuskodi (2011) also notes that this serves as a means of broadening the knowledge of users to create a larger and wider audience. Lastly, library events and historical events can be shared to library users on Flickr websites (Walia & Gupta, 2012). One of the great advantages of using flicker is that librarians and users can create images with the help of metadata and also flicker users help in gathering of missing information about images should they be lost.

Conclusion

Social media is seen as an effective outreach tool, helping librarians promote the work of their faculty and connect more deeply with the broader library community. The study revealed that Facebook, WhatsApp, and flicker as part of the type of social media, are the most popular social media used by the Librarians. Facebook, WhatsApp and flicker has great potential in facilitating interaction between librarians and library users. Libraries Facebook fan pages, WhatsApp, and flicker are attracting new users every day. From the discussions, it is evidently clear that; Facebook, WhatsApp and flicker as types of social media are necessary for librarian's interaction with library users'. In that, there make communication easier and faster thereby enhancing effective flow of information and idea sharing among librarian and users'.

Recommendations

1. Adequate technology and internet facilities should be made readily available in all the offices in the university libraries. The library management can liaise with philanthropic bodies or the university management and even the TETFund for

- the purchase of modern computers and internet subscriptions in their libraries.
2. Library management should provide a section for the use of Facebook, WhatsApp and flickers among librarians and even non-professional staff in the library.
 3. Finance should be adequately and promptly provided by the parent institutions to further enhance the use of social media to promote library services in University libraries.
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