

ADOPTION OF INSTANT MESSAGING SERVICE FOR INFORMATION PROVISION AT THE CUSTOMER SERVICES DIVISION OF THE FEDERAL UNIVERSITY LIBRARIES IN THE NORTH EASTERN STATES NIGERIA

Usman Wakil

College of Education and Legal Studies Nguru, Yobe State.

Prof. Zakari Mohammed

Ahmadu Bello University, Zaria

Prof. H. M. Daudu

Ahmadu Bello University, Zaria

Abstract

This research work focused on adoption of Instant Messaging Services (IMS) for Information Provision at the Customer Service Divisions of the Federal University Libraries Studied in the North Eastern states Nigeria. The study was guided by two objectives: to identify the types of Instant Messaging Services provided, and to investigate the level of Instant Messaging Service adopted for information provision and two Null hypotheses were advanced for the study. H_{01} There is no significant difference in the level of Instant Messaging Service for information service provision at the Customer Service Division of the Federal University libraries in the North Eastern State Nigeria. H_{02} There is no significant difference in the Customer Service Divisions for information service provision at Federal University libraries in the North Eastern State Nigeria. Questionnaire was used for data collection. Seventy five (75) copies of the questionnaire were administered and sixty six (66) copies of the questionnaire were dully completed and retrieved, which indicated that eighty eight percent %88 copies of the questionnaire were obtained and found useful for the study. Data analysis: descriptive statistic was used for the interpretation of the data analysed. The data collected was analysed using simple percentage and frequency count. Cluster sampling technique was used for the study. The findings of the study further revealed that the type of Instant Messaging Service provided for Information service provision at the Customer Service Divisions were mostly Shot Messaging Service, Group Chatting Service, Video Conferencing Service Email Messaging Service and Teleconferencing Service.

Key words: Adoption, Instant Messaging Service, Information Provision, Customer Services, Federal Unversity Libraries

Introduction

The use of Instant Messaging has play a vital role for information service provision for all human endeavour. It has made education and learning at a distance much easier. It has made library and reference service provision to a distance or cross border students more effective. Larson (2017) stated that Instant Messaging Service is a text based means of communication where two or many participate in conversation over their computers or mobile devices within an Internet base chat room.. According to Auebech (2017) affirmed that an Instant Messaging Service (IMS) is an electronic mean of communication or a real-time, text-based communication similar to chat for prompt up date in organization. Instant Messaging Service adoption with regard to library services delivery plays a vital role in the 21st century. Instant Messaging

Service adoption into the academic libraries it provide better link between different communication methods, it help in accelerating speedy activities in the library for flexible information service to the library customers. It is a communication method that meets up with the modern day wired patron does to access information. However, Instant Messaging Service was introduce into the academic libraries as a means of communication tools to facilitate different means of communication that drastically expunge the communication gap between the librarian and the patron. Instant Messaging Service was integrated in to the academic libraries activities because it provide a very cost effective to offer online reference service with an improved strategic level of communication to enticed different group of information seeker.

The adoption of Instant Messaging Service for information provision in academic libraries was ever since the inception and proliferation of social media into academic libraries for information service which includes WhatsApp, Face book Messenger, Telegram, Vibers, Skype, Email as a platform used for information provision at the Customer Service Division. How ever, the platform identified served as medium that rendered Instant Messaging Service to facilitate collaboration and promote effective communication between library staff and patron.

The essence of Instant Messaging Service in academic libraries is provides contact point for library patrons to get information and reference help, commonly known as chat reference. It also offers a unique method of communication among library staff. Stephen (2006) expounded that, Instant Messaging Service technically place librarians as close as possible to the bearing of the need of information seekers. Jones (2013) stated that Instant Messaging Service allows co-workers to communicate within them selves so prompt to share ideas across in real time. This ability to communicate quickly, privately, and instantaneously makes Instant Messaging Service as an interesting communication tool for information service provision at the Customer Service Division.

Statement of the Problem

Developing countries has improved tremendously with the used of Instant Messaging Service adoption for information service provision in academic libraries especially at the Customer Service Divisions. Instant Messaging Service rendered a great satisfaction and effective communication in respect to information service delivery to the library customers. The library in most of the developing countries employed Instant Messaging Service in the area of reference service which makes it easier for library customer at a far distance without even coming in contact with physical structure of the library one can easily access information at a far distance. Idiegbeyan, Ifjeh, Adeniran and Fagbohum (2016), stated that, Instant Messaging Service enhances library services such as Reference Services, Current Awareness Services, reservation and marketing library services. Despite the enormous benefit of Instant Messaging Service for information service provision at the Customer Service Division. The researcher conducted preliminary study and interact with the librarian at the Customer Service Division (CSD) concerning the efficiency and efficacy of the services for information service provision to the customers which proved to be in effective for the anticipated information service require for the library customers.

Objectives of the Study

The study is to:

1. Identify the type of Instant Messaging Services provided at the Customer Service Divisions of the Federal University Libraries in the North- Eastern State Nigeria.

2. Investigate the level of Instant Messaging Services adopted for Information Services provision at the Customer Service Divisions of the Federal University Libraries in the North Eastern State Nigeria.

Hypotheses

The following null hypotheses were tested;

H₀₁ There is no significant difference in the level of Instant Messaging Service for information service provision at the Customer Service Division of the Federal University libraries in the North Eastern State Nigeria.

Literature Review

Instant Messaging Service is an electronic means of communication revolved around sending and receiving text base messages and transfer of file, voice and video conference between two or more persons. The role of academic library is to support and ease academic activities of the whole University. Akeriwa, Penzhorn and Holmner (2015) asserted that, Libraries world-wide are increasingly adopting a variety of social technologies and mobile platforms/interfaces and applications in order to deliver more effective and accessible services to their clients. Jingya (2016) cited in Zhou, (2005) asserted that, Instant Messaging Service is a popular way of real time electronic communication. It involves the use of instant messaging apps available on smart phones to engage in synchronous text based conversations with individuals or groups, which enhanced strong relationship between the librarian and library customer.

Similarly, the use of the Instant Messaging Service has move people to appreciate the adoption of the service for information provision in the Customer Service Division globally. Buruga, (2016) Stated that, the advancement in mobile technologies has changed people's way of communication and access to information. It established rapid developments in hand held mobile computing devices which have prompted academic libraries and librarians worldwide to leverage the power in these devices to access information anytime and anywhere. Madu, Idoko and Dirisu, (2017) Stated that the achievement made so far in the area of Information Communication Technology (ICT) it becomes an interesting result for the provision of information services into academic libraries . Madukoma, Dawha and Geogina, (2015), regard telephone to be the major Instant Messaging Service medium in which the activities include calls that are being made by the library patron. These may be for enquires on direction, library hours, policies and other library services. Regardless of the level of reference service provided library to day, because it still considered one of major source of information service to the library customers. Idowu, (2011) enumerated some library services that mostly require instant messaging to satisfy library users demand, based on international standard such as Reference service, Document delivery service, Borrowing, Renewing and reserving, Computerized interactive search, Technical service, IT service, E-library service, Serials services, Exhibition and displays, User education, Selective Dissemination of Information (SDI) Current Awareness Service (CAS), Referral service, Reprographic Service, Counseling service, and Web bibliographic service.

Methodology

Quantitative research and descriptive research design was adopted for this study. The population of the study includes all the librarians at the Customer Service Divisions of the Federal University libraries in the North-Eastern States Nigeria. The total population of the librarians in the Customer Service Division obtained was seventy five (75). Questionnaire was the instrument used for the data collection. Seventy five (75) copies of the questionnaire were administered and sixty six (66) copies of the questionnaire were dully completed and retrieved, which indicated that eighty eight percent %88 copies of the questionnaire were obtained and found useful for the study. Descriptive statistic was used for the interpretation of the data analysed. The data collected was analysed using simple percentage and frequency count. The decision rule adopted was based on five (5) point Likert-scale, the item had mean value of three (3). So based on the decision value obtained three (3) and above was established as a bench mark.

Findings and Discussion

This section presents the findings of this study. It is presented inline of the research questions used as follows:

Table 1: Type of Instant Messaging Service Provided by the Customer Service Divisions of the Federal University Libraries studied

S/N	Type of Instant Messaging Services	Federal University libraries studied																M	SD
		UNIMAI		FUK		MAUTECH		FUG		ATBU		FUW		TOTAL					
		F	%	F	%	F	%	F	%	F	%	F	%	F	%				
1	Short Messaging Service(SMS)	8	11.6	5	7.2	2	2.9	3	4.3	5	7.2	8	11.6	31	44.9	5.16	2.4		
2	Groups chatting Service	6	8.7	4	5.8	3	4.3	3	4.3	3	4.3	4	5.8	23	33.3	3.83	1.16		
3	Teleconferencing Service	5	7.2	4	5.8	2	2.9	2	2.9	3	4.3	4	5.8	20	30.3	3.33	1.21		
4	Videoconferencing Service	6	8.7	3	4.3	1	1.4	3	4.3	2	2.9	4	5.8	19	28.7	3.16	1.72		
5	Live Messaging Service	4	5.8	6	8.7	3	4.3	1	1.4	3	4.3	6	8.8	21	30.4	3.83	1.94		
6	Cross platform Messaging Service	6	8.7	4	5.8	1	1.4	3	4.3	2	2.9	4	5.8	21	30.3	3.33	1.75		
7	Email Messaging Service	5	7.2	6	8.7	3	4.3	1	1.4	2	2.9	4	5.8	18	27.2	3.5	1.87		
8	Internet Relay Chart (IRC)	4	5.8	4	5.8	2	2.9	1	1.4	2	2.9	1	1.4	14	21.2	2.33	1.36		

A Key: UNIMAID= University of Maiduguri, FUK-Federal University Kashere ,MAUTECH = Modibo Adama University of Tecnology,Fug- FUG= Federal University Gashua, ATBU=Abubakar Tafawa Balewa University, FUW=Federal University Wukari
M=Means, SD= Standard Diviasion

From table 1 it can said that, based on the decision rule established with mean score 3.0 as the acceptable minimum bench mark then, most of the Instant Messaging Service Provided at the Customer Service Division of the Federal University Libraries studied were: Short Messaging Service, Group Chatting Service, Live Messaging Service, Email Messaging Service, Teleconferencing Service, Videoconferencing Service, Cross platform Messaging Service teleconferencing Service, Video Conferencing Service Cross Platform Service with the mean scores of 5.16, 3.83, 3.83, 3.33 respectively. This finding is in line with that of. Jingya (2016) who cited Zhou, (2005) that Instant Messaging is a popular way of real time electronic communication. It involves the use of instant messaging apps available on smart phones to engage in synchronous text based conversations with individuals or groups. It has been found very useful in the circumstances that users seems to be in a far distance can equally access information through the use of Instant Messaging Service. It further facilitates collaboration and drastically reduces communication gab between the librarian and patron.

Table 2: Level of Instant Messaging Services Adopted for Information Service Provision by the Customer Service Divisions of the Federal University Libraries Studied

	Federal University Libraries Studied																			Total	M	S. D
	UNIMAID			FUK			MAUTECH			FUG			ATBU			FUW						
	V	VL	U	VH	VL	U	VH	VL	U	VH	VL	U	VH	VL	U	VH	VL	U	F			
H	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%	F%		
Short Messaging Service (SMS)	6	3	0	5	4	1	4	1	1	6	3	0	8	5	1	10	8	0	6	10	3.	3.0
	(9.0)	(4.5)	(0.0)	(7.5)	(6.0)	(1.5)	(6.0)	(1.5)	(1.5)	(9.0)	(4.5)	(0.0)	(12.1)	(7.5)	(1.5)	(15.2)	(12.1)	(0.0)	6	0	6	8
Group Chatting Service	2	7	0	4	6	0	6	0	0	2	7	0	6	3	5	4	8	6	6	10	3.	2.4
	(3.0)	(10.6)	(0.0)	(6.0)	(9.0)	(0.0)	(9.0)	(0.0)	(0.0)	(3.0)	(10.6)	(0.0)	(9.0)	(4.5)	(7.5)	(6.0)	(12.1)	(9.0)	6	0	6	8
Telleconferencing Service	0	8	1	0	7	3	1	4	1	0	7	2	2	10	2	2	10	6	6	10	3.	3.4
	(0.0)	(12.1)	(1.5)	(0.0)	(10.6)	(4.5)	(1.5)	(6.0)	(1.5)	(0.0)	(10.6)	(3.0)	(3.0)	(15.2)	(3.0)	(3.0)	(15.2)	(9.0)	6	0	6	9
Video Conferencing Service	1	6	2	0	7	3	0	3	3	1	5	3	1	10	3	7	8	3	6	10	3.	2.8
	(1.5)	(9.0)	(3.0)	(0.0)	(10.6)	(4.5)	(0.0)	(4.5)	(4.5)	(1.5)	(7.5)	(4.5)	(1.5)	(15.2)	(4.5)	(10.6)	(12.1)	(4.5)	6	0	6	9
Live Messaging service	3	4	2	5	3	2	4	1	1	2	4	3	4	7	3	3	8	7	6	10	3.	2.0
	(4.5)	(6.0)	(3.0)	(7.5)	(4.5)	(3.0)	(6.0)	(1.5)	(1.5)	(3.0)	(6.0)	(4.5)	(6.0)	(10.6)	(4.5)	(4.5)	(12.1)	(10.6)	6	0	6	
Cross platform messaging service	3	5	1	2	3	5	0	3	3	1	5	3	2	9	3	7	10	1	6	10	3.	2.7
	(4.5)	(7.5)	(1.5)	(3.0)	(4.5)	(7.5)	(0.0)	(4.5)	(4.5)	(1.5)	(7.5)	(4.5)	(3.0)	(13.6)	(4.5)	(10.6)	(15.2)	(1.5)	6	0	6	4

Email	2	4	3	4	5	1	5	1	0	2	3	4	6	7	1	6	8	4	6	10	3.	2.2
Messaging Service	(3.0)	(6.0)	(4.5)	(6.0)	(7.5)	(1.5)	(7.5)	(1.5)	(0.0)	(3.0)	(4.5)	(6.0)	(9.0)	(10.6)	(1.5)	(9.0)	(12.1)	(6.0)	6	0	6	4
Internet Relay chart	3	5	1	3	4	3	3	1	2	2	5	2	4	8	2	9	8	1	6	10	3.	2.4
	(4.5)	(7.5)	(1.5)	(4.5)	(6.0)	(4.5)	(4.5)	(1.5)	(3.0)	(3.0)	(7.5)	(3.0)	(6.0)	(12.1)	(3.0)	(13.6)	(12.1)	(1.5)	6	0	6	7

Key: UNIMAID= University of Maiduguri – FUK= Federal University of Kashere- MAUTECH= Madibo Adamawa University- FUG= Federal University Kashere – ATBU= Abubakar Tafawa Balewa University- FUW= Federal University

From table 2 it revealed that based on the decision rule established 3.0 mean score as the acceptable minimum benchmark then, all the Instant Messaging Service Adopted for information service provision at the Customer Service Divisions were at the average. The Services were: Teleconferencing Service, Short Messaging Service, Video Conferencing Service, Group Chatting Service, Cross Platform Service, and Internet Relay Chat with the mean scores of 3.6, respectively. The findings were in line with the study conducted by Afolabi and Abidoye (2011), who were of the view that, various service provided in the libraries were complimented by available facilities, some of which are technology driven. The adoption of technologies in recent times in libraries worldwide has proved beyond reasonable doubt that, a library, whatever its services, can perform better when facilities with regard to technology such as Internet computer router server to adequately provide and enhance access to the content of the library. It also enhances library service flexibility to meet up with the information need of the customers at the Customer Service Divisions.

Conclusion

From the findings and discussion it can be deduced that, the level of information service provision at the Customer Service Divisions indicated that the use of Instant Messaging Service, has improved and facilitate a great collaboration between the librarian and library customer. It further drastically reduced the communication gap between the library and the patron. The findings also show that the adoption of Instant Messaging Service has improved the efficacy of reference service to a distance or cross boarder student. The use of Instant Messaging Service at the Customer Service Divisions metamorphosis the conventional pattern of information service provision and makes the division flexible that enticed different group of information seeker for the frequent patronage.

Summary of Findings

The followings were the major findings of the study based on the data collected and analysed.

1. The type of Instant Messaging Service provided for Information provision at the Customer Service Divisions of the Federal University Libraries studied, were mostly Shot Messaging Service, Group Chatting Service, Video Conferencing Service Email Messaging Service and Teleconferencing Service.
2. The level of Instant Messaging Service adopted for information service provision at the Customer Service Divisions of the Federal University Libraries studied were mostly, Short Messaging Service, Internet Relay Chat, Email Messaging Service; Video Conferencing Service; Cross Platform, and Messaging.

Recommendations

From the findings and conclusion of this study, the following recommendations are made.

1. For the Customer Service Divisions of the Federal University Libraries studied to maintain the relevant of the divisions with regard to information service provision. There is need to maintain consistency with the use of the following Instant Messaging Service platform: Short Messaging Service, Group Chatting Service, Video Conferencing Service and Teleconferencing Service Email Messaging Service, Live Messaging Service for quality service delivery.

2. The Customer Service Divisions of the Federal University Libraries studied should make easy accessibility for the following Instant Messaging Service for information service provision to the library customer which includes the use of Short Messaging Service, Internet Relay Chat Service, Email Messaging Service, Video Conferencing Service and Cross Platform Service to meet up with the Customers needs.

Reference

- Afolabi, S., and Abidoeye, M. (2011). The integration of information and communication technology in library operations towards effective library services: Proceedings of the 1st International Technology, Education and Environment Conference (c) African Society for Scientific Research (ASSR).
- Akeriwa, M. Penzhorn, C., and Holmner, M. (2015). Using mobile technologies for social media based library services at the University of Development Studies Library, Ghana https://repository.up.ac.za/bitstream/handle/2263/45342/Akeriwa_Using_2015.pdf?sequence {Retrieved 23.09.2018}
- Auebech, D. (2017). Webinar Design the Next-Generation of Applications Techopedia Explains Instant Messaging (Im) [https://www.techopedia.com/definition/402/instant message-IM](https://www.techopedia.com/definition/402/instant-message-im)
- Mohammed, Z. (2015). Application of Technologies to Teaching, Learning and Research in Library and Information Schools in Nigeria. A Lead paper presented the 3rd African Library Summit and the first African Library and Information Association and Institutions (AFLAIA) Conference held at the GIMPA Conference Centre the University of Ghana, Legeon, Accra, Ghana between 30th May and 2nd June.
- Madukoma, (2015), Users' Perception of Electronic Reference Services in babcock University Library, Ilishan-remo, Ogun State, Nigeria. <http://creativecommons.org/licenses/by/3.0/> {Retrieved on 3 April, 2018}
- Jingya, L. (2016), Cultural Differences in the Use of Instant Messaging Applications Cross-Cultural Case Study of China and the Netherlands. Retrieved from: https://essay.utwente.nl/69112/1/Li_MA_faculty%20of%20behavioral%20management%20and%20social%20sciences.pdf {Retrieve 20th 2018}
- Larson, W. (2017). Instant Messaging Communication: Encyclopedia Britannica available at: [https:// www.pcmag.com/encyclopedia/term/45045/instant-messaging](https://www.pcmag.com/encyclopedia/term/45045/instant-messaging)
- Qutab, S. (2014), Adoption of ICT's For Library Operations and Services: A Comparison of Public and Private University Libraries o Pakistan <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2863&context=libphilprac>
- Buruga, B. (2016) The Use Of Mobile Technologies For Social Media-Based Service Delivery At Muni University Library, Uganda https://repository.up.ac.za/bitstream/handle/2263/58991/Buruga_Use_2016.pdf?sequence=4

- Brown, (2017), Different Types of Instant Messaging:
<https://www.eztalks.com/unified-communications/different-types-of-instant-messaging.html>
- Madu, E. Idoko, A and Dirisu, M (2017) Institutional Readiness and Application of Web 2.0 Tools for Information Service Provision in University Libraries in Nigeria: Information and Knowledge Management
- Stephen, m. (2006) Library and Information Services in the Digital Age: Library Service, ICT Digital Library Information.
- Idiegbeyan-ose, J. Ifijeh, G. Adeniran, C. Fagbohun M. and Esse, M. (2016). Library Professionals and Social Network Sites: Use, Relevance and Challenges from University Libraries in Ogun State, Nigeria. *Journal of library and information technology*.
<http://eprints.covenantuniversity.edu.ng/7775/1/Library>
Professional and social network (Retrieved on 23.08.2017).
- Idowu, A. O,(2011) Effective Library Services in the College, A Paper Deliver at the 1st Library Workshop at Adeyemi College of Education, Ondo.
- Jones, k. (2013) How to Utilize Instant Messaging in the Work Place. Retrieved 2018 From brosix://blog.com/howtoutilize –instant messaging in the workplace.