Influence of Social Media on Library Service Delivery to Students in University Of Medical Sciences, Ondo City, Nigeria.

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Abstract

This article is on influence of social media on library service delivery to students in University of Medical Sciences, Ondo City, Nigeria. Librarians, in this digital age, are responsible for a wide variety of resources and services that expand far beyond the typical eight-hour work day. Promotion in library and information science has a newer meaning. It finds deep roots in social media. It is a set of techniques which is aimed at reinforcing the basic values of the library in a changing environment at the same time meeting the needs of the library clientele. Essentially, promotion is the means of informing users on what you do and what you can do. The benefits for those who promote their library services and resources include: increased usage, increased value in the organization, education of users and changed perceptions the study was carried out within a period of five months (September 2018 to February 2019) when the university was in session. Survey research design was used for the study. A 'purposive sampling technique' was used to select the registered students with the library. The population of this study was made up of 846 students from 200 level to 400 level student. Some findings showed that Facebook is the most social media/networking tools students using to communicate with their friends and follow by Twitter and YouTube. Majority (86 %) respondents agreed that social media provide quick feedback from library, library tours and promotes services; cost low while 14 % respondents disagreed. Also, 76 % of the respondents agreed that Social media has the potential to communicate and send out information to the library users while 24 % of the respondents are of a contrary view.

Keywords: Libraries, Social Media, Services, Utilization, and Students

Introduction

The exchange of thoughts, messages, or information as by speech, signals, writing, or behaviour is called communication. Information and communication technology are added advantages in the hands of library professionals in the current scenario. Information and Commutation Technology (ICTs) has ushered in a histrionic change in the realm of information communication in the recent time. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. The limitless connectivity and potential to create an open social order and system of interaction and collaboration have been made possible only because of information and communication technology. We can see the impact of ICT in every walk of life. As everyone needs information pin pointedly and timely manner. As organizations worldwide thrive on modern technologies, the application of web 2.0 domain in the field of Library information and communication has no exception. The web 2.0 domain has been introduced as an experimental field to be accepted and implemented for rendering virtual digital library services to patron(Saho, and Sharma, 2015).

Social networking is going to become not only regional and national but also international in itscharacter as communication facilities become cheaper and widely acceptable. Social networkingwebsites usually have open membership this means that anyone become a member, it's a processof building relationship among a group of who have a common interest. The ICT has made a possible for the transmission of information to all by using various electronic channels. SocialNetworking Sites are very popular in the society; it allows users to share ideas, pictures, posts,interests with people in their network. It provides an innovative and effective way of connectingusers all over the world. SNSs such as LinkedIn, Myspace, Facebook, Twitter, Blogs set uppersonal communities allow users to view profiles of their friends which is widely usedworldwide and very popular in Nigeria too.

Social media is more than just a means of seeking information. Social media are used to connect with others, for business or commercial purposes, to make new friends, reawaken old friendships. Social media is networking of information or knowledge using 21st century gadgets like smartphones or computer through the means of platform(website) and it is sharing among community or group of people that have the same ideologyIn academic community, especially in the library parlance, social media is other modern word for "Resources Sharing" "Knowledge Sharing" "Consortia", "Library co-operation", "Networking" "Library Collaboration", "Library Partnership", "Library Linkages", "Library Association", "Interlibrary Loan" "Document Delivery", "Open Access Service" Web 2.0, 3.0, 4.0 and "Library Alliance". Therefore, social media offers librarians a way to promote library services directly to young adults, and any

member of academic community instead of waiting for users to seek out the library(Lucky, 2018).

The emergence of social media simplified the hitherto complex process of communication because they are easy to use (Wetzel, 2010). Social media comprise activities that involve socializing and networking online through words, pictures and videos. Kaplan and Haenlein (2010) defined social media as a group of internet-based applications built on the ideological and technological foundations of Web2.0, which allows the creation and exchange of user-generated content. Social media tools have been developed in order to maintain, manage and improve social interactions between people, enable people to access, reuse or comment on contents authored by others. The evolving learning environments allow students to learn anytime and anywhere (Wetzel, 2010).

Social networks may play an important role in raising awareness about the reliable sources of information among students and the society by providing alternative sources of knowledge (Battrawi&Muhtaseb, 2013. Social media sometimes called social networking is a collaboratively produced and shared media content to network communities. Enang (2014) explained that social networking sites are applications that enable users to connect by creating personal information profiles allowing friends and colleagues to have access to those profiles, and sending e-mails and instant messages to each other. Giving examples of social media, Gupta (2014) in Umoru (2015) opines that social networking sites include Facebook, Twitter, Linkedln, Google+, Internet Forums, Chat rooms and message boards where people meet and discuss topics of interest, Flickr and vimeo, Blogs, Wikis, and social book marking.

Umoru (2015) categorized social media into seven types each indicating the purpose for which it could be utilized: collaborative projects (Wikipedia); Blogs and Micro blogs (Twitter); social news networking sites (Digg and Leakernet);content communities (YouTube and Daily motion); social networking sites (Facebook); virtual game world; (World of Warcraft); and virtual social world (Second life).There are various categories of social media sites used in education which are also useful in business education for enhancing students' skill acquisition and academic performance. These include: Facebook, Myspace, Youtube, Flickr, Blogs, Twitter and Wiki. For the avoidance of doubt, Webber (2014) reported that in October 2012 alone, users of facebook surpassed one billion. Perhaps, this is the reason that teachers have started thinking differently about the utilization of social media tools, which has necessitated the pace at which teachers should incorporate social media into academic curricula. For success in today's world, students require core academic subject knowledge and understanding, in addition to other skills such as communication, creativity and innovation and critical thinking.

Communication can be described as the interaction between people's conventional communication involving a face-to-face interaction. In social media, communication occurred

when someone is responding or commenting on others status or initiating conversation with someone else (Tufekci, 2008). Social media has emerged as one of the basic practice in students' life. It has revolutionized the way students think and interact. Students use social media as a platform for doing many activities such as bonding relations, finding lost contacts, for discussing common interests through the existence of smart phones, students have become more attracted to use social media in their daily routines.

Technology and social media are combined in powerful ways, enabling students to produce creative thought, external knowledge, resources, and talents on a scale that was previously impossible (Tapscott& Williams, 2008). Social media give opportunity to reach a vast number of people and engage them in creative action on environmental issues. Creativity is expressed as something that is novel and useful. It is also regarded as combination and rearrangement of knowledge in the minds of people that allows flexible thinking in the creation of the novel ideas that are unexpected but rather useful (Zhang & Dong, 2013). Creativity is a mental process involving the discovery of new ideas or concepts, or new associations of the existing ideas or concepts, fuelled by the process of either consciousor unconscious insight (Vasudevan&Lalanthika, 2010). There might be several agents in helping or hampering creativity of a person and its impact may vary from person to person.

Information and communication technologies and social network can be used as effective tools to improve instructional approaches and enhance critical thinking skills using the online environment (Haghparastetet al., 2013). Critical thinking has been defined as an important educational goal and is understood to mean reasonable reflective thinking that is focused on deciding what to believe or do. Critical thinkers usually raise vital questions and problems, formulate them clearly, gather and assess relevant information, use abstract ideas, think open-mindedly, and communicate effectively with others. Critical thinking is an important and necessary skill because it is required in the workplace. It can help a person deal with mental and spiritual questions (Hatcher & Spencer, 2005). It is a skill everyone can develop to improve one's self and others.

Statement of the Problem

The advent of social media has created new opportunities and challenges for teachers and learners alike. Social media has become the driving force in the expansion of distance learning. New concepts like flexible Blended Learning which seek to integrate the internet with traditional teaching techniques have also been introduced to library and information science with perceptible influence on teaching and learning. The use of social media have caused a great infusion of data into lives of adults and have in turn caused them to assume creative roles in their social lives in addition to their personal lives. (Ansah, 2013). However, librarians might find it difficult to know how to use modern technology facilities in the library. This could be as a result

of non-availability of internet facilities or lack of knowledge/experience of and familiarity with ICT.

The introduction of social media is similarly having noticeable impact on all strata of society and all segments of societal activities. Facebook, WhatsApps, Instagram, Imo, e-mail have become commonplace in all the nooks and crannies of the planet with great impact on all activities. In the field of education and librarianship in particular, social media are rapidly becoming the instrument of choice for communication between the librarians and the users and for interactions among the users in academic field themselves, class and examination schedules, assignment, lecture materials, among others are frequently posted on social media often engendering extensive creative interactions among the participants(Lucky, Erimieleagbon, and Hope 2014)

There is no doubt that social media, properly managed can have liberal effect on library services delivery. However, the researchers' observation suggests that social media may also interfere with students' concentration potentially to the detriment of learning. There is no reason to believe that the influence of social media on library service is likely to wane in the forceable future on the contrary, with new social media platforms being developed and introduced, the trend suggests an approaching explosion in the ubiquity of the social media with great implications for librarianship and other fields. Therefore, there isneed toinvestigate influence of social media on library service delivery to students/customers in University of Medical Sciences, Ondo City, Nigeria.

Purpose of the Study
1. Identify the various types of social media used by library users
2. Examine the extent of social media usage by users
3. Examine service rendering with social media.
4. Determine the extent of the influence of social media use on communication skills of library customers
5. Examine the extent to which social media use influence creativity and innovation skills of users

Scope of the Study
The study was delimited to University of Medical Sciences, Ondo City, Nigeria.The study covered types of social media, extent of utilization of social media and the influence and innovative skills of users of social media library service delivery.

METHODOLOGY

This study investigate influence of social media on library service delivery to students/customers in University of Medical Sciences, Ondo City, Nigeria. It was carried out within a period of five months (September 2018 to February 2019) when the university was in session. Survey research

design was used for the study. A 'purposive sampling technique' was used to select the registered students with the library. The population of this study was made up of 846 students from 200 level to400 level students

Literature review

Prior to the use of modern technology tools in academic libraries for managing, processing and dissemination of information, traditional methods hold sway. Traditional library processes and structuring however, could no longer satisfy and respond fast enough to an environment that is already saturated by technology, hence it becomes imperative to adopt social media tools to deliver library services.

According to Ayiah&Kumah, most university libraries in the world have adopted social networking tools; examples are Yale Science Libraries, Adelphi University Libraries, Carnegie Mellon University Libraries, Cambridge University Library and Norwegian University of Science and Technology Library. In Nigeria, some university libraries that have adopted social media areLagos State University, Ojo, University of Benin, Benin City, University of Medical Sciences, Ondo, Babcock University, Covenant University, NnamdiAzikiwe Library University of Nigeria Nsukka, University of Ibadan and University of Ilorin among others. 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. The use of OSN in academic libraries is fast gaining prominence. Ayiah&Kumah confirmed that 75.8 % of the respondents in their study interacted with reference librarian concerning library services on social network/media. Corroborating, Chitumbo&Chewe in their study established that 113 out of 124 respondents indicated that they will support the idea of using social networking tools in library's service delivery.

According to them, Facebook and Twitter were adopted and used at the South African Broadcasting Corporation (SABC) Media Libraries to render library service to users. Using Social Media in academic libraries will help in meeting some of the needs of potential library users. In the same vein, Ivala&Gachago asserted that social media such as Facebook and Blogs have the potential to enhance students' engagement in learning both on and off campus. Ivala&Gachago's study further indicated that social media is capable of aiding students' learning. Similarly, Chu et al, noted that 'Facebook and Twitter are commonly adopted in university libraries for service delivery.' In line with this, Burkhardt opined that librarians should leverage on SM tools for notifying patrons of new arrivals and recent trends in the library. Also, researchers such as Elmore, Aggarwal and Buggarapu confirmed that social media are effective tools to disseminate information to young and older people.

FINDINGS AND DISCUSSIONS
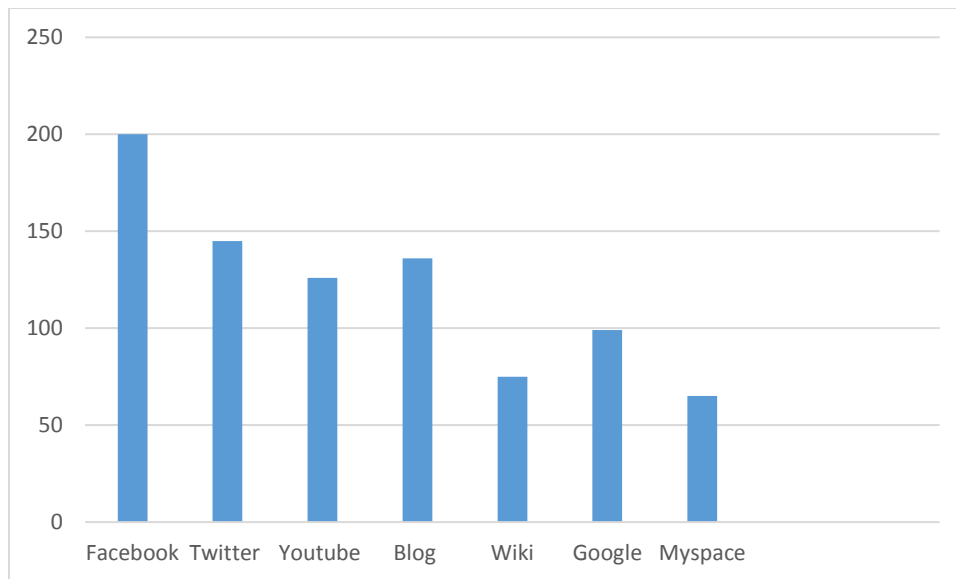
The above chat indicated that Facebook is the most social media/networking tools students using to communicate with their friends and follow by Twitter and YouTube. Therefore, University of Medical Science library adopted the three social networking in their system to update students about the services rendering. The study is in lines with Ayiaand Kumah(2011) study of social networking tools indicated that majority or 73 % and 77.6 % of the respondents accepted accessing library and new books respectively on social networks. Furthermore, the study by Connell shows that librarians need to add as many users as their friends on their Facebook account for effective usage to enhance easy communication and participation.

Library Services rendering with social media
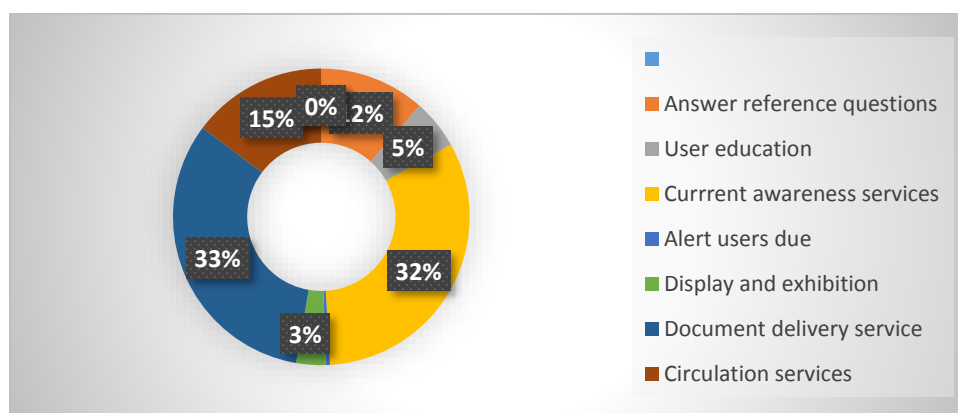
The chat above indicated that majority of the services delivery to users of the University of Medical Sciences Library, Ondo. The University library social media sites majority services rendered to students are document delivery service (33%) current awareness services(32%) and among others.

Benefits of using social media tools for purpose learning
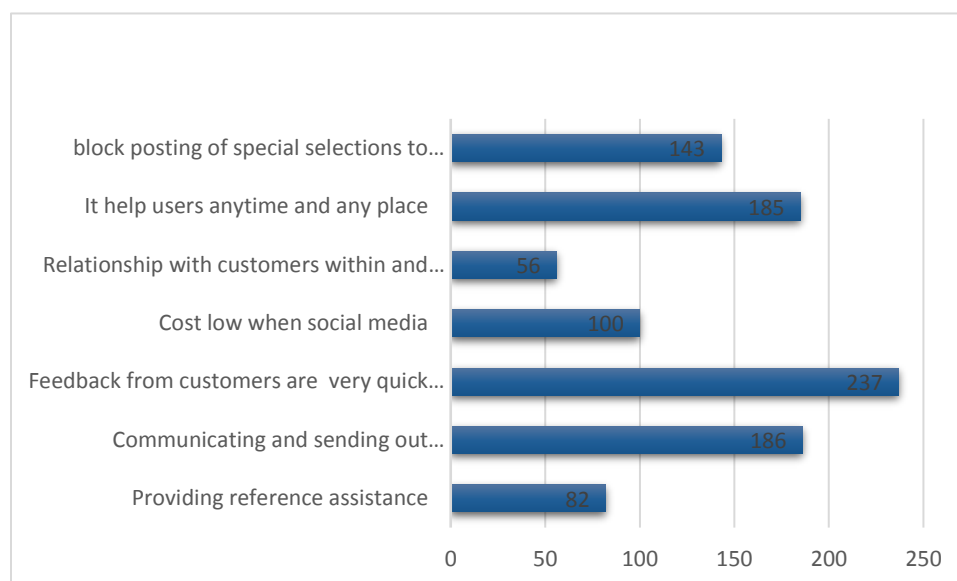
The respondents were asked to either agree or disagree regarding the benefits of social media in library services. Chat shows that majority (86 %) respondents agreed that social media provide quick feedback from library, library tours and promotes services; cost low while 14 % respondents disagreed. Also, 76 % of the respondents agreed that Social media has the potential to communicate and send out information to the library users while 24 % of the respondents are of a contrary view. Another 73% of the respondents agreed that SM tools can helps in helps users anytime and anyplace while 27 % were of contrary opinion. The result also showed that 89 % of the respondents agreed that SM can help in announcing library programmes to the users while 11 % of the respondents disagreed. It further demonstrates that 61 % of the respondents disagreed that SM can enable block posting of special selections to selected library users while 9 % of the respondents are in agreement to the fact.

Challenges of social media in academic environment
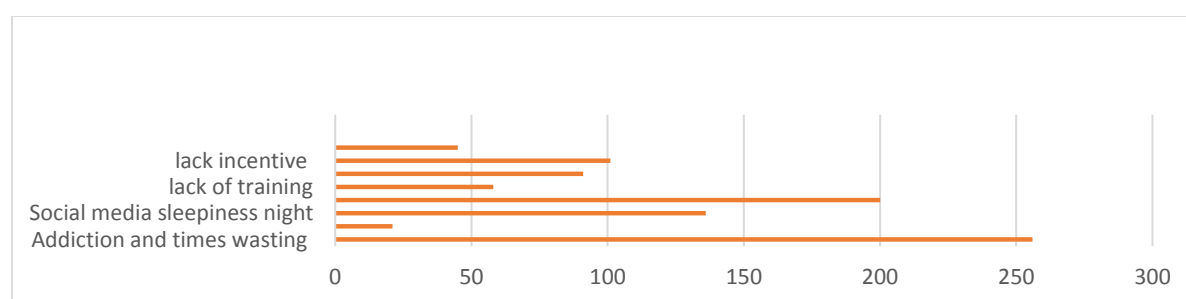
The result showed that majority or 77 % of the respondents indicated that addiction and times wasting in using SM. This findings agreed with Okereke and Lucky (2014) find out that 79.6% of their respondents performed poorly in their academic activities as a results of addiction in the use of social media.Result also shows that 74 % and out of 89 % of the respondents indicated that lack of internet connection and insufficient bandwidth are challenges of using SM in academic environment. Another majority of 88 % respondents stated that sleepiness night is an inhibiting factor while 83 % indicated that lack of training (skill and knowledge) is a challenge. Result further shows that 97 % of the respondents agreed that erratic power supply inhibits use of SM. However, few of the respondents or 38 % stated that lack of incentive and technophobia inhibits use of SM.

CONCLUSION

It must be noted here that for this modern day library to survive the present demand for information by the customers in the digital age, Mobile technologies and social media must aggressively integrated into its operations and services. The library cannot afford to remain in traditional level services forever, it should be constantly awake to new circumstances, needs and opportunities. Based on the findings of this work, it could be seen that despite the very small extent social media is been utilized by students in university library at University of Medical Sciences, Ondo, the place of social media for librarians in promoting library and information resources and services cannot be overemphasized. This implies that for university librarians to reach out to 21st users better, communicate better with feedback and comply with innovations in this computer world, using social media becomes a must. However, challenges such as addiction and times wasting, technophobia, sleepiness night, network connection, lack of training and erratic power problem and lack of incentive are issues that must be looked at critically for maximum tapping of the benefit derived from the use of social media in university libraries all over the world.

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