IMPACT OF SOCIAL MEDIA USE ON UTILIZATION OF LIBRARY RESOURCES: A STUDY OF POST-GRADUATE UNIVERSITY STUDENTS IN CROSS RIVER STATE OF NIGERIA

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Abstract

Research Goals: This research investigates social media platforms' impact on “utilization of library resources by postgraduate students in Universities of Cross River State, Nigeria”. This study recognizes how social media has influenced our life daily, the people using social media are increasing day by day. Currently, social media tools have become important communication and learning tools to attract everyone with its unique features of information update. The social media users can share their ideas, images, documents, and videos with others through social media platforms like WhatsApp, Blogs, and YouTube. One major challenge of libraries has been the accessibility and “utilization of library resources, low utilization of library resources mostly by postgraduate students has necessitated this research work to find out the influence of WhatsApp, Blogs, and YouTube on the utilization of library resources among postgraduate students if deployed in libraries. To achieve this, one hypothesis was formulated. The study made use of postgraduate students of Universities in Cross River State, Nigeria.

Methods: The research design for this work was survey research. The population was 565 postgraduate students. Accidental and purposive sampling techniques were used to select the sample. The instrument for data collection was a structured and validated questionnaire titled social
media platforms impact on the utilization of library resources (SMPIULRQ). Cronbach Alpha reliability method was used to estimate its reliability. The data were analyzed using Multiple Regression statistics. The hypothesis was tested at .05 level of significance.

**Results /Findings:** The findings reveal that there is a significant positive influence of WhatsApp, Blogs, and YouTube on the utilization of library resources.

**Conclusion/ Implications:** Librarians should create an adequate technology environment in the library that will promote and encourage the use of social media tools or platforms to increase student's utilization of library resources. This will help them develop ICT skills in the ever-changing world of technology. It was also recommended that postgraduate students should make an individual effort to train themselves on the use of social media platforms for academic as this will help them learn more effectively.

**Keywords:** Social media platforms, Library resources, Utilization, information, Graduate students.

**Introduction**

Libraries play an important role in the intellectual development of any nation. The library is an academic institution within a university, school, private, special and public community with the responsibility of acquiring, organizing, sharing, handling and dissemination of “information resources to its users for teaching, learning, research, and recreation. The importance of the university library is defined by its principal activity of promoting information resources in support of learning, provision of resources and services necessary for meeting the requirements of faculty specialists, research and post-graduate learning.

There is a need to extend cooperation with other university libraries for the purpose of developing a network of academic library resource sharing which are at the disposal of all students for teaching” (Vaughan & Castello, 2011). Idiodi and Igbinosa (2003), noted that, when applied the correct way, social media can boost a student’s learning journey, also making it much simpler for students, lecturers and administrators in the school setting to connect together, stressing that universities should use social networks such as Whatsapp, youtube in their libraries as communication tools and interaction between the students and the information available in the library to enhance teaching and learning.
Patra and Nayak (2016) stated that "professional practice of library and information science has witnessed a paradigm shift with the emergence of social media networks like Facebook, Twitter, WhatsApp, blogs among others. Laura (2011) stated that commercial organizations and various other domains have started using the benefit of social media to enhance their business activities. Educators believe that the use of social media in higher education is controversial and few are unaware of the potential of social media in education but now it is predicted that one in every thirteen people on earth is connected with Facebook, blogs, or WhatsApp whether for social interaction, business, education or for personal communication, interestingly, the use of Facebook, blogs, wikis, twitters have played a significant role in academic communication.

Bhatt and Kumar (2014) in a study titled; students' opinion on the use of social networking tools by libraries; a case study of Jawaharlal Nehru University, New Delhi. Revealed that the majority of the students are in support of the use of social networks tools (SNS) by librarians and they expect that librarians should provide library services through SNS. Ninety-four percent (94%) expect that chatting or messaging with the librarian is the most useful service that can be provided to them through SNSs. Other activities desired by students include being informed about new arrivals, collection information and new events in the library.

Utilization of information resources refers as which library clienteles make use of the library resources (books, periodicals, serials, bibliography, newspapers, firms, audio, e-books, journals, databases, maps, reference materials, government publications, audio-visuals, pictures, theses and dissertations made available in the library to meet their information needs. These information resources come in two forms, print and non-print format, therefore, any user of the library either remotely through the internet, library online platforms, library application, and social media platform or directly through the library structure is a library user. Wiche, (2018).

The actual use of library and information resources, especially the computer-based resources may be intimidating to a vast number of information and communication technology (ICT) illiterate users, although the library is stocked with what would facilitate their work, the problem of the user may not be related to what the library has much as the interface to which the user must interact with or the resources available but the user’s skills . (Popola & Haliso 2009 p.12).
Unfortunately, the issue of information resources underutilization by graduate students still persists even with the recent introduction of ICT into library services. The advent of telecommunication and the internet has also brought several web technologies that are accessible via mobile phones, palmtops, tablets, laptops and other electronic devices which have made information resources accessible and utilization even easier. Also, social networking sites popularly known as “social media platforms as it is being used by almost everybody in the society and this has revolutionized the way people communicate and interact with one another through websites like WhatsApp, blogs, YouTube, Facebook, LinkedIn, Twitter, etc.

**Objectives of the Study**

The purpose was to investigate the influence of the social media platform on the utilization of library resources by graduate students in universities in Cross River State of Nigeria. Other objectives include the following:

- To investigate the influence of the use of blogs on the utilization of library resources
- To determine the influence of the use of YouTube on the utilization of library resources
- To examine the influence of WhatsApp on the utilization of library resources

**Statement of Hypothesis**

The following hypothesis was stated to guide the study

H₀₁: The use of blogs, YouTube and WhatsApp has no significant independent and combined effects on the utilization of library resources.

**Methodology**

The study adopted a survey research design. 565 library users (graduate students) were accidentally and purposefully selected from the three Universities in Cross River State, Nigeria. Data collection procedure involved the use of a self-design questionnaire. The item on the instrument included demographic data such as students' sex, age, and department. Five items each measured three independent variables such as the use of blogs, YouTube and WhatsApp while five items measured the dependent variable, utilization of library resources. The instrument was validated by experts from the Faculty of Education in the Department of Measurement and Evaluation, University of Calabar, Calabar, Cross River State, Nigeria. The reliability of the
instrument was conducted with Cronbach Alpha which produced a reliability coefficient estimate of 0.71.

Results

Hypothesis One

There is no significant independent and joint influence of the use of blogs, YouTube, and WhatsApp on the utilization of library resources of Post-Graduate University Students in Cross River State of Nigeria. The independent variables of this hypothesis are the use of blogs, YouTube, and WhatsApp while the dependent variable is the utilization of library resource. Multiple regression statistics was used in testing the hypothesis and the results are presented in Table 1.

Table 1: Summary of data and multiple regression analysis of the independent and joint influence on the use of blogs, YouTube, and WhatsApp on the utilization of library resources of Postgraduate University Students in Cross River State of Nigeria

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>.441</td>
<td>.195</td>
<td>.190</td>
<td>3.27694</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>DF</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1453.010</td>
<td>3</td>
<td>484.337</td>
<td>45.103</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>6013.480</td>
<td>560</td>
<td>10.738</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7466.489</td>
<td>563</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant): WhatsApp, Blogs, Youtube  

The multiple regression analysis in table 1 on the joint influence on the use of blogs, YouTube, and Whatsapp on predicting the utilization of library resources of Postgraduate University Students in Cross River State of Nigeria produced an adjusted R2 of .190. This implies that 19.0% of the variance can be predicted from the combination of all the independent variables (use of blogs, YouTube, and WhatsApp) in predicting the utilization of library resources. The F-value of the Analysis of Variance (ANOVA) obtained from the regression table was F = 45.103 having a p-value .000 with 3 and 560 degrees of freedom at .05 level of significance. The null hypothesis was rejected while the alternate was upheld. This result, therefore, signifies that the combination of all the independent variables significantly predicted
utilization of library resources of Postgraduate University Students in Cross River State by 19.0%.

Table 2: Summary of data and t-test result on the Individual effects of all the predictors on the utilization of library resources of Postgraduate students of universities in Cross River State, Nigeria

In a related development, it can be observed from table 2 the use of blogs, YouTube, and WhatsApp each contributed significantly in predicting the utilization of library resources of Postgraduate University Students in Cross River State. This is because of their respective calculated t-values of 5.269(.000*), 4.545(.000*) and 5.276(.000*) were all significant at .05 level of significance.

**Discussion**

The result revealed that all three predictors independently and jointly influence the utilization of library resources among Postgraduate University Students. Social media platforms such as blogs, WhatsApp and youtube help in the promotion of information resources in support of learning, provision of resources and services which are necessary for meeting the requirements of faculty specialists, research and post-graduate learning. This result corroborates Idiodi and Igbinosa (2003) that, when applied the correct way, social media can boost a student’s
learning journey, also making it much simpler for students, lecturers and administrators in the school setting to connect together, stressing that universities should use social networks such as Whatsapp, youtube in their libraries as communication tools and interaction between the students and the information available in the library to enhance teaching and learning. Social media such as blogs and WhatsApp are easier and suitable to access information, provide information and communication to students and other members of the university community at large. It is a way of teaching by creating groups and accounts for students where the information can be accessed.

Conclusion

Based on the findings of this study, the researcher concludes that:

- The use of social media in the context of education enhances academic research among postgraduate students.
- Social media improves teaching and learning.
- Social media makes learning easy especially in information and communication technology between the students and their teachers.
- Social media platforms are enhancing information sharing.

Recommendations

The following recommendations are made based on the findings of the study.

- Librarians should create an adequate technology environment in the library that will promote and encourage the use of social media tools or platforms to increase students utilization of library resources.
- Postgraduate students should make an individual effort to train themselves “on the use of social media platforms for academic purposes” as this will help them learn more effectively.
- Functional social media should be adequately supplied in university libraries.
References


