ATTITUDE OF LIBRARIANS TOWARD USE OF SOCIAL NETWORKING SITES FOR LIBRARY SERVICES DELIVERY IN SELECTED FEDERAL UNIVERSITIES IN NIGERIA

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ABSTRACT

This study examined the attitude of librarians toward the use of socialnetworking sites SNSs) for library services as well as the relationships between librarians' demographic variables and their attitude toward the use of SNSs. The motivation for the study was anchored on the fact that previous studies had neglected research on the influence of librarians' demographic variables and attitude towards adoption and use of SNSs. Twelve university libraries were selected based on their year of establishment and Nigeria's geopolitical zones. Questionnaire was the instrument used for data collection from all the academic librarians of these universities. The instrument was validated by experts, and was found to be reliable at Crombach Alpha value of between 0.75 and 0.9 after running a reliability test. This study therefore, was an attempt to fill the gap that exists. The findings show that academic librarians have positive attitude toward use of SNS for library services. It further revealed that there were no statistical relationships between attitude toward SNSs and respondents' gender while significant relationship exists between attitude toward SNSs and librarians' age and educational qualifications. The research concludes that academic librarians had positive attitude toward use of SNSs for library services. Adoption and use of SNSs for library services by university libraries would prosper over time. It is recommended that libraries should further engage younger and more educated staff on the provision of services through SNSs.

Keywords: Librarians, Social networking sites, Attitude

Introduction

Adoption and use of new technology is very important among individuals and organizations. It allows participation in a rapidly changing world where technology has become central to our lives. Lack of use of technology by organizations will limit their ability to participate fully in the convenience benefit associated with the technology. Social Networking Sites (SNSs) are among the new technologies that evolved in the 1990s (Fellow, 2010). They served not only as avenues for fun and other social interactions but also as a forum whereby vital information is exchanged for academic and other developmental purposes. Thus, SNSs become a very important tool in the provision of library and information services. Literature has shown that Nigerian university libraries, like their colleagues in developed countries, have embarked on using SNSs in reaching out to their users and non-users across the globe (Ezeah, Asogwa & Edogor, 2013).

This is a positive development for the university libraries, which sustainability depends largely on the attitude of librarians toward the use of SNSs for the provision of library services. Gholami, Abdekhoda and Gavgani (2018) argued that there is a significant relationship between attitude and use of technology, underscoring the significant relationship that exists between librarians' attitude toward technological

innovation and professional qualifications and IT knowledge. Librarians' level of knowledge in technology was a good predictor of their attitude toward application of information technology (IT) in libraries. It is therefore important to examine the attitude of librarians toward this newly evolving technology, as well as investigate specifically, if significant relationship exists between librarians' demographic variables and their attitude toward SNSs.

This study is significant considering the fact that previous studies concentrated more on the adoption and use of SNSs by libraries as well as attributes of SNSs that influence their adoption with only a few on the influence of librarians' attitude toward use of SNSs. Therefore, this study is concerned with the attitude of librarians toward use of SNSs for the provision of library services in selected Federal university libraries in order to fill the existing knowledge gap through an empirical research. Thus, it examined the academic librarians' attitude toward use of SNSs for library services in these libraries.

Objectives of the Study
The specific objectives of the study are to:
i.   identify the demographic characteristics of academic librarians in Nigerian federal university libraries; and
ii. examine academic librarians' attitude toward the use of SNSs for the provision of library services.

Hypotheses
i.   There is no significant relationship between gender and attitude toward use of SNSs for library services
ii.   There is no significant relationship between age and attitude toward use of SNSs for library services.
iii. There is no significant relationship between educational qualification and attitude toward use of SNSs for library services.

Review of Related Literature
Social Networking Sites (SNSs) are generally regarded as family members of social media, a technology that facilitates social interaction, support collaboration, community building, participation and sharing (Kim & Yoo, 2016). Nonetheless, defining SNSs is very difficult due to the proliferation and evolvement of these tools (Ellison & Boyd, 2013). The authors argued that some of the features that initially distinguished SNSs have faded in significance, while others have been reproduced by other genres of social media (152). In their reviewed definition Ellison and Boyd (2013) defined SNSs as:

> A networked communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-provided data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with streams of user generated content provided by their connections on the site (p. 158)

SNSs are regarded as tools through which people connect, communicate and collaborate with one another in a very simple way regardless of location (Issa, Isaias & Kommers, 2016). SNSs encompass all

the platforms that facilitate creation, sharing and exchange of user-generated content. They include among others, microblogs, networking sites, social bookmarking sites, wikis, podcasts, content communities for articles, video/photo and sharing sites (Taprial & Kanwar, 2012). They are generally considered as Internet-based media that enables it members to express their views, post texts, pictures, videos, etc (Ortega, 2016). SNSs have touched all aspects of human life social, economic, political, educational, cultural, etc. On the aspect of education, SNSs are increasingly playing an important role in transforming learning and teaching. They have virtually changed the education environment, shaping how students learn (Pervaiz, 2016). Reports have indicated that libraries are making use of various types of SNSs including Facebook, Twitter, Instagram, Podcast, etc (King, 2015) SNSs are used by libraries in the provision of customer services, news and updates, content/collection promotion, reach library users as well as receive users' inputs (Odewole, 2017; Phillips, 2015; Uche & Udo-Anyanwu, 2019).

Theories of adoption argued that there is a strong correlation between demographic variables and adoption of innovation. For example, Rogers (2003) characterized adopters into five categories. The innovators, early adopters, and early majority comprise the earlier adopters, and the later adopters consist of the late majority and the laggards. The two major components are early adopters and later adopters, noting that the early adopters had more formal education, higher socioeconomic status and more upward mobility in society than later adopters did, even as there was no significant difference in the ages of earlier adopters and later adopters. In addition, the Personal Innovativeness (PI) construct in the work of Rogers (2003) reflects the effect of demographic characteristics on innovation. Individuals are seen as possessing different degrees of willingness to adopt innovations and thus, it is generally observed that the portion of the population adopting an innovation is approximately normally distributed over time (Rogers, 2003). PI is therefore, determined by various personal characteristics such as demographics, tenure, product experience and personal values (Lu, 2014; Frambach & Schillewaert, 2002; Agarwal & Prasad, 1998).

Patchin and Hinduja (2016) examined that adopters of new technologies tend to be younger, more educated, and have higher income Factors such as gender, age, income, skills etc may serve as determinants of access and use of information and communication technology. However, Kotzé, Anderson and Summerfield (2016:21) believe that of all the factors that influence technology adoption such as websites, socio-demographic variable remains the most significant. Kupangwa and Dubihlela (2016) further added that there is a general perception that innovation users are quite young. This implies that older librarians seem only a little less likely to accept innovations. Attitude is another important factor when it comes to the use of technology. Librarians' attitude is crucial in rejecting, adopting and implementing information technology in libraries. Some individuals' attitudes propel them along, helping them to deal with new challenges, overcome obstacles and accomplish their objectives (Ejedafiru & Oghenetega, 2013). Others have attitudes that are anchors, slowing them down or stopping them in accepting the innovation and changes in their life and workplaces.

Attitude is viewed by Perloff (2017, 86) as "a psychological construct, it is mental and emotional entity that inheres in, or characterizes a person." Attitude is complex and is acquired through experiences. Kodam (2018, 47) considers attitude as "an individual's predisposed state of mind regarding a value and it is precipitated through a responsive expression toward a person, place, thing, or event (the attitude object) which in turn influences the individual thought and action." Attitude is a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner. It represent one's covert feelings of favourability or unfavourability toward an object, person, issue or behaviour (Schwarz, 2007; Ajzen, 2001). Attitude is an important factor that influences individual's

decision whether to adopt an innovation or not. A very important determinant of behavior and can only be changed through change of the emotional components (Kodam, 2018).

Individual's attitude are also not free from influence by other factors such as one's level of knowledge. Ramzan (2004) mentioned that librarians' attitude toward information technology (IT) has significant relationship with qualifications and knowledge in IT. The author concluded that librarians' level of knowledge in technology is a good predictor of their attitude toward application of information technology in libraries. Gholami, Abdekhoda and Gavgani (2018) in their study of factors that influence librarians attitude toward adoption of mobile technology, identified three major factors, management support, organizational competency and relative advantage. The authors had recommended that it is important to consider these factors at libraries since they affect librarians' attitude toward using mobile technology based services. Furthermore, in a study by Aiyebelehin, Ikenwe and Okpetu (2018) on attitude of librarians in universities in Edo State revealed that majority of the librarians had positive attitude toward use of ICT for library services. The authors further reported that the librarians' attitudes were influenced by peer opinions and knowledge of ICT. Study by Anyaoku, Osuigwe and Oguaka (2015) reported that majority of librarians had positive attitude toward adoption and use of different technologies for library services.

On the contrary, Mafungwa (2017) study of librarians in Calico libraries, South Africa discovered that some librarians are still hesitant to the use of technologies which he attributed it to either due to resistance to change or lack of proper training. The author recommended the provision of training for librarians, support from management, dedicated IT support and allowing time to explore technologies individually or in working groups. Stella (2018) examined the influence of gender on attitude toward use of social media for professional development among librarians. Although the study was limited to Ogun State, Nigeria, its findings showed that librarians had positive attitude toward use of social media. Santosh (2017) had also found that librarians had positive attitude toward web 2.0 from his study on librarians' attitude toward Web 2.0 in India. Literature related to librarians' attitude toward social networking sites especially in developing countries like Nigeria is inadequate. The claim was supported by Kaur and Manhas (2018) study. The authors recommended future research on various aspects of social media including attitude towards the social media. This study envisages filling the existing knowledge gap in this area.

Methodology

The study adopted the survey research design. The population of the study comprised of 607 academic librarians in the 19 Federal university libraries of Nigeria whom at the time of this study had SNS. The researcher used cluster and purposive sampling techniques in order to ensure representativeness in the sample as well as enable the researcher to select from among only those university libraries that have SNS account. Through the use of these sampling techniques 12 university libraries were selected out of the nineteen university libraries that had SNSs account. The sample size of the study was the entire 419 academic librarians of the 12 university libraries. Questionnaire was the instrument for data collection. The questionnaire consisted of the following elements:

i.   Librarians' demographic data such as age, gender and educational qualification.
ii.   Librarians' opinion on the use of SNSs for the provision of library services.

The instrument was administered to the entire 419 librarians from the 12 purposely sampled university libraries.

The data collected for this study was analysed using descriptive and inferential statistics. Descriptive statistics was used for the research questions, percentages and frequencies were generated in presenting the findings. All responses were carefully extracted according to the structure of the data collection instrument. Inferential statistics was used for testing the hypotheses formulated for this study. Statistical Package for Social Sciences (SPSS) 16 version software was used. The hypotheses generated for this study were tested using Chi Square Test for Independence and Spearman Rank Correlation.

Response Rate

A total of 419 copies of the questionnaire was administered to the academic librarians working in the 12 purposely sampled university libraries and 310 (74%) copies of the returned questionnaire were found usable and used for the analysis. University Library, Federal University Dutsinma had the highest percentage of response rate with 89% (7) of respondents, it was followed by University Library of the Federal University Otuoke, Bayelsa with 88% (7). The University Library, Nnamdi Azikwe University Awka, was the 3rd with 83% (15) while the fourth was Kassim Ibrahim Library, Ahmadu Bello University Zaria having 73% (83) percent of respondents. The least response was from Nnamdi Azikwe Library, University of Nigeria, Nsukka with only 61% (40) of respondents.

Table 1 gives a summary of the distribution of the questionnaire and responses received from each of the university libraries sampled for the study.

Table 1: Responses to Questionnaires Distributed to the Sampled University Libraries

S/No	University Library	Copies Questionnaire Administered	of Copies of Usable Questionnairies Returned	Percent % (Usable Questionnaire)
1	Kenneth Dike Library, University of Ibadan	30	23	77
2	Kassim Ibrahim Library, Ahmadu Bello University, Zaria	114	83	73
3	Nnamdi Azikiwe Library, University of Nigeria, Nsukka	66	40	61
4	University Library, Bayero University Kano	35	28	80
5	Donald Ekong Library, University of Port Harcourt Library	23	19	83
6	Ramat Library, University of Maiduguri	52	36	69
7	Idachaba Library, University of Agriculture, Makurdi	22	17	77
8	Nimbe Adedipe Library, University of Agric Library Abeokuta	25	20	80
9	University Library, Nnamdi Azikiwe University, Awka	18	15	83
10	Federal University Library, Otuoke, Bayelsa	8	7	88
11	University Library, Federal University Dutsima	9	8	89
12	University Library, University of Ilorin	17	14	82.4
	Total	**419**	**310**	**74**

Therefore, the analysis was based on the 310 (74%) questionnaire that was returned and found usable for the study.

Demographic Characteristics of the Respondents
The demographic data collected from the respondents include sex, age, highest educational qualification, years of work experience, position and place of work. This data enabled the researcher to assess the demographic characteristics of the respondents as Rogers' theory (2003) states that demographic characteristics have influence on adoption. Below is the summary of the demographic data.

Table 2: Demographic Characteristics of the Respondents

Demographic Variables	Characteristics	Frequency	Percent
Gender	Male	184	59.4
	Female	126	40.6
	Total	310	100.0
Age	20-30 years	46	14.8
	31-40 years	93	30.0
	41-50 years	130	41.9
	51- 60	30	9.7
	61 and above	11	3.5
	Total	310	100.0
Educational Qualification	First Degree	132	42.6
	P.G. Dip	9	2.9
	Master Degree	150	48.4
	M.Phil	12	3.9
	Ph.D	7	2.3
	Total	310	100.0

Table 2 shows that out of the 310 respondents, 184 (59.4) respondents were male while 126 (40.6%) were female. This indicates that more than half of the respondents were male, which shows that majority of the academic librarians in the university under study were males. On their age, Table 2 shows that the largest number 130 (41.9%) was in the age group 41 – 50 years, less than half of the total respondents, followed by age group 31 – 40 years with 93 (30%) respondents. The least number of the respondents was in the age group 61 years and above with only 11 (3.5%) respondents. The respondents' qualifications from the table show that the highest number 150 (48.4%) of the respondents were those with Master degree, constituting less than half of the total respondents. The next category of the respondents was those with first degree contituting 132 (42.6%) respondents. The least category of the respondents was those with Ph.D constituting only 7 respondents representing 2.3% of the total respondents.

Academic Librarians' Attitudes toward SNSs

Attitude makes an individual to decide whether to adopt or reject an innovation depending on whether he has positive or negative attitude toward it. Respondents were therefore asked to indicate whether they had positive or negative attitude toward SNSs, by rating their attitude toward SNSs using five items likert scale.

Table 3: Responses of Academic Librarians' Attitudes toward SNSs

Attitude	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagre		Total	
	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc
I will recommend the use of SNS to any library	227	73.2	34	11	21	6.8	13	4.2	15	4.8	310	100
I will use SNS in my library	240	77.4	31	10.0	19	6.1	11	3.5	9	3	310	100
SNS is good to the libraries	261	84.2	27	8.7	10	3.2	6	1.9	6	1.9	310	100
I consider SNS as a good avenue for sharing professional ideas	246	79.4	23	7.4	29	9.4	7	2.3	5	1.6	310	100
I consider SNS as a good tool for communicating with users	264	85.2	26	8.4	0	0	8	2.6	12	3.9	310	100
SNS helps librarians to perform their duty well	236	76.1	31	10.0	6	1.9	21	6.8	16	5.2	310	100
There is no danger in the use of SNS by libraries	134	43.2	20	6.5	1	.3	16	5.2	123	39.6	310	100
Libraries will benefit a lot in the use of SNS	125	40.3	16	5.2	7	2.2	29	9.3	133	42.9	310	100
SNS do not affect students' academic performance negatively	122	39	9	2.9	14	4.5	31	10	124	42.5	310	100

Table 3 shows that majority of the respondents had positive attitude toward SNSs. When asked to indicate their attitude toward SNSs on specific issues the responses indicated that majority of the respondents had positive attitude. The highest response was the statement which says "I consider SNS as a good tool for communicating with users" which has 264 (85.2%) respondents who strongly agree with statement and the least was the statement which says "SNS do not affect students' academic performance negatively" with 122 (39%) respondents who strongly agree with the statement.

Results of the Hypotheses Tested

This section presents the results of the inferential analysis on the relationship between demographic information of academic librarians and attitude toward SNSs as well as the relationship between demographic variables such as knowledge of SNSs and adoption as well SNSs attributes and adoption of SNSs. Chi Square and Spearman Rank Correlation, the hypotheses were tested.

H_1 There is no significant relationship between attitude toward SNS and gender

The aim of this hypothesis was to measure whether there were statistically significant relationships between attitude toward SNSs and gender. Therefore, relationship between gender and attitude was tested using Chi Square

Table 4

Chi square Result on Relationship between Attitude toward SNS and Gender among Academic Librarians

Librarians' Attitude Toward SNSs

Gender	Total	Positive	Negative	Chi Square	Df	CV	P
Male	171 (93.0%)	13 (7.0%)	184 (100%)	.282	1	.030	.595
Female	119 (94.0%)	7(6.0%)	126 (100%)				
Total	290 (93.5%)	20 (6.5%)	310 100.0%				

The result of the test shows that there is no statistically significant relationship between male and female in attitude toward SNSs. The result indicated Chi Square value = .282 DF = 1 P = .595 Cramer's V = .030. Based on the result obtained, the null hypothesis was not rejected because the p value is 0.595 which is > 0.05. Thus, there is no significant relationship between gender and attitude toward SNSs (i.e. males and females tend to have more or less the same attitude towards SNSs).

Ho$_2$ There is no significant relationship between age and use of SNS.
The aim of this hypothesis was to measure whether there were statistically significant relationships between age and use of SNSs.

Table 5: Spearman Result on Relationship between Age and Use of SNS among Academic Librarians

		Age of respondent	Use of SNS
Spearman's rho Age	Correlation Coefficient	1.000	-.150[**]
	Sig. (2-tailed)	.	.008
	N	310	310
Attitude toward SNSs	Correlation Coefficient	-.150[**]	1.000
	Sig. (2-tailed)	.008	.
	N	310	310

A Spearman's rank correlation analysis was run to test whether significant relationship exists between age and adoption of SNSs. The result of the test shows that there was a weak negative relationship between age and adoption of SNSs r_s = -.150 and which was less than the p value .05. The negative (-) coefficient indicates that the relationship was inverse or negative.

Therefore, the null hypothesis is rejected, implying that the younger the academic librarian, the more the tendency to adopt SNS.

Ho₃ There is no significant relationship between educational qualification and use of SNS.

The aim of this hypothesis was to measure whether there was statistically significant relationship between educational qualification and adoption of SNSs.

Table 6: Spearman Result on Relationship between Academic Qualification and Use of SNSs

			Educational qualification	Use of SNS
Spearman's rho	Educn Qualification	Correlation Coefficient	1.000	.113*
		Sig. (2-tailed)	.	.047
		N	310	310
	Attitude Toward SNSs	Correlation Coefficient	.113*	1.000
		Sig. (2-tailed)	.047	.
		N	310	310

A Spearman's rank correlation was run to test whether significant relationship exists between educational qualification and adoption of SNSs. The result of the test shows that there was a weak positive relationship between educational qualification and adoption of SNSs which was statistically significant r_s = .113*. The null hypothesis was therefore rejected.

Discussion of the Findings

The findings of the study have shown that demographic variables are very important factors in the attitude and use of SNSs. The result of the first hyphotesis shows that there is no relationship between gender and attitude towards SNSs. This finding further support the result found by Stella (2018) which confirmed that there was no statistically gender difference in frequency of use of SNSs for professional development. The second hyphothesis shows that there is relationship between age and adoption of SNSs. This finding corroborates Duggan and Brenner (2013) finding. The authors found that young adults were the majority of the users of SNSs. This is also an advantage for Nigerian university libraries because the demography of the academic librarians had shown that large number of them were between the ages of 31 and 40 years.

The third hypothesis had further reaffirmed the Rogers Theory (1995, 2003) which had shown the relationship between educational qualification of academic librarians and their attitude toward use of SNSs for library services. The null hypotheses was rejected. The finding is in line with the result of the study by Ridell and Song (2017) who discovered that there is a relationship between technology adoption and educational level.This findings come without surprise because the Diffusion of Innovation Theory of Everest Rogers (2003) states that there is a positive correlation between level of education and adoption of innovation. Supporting this position, Sahin (2006) added that an individual may have all the necessary knowledge, but this does not mean that the individual will adopt the innovation because the individual's attitudes also shape the adoption or rejection of the innovation.

The findings indicated that librarians in federal university libraries have positive attitude toward SNSs. Majority of the librarians are of the opinion that SNSs are tools that will improve the provision of library services in universities. This finding confirms the result of previous researches pertaining attitude of librarians toward use of SNSs for library services. Aiyebelehin, Ikenwe and Okpetu (2018) study confirmed that librarians in Edo State had positive attitude toward use of ICT in libraries. Also, Anyaoku, Osuigwe and Oguaka (2015) study reported that majority of librarians had positive attitude toward adoption and use of different technologies for library services. The librarians' positive attitude toward SNSs indicated their will to continue using SNSs for library services.

Recommendations

Based on the findings of the research, the following recommendations are made that:
i. university libraries should focus on the provision of policies that will motivate the use of SNSs for the provision of library services by the librarians;
ii. libraries should provide further training on the types and use of SNSs for library services to the librarians; and
iii. university libraries should motivate other staff particularly those with lower educational qualifications on using SNSs for library services.

Conclusion

The study was able to identify that demographic variables are very important factors that when it comes to the attitude toward SNSs and use of by the librarians. The most important demographic factor is educational qualification which has significant relationship with use of SNSs. Generally, there is positive attitude toward SNSs among academic librarians of Nigerian university libraries. There is strong notion among academic librarians that SNSs will facilitate provision of effective library services while the wrong notion that SNSs affects students' academic performance negatively is debunked.

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