

# EFFECT OF SOCIAL MEDIA ON THE USE OF ACADEMIC LIBRARY BY UNDERGRADUATE STUDENTS IN TERTIARY INSTITUTIONS: A CASE STUDY OF KOGI STATE UNIVERSITY, ANYIGBA

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## ABSTRACT

*The study investigated the effect of social media on the use of academic library by undergraduate students from faculties of Agriculture and Education, Kogi State University, Anyigba, Kogi State. The study population was 2053 undergraduate students and 90 lecturers from both faculties. 1076 students and 90 lecturers formed the sample of the study. A 20 - item questionnaire drafted by the researchers was used as the instrument for data collection. The data collected were analyzed with the use of frequency, mean and standard deviation while t- test was used to test the only null hypothesis formulated at 0.05 level of significance. The study revealed that male and female lecturers agreed that the use of academic libraries by undergraduate students are influenced by social media and in addition, no significant difference exist between the mean rating of both the male and female lecturers. Useful recommendations such as the need to supply durable and functional social media and careful monitoring of students among others were proffered.*

**Keywords:** effect, social media, academic library, undergraduate students, tertiary institutions

## INTRODUCTION

Libraries play an important role in the socioeconomic and intellectual development of any nation that wants to develop and modernize her economy. Nwofor and Ilorah (2006) assert that libraries are indispensable tool in the life of man and it is the most important department for all subjects and a road to learning. Okeke (2000) also noted that library is a strong educational force to help every undergraduate student to fulfill his or her obligation and to achieve self-development. A good and well organized library according to him successfully link the past, present and the future with the knowledge that worked in the past and the present.

Information and knowledge according to Dibua (2004) are valuable asserts and lack of any of them forms a very serious setback in any life or nation. A major reason for setting up a library is to stimulate educational advancement, expose students to acquisition of knowledge through the use of the library. Even the Holy Bible (2008) in Hosea 4:6 reveal that “my people perish for lack of knowledge, therefore a library is the store house, a hub and a pivot on which all academic activities revolves. Library is associated with education and education is a societal instrument of change and consequently, affects the social, political, economic, scientific and technological changes. Idown (1988) noted that the role of the library to education cannot be over emphasized and this was demonstrated in the National Policy on Education (2008). Nyam and Guraji (1999) observed that the importance of libraries to educational services is obvious because of the value it adds in enriching students’ experiences and meeting the demands of the curriculum and programme of activities run by the

institutions. Its importance made it compulsory for libraries to be established at all levels of our educational system which includes primary, secondary and tertiary levels and each type and level has its own audience.

This paper focuses on the academic library which is found in institution of higher learning such as Colleges of Education, Polytechnics and Universities. The university library is the central nerve of academic activities all over the world. The university libraries have the basic functions to provide for all categories of students and staff with information materials, assistance, services and conducive environment that will facilitate learning, teaching and research. The goals of academic libraries include the following:

1. Provision of information resources in print and non- print materials in support of the learning process in the main stream and the distance learning components.
2. Provision of information resources to meet the requirements of faculty staff, undergraduate students, postgraduate students and researchers.
3. Provision of information materials to support library users in their own personal development.
4. To meet the specialized information needs of the community in which the university is situated.

Social media is a means of interactions among people of different ages in which they create, share and exchange information and ideas in a virtual communities and network. Kaplan and Haenlein (2010) defined social media as “a group of internet – based applications that build on the ideological and technological foundations of Web 2.0 and it allows the creation and exchange of user- generated content and depend on mobile and Web based technologies to create highly interactive platforms through which individuals and communities share, create, discuss and modify user- generated content. Social media is playing an important role in today’s online world. The traditional way of meeting each other is long gone and now the world meets at social media websites. It is an instrument on communication that gives information and interacts with its users while giving the information. Social media is a powerful new form of communication and its use cut across rank, profession, age etc. The modern social media surfaced in the earlier 1990s and one of such sites was created in 1994 and was called the “Geocities” which was known for certain characteristics. Facebook is another key example of the social media with over one billion active users as at January 2013. There are different types that have support for educators (blogging, Edublogawards, Teacher Tube, Twitter); delivery of content (MIT’s OpenCourseWare, iTunesU) and social learning (Facebook, Google+, blogs, LinkedIn and You Tube). Collaborated projects eg Wikipedia, blogs. Micro blog Twitters, Content communities such as YouTube, Flickr, Myspace.com, meet Up, del.icio.us stumble Upon, Digg, Daily motion and technologies.

Social media is a powerful new form of communication and the number of users on popular social media sites is growing at exponential rates. Millions of people are using social media tools as part of their everyday lives for work, studies and play because of its ubiquity. Academic libraries abroad have found the use of social media as an effective communication tools to interact with faculty staff and students in new ways. The following can be used by academic libraries to spread the word about different events, services that they offer and the marketing of new library products, initiatives, new addition to library collections, links to articles, videos, community information, solicit feedbacks, respond to people, talk to people, give instructions, link wherever possible. In addition to marketing, the simple act of having conversations and creating relationships with patrons is immediately useful. Through conversations on social media, libraries can gain insight into what their users want and needs

are and can ultimately understand their users better. Academic libraries in Nigeria should enjoy different social media services such as Twitters, Facebook to interact and to connect with their clientele.

The above background information has shown that social media and academic libraries are interrelated and are very useful in our educational system (tertiary institutions inclusive) as it relates to promoting staff and students academic development positively. The question yet unanswered is whether social media has any effect on the use of academic libraries by students in our tertiary institutions in Nigeria.

It is on the above premise that the researchers intends to investigate into the effect of social media on the use of academic library by the undergraduate students from faculties of Agriculture and Education in Kogi State University, Anyigba

### **PURPOSE OF THE STUDY**

The main purpose of the study is to investigate the effect of social media on the use of academic library by undergraduate students from Kogi State University, Anyigba. Specially, the study sought to:

Determine whether there is any effect of Social Media on the undergraduate students from faculties of Agriculture and that of Education on the use of academic library.

### **RESEARCH QUESTION**

Based on the purpose of the study, a research question was formulated as follows:

What is the effect of social media on the use of academic library by undergraduate students from the Faculties of Agriculture and those of Education?

### **HYPOTHESIS**

One null hypothesis guided the study.

**HO 1:** There is no significant difference between the responses of male and female lecturers on the effect of social media on the use of academic library by undergraduate students from Faculties of Agriculture and Education.

### **SCOPE OF THE STUDY**

The study is only limited to undergraduate students in 100 Level and 200 Level from faculties of Agriculture and Education, Kogi State University, Anyigba.

### **METHODOLOGY**

A survey research design was employed for the study. The population for the study comprised of all the 1478 (492 and 986) 100 level and 575 (243 and 332) 200 level students drawn from faculties of Agriculture and Education, Kogi State University, Anyigba. The total number of students sampled was 1076 of which 571 and 505 representing over 50% of the entire population were drawn from both faculties. The ninety (90) lecturers which were made up of sixty two (62) and twenty eight (28) males and females from both faculties served as the respondents for the study.

A 20 - item questionnaire was drafted by the researchers and used for data collection. The drafted questionnaire which was made up of three (3) point rating scale of 3= Strongly Agree; 2 = Agree and 1=Disagree was used to take care of the research question formulated. The questionnaire items were subjected to validation by four (4) experts in library and information Science, Mass Communication, Agriculture, Measurement and Evaluation drawn

from University of Nigeria, Nsukka. A trial testing of the instrument was done to forty (40) students from faculties of Agriculture and Education, University of Nigeria, Nsukka. A reliability Index of 0.87 was obtained using Pearson Product Moment Correlation Co-efficient thus, leading to the acceptance of the instrument. Copies of the questionnaire were administered to the sampled respondents by the researchers themselves with the help of three research assistants.

Collection of the completed questionnaire was via the same procedure. Apart from the use of questionnaire, observation technique was also employed in data collection too. The collected data was analyzed using frequency counts, Mean and Standard deviation for the only research question while t-test was used to test the only null hypothesis formulated at probability level Of 0.05 level of significance.

## RESULTS

The results of this study are as presented below:

### Research Question

What is the effect of Social Media on the academic library by undergraduate students from the faculties of Agriculture and Education?

**Table 1. Mean rating of Lecturers on the effect of Social media on the academic library by undergraduate students from faculties of Agriculture and Education**

<i>S/No</i>	<i>Description</i>	<i>X</i>	<i>SD</i>	<i>Decision</i>
1	Increased rate and quality of collaboration among students	2.72	25.54	Agree
2	Students are better able to communicate.	2.69	25.22	Agree
3	Students can share information quickly and improve their Productivity	2.84	26.69	Agree
4	Help students to learn and work well in groups.	2.73	25.64	Agree
5	It teaches students skills for survival in business world	2.66	24.91	Agree
6	Develop more familiarity with computers and other electronic devices with increased focus on technology in education	2.89	27.10	Agree
7	Students customize their profile and makes them more aware of basic aspects of design and layout	2.82	26.48	Agree
8	It resulted in a greater amount of sharing of creative works.	2.36	22.31	Agree
9	It makes instant feedback from friends and families possible.	2.52	23.66	Agree
10	Its creative outlet help students to be refined and develop their artistic abilities	2.43	22.83	Agree
11	It helps decide what career path they may want to pursuit.	2.34	21.99	Agree
12	It brings a reduction focus on learning, thinking and retaining information for students	2.53	24.72	Agree
13	Students who are addicts to multi-task checking on social media sites during lectures or studying show reduced academic performance	2.71	25.43	Agree

(Continued...)

**Table 1. Mean rating of Lecturers on the effect of Social media on the academic library by undergraduate students from faculties of Agriculture and Education (...Continued)**

<i>S/No</i>	<i>Description</i>	<i>X</i>	<i>SD</i>	<i>Decision</i>
14	Student's ability to concentrate on the task at hand is significantly reduced by distractions brought about by YouTube, Face book, and Twitter.	2.61	24.50	Agree
15	It reduces time that students spend on socializing especially when more time is spent on social sites.	2.80	26.27	Agree
16	Social media are not adequate replacement for face to face communication.	2.58	24.18	Agree
17	Students who spend a great deal of time on social media are less able to effectively communicate in person.	2.66	24.91	Agree
18	It leads to increased lax attitude towards proper spelling and grammar.	2.66	24.60	Agree
19	It reduces students' ability to effectively write without relying on a computer' spell check feature.	2.62	24.60	Agree
20	It makes students forget the need to filter the information they post.	2.71	25.43	Agree

**Legend**

X = Mean; SD = Standard Deviation

Table one above revealed that the twenty (20) had a mean range of 2.34 to 2.89 showing that all the items are the effects of Social Media on the academic library by undergraduate students from faculties of Agriculture and Education in Kogi State university, Anyigba based on the perception of lecturers.

**Hypothesis 1:**

There is no significant difference between the responses of male and female lecturers on the effect of social media on the use of academic library by undergraduate students from faculties of Agriculture and Education, Kogi State University, Anyigba.

**Table 2. t-test result of male and female lecturers responses on the effect of social media on the use of academic library by undergraduate students from faculties of Agriculture and Education**

<i>Variables</i>	<i>Group</i>	<i>No of Cases</i>	<i>X</i>	<i>SD</i>	<i>DF</i>	<i>t-value</i>	<i>t-cal</i>	<i>Decision</i>
Effect of Social Media	Male	62	2.89	27.10	60	1.96	1.02	Not Significant
	Female	28	1.73	18.87	26	1.96	0.86	

Table 2 revealed that t-cal = 1.02 and 0.86 as against t- value =1.96 at df 60 and 26 respectively;  $P < 0.05$ , on the respondents responses on the effect of social media on the use of academic library by undergraduate students. Since the t-cal is less than the critical value of 1.96, it shows that the result is not significant. It therefore means that there is no significant difference in the perception of male and female lecturers on the effect of social media on the

use of academic library by undergraduate students from faculties of Agriculture and Education.

## FINDINGS

- 1 Male and female lecturers agreed that social media has effect on the use of academic library by undergraduate students.
- 2 There was no significant difference between the mean rating of male and female lecturers on the effect of social media on the use of academic library by undergraduate students in Kogi State University, Anyigba.

## DISCUSSION

The findings of the study presented in table 1 and 2 revealed that all the identified effects of social media on the use of academic library by undergraduate students in faculties of Agriculture and Education were all real. This is because, it has both negative and positive effects on the students exposed to it. This is in line with Guraji (1999), when he observed that social media has great impact on the use of academic libraries by students. He further added that its positive contributions to students' academic development supersede that of its negative effects. Alidu (2012) in its own write up outlined the benefits of social media as means of promoting students' zeal in the use of academic library. He concluded that on a general note, the use of academic library by students is highly dependent on the strength and availability of social media in our institutions of learning. Benjamin (2011) in support further stated that social media serves as good learning devices and their absence can be very disastrous to the teaching and learning process of our teachers and students. He added that our inability to curb this over time may go into affecting the performance and goal attainment of our institutions. The male and female lecturers have similar views as it relates to their perception of the effect of social media on the use of academic libraries by undergraduates students. This may be because the study is conducted in the same learning environment. From observation too, social media greatly influence the way and manner our undergraduate students make use of the academic library in our higher institutions of learning.

## RECOMMENDATIONS

The following recommendations were made

1. Durable and functional social media should be adequately supplied to the library in our tertiary institution for use by students.
2. The usage of the available social media should be thoroughly checked and monitored by experts in the library.
3. Available social media should be given adequate maintenance on regular basis.
4. As a way of reducing the negativity effects of the social media on the students, library workers should be at alert and make necessary corrections when need be during the cause of their usage by students
5. More students from other faculties should be exposed to the use of social media as they have numerous positive impacts.
6. Enlightenment campaigns need to be done to educate the students on the role of social media towards learning process.



## CONCLUSION

The development and performance of our students in institutions of higher learning depend solely on their exposure to learning materials. Social media are good learning materials, which students need to be exposed to. In addition to other learning materials in the university library, the university needs to be thoroughly equipped with up to date social media equipment. Apart from the university equipping the library with social media equipment, students should be made to have easy accessibility to these social media as this will aid them in updating their knowledge and skills for better transition to the next stage (s) of their educational plights.

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