

**ASSESSMENT OF UTILISATION OF SOCIAL NETWORKING SITES FOR
PROMOTING THE USE OF ARCHIVAL RESOURCES IN THE NATIONAL
ARCHIVES OF NIGERIA**

BY

KABIRU, Ubale

PhD/SICT/2018/7636

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

FEDERAL UNIVERSITY OF TECHNOLOGY

MINNA, NIGER STATE

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**A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL FEDERAL
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ABSTRACT

The study assessed the utilization of Social Networking among archival personnel for promoting the use of archival resources in the Nigerian Archival institutions. The study also examined among other objectives; types of social networking sites use, purpose for utilizing the platforms, factors facilitating the use of the technology and the challenges associated with the use of the technology in the National Archive of Nigeria. Convergent parallel mixed-method research design was used for the study. The population comprises three zonal coordinators and 127 archival personnel. Total enumeration or census was used as sampling procedure, and equally, questionnaire and interview schedule were used as instruments for data collection with seven research questions and four hypotheses. The data was collected and analysed with the used of percentages, mean score and standard deviation with five likert scale questionnaire and 3.0 as criteria mean. The findings revealed that majority of archival personnel (97%) are aware of SNSs and agreed that integration of the technology can enhance the visibility and promote the use of archival resources in the National Archive of Nigeria with the highest mean score of 4.52. The findings further revealed that archival personnel utilises social networking sites not for the sake of promoting the use of archival resources rather on personal bases, with (95%) level of agreement on that and 4.42 as the highest mean score observed. Findings from the hypotheses tested showed no significant relationship between awareness and utilization of social networking sites among archival personnel with the p-value of 0.589 tested at 5% level of significance. The results equally indicate no significant relationship between attitude and use of social networking sites among archival personnel with 0.350 as obtained p-value, which was also tested at 5%. Also 0.135 was obtained as tested at 5% on the types and purpose for using social networking sites among archival personnel and it showed no significant relationship. The study concluded that archival personnel are aware of Social Networking Sites but do not utilize the platform officially for the sake of promoting the use of archival resources. Therefore, the study recommended that archival personnel should be educated and trained to be familiar with the potentialities associated with the use of Social Networking Sites as well as to acquire skills for utilizing SNSs in archival operations. Equally, government should considered archival institutions in its annual budgetary proposal so that adequate fund be allocated to enhance the performance and operations of the agency in line with standard global practice.

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LIST OF ABBREVIATIONS

Key for Abbreviations:

CF:	Conceptual Framework
ICA:	International Council on Archives
ICT:	Information and Communication Technology
IS:	Information System
IT:	Information Technology
NAN:	National Archives of Nigeria
SNSs:	Social Networking Sites
UTAUT:	Unified Theory of Acceptance and Use of Technology

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

There is no doubt that archives play an important role in any society as they enable people, organisations and institutions to connect their present with the past and decide upon what should happen in the future. The archives represent the terminal point of any record or information that is of enduring administrative, research and historical value. International Council on Archives (ICA, 2021) defined archives as a documentary by-product of human

activity retained for their long term value. The Council stress that for archival resources to be considered valuable to society, they must have the following qualities:

- i. Authenticity: content of archival resources must reflect the subject matter for which it was created to be.
- ii. Reliability: archival resources must accurately represent the event for which it was created to capture.
- iii. Integrity: content of archival resources must be sufficient to provide a coherent picture of the events or issue that led to its creation
- iv. Usability: archival resources must be preserved and accessible to the public (ICA, 2021).

Similarly, scholars and professional associations in the field area of records and archival science offered comprehensive and detailed definitions with regards to the conceptual meaning of the word “archive” and “archiving” as a profession. Recognising the professional relevance of archival science, Information Management Simplified (IMS, 2022) conceived archiving as the process of securely storing inactive information in any format that you no longer use regularly for long-term retention. Such information is still important to organizations and must be retained for future reference or regulatory compliance.

With regard to the concept of archive, Szekeley (2017) is of the view that when it is written with a lower case “a” it refers to the totality of the documents produced or received by any individual or corporate body during the course of their business and transmitted to the Archives for permanent preservation but; when it is written with an upper case “A”: it denotes the public institutions charged with the preservation of archives.

In another professional based explanation, Society of American Archivists (SAA, 2022) defined “archives” as materials created or received by a person, family, or organization, public or private, in the conduct of their affairs and preserved because of the enduring value of the information they contained or as evidence of the functions and responsibilities of their creator, especially with regards to those materials maintained using the principles of provenance, original order, and collective control. In shedding more light on this, the National Archive and Records Administration (NARA, 2020) added that this principle dictates that “records of different origins (provenance) be kept separate to preserve their context. In other words, records originating from different sources are never to be intermingled or combined. Archives therefore, constitute the memory of nations and society by providing evidence of human’s actions and transactions and allow users to re-communicate information through a specialized agency responsible for making archival resources available for utilisation.

Archival resources constitute a unique primary source and are the major sources of information and research associated facts. They consist of records that have been selected for permanent or long-term preservation on ground of their enduring cultural, historical, or evidentiary value. Archival records are normally unpublished and almost always unique unlike books or magazines for which identical copies exist. Archives preserve and present the cultural heritage and National identity of the people. It also compliments the human memory thereby allowing the flow of recorded knowledge of the past for future use. The effective preservation and use of such recorded knowledge therefore, can greatly influence societal transformation, politically, culturally, administratively and economically (Alhassan & Idodoh 2013).

Archival resources by definition, according to Kamatula (2020) are special, unique and rare materials in their original form purposely preserved for their historical or research value. The author further stated that “archival institutions preserve and provide access to resources such as personal individual belongings with historical and research value (realia), diaries, manuscripts, geographical map, photographs, moving objects, historical administrative correspondences, art work and historical artifacts of the society. Archival resources in another separate perception associated with the management, use and satisfaction with the use of archival resources as attributed to Moustapha (2021) opined that archival resources are generally managed as aggregates, not as collections of individual items. These aggregates, which can be referred to as record groups, series, and manuscript collections are established according to the source of the aggregate, often a result of the activity which generated the records. These resources serve as records of the past or as evidence of history. They can be consulted and used by individuals to transform and understand the past and transform the society. Archival resources therefore, have an important role in society’s current and future actions. However, if not accessed and used by the organization or society they were created for, they cannot fulfil the purpose of their creation. In essence, it is essential for archival personnel to create enabling environment in this era of ICT, it is possible to employ the available technology that can enhance the services of archival institutions and promote the use of archival resources as well.

Similarly, to further classify and detail on the nature of archival materials Szekely, (2017) stated that archives can hold both published and unpublished materials, and those materials can be in any format. He further cited examples of archival resources as: manuscript, letters, photographs, moving image, sound materials, art work, books, diaries, artifacts and the

digital equivalent of all of these resources. The same scholar concludes that archival resources are often unique, specialized and rare objects, meaning very few of them exist in the world or they are the only ones of their kind.

Historically, from a legislative point of view, the National archives of Nigeria was established and supported through successive legislations, ranging from public archives ordinance of 1957, the National Archives Decree of 1992 up to the presently amended Act of 2004 in session. By virtue of its mandate, the National archives of Nigeria locates, assembles and rationalizes the documentary source materials of the country and archives them permanently for historical, research and other purpose. The headquarter of the National Archives of Nigeria is presently located at Abuja, with sixteen offices including the State House archives at the Presidential Villa, Abuja. The three main archive locations are zonal offices (Ibadan, Kaduna and Enugu). Each location keeps records of the colonial administration relating to its particular region, along with newspapers and official government publications. The new branches are located in Abeokuta, Lagos, Akure, Benin, Calabar, Ilorin, Jos, Owerri, Port Harcourt and Sokoto, and Maiduguri, (Auyo, 2016).

The National Archives in Ibadan, Kaduna and Enugu are in permanent buildings with well over 3,000 linear meters of archives in each office. The National Archives in Kaduna houses the oldest records in the holdings of National Archives of Nigeria with records dating back to the 12th century AD. These records deal with the activities of traders, Muslim missionaries' activities, and adventurers. Though, contact with the Europeans dated back to the first half of the fifteenth century, there are no records in the National Archives of Nigeria depicting this period of the Nigerian history. The records of the pre-consular period (1800-1849) are available at the Public Record Office in London, among the Admiralty Papers

(FO₂ series). Some of the records, such as the Admiralty Dispatches to and from the Consul (1849-1859) are available. These Admiralty Dispatches form the best source of materials for the study of the political and economic activities of the coastal towns in Nigeria between the periods of 1848 and 1899.

The holdings of the National Archives in the three major repositories in Ibadan, Enugu and Kaduna include Consular Dispatches, records of the Protectorates Administrations, records of the Civil Secretary offices, Provincial and District Offices records, records of the Local Government and Native Administration, records of Judiciary, and Ecclesiastical records. There are also civil war collections comprising printed matters, tapes and discs, and records of various ministries and parastatals. The records in the new offices are those of the defunct public institutions and federal agencies (Onyeneke, 2016).

Moreover, relating to the use and the general purpose of preserving archival resources, archival holdings can be used by any one for various reasons. Generally, some of the uses of archival resources include: historical, research, reference and settlement of boundary and related disputes among others. Garaba (2019) identified the following as the uses of archival materials:

1. To learn about the past (historian and geneology)
2. To help us understand who we are and our evolution (society, literature)
3. For purpose of evidences (dispute resolution)
4. Education and learning (scholarly and research work)
5. Personal reasons
6. Accountable governance (to promote stability)

The advent of the Internet in the 21st century has revolutionized the operations and services of workplaces and professionals including Archives and archivists. Among the most influential tools of the internet in recent times was the emergence of social networking sites platforms. The strength of the social networking sites technology lies in their ability to enhance interactions and relationships among people. Thus, professionals could take advantage of Social Network Sites (SNS) to meet and interact with clients as well as promote the operations of their workplaces. To that regards, Suraweera, *et al.* (2019) perceived social networking sites and defined it as a process of relationship building among a group of people with common interest. In another view, Boyd and Ellison (2008), gave an in depth definition of social network sites as ‘web-based platforms that allow individuals to create and manage a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system.

Equally, in respect of the contribution of the technology toward boosting information and communication process, Arnout, *et al.* (2021) opined that the rise of social media has introduced virtually unlimited communication and unprecedented access to information. Information conveyed via social media is complemented with several social cues reflecting a variety of user interactions. Some examples are peer-user comments, Likes, favourites, recommendations, number of views, user-created content, user profiles, personal playlists, consumer reviews, and user ratings. Likes (favourites) and user comments are perhaps the most ubiquitous and universally implemented features across different social media platforms Facebook, Twitter, Instagram.

From the definitions given earlier, one can simply noticed that the underlining features of SNSs is that it allows for the establishment and building of interactions through instant sharing and exchange of information between or among the parties involved. Similarly Trampedach (2016) defined social networking sites as a platforms that allow a user to create a profile, set up an account to create a digital representation of themselves; select other members of the site as contacts or connections, communicate and engage with these users which automatically creates a social group and use an interface to build application. Social networking sites also according to Clayman, (2019) is a new marketing tool that allows its user to get to know customers and prospects in ways that were previously not possible. Alex (2019) equally defined social networking sites “as the ability to share content, information and resources with one or more people using platforms such as Facebook, Twitter, Instagram, LinkedIn and host of others”. Similarly, another definition of the concept was offered to refers to the internet based technology used to stay connected with friends, family, colleagues, customers or clients such as Facebook, WhatsApp, Twitter Instagra, (Asur & Huberman, 2012). Social networking sites therefore can have a social purpose, business purpose or both, through sites such as Facebook, Twitter and Instagram among others.

The most common feature of SNS is that it allows for the establishment and building of interactions among people with common interests. Social networking sites refer to the various internet platforms through which social networking is enhanced and sustained. In Nigeria, the most popular SNS used among different age groups are: Facebook, Twitter, MySpace, Youtube, Instalgram, LinkedIn and WhatsApp among others. Beyond social networking and relationships building, these sites have also become major tools for interaction and collaboration among professionals, organizations and their clients or

customers. They have become veritable tools in publicizing, promoting and marketing products and services. Consequently, organizations and professionals have found the use of SNS inevitable in the quest for survival in very competitive environments. Archives and archivists are not left out in this trend (Jerome *et al.*, 2018).

The integration of social networking platforms in archives operations has been a global topic of interest, investigation, and experimentation for quite some time, generating ideas reflected in numerous papers and conference presentations. The degree at which social networking sites are being used worldwide is quite overwhelming. According to a research report by Pew Research Center, 73% of online adults now use social networking sites of some kind such as like MySpace, Facebook, LinkedIn up from 65% in 2011. While according to ComScore (2018) Social networking sites usage now reached 82% of the World's online population, representing 1.2 billion users around the world." It is also noted that the growth of the application and use of social networking sites regardless of the differences in government, infrastructure, availability of Internet access and cultural practices around the world, social networking use is growing in every country and applied in different sectors of human endeavor (Comscore, 2018).

However, in recognition of the benefits associated with the utilisation of social networking sites for promoting business and organizational recognition, Jimerson (2014) mentioned that some of the benefits related to social networking sites application to include time saving, cost effectiveness, exciting and stimulating, instant interaction with the community, creative, provides a range of social media channels for marketing, bring users closer to the organization, collaborative and interactive. Hartley (2020) was of the view that "social networking sites offers low risk and potentially greater rewards by exponentially increasing

target audience or customer base outreach”. Koc and Akbiyik (2020) were of the believed that social networking platforms are good instruments for industries, organizations and institutions to increase their connections with potential customers, generate awareness, build professional connection, recruit employees and enhance the visibility of practices or services rendered. Meanwhile, the technology can be utilized in so many areas of engagement and practices all which depends on the professional acceptance and recognition of technological application in real practices.

The use of Social Networking Sites among professionals has become a global phenomenon. Archive personnel in Nigeria as professionals are not left out of this trend. From the researcher’s preliminary investigation, it was discovered that despite the presence of archival institutions on the internet and World Wide Web, social networking sites are not adequately utilized for promoting the use of archival resources. The link below are examples of web sites of some archival institutions in Nigeria:

The researcher therefore intended to assess the state of archival institutions in Nigeria in relation to the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

1.2 Statement of the Research Problem

Archival resources ideally are used for research, historical reasons and for settlement of boundary related disputes. Unfortunately, in Nigeria, archives are not utilizing social networking sites for dissemination of information to the public efficiently. In some of the archival centers, there are ICT facilities but the archive personnel lack the skills to utilize them for services delivery. In some archival centers, the ICT facilities are not functional and cannot to be used for social networking activities. One may begin to wonder the factors

responsible for this situation, despite the enabling environment and the facilitating factors such as the presence of the archival institutions on the World Wide Web as well as the possibility of sharing and downloading the resources from the internet. It was based on this established knowledge gap that this study is set out to assess the utilization of social networking sites as tools for promoting the use of archival resources in the National Archives of Nigeria.

1.3 Aim and Objectives of the Study

The aim of the study was to assess the utilisation of social networking sites for the promotion and use of archival resources in the National Archives of Nigeria. Specifically, the study was designed to:

1. Determine the awareness of social networking sites among archive personnel as tools for promoting the use of archival resources in the National Archives of Nigeria.
2. Determine the utilisation of social networking sites among archive personnel for promoting the use of archival resources in the National Archives of Nigeria
3. Investigate the attitude of archive personnel in National Archives of Nigeria towards the use of social networking sites for promoting access to archival resources
4. Find out the types of social networking sites use in the National Archives of Nigeria
5. Determine the purpose for which the archive personnel are using the social networking sites in the National Archives of Nigeria

6. Identify the factors that can facilitate the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria
7. Identify the challenges associated with the utilisation use of social networking sites in the National Archives of Nigeria
8. Examine the relationship between archival personnel awareness of social networking sites and the utilization of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.
9. Examine the relationship between the attitude of archive personnel towards social networking sites and the types of social networking sites used for promoting the use of archival resources in the National Archives of Nigeria.
10. Examine the relationship between the types of social networking sites used by archive personnel and the purpose for utilizing social networking sites for promoting the use of archival resources in the National Archives of Nigeria

1.4 Research Questions

In view of the research objectives, this research work was designed to answer the following research questions:

1. What is state of awareness of social networking sites among archive personnel for promoting the use of archival resources?
2. What is the state of utilisation of social networking sites among archive personnel for promoting the use of archival resources in the National Archives of Nigeria

3. What are the attitudes of archival personnel under study towards the use of social networking sites for promoting the use of archival resources?
4. What types of social networking sites are used by the archive personnel in the National Archive of Nigeria?
5. What are the purposes for which the archive personnel in the National Archive of Nigeria use of social networking sites?
6. What are the factors facilitating the use of social networking sites as a tool for promoting the use of archival resources?
7. What are the challenges associated with the utilisation of social networking sites in the National Archives of Nigeria?

1.5 Research Hypotheses

The following null hypotheses were tested at 0.05 level of significance:

H₀₁: There is no significant relationship between archive personnel awareness of social networking sites and the utilization of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

H₀₂: There is no significant relationship between the attitude of archive personnel towards social networking sites and the types of social networking sites used for promoting the use of archival resources in the National Archives of Nigeria.

H₀₃: There is no significant relationship between the types of social networking sites used by archive personnel and the purpose for utilizing social networking sites for promoting the use of archival resources in the National Archives of Nigeria

1.6 Significance of the Study

The study hoped to be of significant benefits to archival institutions, government, researchers, and students in the field of records and archival management. It is also intended to add to existing body of knowledge by filling the gap in the area of utilisation of SNS for promoting the use of archival resources in the National Archive of Nigeria.

The findings of this study and its subsequent recommendations can also be of tremendous benefits to archival institutions to enable them to keep track and transform their activities in line with the changing nature of users' communication pattern as influenced by the internet technology. It is therefore, hoped that the findings will help the archival institutions in Nigeria to understand the immense benefits associated with the utilisation of social networking sites as a means of promoting access to archival resources. This study is equally important at this time when modern technologies has brought about new innovations and

opportunities that can be used to enhance and upgrade the activities and services of institutions and organizations.

Similarly, the findings of this study would also encourage government to invest more in the activities of archives and records management so that archival institutions in Nigeria can compete with their global counterpart. The could also be of useful value and useful reference for researchers in archives and records management as well as related areas. Equally, to students as it will increase their knowledge in the pursuit of their academic activities. It also hoped that the study will contribute to the existing body of knowledge by proposing a conceptual model for the application and utilisation of social networking sites in archival institutions globally. The methodology use here would be a model for future studies in related areas for future researchers.

1.7 Scope of the Study

The study assessed the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria. It covered the three (3) Zonal offices of the National Archives of Nigeria, thus Enugu, Ibadan and Kaduna. The population scope of the study comprises of three zonal coordinators and 127 archive personnel across the three stations. The study was limited to the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

1.8 Operational Definition of Terms

Archives: Refers to non-current public or private records of organizations or individuals transferred to archival institutions for processing and permanent preservation for historical, research and other purposes.

Archival Institutions: Specialized agencies responsible for receiving, appraising, preserving, processing, and providing access to public or private records of important value.

Archives Personnel: People who work in an archives and acquire experience over their work schedule.

National Archive: Nation's non-current records keeping and dissemination center.

Nigeria: Is a federal republic in West Africa, bordering Niger in the north, Chad in the northeast, Cameroon in the east, and Benin in the West. The Federation comprises 36 states and Federal Capital Territory, where the capital, Abuja is located.

Promotion: Refers to any type of marketing and communication strategies used to inform or persuade target audiences of the relative advantages of a products, services, brand or issue. The aim of promotion is to increase awareness, create interest, and enhance the level of utilization of a product or services.

Resources: Historical and research materials in the form of manuscripts, photographs, geographical map, books, realia of important personalities, art works, moving objects, administrative correspondences and the host of other materials related to the culture and history of the society.

Social Networking Sites: Refers to the internet based technology platforms used to facilitate communication and interaction among clients with common research and historical interest. Example Facebook, Twitter, WhatsAapp, YouTube, LinkIn, Instagram, Skype etc.

Use: Practical application/utilization of a product or services with the aim of realizing a particular objective.

Utilisation: Deriving the potentialities and benefits resulted from using an instrument or technology designed to ease an operation or services.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Conceptual Framework

Based on the reviewed literature and critical consideration of the information technology based used and adoption models, the study was built upon the theoretical advocate of Unified Theory of Acceptance and Use of Technology (UTAUT) six main constructs, with additional variables found in the reviewed of literatures on the application and use of social networking sites for promoting the use of archival resources that include: awareness of social networking sites, application of social networking sites, attitude towards social networking sites, types of social networking sites, demographic variables and factors facilitating the use of social networking sites. Therefore, application and use of social networking sites is influenced by performance expectancy, effort expectancy, social influence facilitating conditions, attitude, behavioural intention, awareness, attitude, factors facilitating the use of social networking sites and application and use as depicted in Figure 2.1.

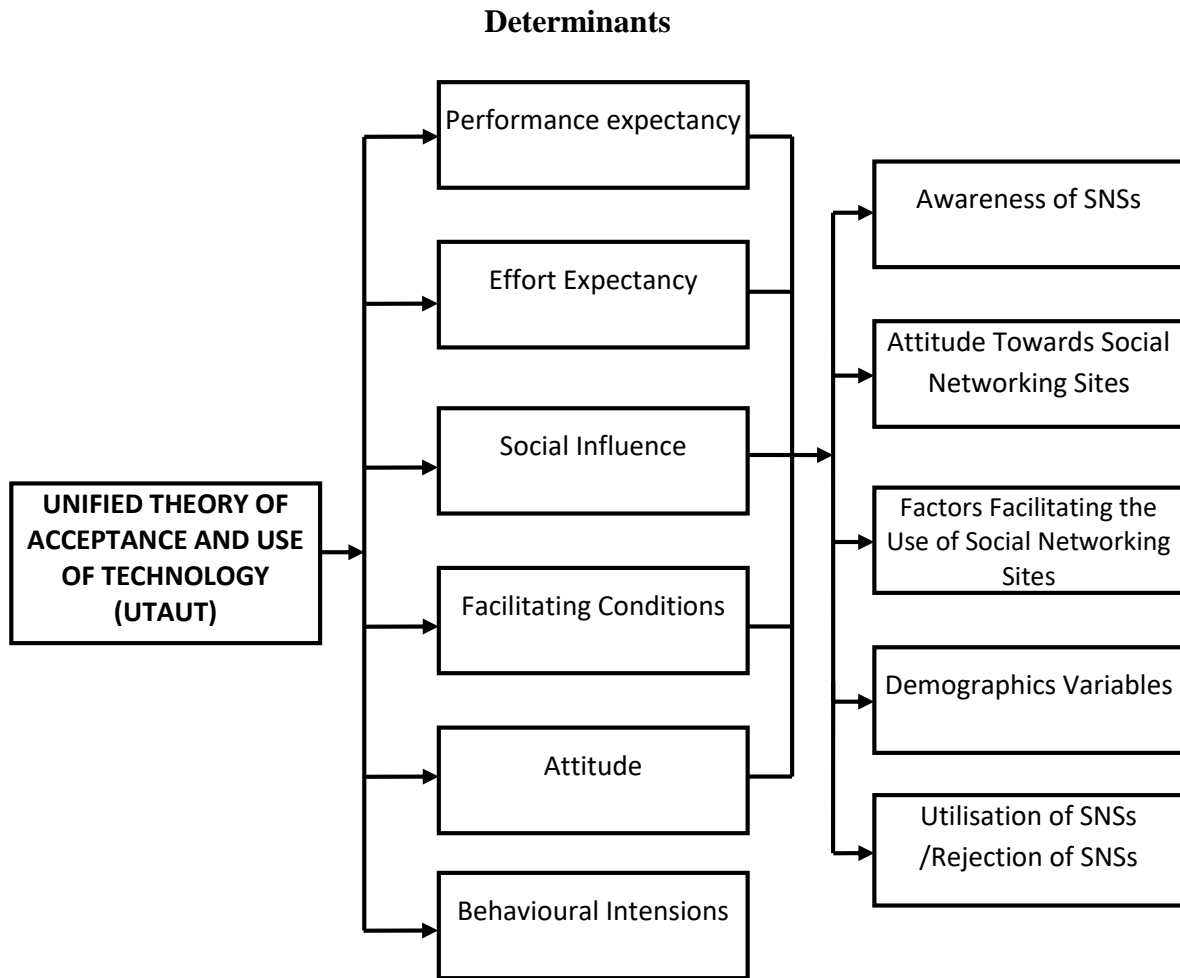


Figure 2.1: Proposed Conceptual Framework for the Utilisation of Social Networking sites for promoting the use of archival resources in the National Archives of Nigeria.

The conceptual framework (CF) for utilisation of social networking sites has outlined the variables of this study and how they were functionally being used to guide the researcher to carry out the study. The framework indicates that a functional relationship exists among the variables that formed the components of the study. The framework is divided into two segments the first segment are the functionally related constructs through which an organization can pass through when applying the use of new technology in the information system. The second segment was made up of the functionally related components for the

utilisation of social networking sites in the information system. Details of each components is provided below:

1. **Performance expectancy:** Utilisation of social networking sites for promoting the use of archival resources was influenced by performance expectancy. Acquisition of IT skills among archive personnel should be a pre-requisite for the application and use of technology in archival institutions. This denotes that utilization of the platforms in archives can enhance the performance and professional commitment of archive personnel in the cause of discharging their assignments. Also, effective utilisation of the platforms by an IT skilled archive personnel could lead to promoting the use of archival resources and would help archive personnel to attain job performance and actualize the goals of archival institutions.
2. **Effort expectancy:** Effort expectancy also influences the archival institutions to integrate social networking sites for promoting the use of archival resources. In the context of this study, this denotes that utilization of social networking sites in archives would ease the work and activities of archive personnel and reduce to a reasonable extent the manual efforts employed by archival personnel in the services and operation of archival institutions.
3. **Social influence:** Social influence in the context of this study, denotes the changing nature of human communication process, when influenced by the technological application and use in all spheres of human endeavor. Archival institutions have no alternative but to respond to the changing nature of human communication system, by integrating the use of new information technology in the services and activities of archival institutions. This also translate into the user perceptions and recognizing the

importance of social networking sites in the context of archival institutions. Going by the theoretical assumption of this component, the performance of archival institutions can be enhanced when archive personnel acquire IT skills and utilise the appropriate platforms for integration in the archival services for increasing the visibility and promoting the use of archival resources.

4. **Facilitating conditions:** Facilitating conditions in this context refers to the acceptance and use of technology in the information system which depend solely on the organizational readiness to adopt the use of technology by creating enabling environment and providing basic infrastructures that can facilitate the use of the intended IT oriented project. In the context of this study, the utilisation of social networking sites in archives is possible only with the key stakeholders believes (government and directors of archival institutions) believe and accept the use of technology in archival management as well as their readiness for IT integration through provision of adequate infrastructures and equipments required for the successful take up of the system. Training and re-training of archive personnel to acquire relevant IT skills, knowledge as well as on the potential of the new technology, are also factors that can facilitate the creation of an enabling environment for effective utilization of social networking sites for promoting the use of archival resources.
5. **Attitude:** This refers to the that attitude of the actors (archive personnel and users of archival resources) involved in the practical application and use of the technology. This is a principal determinant of the success or otherwise associated with the utilisation of the technology. In the context of this study, the attitude and perception

of archive personnel whether negative or positive towards the utilization of social networking sites in archival operations is the determinant factor for the successful adoption of the technology in archive operations. As reflected in the literature review, the negative attitudes of archive personnel towards social networking sites could lead to negative behavior and rejection of the technology which result to none application and utilization of social networking sites in archival operations. On the other hand, positive attitudes of archive personnel towards the social networking sites can lead to the acceptance of the technology, which in essence can result in the application and utilisation of the platforms for promoting the use of archival resources.

6. **Behavioural intention:** This component translate the functional relationship that exists between positive attitudes and behaviors. In the context of this study, it refers to the degree of acceptance of social networking sites and the archival personnel intention and readiness to utilise the social networking sites in the services of archival institutions.
7. **Awareness:** This refers to the knowledge of a particular innovation, idea or fact. In the context of this study awareness means the knowledge of social networking sits as tools for integration in archival operations as well as the potentialities and ease associated with the platforms application in archival operations. Awareness of social networking sites and their significance for promoting service provisions can help and prepare the archive personnel to accept and utilize the technology for enhancing the services and operations of archival institutions.
8. **Attitude:** This refers to the archive personnel's feelings and notions about the utilization of social networking sites in archives. In the context of this study, attitude

implies archive personnel inclinations and perception of social networking sites as tool that can enhance the performance of archival institutions and promote the use of archival resources. The attitude of archive personnel towards social networking sites is key determinant factor to make them prepared and ready to accept and utilise the technology for promoting the use of archival resources.

9. **Factors Facilitating Use:** This refers to the set of conditions and enabling environment that can help the actualization of the effective use of social networking sites in archival operations. Such facilitating factors include: positive attitude of archive personnel, training and re-training of archive personnel, seminars and workshops attendance, availability of ICT equipment and reliable bandwidth for internet connectivity. This in essence, will translate into effective utilization of the social networking sites towards promoting the use of archival resources.
10. **Demographic variable:** This refers to the personal individual characteristics that influence the application and use of social networking sites among archive personnel. Such characteristics include: gender, age, educational qualification, skills and professional working experience. In the context of this study, demographic factors are very essential and key players towards the realization of the application and use of social networking sites in archive.
11. **Utilisation:** This refers to the practical adoption and use of technology. In the context of this study, this implies acceptance and real utilisation of social networking sites in archives with the basic aim of promoting the use of archival resources. This would consequently result in to the actualization of the cardinal objectives behind the existence and setting up of archival institutions i.e to receive, assemble, process,

preserve, conserve and provide access to non-current information resources in different forms and format with historical and research value.

2.2 Theoretical Framework

Theoretical framework is essential when considering any sort of social media activity on the part of an institution. A framework should include both a strategic plan and checklist detailing the scope of activities and expected outcomes, and a set of policies to support these activities. Theoretical framework according to Ocholla (2011) “is that part of research proposal or study that set out to describe the research question and methodology used to answer it”. Ocholla continue to stressed that it is the agenda, out line and theoretical construct of research approach that normally precedes literature review”. The framework of a study is thus the structure that holds and supports the theory of a research work. It serves as the lens that a researcher uses to examine a particular aspect of his/her subject field.

The acceptance and use of information Technology (IT) in the information system (IS) has been a major concern for research and practice. Researchers have proposed and tested several competing models to explain and predict user acceptance and use of IT. These include the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB) and Model of Personal Computer Utilization (PCU) (Diwevedi, 2019). This study used the Unified Theory of Acceptance and Use of Technology (UTAUT), and its major theoretical assumptions and understanding on the application and use of social networking sites for promoting the use of archival resources in the National Archives of Nigeria. UTAUT is well known for explaining and predicting user acceptance and use of IT in the information system.

The rationale for using the model was associated with its attributes for integrating the components of different theories. By virtue of its title, UTAUT was designed from theoretical assumptions and components of almost eight different theories, which in essence can be applied and influence any context where the eight building theories can be applied. The theory also explains user intentions with regard to use of an information system through technological innovation by product and subsequent usage behavior. It also identifies four key factors related to predicting behavioral intention to use a technology in the information system and actual technology use primarily in organizational contexts. Above all, the model has been widely agreed and used in information system based research (Diwevedi, 2019). Hence, the study aims to investigate the extent to which Unified Theory of Acceptance and Use of Technology constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions) and four moderators (age, gender, experience, and voluntariness) can predict application and use of social networking sites in the archival institutions studied.

2.2.1 Unified theory of acceptance and use of technology (UTAUT)

The theory was purposively developed to be a model for integrating the agreed technology for use in the information system. The Unified Theory of Acceptance and Use of Technology was first introduced by Venkatesh *et al.* (2003) by integrating different functional related components of user acceptance and use of information technology models which then produced the unified theory of acceptance and use of technology (UTAUT). As a tailor made theory, the theory was developed through a reviewed and consolidation of constructs from eight models that earlier researches were used to explain information systems usage behavior (theory of reasoned action (TRA), technology acceptance model (TAM) motivational model

(MM), theory of planned behavior (TPB), a combined theory of planned behavior/technology acceptance model (C-TAM-TPB), model of personal computer use(MPC), diffusion of innovations theory (DIT), and social cognitive theory (SCT).

The Unified Theory of Acceptance and Use of Technology identifies four key factors. The first four are direct determinants of usage intention and behavior, and the fourth is a direct determinant of user behavior (performance expectancy, effort expectancy, social influence, and facilitating conditions) Four moderators are posited to moderate the impact of the four key constructs on usage intention and behavior (age, gender, experience, and voluntariness) related to predicting behavioral intention to use a technology and actual technology use primarily in organizational contexts. According to UTAUT, performance expectancy, effort expectancy, and social influence were theorized and found to influence behavioral intention to use a technology, while behavioral intention and facilitating conditions determine technology use. UTUAT therefore, posits that individual's behavioral intention and use of IT in the information system is determined by six functional related factors as:

- i. Performance Expectancy (PE)
- ii. Effort Expectancy (EE)
- iii. Social Influence (SI)
- iv. Facilitating Conditions (FC)
- v. Attitude (A)
- vi. Behavioral Intention (BI)

Unified Theory of Acceptance and Use of Technology is shown in figure 2.2.

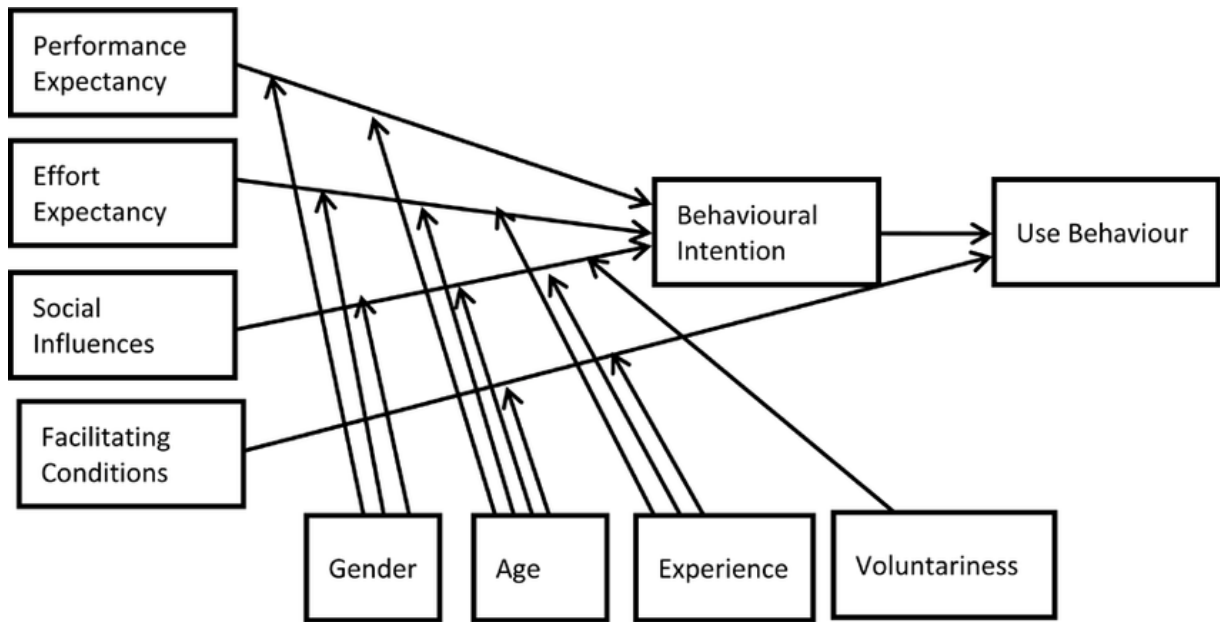


Figure 2.2: Unified Theory of Acceptance and use of Technology (UTAUT) based on Venkatesh *et al* (2003)

- i. Performance expectancy is defined as the degree to which an individual believes that using the technology in an information system can help to attain gains in job performance (Venkatesh *et al.* 2003).
- ii. Effort expectancy is defined as the degree of ease associated with the use of technology in an information system (Venkatesh *et al.* 2003).
- iii. Social influence is defined as the degree to which an individual perceives the importance of technology application in the information system and believes with its utilisation in the information system (Venkatesh *et al.* 2003)
- iv. Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support use of technology in an information system (Venkatesh *et al.* 2003).

- v. Attitude is defined as an individual's positive or negative feelings about performing and the application of technology within the information system environment (Davis *et al.* 1989; Fishbein & Ajzen 1975; Taylor & Todd 1995a).
- vi. Behavioural intention is defined as a measure of the strength of one's intention to perform a specific task with technology within an information system (Fishbein & Ajzen, 1975).

The unified theory of acceptance and use of technology model was designed and developed to serve as a framework of action in measuring the strength and acceptance of a new technology to be adopted or applied for improving the services and performance of an organization. In essence, the theory was to be used as a framework of actions with regards to the acceptance and use of modern technological innovative tools for promoting organizational services and efficiency, particularly as it affects cultural heritage institutions (archival institutions). Considering the strength positive expected outcome attributed with the use of the theory, for the past sixteen years, there has been substantial empirical studies in favour of UTAUT such as those outlined below:

Curtis *et al.* (2010), applied the theory to study the adoption of social media by 409 United States non-profit organizations. UTAUT had not been previously applied to the use of social media in public relations. They found that organizations with defined public relations departments are more likely to adopt social media technologies and use them to achieve their organizational goals. Women considered social media to be beneficial, and men exhibited more confidence in actively utilizing social media.

Verhoeven *et al.* (2020) also employed UTAUT to study computer use frequency in 714 university freshmen in Belgium and found that UTAUT was also useful in explaining

varying frequencies of computer use and differences in information and communication technology skills in secondary school and in the university.

Eckhardt *et al.* (2009) applied UTAUT to study social influence of workplace reference groups (superiors, colleagues) on intention to adopt technology in 152 German companies and found significant impact of social influence from workplace, reference on information technology adoption. Therefore, based on the strengths components of the theory and its attribute of been tested and recommended for study of this nature, the researcher was convinced to used it to examine utilization of social networking sites in relation to archival personnel awareness, attitude, types, purpose and factors that can influence the platform utilization in archival system.

Despite the theory attribute of being applied in the conduct of previously conducted studies, Unified Theory of Acceptance and Use of Technology (UTAUT) has been widely criticized. Bagozzi (2020) criticised the model and its subsequent extensions, stating that “UTAUT is a well-meaning and thoughtful presentation. But it presents a model with 41 independent variables for predicting intentions and at least 8 independent variables for predicting behavior,” and that it contributed to the study of technology adoption “reaching a stage of chaos.” He proposed instead a unified theory that coheres the “many splinters of knowledge” to explain decision making. On the other hand. Van and Schepers (2008) also criticised the UTAUT for being less parsimonious than the previous Technology Acceptance Model and TAM2 because its assumptions can only achieved when moderating key relationships with up to four variables. They also called the grouping and labeling of items and constructs problematic because a variety of disparate items were combined to reflect a single psychometric construct.

In general note, UTUAT focuses on the predicting behavioral intention in the use a technology and actual technology use in organizational contexts. In the context of this study, the application of the theory's (UTAUT) six functional related components was serve as the foundation of the conceptual framework. Within the context of this study also Venkatesh *et al* (2003) suggested components were used as direct determinants of usage intention and behavior, and the fourth is a direct determinant of user behavior. Gender, age, experience, and voluntariness of use are posited to moderate the impact of the four key constructs on usage intention and behavior.

2.3 Concept and Significance of Social Networking Sites (SNSs)

Social networking sites technology are internet based technology that are used for instant sharing and exchange of information between or among individuals, institutions or an organisations. The concept of Social networking sites (SNSs), Social media, and online communication are concepts used interchangeably. Social networking sites are powerful technological tools for communication loosely summed up as technologies used for interacting, creating and sharing information all built on the ideological and technological foundations of Web 2.0 (Kaplan & Haenlein 2010). Similarly also, Rogers (2019) observed that social networking sites are instruments for communication which allows for the democratization of knowledge by transforming people from content consumers to content producers. The term "Social media" is usually used interchangeably with "Web 2.0" technology. The author which provides clarity to the difference between the two concepts stating that Web 2.0 refers to the actual applications available to Internet users, whilst social media refers more broadly to the concepts of how these applications are used.

Social networking sites according to Shirazi (2013) are web-based tools and technologies used to share information and turn communication into interactive dialogue with internal and external audiences through Facebook, LinkedIn and Twitter”. Mangold and Faulds (2022) define social networking sites somewhat differently as “a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities and issues. In further attempt to describe more fully what Social networking sites entails, the Education Council of New Zealand, (2015) outlines the characteristics of SNSs as follows:

1. Internet based platforms that enable all the users to: create, adapt, share and sustainably reuse the information and content. It enables the users to engage in digital collaboration and dialogue. It provides linkages to create groups, networks and communities.
2. Users are able to have, initiate and continue social interactions with peers and other users. Create and maintain their online profiles and IDs.
3. SNSs applications are largely public online platforms that are constant accessible 24/7 through different locations and most computer & mobile devices.
4. Content and information on SNSs are largely created by the users and can be subject to conditions of use.

The classification of social networking sites continues to attract scholarly and experts’ attention for input. Barnard (2018) pointed out that the technology has two functional related forms. The first is the technology orientated form and the other being the user orientated form. Barnard continues, saying that the technology orientated form focuses on the technology and the design that enables the creation of social media, while on the other hand, the user orientated classification focuses on the user as a social media enabler. According to

Safko (2017), social networking sites refers to “the media we use to be social”. The author describes the term “social” as the “instinctual needs we humans have to connect with other humans, whereas, the term “media” refers to technologies we use ‘to make those connections possible through the use of the purposive specialized developed platforms. Another definition was offered and viewed SNSs any highly scalable and accessible communication technology or technique that enables any individual to influence groups of other individuals easily (Blossom, 2019).

Similarly also, Scott (2018) says that since social networking sites is such an important concept today, it is misunderstood at times. He defines the concept as “SNS provides a way people share ideas, content, thoughts and relationships online. Social media differ from so-called mainstream media that anyone can create, comment on and add to social network content. Social networking sites can tackle the form of text, audio, video, images and communities.”

In another definition, Boyd and Ellison (2007) defines social network sites as web-based services with three basics characteristics (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. Even though, some social networking sites provide additional applications for further users engagement, the authors maintained that, the above three characteristics public profile, users’ list and public comments are the crucial components of social networking sites. The writer mention with further details associated with the three characteristics of social networking sites as follows:

1. **Public profile.** This consists of profiles that display an articulated list of Friends who are also users of the system. Profiles are unique pages where one can "type oneself into being". After joining a SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and "about me" section. Most sites also encourage users to upload a profile photo. Some sites allowed users to enhance their profiles by adding multimedia content or modifying their profile's look and feel. Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile.
2. **Users list/contacts.** After joining a social network site, users are prompted to identify others in the system with whom they have a relationship. The label for these relationships differs depending on the site popular terms include "Friends," "Contacts," "Clients" and "Fans." Most SNSs require bidirectional confirmation for Friendship (request and reject), but some do not. These bi-directional ties are sometimes labeled as "Fans" or "Followers," but many sites call these Friends as well. The term "Friends" can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied.
3. **Public/users comment.** Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involves leaving "comments," although sites employ various labels for this feature. In addition, SNSs often have a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs.

The authors finally conclude that beyond profiles, Friends, comments, and private messaging, SNSs varied greatly in their features and user base. Some have photo-sharing or video-sharing capabilities; others have built-in blogging and instant messaging technology. Boyd and Ellison (2007) identified social networking sites among others, to include platforms like: Facebook, Twitter and Myspace used by people to create and sustain relationships with one another. There are other social networking sites which have greatly attracted millions of users such as; blog, del.icio.us, flickr, Skype, LinkedIn and so on. Pempe (2008) found these sites to be gaining popularity among the young adults in this information age. Many of these young adults who are mostly students use the sites to communicate with family, friends and strangers as well. Having taken advantage of this technological trend, many students have integrated these social networking sites into all their daily practices. A large number of the students spend a lot of time on the sites to get information, engage in online chatting with friends, watch online movies or use them for research.

Moreover, there are mobile-specific SNSs (for example Dodgeball), but some web-based SNSs also support limited mobile interactions (for example Facebook, MySpace, and Cyworld). Many SNSs target people from specific geographical regions or linguistic groups, although this does not always determine the site's constituency. Orkut, for example, was launched in the United States with an English-only interface, but Portuguese-speaking Brazilians quickly became the dominant user group. Some sites are designed with specific ethnic, religious, sexual orientation, political, or other identity-driven categories in mind. There are even SNSs for dogs (Dogster) and cats (Catster), although their owners must manage their profiles (Kopytoff, 2022).

However, considering the roles of social networking sites toward facilitating communication among professional Psychiatrists' and mental health administrators, Johnson (2018) defined social networking site as a website where you can set up a profile (as an individual or as a group/campaign) and connect with other people. Social networking can be useful for reaching a (potentially) large audience instantly with no geographical restrictions. He further added that Facebook and Twitter are two of the most popular social networking sites which many people use.

In addition to having individual personal profile, Social networking sites allow members to add any one in the network as his/her friend or contact. In some instances SNSs ask for some conditions to be agreed by both parties. Other features of SNSs are supporting of public display of networks, although they may offer privacy restrictions, or facilitate closed communities. SNSs allow members and groups to control who gets access to their profiles, information, connections and spaces, as well as degrees of access (Elefant, 2010). The level of control of SNSs varies from service to service. However, they commonly allow person or group to keep their information private (i.e seen by only those you give permission to see it), or restrict the visibility of your information to:

1. Signed in members only
2. People on your contacts list
3. Particular groups of service users
4. To make your information public generally so that even people who are not members or are not signed as members of that service can see them. Through those combinations of permissions and privacy, users can manage a range of different

relationships online, as well as manage their online presence- how they appear to friends, acquaintances, or the general public (Bichi, 2017).

Social networking sites also have other interesting features which include the ability for members to conduct live chats, send emails, upload videos, maintain a blog or discussion group and share files. In the beginning, this was a feature that encouraged people to write messages about the person in the profile. But over time, people started writing creative testimonials back, creating a form of conversation. Some social networks have additional features such as the ability to create groups that share common interests or affiliations, upload or stream live videos and hold discussions in forums (Boyd & Ellison, 2008).

Other features of SNSs that are of eminent importance as observed by Bichi, (2017) “are allowing professionals to exchange information, opportunities and ideas. Professionals are able to stay informed with new knowledge about their field”. The information on SNSs can be permanent as reported by Carter *et al.* (2008) who say that “Social networking sites leave a more permanent record of the conversations carried out by members”. Most social networking sites have the ability to conduct live chats, send e-mails, upload videos, maintain a blog or discussion group, and share files. Users can also post links to pictures, music, and video (Leigh & Clark, 2022). Going by this submission, social networking sites are in different features and all possess the attributes that can be used for different purposes; it is all dependent on the purposes of application.

Moreover, on the significance of social networking sites as regards to promoting business and use of organizational resources, Golden (2011) maintain that Social networking sites online tools that facilitate online relationships. It involves online natural and general

conversations between people about topics of mutual interest (Ramsunder, 2011). It also involves knowledge and information sharing, and with particular reference to business, it may sometimes involve decision making (Evans, 2010). Social media is an imperative public relations and marketing tool for businesses to utilize in their business practice (Mayes, 2011). As a public relations and marketing tool it allows businesses to engage with its target audiences at a deeper level. Social networking sites have therefore, taken over rapidly in the way businesses operate and engage with customers, transforming from one way communication, into a marketing channel where businesses and services are able to directly converse with their clients as well as attracting new clients (Merril *et al*, 2011).

However, scholars offer further definitions on the meaning of social networking sites in relation to the purpose of their applications. Safko *et al* (2009) have crafted some definitions of social networking sites as well as its main purposes. The authors further observes that social networking sites “refers to activities, practices and behaviours among communities who gather online to share information, knowledge and opinions using conventional media”. Weinberg (2009) notes that social networking sites “relates to the sharing of information, experiences and perspectives throughout community-orientated websites”.

According to Golden (2011), Social networking sites should be viewed as a marketing tool for one’s business. The technology can be used to advertise and further attract customers to patronize a business product or services. In essence, utilizing social networking sites for business oriented reasons can contribute immensely towards expanding the business and open further opportunities for marketing the product of production or services rendered. Therefore, to that regard Evans (2010) opined that utilising social networking sites presents

companies with an opportunity to access information which may affect the relationship building between a business and its customers as well as maintaining the feedback loop to customers. The focus of social networking sites within business and services oriented institutions is to essentially talk ‘with’ and to develop a deeper relationship between the two parties (Merrill *et al*, 2011).

However, the authors were of the believe that deeper relationship between organizations and their clients will lead to prospects such as ‘KNOW’, ‘LIKE’ and ‘TRUST’, and in turn will lead prospective clients to eventually conduct business or patronize the services of an institutions or company. Social networking sites have therefore promoted consumers and given them the privilege to communicate to services providers and impacted in the process of services provision. In the context of this study, the social networking technology can bring together archivists and users of archival resources and create an enabling environment the can facilitate and promote the use of archival resources.

It can be noted that the above literature illustrates that social networking sites creates a far deeper relationship between the institutions and the customers. It narrows the relationship gap through regular and effective communication. The internet has transformed its key touch points between the client and the institution, thus creating a platform where clients can engage with each other and not only with the institution.

Considering the fact that social networking sites offer a two-way interactive communication experience, businesses and its consumers can interact daily on a different level. Merrill *et al* (2011) observed that the opportunity to interact with anyone, at any place and at whatever time is too hard to ignore. It therefore gives both customers and business people a platform

to air the opinions and share their views via these cyber communities. In a social networking sites marketing report, Stelzner (2011), assert that marketers claim that social networking sites are necessary tools within business. Stelzner further noted that the five most popular social networking platforms are Facebook, LinkedIn, Blogs, Twitter and YouTube. A list a social media platforms have been identified and defined by Mayfield (2022).

Facebook: Facebook is one of the most popular social media sites. Facebook is a platform that allows people to build personal web pages and connect and communicate with friends.

LinkedIn: It is often described as one of the largest online communities for business professionals. It is a more focused business participation than many other social networks and is a great place to network and do research on a specific organisation and opportunities.

Blogs: Blogs are online journal entries where participants are able to share their thoughts and ideas. It often allows users to comment on journal entries.

Twitter: Twitter is also a form of microblogging where information is disseminated in short sharp bursts (140 characters or less) and is uploaded through online mobile networks. Twitter is the “what are you doing right now” kind of micro-blogging that lets other people know what you are doing.

YouTube: This platform allows users to upload and share videos with fellow community members.

The above social networking applications are common tools used in the public domain. All of them can be accessed through some form of technological equipment. Its ease of access and user friendly nature make these tools extremely popular. This because of its popularity within business and services oriented institutions, it is critical for Archives to communicate to users using the same platforms. It is therefore important to assessed which platforms are

being utilized by Archival Institutions and how best they used them within the context of their operation. In Nigerian setting, the study conducted by Ezeani and Igwesi (2012) has reports that due to inadequate infrastructures, facilities, skills and negative attitude of information professionals towards technology, information workers level of awareness on social networking sites as tool for promoting access to information resources is significantly low. It is against this knowledge gap that this was considered very necessary to investigate level of awareness and utilisation of social networking sites for promoting the use of archival resources in the National archives of Nigeria.

2.4 Awareness of Social Networking Sites

The advent of Information and Communication Technologies (ICT) has gradually turned the world into a global village as the use of internet has become indispensable to people especially young adults. Social Networking Sites (SNSs) emerged as a result of this development thereby, making communication among friends and relations easier than what it used to be. The evolution of SNSs in the contemporary world has been meteorically increasing between 2000 and 2010. Today, it permeates all spheres of life and is used for promoting business, in education, in recruitment processes and for facilitating internal communication between an organization and the relevant stakeholders (Rahman *et al.* 2014).

The increase in the use of Social Networking Sites (SNS) among the students today cannot be overemphasized. The internet has changed everything, with social networking sites, making activities associated with information generation, processing, organization, dissemination and use more flexible and faster. On a similar note what some computer literate people found to be a hobby in the past, has turned to a social norm and way of life for people around the globe. From educational perspectives, students at all levels, now use

social networking sites as means to connect with their old friends and making new ones. Majority of students use social networking sites for social connections and entertainment though they also use the sites for educational and professional purpose (University of New Hampshire 2020). Equally, Adomi and Ejirefe (2012) jointly agreed that facebook is being utilised by millions of students in different parts of the world to connect with one another and develop a forum for self-expression. On similar note however, Oskovei (2010) also viewed internet as advantageous to both the students and researchers if used as tool with which knowledge could be created and disseminated. In line with this, the University of New Hampshire, (2020) reported that a majority of students use social networking for social connections and entertainment, as well as for educational purpose. Meaning that, awareness and familiarity with social networking sites can facilitate its utilization for different purposes.

Social networking sites like Facebook, Twitter, Skype and the rest, allow people to easily create their own online profile and display an online network of friends. Through the social networking site, information, pictures of activities such as birthdays, graduation, recent and special events could be shared. In a similar view, Asur and Huberman (2012) opined that social networking sites have affected people's social interaction by changing the way people interact face-to-face, how information is received and the dynamics of people's social groups and friendships. To this regards, Idumange (2012) described social networking sites as "online environment in which one can connect, share and interact with other users who are typically known to you or share some aspect of professional practice". It provides opportunities for people to build personal webpages and then connect with friends, business and professional colleagues to share content and communication. In connection to this, Ito,

(2022) opined that social networking sites enable the teenagers to get connected and also provide opportunities to learn from one another. It enables them to extend friendship from various places such as schools, religious places, organizations and so on. Social networking sites enhance learning opportunities among the youths by offering a platforms for young professionals to communicate and share information.

Examining the familiarity and benefits of social networking sites in society, Owusu and Larson (2015) reported that among the potentials benefits of using social networking sites include; creativity among individuals; provision of greater access to information and information sources; it allows individuals to have sense of belonging among other users; reduce barriers to group interaction and communications such as distance and social/economic status; and also increase technological competency levels of frequent users of social media.

Raini (2022) also posited that awareness and use of social networking sites has been repeatedly found to be the highest among young adults. Lenhart (2009) pointed out that approximately 61% of teens within the age of 12-17 use social networking sites to send messages to friends on regular basis. Kist (2022) in a study conducted also revealed that approximately half of all teens who have internet access are also members of social networking sites and that they use the internet to make plans and socialize with friends.

In classifying the platforms associated with the social networking sites technology, Boyd and Ellison (2021) identified social networking sites among others to include Facebook, Twitter and Myspace used by people to create and sustain relationships with one another. There are other social networking sites which have greatly attracted millions of users such

as; blog, del.icio.us, flickr, Skype, LinkedIn and so on. Pempe (2008) found these sites to be gaining popularity among the young adults in this information age. They further stated that many of these young adults who are mostly students use the sites to communicate with family, friends and strangers as well. Having taken advantage of this technological trend, many students have integrated these social networking sites into all their daily practices. A large number of the students spend a lot of time on the sites to get information, engage in online chatting with friends, watch online movies or use them for research.

Regarding the type social networking platform to be used for research and academic activities, Kist (2022) opined that the effect of social networking usage will depend on the type of social networking sites that the students and researchers found appropriate in the cause of pursuing their activities. In essence, there is no recommended types of social networking sites to be used by an institutions to interact with its clients. Service oriented institutions are to apply the use of the most popular and commonly used social networking sites to interact with its users. In relation to this study, archival institutions are to identify the most popular and commonly used social networking sites plat forms that can be better enhance effective utilisation, facilitate interaction with the users and promote the use of archival resources as well.

As noted above in recent times, the Information and Communication Technology (ICT) has ushered a historic change into the entire communication system. The influence of this recent change brought about by Information Technology has revolutionized the operational process of information generation, processing and transfer among all organizations and institutions. As organizations worldwide strive to integrate the use of modern technology in their

operations, the application of social networking sites in archives has no exception. As archivists striving to remain important and prove relevant to the community as well as ensure effective actualization of the long term ICA planned for promoting access and use to archival resources across international boundaries, archival institutions can offer alternative solution through the utilization social networking sites in archival operations can effectively facilitate connections and interactions between the archivists and the users. This is possible with the scholarly stand points in relation to the importance of the platforms when use effectively utilise to promote the use of archival resources. In support of this, Hatshorn (2010) lamented that “social networking sites are reliable for sharing information to a broad audience at far distance location.

Technological advancement has also compelled information professionals to adopt interactive online media such as SNS (social networking sites) for their continued survival, as the new platforms provides innovative means through which information professionals (archivists and librarians) can adopt in order to serve their users quickly and effectively as possible (Bradley, 2007). In related similar view, Arif and Mahmood (2010) opined that social networking sites are tools that archivists can use to promote their services and maintain better means of communication with their users. From the above its clearly noted that social networking sites if apply appropriately in archival operation can attract more users at same time change how users of archive seek and use archival resources in a more efficient and better improved ways.

With regard to the adoption of social networking sites in archives, Szekeley (2017) recommended that adopting social networking sites in archival operations will creates added value in providing archival services, and open new possibilities and advantages for better

visibility of archives in the digital environment. It could result in a better promotion of the archival institutions and increase both the number of users and their overall satisfaction with archival services. He further stated that social networking sites has come to play an important role in determining how problems are solved, how organizations are run and the efficiency with which users are satisfied in achieving their goals. As such social networking sites like Facebook, Twitter, LikedIn, Instagram, Whatsapp, represent new powerful instruments which users can employ to connect to other users and related institutions from various parts of the internet domain for information exchange and sharing.

Archives are not just responsible for collecting and preserving societal cultural heritage, but are avenues for users to socialize with other users especially researchers that share common area of research interest. Social networking sites in that regard can help such category of users to interact and share useful research information and ideas. This to some extent can enhance better socialization and familiarity among the users of archival resources can increase more of inventory services in archival institutions. The socialization functions may include reading the profile pages of other users and possibly even meeting them. In line of this Mishra (2011), identified the basic motives associated with the application and use of Social networking sites as it relate to increase socialization among user and promote the use of archival resources as follows:

1. Anticipatory Reciprocity: Once one made any meaningful contribution on the Social networking sites he/she is anticipating useful information and acknowledgement in return.
2. Promote Personal Recognition: Individuals want recognition for their contribution

3. Sense of Efficacy: contributors believe that they had some effect and impact in their community
4. User participation: Users want more participation and expert involvement in social world.
5. Embrace radical trust.
6. Community Innovative: It lies on the effective use of archival resources as the archival institutions was recognized as the custodian of societal heritage legacy.
7. Open Access Movement:
8. Multimedia enabled.

Going by the above stated motives, Social networking sites can be seen as a platform that allows both the archivists and the users to exchange, share and use archival resources, which in essence translate into increasing the recognition of the archival institutions, archivists and enhance the use of archival holdings. Based on the importance of Social networking sites as identified above such as facilitating communication, with users, sharing of resources to different users at a time, collaboration and promotion of on the use of archival resources,, improving the image of archival institutions, attracting users from far and beyond and serving users in a more specialized way, there is still a gap in developing nations particularly Nigeria as little is known about the potentials of Social networking sites in relation to their application and effective utilisation for promoting the use of archival resources.

Going by the fact that archives have not escaped reasonable discussion about the potentials changes offered by Social networking sites and their subsequent integration in archival services, it is hard to sell this concept particularly in developing countries. The justification is that archival institutions especially in developing societies are un equipped and many

archivists may not be aware of these changes and potentialities in Social networking sites. In support of the above assertion Szekeley (2017) stated that “ for archives to remain relevant in the 21st century users of archival resources who are aware and interested in instant, interactive and multimedia services justifies the needs for integrating Social networking sites in archival services”.

Similarly, the study of Crumpton (2019) found that there is a clear need to recommend appropriate strategies for awareness, skills and use of Social networking sites tools and services for effective use of archival resources. Equally, the acquisition of technological skills needed to integrate the various components of Social networking sites for modern archives is critical and a challenge that archivists in both developed and developing countries must address in order to sustain their relevance in the contemporary digital age.

Rahman and Kularatne (2014) found that archivists had heard of the term Social networking tools, further knowledge of the subject is however limited. The authors further stated, there are immense benefits and services advantage that archives can derive by integrating social networking sites features in their operations. Another survey conducted by Marshall (2009) to assess the awareness of social media tools among practical information professionals found that librarians are aware of Facebook, Twitter and YouTube, but still lack knowledge of the potentials of other social media tools especially when applied and utilize for information services delivery.

However, available literature on the awareness of Social networking sites by archivists and librarians in developing countries reflect that, Social networking sites are considered more of news outlets than tools for promoting services and activities of information professionals

and therefore take for granted. It is pertinent to note that awareness or knowledge is pre-requisite for the use of technology, therefore archivists are not being adequately aware of these technology and the potentials they offer for developing archivists professionally as well as promoting archival services; which will affect archivist's ability to utilise and harness the Social networking sites. It is in relation to this view Gbaje (2007) reveals that lack of facilities; infrastructures and laissez-faire attitude of information professionals affect their knowledge of the new technology for use.

Washburn *et al.* (2013) in their studies recommended that there is need to recommend appropriate strategies for awareness, skills and use of social networking sites platforms and services among archival institutions for effective utilisation of archival resources and services. Accordingly, acquisition of technological skills needed to effectively harness the various components of social networking sites for modern archives is critical and imperative challenge that archivists in both developed and developing countries must be addressed in order to sustain their relevance in the digital age and electronic communities.

From the above discussion, it is evident that there is very low level awareness and knowledge of the importance and potentialities of social networking sites among information oriented institutions.

In the Nigerian context, the study of Ezeani and Igwesi (2012) justified that due to inadequate, infrastructures, facilities, skills and negative attitude of information professionals' archivists inclusive towards technology, archivists' level of social networking sites awareness as a tool for promoting the use archival resources was unknown. Also, from the findings of the preliminary study, the researcher observed that the importance of social networking sites as an effective tools for efficient archival operation and services is known

to archival personnel in Nigeria. It is in view of this, that this study becomes necessary, so as to fill the existing gap reflected in reviewed of literature by embarking on a study on the assessment and utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

2.5 Utilisation of Social Networking Sites in Archival Institutions

In the 21st century we have witnessed a significant changed especially in the way and manner of utilization associated with information generation, processing, organization, dissemination and used among individuals, organizations and professional institutions. Internet technology has significantly impacted and influenced the activities of organisations and professionals institutions. The development of internet and its modern sophisticated facilities revolutionized the entire workplaces and professional practice. The development of Information and Communication Technologies (ICTs) in the contemporary society has had an impacted on the different functions of information dissemination institutions including archival institutions. In that regards Hopman (2012) opined that digital technology has enabled archival institutions to prepare documentation and finding aids, offer reference services, develop collection management systems, distribute and publish information and digitize records. He further explained that the digitization of records has made it possible to “preserve the original record, make records more accessible and it serves as a means of security in the event of loss”. Archives therefore have an important role in society’s current and future actions; however, if not accessed and used by the organization or society they were created for, they will not fulfil this mandate.

Innovation has been identified as an important construct in influencing people to change their attitudes and behaviour and simplified individual and organizational mode of

operations. Social networking sites are the new and remarkable trend of the internet with many benefits for persons and organizations (Bountouri & Giannakopoulos 2014). In a related view, Jimerson (2014) describes social media as a group of web-based and mobile applications that allow users to share and create knowledge in a real time social interaction. It enables communication and sharing of content with various stakeholder groups (Crumpton, 2019). It is user centric, multi-purpose and not bound to time and location. It consists of various, user driven marketing channels such as Facebook, Twitter, blogs, YouTube and Flickr (Jimerson 2014).

Some of the benefits related to social networking sites and its utilisation include: time saving, cost effectiveness, exciting and stimulating, instant interaction with the community, creative, a range of social media channels for marketing, bring users closer to the organization, collaborative and interactive (Jimerson, 2014). In another submission attributed to Liew *et al.* (2015) stated that although social networking sites may be perceived as low-cost undertakings, these initiatives require time and effort. Crumpton (2019) categorically explains in detail the cost associated with the use of social networking sites as follows:

1. Cost of time for content creation for materials to be posted.
2. Cost of time for implementation.
3. Cost of time for responding to users and interacting within the context of the topic including research.
4. Cost of software for fee-based programs.
5. Cost of alternative back-up systems needed in the event of primary system failure.

Another survey on the of social networking sites within institutions and the use of these platforms identifies a number of opportunities to the business, which can be classified as 1)

internal operation, 2) customer engagement activities, 3) external party activities as examined by Martin and Bavel, (2013):

1. Internal operations:

- i. Improved recruitment processes
- ii. Improved knowledge management
- iii. Improved internal processes

2. Customer engagement

- i. Improved marketing, effective branding, brand loyalty
- ii. Analysing customer data more effectively
- iii. Personalizing marketing activities based on customer needs and wants
- iv. Improved customer services and support
- v. Product development

3. External partners

- i. Access to external information and information sharing
- ii. Improved collaborations and innovation opportunities
- iii. New market opportunities

According to Majchrzak *et al* (2009) the benefits of social networking are determined not by the sole utilisation of social networking applications itself but by how these platforms can create and harness value for the institution. The rapid development of technology and new media, particularly social networking sites, has vastly changed the world of possibilities. This “new media” has made it far easier for the average archivist or archives to interact with the public in the digital sphere. The field of information systems (IS) is concerned with the

investigation of Information Technologies (IT) impacts on individual, organizational and societal levels. One of the recent most impactful IT phenomena is the emergence and spread of a sub-set of IT technologies referred to as social networking sites popularly known as social media (Kane *et al*, 2014).

In justifying the need for research on social networking sites applications Kapoor (2017) lists top one hundred IS research topics on social media which range from foreign languages, politics to machine learning and even smoking related issues, touching virtually every aspect of people's personal and professional lives. This indicates that there is highly needs for empirical and conceptual based research to analyze the influence of social networking sites on the lives of individuals, group and institutional operation as highlighted by the researcher.

In considering the degree at which social networking sites are being utilised worldwide a research report attributed to ComScore (2018) claims that 73% of online adults now use a social networking sites of some kind, futures like MySpace, Facebook, LinkedIn up from 65% in 2011. In the same study, social networking sites use now reach 82% of the World's online population, representing 1.2 billion users around the world." It is also noted that the growth of the application and use of social networking sites regardless of the differences in government, infrastructure, availability of Internet access and cultural practices around the world, social networking use is growing in every country and in different sectors of human endeavor. Also, in the same report as ComScore (2018) states that:

“The high user engagement on social media sites across the global regions demonstrates its universal acceptability. For each region, the total time spent by users on social networking grew by at least 35% over the past year, reflecting its growing pervasiveness across the board. In Latin America, Europe, and Middle East Africa social networking accounted for at least 24% all time spent online” p26..

Reflecting on the initial stage of their development, social networking sites were primarily designed for communication purpose, but with research and development and with the inventions of social networking features, social networking sites are now synthetic in all compassing as they affect every aspect of human endeavor. Although, communication remained the backbone for social networking sites with the realization that millions of users interacting and maintaining personal relationship with others they share something in common. In view of that Chen (2013) reported that “social networking sites usage have expanded to cover almost every sector of human endeavor.” In contrary view, Bichi (2017) noted that social networking sites have multiple usage, even though, they were initially meant for only communication purpose. When SixDegrees.com and other similar SNSs were invented in the 1990s they allowed users to list friends, family members and acquaintances both on the site and externally. This was with the sole purpose of helping people to find former classmates (Fellow, 2010).

Similarly, in their attempts to point out the various reasons for using social networking sites McDowell and Mirinda (2011) highlighted that:

“People may use social networking sites for different reasons: to network with new contacts, reconnect with former friends, maintain current relationship, build or promote a business or project, participate in discussions about certain topic, or just have fun meeting and interacting with other users” p23.

In addition to the usage however, Ahmad (2011) observed that social networking sites are used in the following functions:

1. They act as a resource for advertisers to promote their brands through to targeted customers

2. They provide a base for a new teacher-student relationship with more interactive sessions online
3. They Promote the use of embedded advertisements in online videos
4. They provide platform for new artists to show their profile

In recognizing the application of social networking sites in business cycle, Bichi (2017) lamented that “social networking sites have become a very important marketing tools used for promoting business”. He further added that Social networking sites like MySpace and Facebook, are no longer a secondary means of marketing and promotion, but that they are now the main tools. They have already proved their worth in getting business and product name recognition. Alex (2019) observed that “most major motion –picture companies are by passing the idea of establishing their own websites and are utilising Myspace profiles as their primary promotional vehicle”. Social networking sites therefore, are today’s marketing tools for industries, and organizations. Industries and organizations are applying the use of social networking sites to promote their business and communicate with their customers.

Social networking sites offers a platform that support social relations among individual staff in general and customers in particular. Therefore, industries, organization and institutions uses this opportunity to establish dialog with their customers and also reach potentials clients with highly targeted advertisement through social networking sites. In additions to that, social networking sites open platforms that support networking among individuals in general or customers in particular. There is also interaction between professionals mostly in a more structured manner, in every organization. These bring about strategic and operational social networking sites benefits to organizations by enabling an effective collaboration.

Government agencies across federal, state, county and municipal levels have also invested in social networking sites to interact with the public as attributed to (Deigh, 2008).

Hartley (2020) was of the view that “Social networking sites offers low risk and potentially greater rewards by exponentially increasing business target audience or customer base”. Social networking tools are therefore good instruments for industries, organizations and institutions to increase their connections with potential customers, generate awareness, build professional connection and recruit employees as opined by (Chen, 2013). On similar view, Alex (2019) lamented that, social networking sites are no longer a secondary means of marketing they have become a main tool and have proven their worth in getting business and product name recognition.

Archival institutions and personnel have been active on the Internet since the World Wide Web made its appearance in the early 1990s. Early practitioners developed the first rudimentary archival websites posting information on location and hours of operation, collections scope, and conditions for use. Over time archival websites grew in sophistication and archives began to digitize parts of their physical collections and make those digitized collections available on the internet (Vajcner, 2007). Tracing the historical antecedent of Information Technology (IT) application in archives, Creble, (2010) reported that, tracing the historical growing use of IT facilities in archives and relate such development into two relatively developmental phase as follows:

Beginning with the mid-1990s, archives and archivists began to create on-line descriptive databases that made collection-level descriptions available to researchers. These were linked with contact information and presented as a discovery tool. Researchers could easily

ascertain where relevant collections of records could be found and then contact or visit the relevant archives. Many descriptive databases arose based on repository, region, or theme and as these became more and more complex digital materials were added to them. First virtual exhibits were created and later comprehensive digitization projects were launched. Rather than presenting a small sampling of records, the virtual exhibits do, more substantial projects, which aim to digitize the majority of records in a given collection. The second phase of this development has to do with the rise of Web 2.0 and social media applications in the services of information dissemination institutions, in recent years has led to archives experimenting with these tools. Web 2.0 and social networking sites are generally defined as “web applications that facilitate participatory information sharing, interoperability, user-centered design, and collaboration” over the Internet. Some core peculiar features of such innovative tools is that the sites allow users to interact and collaborate with each other as “creators” of content rather than simply as consumers who passively view content.

In an exploratory study Samouelian (2014) explored the utilisation of Web 2.0 tools by college and university archives, the study recommended that archivists should embrace the technology and adopt its different features to promote their digital content and to communicate with their users. She went so far as to say that the institutions she studied were in the beginning stages of redefining their relationships with their users and ensure the possibility of applying the use of social networking features for enhancing the use of their resources. The author, was one of the first archival scholars to move beyond theory and to interviewed archivists who were actually in participated digitization project on their perception social media adoption in archival services. Most of the participants interviewed were of the believe that the technology has all the potentials that can enhance the visibility

of archival resources. A year earlier Richard Pearce-Moises had issued a call for archives to embrace user participation. While not directly speaking of Web 2.0 tools he advised archivists that “wikis, Amazon, and Google show us how people can work asynchronously and collectively to build useful resources” and concluded that this type of computing would result in “changes in public expectations for access to information” that would profoundly impact archives (Samouelian, & Peacce, 2015).

Equally, archives were felt to be slow in their adoption of social media tools in comparison to libraries and museums. In earlier days archives were much more interested in the potentials not much more concerned with the adoption of the web facilities. Part of the reason for this according to Elizabeth (2016).

“may be a wariness of moving away from the traditional relationship between and the researcher. Another may be the fear of overwhelming responses and actually increasing the work for reference archivists or demands that archives make available more digitized or digitally-born materials” p.160.

However, considering the wide spread application of social networking sites among services oriented institutions, Cremble (2010) undertook an extensive study analyzing the social media patterns of 195 archivists and archival institutions. Crumble’s study focused on two social media tools, *Facebook* and *Twitter*. The results showed that use of these two social media tools was not present among the studied archival repositories but that the use of these tools differed significantly among individual archivists. He recommended that archives should adopt and use the facilities to promote their holdings, services, and events while archivists tended to promote information they find useful or interesting in their day-to-day work.

Similarly, in another professional survey conducted in order to explore the use of social networking sites platforms among archival users in Canada, the questionnaires were sent to the Canadian Archivists Scientific forum. The results showed that archival services are less connected to social networking sites than Museums and Libraries, equally, they are slowly and steadily in trying to integrate the use of Social networking sites in their daily professional routine. According to the findings, the use of Social networking in archival services and among archivists is at stagnant stage and further stated that archival institutions are yet to recognize the services potentialities associated with the social networking technology. The researcher concludes by recommending and strengthens the importance of having a social networking sites features in the services of archival institutions globally (Vajcner, 2011). Going by the above submission, the integration of social networking sites for promoting the activities and operations of archival institutions was still at experimental stage, an innovation which researchers are recommending for application in archival institutions.

In a similar chain, a survey conducted by Hopman (2012) was targeted to explore the types of Social Media used in archives and special collections and how and why they are been utilized. The results of the survey show that 54% of the respondents do not use the social networking sites, because of lack of time and 51% because of lack of staff. Another set of answers revealed that only 32% of the archival services have Social Media policies and/or guidelines. Finally, this survey concluded that adoption of social networking sites in archival operation was still at experimental stage, as the archival institutions studied are at attempt level to implement the use of the platforms for promoting the use and services of archives.

In another consideration of the potentials characteristics of Social networking sites which qualified the technology to be worthy of acceptance and application in archival services are

the attributes of the platforms to engages new communities of users of archival resources, provides powerful tools for advocacy, outreach and democratizes the institutional management of cultural memory (Liew *et al.*, 2015). Social media was widely adopted as mode of online engagement for archives in late 2000s. Consistent with the growing use of social media in sub-Saharan Africa, there is an increasing expectation among stakeholders that archives must demonstrate accountability by measuring performance against objectives, justifying costs and showing return on investment. According to (Liew *et al.*, 2015) the ability to demonstrate success is a key step for archives to rationalize or win support for their efforts to adopt the use of social media for archives. The authors studied on decision-making and practices underpinning the implementation or non-adoption of social media in archives institutions across the world. The writers study findings show that consultation with stakeholders is an important factor in implementing social media in archives.

Additionally, the findings of studies confirmed that most archives are either operating in an experimental mode or are just beginning to move toward a more coordinated approach in their efforts towards the application of the social networking technology in archival operations. In a related study of the factors influencing institutions to apply the use of the technology the Liew *et al.* (2015) observed that major factors that led to organizations implementing social media include access to larger audience, reaching out to new audiences, rapid form of communication; similar organizations are using social media, low cost and stakeholder engagement. For institutions that do not implement social media, lack of support from senior management and lack of fit between social media and the institutions strategic objectives as well as priorities appear to be the main reasons.

However, Liew *et al.* (2015) in support of the mentioned assertion, found out that reliance on metrics showing the numbers of users with social media account before an institution decided

on the adoption or either wise of the platforms; this may provide a partial or distorted view of success in support of the institutional efforts to apply the use of social networking tools. He further added that the findings of the study reflect a very pragmatic attitude towards the use of social media in cultural heritage institutions, several grassroots activities, but little strategic vision and few strategic objectives. Motivations for use are predominantly opportunistic. The reason being that social media is considered a communication channel that is popular with users and should be utilized to promote services and showcase archival holding and services. Liew *et al.* (2015) further added that 86% of respondents considered metrics on the number of fans, followers or subscribers to be useful means of gauging impact. However, the studied acknowledged that, just as the use of social media by archives is evolving or relative infancy, so too is the evaluation of its success.

Similarly, Griffin and Taylor (2013) conducted a study aimed at understanding the special collection departments and archives and how they employ social networking tools, how and whether special collections and archives constituents use these tools to engage with each other and whether institutions receive a demonstrable return of investment (ROI) for their social networking efforts. The study predicted that this type of analysis would help special collections and archives better understand the type of use of social networking tools that can be better apply to facilitate larger conversations regarding the continued investment of institutional and staff resources. The study further established that on average, special collections and archives can achieve moderate success when using social networking sites like facebook, Twitter, Youtube and Likedin to publicize their institutional holdings, events and activities. Success which can be determined by a number of departmental posts and the resulting likes, shares and comments from external users, can be realized as potential gains to staff investment. This is evident when special collections use of social media demonstrates

increases in visibility internally and externally to the parent organisation. Griffin and Taylor (2013) concluded that by assessing social networking activity, special collections departments would be better able to analyse the platforms that yield the best results, thereby making the most of their investment in new technologies.

Three major points that can be extracted from a synthesis of the studies are as follows:

1. Stakeholder engagement is an important factor when an institution decides to apply the use of social networking sites in its operation
2. Use of social networking sites in archives is still at experimental stage.
3. Assessing the success of applying the use of social networking sites is also still at developmental stage.

As scholarly views with empirical related justification continued supporting the application and use of social networking sites in archives, especially with the consideration of the change of users communication pattern influenced by the internet technology and its related platforms with many benefits for persons and organizations. Scholars continued reflecting their pains and explore more on the opportunities for archives when subscribe to social networking technology to promote the use of their archival holdings and services to the public.

Kamatula (2013) is convinced that convinced that Facebook and Twitter can be used to increase the visibility of documentary heritage housed in archival repositories of South Africa and other parts of sub-Saharan Africa. However, his study revealed that few other selected African countries were not using a social media strategy to promote their collections, despite an increasing number of people in these countries having access to social networking sites in their daily activities through mobile technologies. In a study to establish

the extent to which South Africa and other parts of sub-Saharan Africa uses social networking platforms to serve users, Ngoepe and Ngulube (2014a) found that it does not use social media platforms such as Facebook, blogs, podcasts, wikis, YouTube or Twitter to reach out to people, especially the youth who use ICT tools in their daily lives.

In another related study, Garaba (2012) examined the extent to which social media provides new opportunities for promoting access to archives and records. The study revealed that the national archives of South Africa, other national archives and organisations in sub-Saharan Africa were not using Facebook, Twitter or Wikipedia to market their services and holdings or to create a web presence for an archive. In her study, Saurombe (2015) found that the majority of the public archives repositories (78%) did not make use of social media to raise awareness about the archives. In the same study, four (44%) of the Directors of public archives in the eastern and southern Africa. region thought that their visibility on social networking platforms was affecting them positively and recommended that archives repositories should continue to adopt and employ the new technology as a tool to promote their archival holdings and services to the public (Saurombe, 2015).

However, the use of social networking sites for the purpose of professional development, organizational recognition and promotion of the services delivery is now a major issue of discussion especially with the advancement of technology. According Abdullahi (2016) noted that “new competencies are required by information professionals in order to meet the high demands of their clientele as well as to compete and work effectively in a rapid changing environment. On the same note, Emery (2008) stated that librarians and archivists who use social networking sites are likely to know what their colleagues in other related institutions are working on and can easily identify services and application that can be

localized more for their own work environment. Also, in the same vein, Atulomah and Onuoha (2011) stated that information professionals can take the advantage of the opportunities offered by social networking p applications to improve their professional skills and competencies and offer better services to users.

Archives therefore, exist for the people as a result archivists must strive to make known what is available and facilitate access to these resources. In that regard Bountouri and Giannakopoulos (2014) explains that “the people will only use archives when they understand that ‘archives exist to be used for reasons that affect their lives, property, civic well-being and political influence”. Archivists must therefore, look for new ways of providing services in the technological again order for them to retain professional recognition and sustained the image of archival institutions. In any organizational setting, professional development is a key pre-requisite to effective and efficient performance of employee and delivery of service. In developing countries particularly Nigeria not much attention is given to education and research *let alone* the archival institutions (Abdullahi, 2016).

To summarize, the tilization of social networking sites was still at an experimental stage in the field of archive and records management globally. This literature review reveals that there is very little empirical studies have been conducted on the application and use of social networking sites in the Nigerian public archival repositories. It is in view of the above that, the study investigates the application and use of social networking sites and how the technological adoption of social networking sites platforms can promote the use of archival resources in the National Archives of Nigeria.

2.6 Attitudes towards Utilisation of Social Networking Sites

The increasing use of the Internet as a communication medium is growing rapidly, particularly in the use of social networking sites to reach clients and users of a particular product or services. Individuals and organization are becoming accustomed to sharing their daily life and activities, talking about their services and keeping in touch with family, friends and clients online. Social networking sites are play an important role in today's world of Information and Communication Technology. They serve as an instrument for facilitating communication and provides opportunities for information oriented institutions to interact and share information to their users. Millions of people around the world are use social networking sites platforms for entertainment, work, studies and research activities. It is in view of this Perlman (2018) reported that "Developing trends in modern work life, family life and society mean that more and more people are becoming attaching and integrating their life on the use of social networking sites in their personal and professional activities". As such social networking sites are gaining popularity as they influence people and organizational process of communication, therefore understanding attitude towards social networking sites becomes very essential. In order to apply the use of a technology in organizational operations there are a lot of factors to be considered in particular, user attitude and how the integration of such technology can promote the services and benefits the user.

Attitude is important component that has significant impact on technological application. Attitude is defined as inclinations and feelings, prejudices or bias, preconceived notions, ideas, fears and convictions about any specific topic (Li, 2010). It also refers to the interpretation of the individual psychological and mind state in response to the circumstance, situation or environmental adaptation that they found themselves.

Lazarus (2020) defined attitude as a lasting organization's beliefs and cognitions in general, are that endowed with an emotional charge in favor or against a defined object, which predisposes to a consistent action with cognitions and emotions relating to that object. Application of social networking sites for promoting the use of archival resources has not been experienced among archival institutions in the world, particularly in the developing society which in essence has an adverse effect on the attitude of archivists. Available literature reflects the potentials and benefits of social networking sites as a tools for promoting business and institutional services, despite this development; these platforms are still new among archivist especially in relation to their adoption in the services of archival institutions. In connection to this view Finsights (2018) stated that “the power of social networking sites has a significant impact on the way archives performs service; this can have a transformational impact in their corporate thinking and marketing capabilities” he further added that archives should not by pass social networking sites as users are more in tune with online resources which are more responsive and appealing to their needs.

However, in relation to the psychological classification of human attitudes Shen (2015) believed that human attitude in response to social change can be in either positive or negative, which will further resulted to human acceptance and adaptation with the newly changed circumstances or otherwise. He further stated that positive attitude resulted to the individual perception and willingness to adopt with the new change environment after critical assessment and review of the forces influence the changes. While Negative attitude resulted to the psychological refusal and incompatibility with the end results influence by the new social change. In linking and interpreting this scholarly opinion to archivist attitude towards utilising of social networking sites for promoting the use of archival resources, this

denotes that heartily acceptance and application of social networking platforms in archival operations, depend solely on how archivists perceived and willing to integrate the technology in archival services. This will translates into positive attitude of archivists towards the utilisation of social networking sites for promoting the use of archival resources. In the same vein, archivists refusal and incompatibility with the social networking technology, will equally translate into rejection and negative attitude towards the application and use of social networking sites for promoting the use of archival resources.

Similar studies also have attempted to explain the attitude of professionals towards adoption and use of social networking sites in professional based institutions. Seidman (2017) lamented that “numerous benefits of social media platforms determine the user’s attitude and readiness to use the technology, having positive perception is a key factor normally determine institutional readiness to use the technology”. In view of this, there is functional relationship between the benefits associated with the application of social networking sites and the attitudes of professionals towards the applications of the platforms. In the context of this study therefore, applying the use of social networking sites for promoting the use of archival resources by archivists, depend on the expected benefits that archival institutions can derived from it. Hence, the attitudes of archivists towards the utilisation social networking sites for promoting the use of archival resources relied heavenly on the positive outcome associated with the adopting the technology in the services of archival institutions. However, in a study conducted by Broadbent (2015) on the perceptions of Facebook users’ as an information source, the findings have shown that positive perception of information professionals towards the use of social networking sites could be linked to the information professional’s access to computer and internet facilities as there exist high rate blogs and

wiki usage among the information professionals especially librarians. Hyldegård, (2020) found that information workers who have more internet facilities perceived social networking sites in a higher rate than those who have fewer or no facilities. The internet facilities as reported by Abdullahi (2016) including hardware, software and high speed network connections, which allow information workers to converse with users, either by text, image, voice or combination of these that are necessary to enable convenient use of social networking sites. She further added librarians and archivists in developed countries have access to computer and to some extent internet facilities as such have the adequate skills, interest and positive attitude toward the use of social networking sites. However, there is gap to that regards in Nigerian context, as archival institutions suffer inadequate infrastructures, funds, skills and regular power outbreak which in essence may likely influence the attitude of archivists towards the adoption and utilizing the new technology in the National Archives of Nigeria (Onyeneke, 2016).

In another major study Lenhart (2015) stated that enhancing skills level and technical training of staff in order to develop positive attitudes to the provision of innovative services, while maintaining and strengthening their employment prospects and job satisfaction is important. It is empirically established that archivists in developed countries always found changes in their work but with training and enhancement of skills that would build their capacity and willingness to embrace any technological change. Therefore, there is the need to for archivists to acquire adequate technological skills needed for efficiency in archival operation and promoting the use of archival resources as well, thereby exposing the numerous benefits of social networking sites and state of archivists' attitude to apply the use of the platforms. In support of this Whiting and William (2013) highlights the dynamic

attitude towards technology, where he stated that “tolerance for rapid technological change, creativity and communication skills, public relations and publicity and ability to relate to adverse users with critical competencies will be the expected outcome of positive attitude towards acceptance and use of technology”. Still in relation to this view Shirazi (2013) recommended that available information technologies, web skills acquisition, knowledge of internet communication, digital skills competencies are of particular relevance to improving attitude of public archivists. They were specifically target issues to help archivists becoming expert in information technology, in essence influence their attitude positively to apply the use of social networking sites.

In a similar view, Ramzan (2004) looked at the attitudes of information professionals towards information technology, their level of knowledge in IT, and their relationship with each other. The work surveyed 244 librarians from different Libraries in Pakistan. The study revealed that awareness of the potential of IT, and that the attainment of professional qualifications and knowledge of IT had a significant relationship with professionals’ attitudes. The study further reveals that librarians’ level of knowledge in technology is a good predictor of their attitude toward application of information technology in libraries. Based on the findings, the author put forward recommendations to improve the information professionals’ attitudes toward IT applications in Pakistan and other developing countries. Some of the recommendations includes: provisions of adequate fund for the procurement of ICT related equipment, training and retraining of information professionals to acquire relevant skills and knowledge that would enable them to improve on service delivery etc. Equally, Al-Dalhani (2010) surveyed 1200 libraries across Europe on the use of Social Networking sites and found that positive attitudes, towards Social networking sites with 62%

of respondents having 'positive' or very 'positive' views on social networking sites. All the participants studied attributed their positive attitude development on the knowledge and skills they acquired with regards to the potentials of social networking sites and their applications and manipulation in different domain. Also, Shirazi (2013) examined the attitude of information professionals towards the use of information and communication technologies in some selected Nigerian Universities in Edo and Delta State, the findings indicated that professionals information workers in the institutions under study have positive attitude toward the implementation and use of ICT. Furthermore, knowledge of ICT and training of information professionals influence positive attitude towards ICT. Based on the findings, it is recommended that information professionals (librarians and archivists) who do not have knowledge of ICT should be adequately trained in order to have positive attitude towards the use of ICT in their respective institutions. Lacking such skills and knowledge competency will in essence result to negative attitude development towards an ICT instrument of application.

Personality make up also a key factor influencing attitudes in the application to apply the use of technologies. Livingstone (2008) found that personality attributes (resistance to change, cognitive appraisal, empowerment and extroversion or introversion) computer operation skills, motivation, and the use of modern software applications can influenced attitudes of archive personnel to apply the use social networking sites. He noted that individual differences with respect to technological acceptance and use existed. Similarly, Szekeley (2017) reported that with regards to the changing nature of human communication, archive personnel were exposed to the newly change environment. They have to understand that in order to survive, remain relevant, attract new users and retained their professional's

image they need to change their attitude master the newest technology application and utilise them in their work environment

From the reviewed literature, it is apparently that very little is known in relation to the attitude of archival personnel in Nigerian context. There is a gap of literature and lack empirical established facts about the state of archival institutions in Nigeria with regards to the attitude of archive personnel towards utilising social networking sites for promoting the use of archival resources in the National Archives of Nigeria. It is against this background that the researcher investigates the attitude of archive personnel towards the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

2.7 Overview of Types of Social Networking Sites

The rapid development of social media technologies and their application amongst service provisions institutions is on the rise as the technological products become an integral part of individuals and organizational way of facilitating communication. With the potentialities of these technologies, archival personnel can take advantage of innovative and emerging technologies such as Facebook, Twitter, Blogs and Instant Messaging to promote their service delivery to their clients. With the current trend of information explosion and the changed in pattern of human communication, archival institutions can apply the use of social networking sites applications to promote their visibility, services and improve in their operations.

However, different types of social networking sites exist and can be utilised for different purpose. In view of this in 2008, Mary Samouelian explored the use of Web 2.0 tools by college and university archives concluding that researchers are in readiness to comply with

any archival institutions that can apply the use of social media platforms to communicate to users. She went further to say that the institutions she studied were in the beginning stages of redefining their relationship with their users. In related view, Pearce (2005) had issued a call for archives to embrace user participation. He advised that “wikis, amazon, and Google show how people can work asynchronously and collectively to build useful resources” and concludes that these types of technologies was resulting in changes in public expectations for access to information” that would profoundly impact archives.

Recently researchers have examined different types of social networking sites and their functions in different domains. Mehra (2017) examined 105 different types of social networking sites and classified them into 8 groups, according to their functions and their estimated users as follows:

General Purpose Social Networks:

1. Facebook continues to be the number one social network in the world. It reportedly has more than 2 billion active monthly users as of June 2017.
2. WhatsApp is an instant-messaging social network that works primarily on smartphones. It is now part of Facebook and has over 1 billion users as of 2016.
3. Messenger (New) is also an instant-messaging social network that is part of Facebook. It has roughly 1.2 billion users as of April 2017.
4. LinkedIn is a social network used by professionals and is now owned by Microsoft. The network has more than 500 million users as of April 2017.
5. Google+ is Google’s social network that is reported to have more than 100 million active users. This social network is tightly integrated with all the other Google services, such as email and calendar.

6. Twitter has approximately 320 million users, who can post tweets that are limited to 140 characters.
7. Instagram is a photo and video sharing social network that is part of Facebook. It has roughly 375 million active users.
8. Pinterest is a social network that allows photos and videos to be shared from other sites. Pinterest has more than 175 million active users.
9. Snapchat is a multimedia messaging network with over 150 million daily users that has gained widespread popularity because of its innovative image filters.
10. Quora (*New*) is a question-and-answer social network where users can get answers to their posted questions. The site has close to 200 million active users.
11. GirlsAskGuys (*New*) is a question-and-answer social network where members of the opposite gender can ask each other questions.
12. Nextdoor is a social network that connects neighbors by sharing upcoming events and other neighborhood activities. Over 150,000 neighborhoods in the U.S. use Nextdoor.
13. ProductHunt (*New*) is a social network that helps share new products and prioritizes them based on votes given by members.
14. AngelList (*New*) is a social network used by investors and startups. The site has thousands of investors signed up as members.
15. Kickstarter (*New*) is a social funding platform where people can pitch their products or product ideas to get funding. The site has had almost 10 million backers.
16. WeChat is a mobile-messaging social network with almost 1 billion monthly active users who are primarily from China. But WeChat also offers an English, international

version. It has rich functionality from chatting to shopping with users even buying homes on the app.

17. Skype is an instant messaging platform that enables communication using text, voice, and video. It has over 300 million active monthly users and is now part of Microsoft.
18. Viber is also a communication social network like Skype that allows text, voice, and video messaging. It has over 800 million users
19. Tumblr is a blogging network with over 350 million blogs and over 500 million users. The social network supports both web and mobile.
20. Line is an instant messaging social network that is popular in Japan but also supports English and other languages. It has over 600 million users worldwide.
21. Gab (*New*) is an ad-free social network that allows its users to read and write messages of up to 300 characters, called “gabs.” It has roughly 200,000 users.
22. . VK is like Facebook but more popular in Russia and neighboring countries with over 400 million users.
23. Reddit is a content sharing social network with over 500 million monthly visits. posts or direct links can be shared on the site and voted by members to determine text populari is a cloud-based instant messaging service that has over 100 million active monthly users.
24. Tagged is a social network for making new friends. The site has about 20 million Visitors globally.
25. Myspace is a social network that is focused around an individual’s profile and is more popular with musicians and bands. It once was a top social network in the U.S., but now only has a few million users.

26. Badoo is one of the world's most widely used dating networks. It has over 360 million registered users.
27. Stumbleupon focuses on content discovery for its users. It is offered as a browser toolbar in all popular browsers.
28. Foursquare provides personalized recommendations based on a user's location and previous purchases. The service has tens of millions of users and is growing rapidly in the enterprise space.
29. MeetMe focuses on helping users discover new people to chat with on mobile devices. It has over 2.5 million daily active users.
30. Meetup is a social network that facilitates a group of people to meet in person around a specific topic or theme. It has roughly 32 million users.
31. Skyrock is primarily a French social network that offers blogging capabilities to its members. It has a few million members.
32. Pinboard (*New*) is a paid social network that allows sharing of bookmarks. The users can benefit from an ad-free experience on this site.
33. Kiwibox is a social network for young adults that offers blogging, photos, and gaming features. It has about 3 million members.
34. Twoo (*New*) is a social discovery platform that allows its 181 million members to create profiles, upload pictures, and chat with other users.
36. Yelp (*New*) is a restaurant review and home services site that has social features to share photos, write reviews, and see activities of friend.

In continuation of the classification of the types of social networking sites, Mehra (2017) continued to outline the second classification of the platforms with picture sharing features and tag it as photo sharing features:

37. Snapfish is a photo sharing social network where the members can benefit from unlimited storage space for their photos. The site has tens of millions of members.
38. Flickr is a photo and video sharing social network that supports tens of millions of members and over 10 billion photos.
39. Photobucket is a photo and video hosting site that has over ten billion photos and over 100 million members.
40. Shutterfly (*New*) is a photo sharing site that allows its 2 million members to use the photos to create personalized gifts, such as mugs and t-shirts.
41. 500px (*New*) is a Canadian photo sharing social network with over 1.5 million active members.
42. DeviantArt is an art-sharing network with over 38 million registered members.
43. Dronestagram (*New*) is focused around sharing photos that have been taken using drones. It claims to be “the Instagram for drone photography,” with more than 30,000 members.
44. Fotki (*New*) is available in 240 countries. It has more than 1.6 million members and 1 billion photos. The site was started in Estonia.
45. Fotolog is a photo-blogging site with over 20 million unique visitors.
46. Imgur (*New*) is a photo-sharing site where members can vote (and rank) photos. The site has hundreds of millions of images.

47. Pixabay (*New*) shares high quality photos from its members. The site has over 1.1 million images and videos.
48. WeHeartIt is a social network for sharing inspiring images. The site has over 45 million members.
49. 43Things (*New*) is a site for inspiration, advice, and support where members can set goals and share with their friends the goals that they are pursuing, such as losing weight or running a marathon.
50. Path is a photo sharing and messaging network that has rich features for controlling privacy of the shared photos. It is popular in Indonesia.
51. Uplike (*New*) is a photo-sharing service based in France that lets users share inspirations with the public. The app is currently used by millions of people in roughly 160 countries.

Lifestyle Networks: These are the types of social networking platforms with focus on different life style.
52. Last.fm is a music discovery and recommendation network that also shares what friends on the network are listening to. The site has tens of millions of users and over 12 million music tracks.
53. Vampire Freaks is a community for gothic-industrial subcultures that has millions of members. The site is also used for dating.
54. café Mom is a site for mothers and mothers-to-be. It has over 8 million monthly unique visits.
55. Ravelry is a social network for knitting, crocheting, spinning, and weaving. The site has over 7 million registered users.

56. A Small World is a paid social network that can only be joined based on an invitation by a member. The site focuses on luxury travel and building social connections, Its membership is capped at 250,000.
57. Reverb Nation is a social network for musicians to help them manage their careers and find new opportunities. The site has about 4 million musicians as members.
58. Sound Cloud (*New*) is an online audio distribution platform that enables its users to upload, record, promote, and share their originally created sounds. The service has more than 150 million unique listeners every month.
59. Cross.tv is a social network that shares Christian content to its 650,000 members.
60. Flixster is a site for discovering new movies, learning about movies, and meeting others with similar tastes in movies.
61. Gaia Online is an anime-theme social network and forums-based website. It has over 25 million registered users.
62. BlackPlanet is a social network for African Americans that focuses on dating, showcasing talent, and chatting and blogging. The site has around 20 million members.
63. MyMFB (*New*) is a social network for connecting Muslims across 175 countries. The site currently has roughly 500,000 members.
64. Care2 is a social network that connects activists from around the world to primarily discuss political and environmental issues. The site has about 40 million users.
65. CaringBridge is a social network for people facing various medical conditions, hospitalization, medical treatment, and recovery from a significant accident, illness, injury, or procedure.

66. GoFundMe (*New*) is a fundraising network that can be used to raise money for most any cause.
67. Tinder (*New*) is a location-based dating mobile app that is used by over 50 million users.
68. Crokes (*New*) is a community or social network for authors. It is similar to Twitter, but limits posts to 300 characters.
69. Goodreads (*New*) is a social network for book lovers, who can recommend books and see what their friends are reading, among other features. The site is owned by Amazon and has tens of millions of members.
70. Internations (*New*) is a social network that connects experts across 390 cities worldwide. It has almost 3 million users.
71. PlentyofFish (*New*) is a dating social network that is free to use but also offers some premium services. It has over 100 million registered members.
72. Minds (*New*) is a social network that allows its users to create channels on a variety of topics and also rewards users for their online activity. It promotes freedom and privacy on the Internet and has over 2 million members.
73. Nexopia is a Canadian social network that allows its members to create forums on any topic and have discussions within those forums. The site has over 1 million users.
74. Glocals is a social network created in Switzerland for the expatriate community. It allows the members to meet, organize activities, and share information.
75. Academia.edu (*New*) is a social networking website for academics. The platform can be used to share papers, monitor their impact, and follow the research in a particular field. The site has over 55 million users.

76. Busuu (*New*) is a language-learning social network. The site connects learners to speakers of the native language to make the learning process easier.
77. English, baby! (*New*) is a social network and online curriculum for learning conversational English and slang. The service is used by more than 1.6 million members.
78. Italki.com (*New*) makes connections between language learners and language teachers to help learning new languages. The site has more than 1 million students.
79. Untappd (*New*) is a mobile social network that allows its members to rate the beer they are consuming, earn badges, share pictures of their beers, review tap lists from nearby venues, and see what beers their friends are drinking. The site has roughly 3 million members.
80. Doximity (*New*) is a social network for U.S. clinicians. It has over 800,000 members.

Travel Networks:

Wayn is a travel network that connects like-minded people and also helps them discover where to go. The site has over 20 million users.

CouchSurfing provides a platform for members to stay as a guest at someone's home, host travelers, meet other members, or join an event. The site has roughly 15 million members.

81. TravBuddy specializes in finding a travel companion. The site has about half a million members.
82. Tournac (*New*) is a social network for travelers that connects people traveling to the same location.

Gaming Networks:

85. Cellufun is a gaming community with over 2 million members that can be accessed using any mobile device.
86. MocoSpace is social gaming site with over 2 million users and over 1 billion monthly page views.
87. Zynga (*New*) offers multiple games that are played by millions of daily users. Popular titles are Farmville, Draw Something, and Zynga Poker.
88. Habbo is a social gaming company for teenagers. It has more than 5 million unique monthly visitors. The network operates nine sites for users in different countries.
- Video Networks:
89. YouTube is the world's leading video sharing network that enables its users to upload, view, and share videos. It serves billions of videos daily.
90. FunnyOrDie is a comedy video network that allows users to upload, share, and rate videos. The videos often feature celebrities. The network has hundreds of millions of viewers.
91. Tout is a video network that helps businesses grow online video revenue and drive deeper engagement with viewers. It has 85 million unique monthly viewers.
92. Vine gained popularity as a video sharing network for 6-second videos. It is now part of Twitter.
- Reunion Networks:
93. Classmates connects people with their high school friends in the U.S. and also allows for the uploading of high school yearbooks. Members can also plan their high school reunions.

94. MyHeritage is an online genealogy network that enables users to create family trees, upload and browse photos, and search billions of global historical records. The site has 80 million users worldwide.
95. 23andMe (*New*) is a DNA analysis company that connects its customers with their relatives based on a DNA analysis. It also identifies if the person is likely to have any health-related issues based on DNA analysis.
96. Ancestry.com (*New*) is in the business of finding your ancestors — i.e., building genealogy networks. The site has roughly 2 million paying members
- Business Networks:
97. Viadeo is a social network for business owners, entrepreneurs, and managers — mostly in Europe. It has about 50 million members.
98. Ryze links business professionals, mainly new entrepreneurs. The site has about 1 million members.
99. Xing is a career-oriented social network that is used by consumers and businesses. Xing supports closed groups to enable a private and secure network within an enterprise.
100. Sprybirds (*New*) is a social and business networking site where people can make business friendships.
101. Solaborate is a social network and collaboration platform dedicated to technology professionals, to connect, collaborate, discover opportunities, and create an ecosystem around products and services.
102. eToro (*New*) is a social trading platform that enables investors to view, follow, and copy the network's top traders automatically. It has over 2.5 million members.

Blogging Related:

103. Xanga hosts weblogs, photoblogs, and social networking profiles.
104. Plurk is a free social networking and micro-blogging service that allows users to send updates through short messages or links, which can be up to 360 text characters.
105. LiveJournal allows its users to maintain a blog, journal, or diary. It has over 10 million unique visitors monthly in the US.

Similarly, Jamie (2019) studied and critically examined 65 social networking sites, which according to him are the latest and the most widely used social networking platforms globally. He highlighted each and every platform and provides statistical justification of users of each platform as of 5th June, 2019. These platforms are:

1. Facebook: This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts. Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook. Number of active users per month 1.59 billion approximately.
2. WhatsApp: Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity. It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. The WhatsApp call feature is just the icing on the cake! Number of active users per month: 1 billion approximately.
3. QQ: TencentQQ (more popularly known as QQ) is an instant messaging (chat-

based) social media platform. It became international (with more than 80 countries using it), after it was launched in China. It can be used to stay in touch with friends through texts, video calls and voice chats. It even has a built-in translator to translate your chats. To find out more, head over to our Chinese Social Media stats page. Number of active users per month: 853 million approximately

4. WeChat: This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As with the number of WhatsApp users. Related article: WeChat keyboard shortcuts
5. QZone: Like QQ and WeChat, QZone is yet another social networking service developed by Tencent. It enables you to share photos, watch videos, listen to songs, write blogs, maintain diaries and so on. It also empowers you to choose the accessories and customize the look and feel of your QZone webpages. Number of active users per month: 640 million approxima
6. Tumblr: Having been owned by Yahoo since 2013, Tumblr serves as a social media cum micro blogging platform that can be used to find and follow things that you like. You can also use it to post anything, including multimedia, to a short-form blog. Moreover, it gives you the flexibility to customize almost everything. Number of active users per month: 555 million approximately.
7. Instagram: Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social

networking app thus enables you to capture the best moments of your life, with your phone's camera or anyother camera, and convert them into works of art. This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire. Number of active users per month: 400 million approximately

8. Twitter: This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 280), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets. Learn how to create the perfect Twitter profile. Number of active users per month: 320 million approximately.
9. Google +: Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. It also extends support for video conferencing through Hangouts and allows businesses to promote their brands and products through Google+ businesspages. Number of active users: 300 million approximately
10. BaiduTieba: Offered by Baidu of China, a search engine company, BaiduTieba (known as Postbar internationally) is a social forum network based on the keyword searches in the Baidu search engine. This discussion forum works on the unique concept of allowing you to create a social network group for a specific topic, using the search, or even to join an existing online social group.

Number of active users per month: 300 million approximately.

11. Skype: Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet. Number of active users per month: 300 million approximately
12. Viber: This multi-lingual social platform, which is available in more than 30 languages, is known for its instant text messaging and voice messaging capabilities. You can also share photos and videos and audio messages, using Viber. It offers you the ability to call non-Viber users through a feature named ViberOut. Number of active users per month: 249 million approximately.
13. SinaWeibo: This is a highly popular microblogging social platform in China that is known for its hybrid mix of Twitter's and Facebook's features. Number of active users per month: 222 million approximately.
14. LINE: is a globally available messaging social network that enables you to share photos, videos, text messages and even audio messages or files. In addition, it allows you to make voice and video calls at any time of the day. Number of active users per month: 215 million approximately
15. Snap Chat: This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. Number of active users per

month: 200 million approximately.

16. YY is a major video-based social networking platform in China that enables group video chats. In such chats, more than 100,000 members can watch a single person doing an activity. Such an activity can be anything from giving a tutorial video to singing karaoke, which helps the users earn virtual currency that they can later convert into cash. Number of active users per month: 122 million approximately
17. Vikontakte: VK is one of the largest social networking platforms in Russia and has quite similar features to Facebook. Number of active users per month: 100 million approximately
18. Pintrest: This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan your travel agenda and so on by using Pinterest. Number of active users per month: 100 million approximately
19. LinkedIN: LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more. It boasts over 400 million members. Number of active users per month: 100 million approximately.
20. Telegram: This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has

always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it. Number of active users per month: 100 million approximately

21. Reddit: This social media platform enables you to submit content and later vote for the content. The voting determines whether the content moves up or down, which is ultimately organized based on the areas of interest (known as subreddits). Number of active users per month: 100 million approximately
22. Taringa: Taringa is one of the largest social networking platform in Latin America and allows users to share their experiences, content and more. Number of active users: 75 million approximately
23. Foursquare: This is a local search- and discovery-based social media platform that enables you to find the ideal places (based on your location) to go to with friends and loved ones. It also gives appropriate search results for the best food outlets, night entertainment places and more in your area. The social networking feature is now available in a separate app named Swarm. Number of active user 40 million approximately.
24. Renren: This is the largest social networking site in China and is literally a platform for everyone. It has been highly popular with the youth due to its similarity to Facebook, as it allows users to easily connect with others, quickly share thoughts and posts, and even update their moods. Number of active users per month: More than 30 million approximately

25. Tagged: This is a great social media site based on friendship and dating and, in 2011, it acquired another social networking platform called hi5. It enables you to socialise with others through games, browsing profiles, common interests and so on. Number of active users: 25 million approximately
26. Badoo: This dating-based social networking site operates in more than 200 countries. It shares details about people nearby in your area and even about people whom you may have bumped into in real life. Number of active users per month: 20 million approximately
27. Myspace: This is a music-focused social networking site and provides an interactive and user- submitted network of friends. It also provides blogs, groups, personal profiles, pictures, videos and so on. Number of active users: 20 million approximately
28. StumbleUpon: is an intelligent social networking platform that finds or discovers content and recommends the same to its users. You are thus empowered to discover webpages, images, videos and so on and then rate them as per your interest and taste. Number of active users: 25 million approximately
29. The- Dots: the-dots.com is a networking platform that helps everyone involved in the creative process connect, collaborate and commercalese helping build a stronger, more profitable and diverse creative sector. Born out of a genuine passion to make the creative industries more open and meritocratic, founder Pip Jamieson launched the platform in the UK in 2014.
30. Kiwibox.com: This is a community-based social networking site, especially for those who live in New York. It offers an online magazine to target teens through

fashion tips, advice and chat. It also allows young adults to let everyone know about their skills and interests.

31. Skyrock is a French social networking site that offers its users a free and personal web space to create and post blogs, add profiles and exchange messages. Apart from French and English, it is also available in five other languages
32. Delicious: It is known for being the leading social bookmarking service. Having been launched in 2003, Delicious is ideal for storing, sharing and discovering web bookmarks. It also allows its users to tag them with any keywords.
33. Snapfish is a web-based photo sharing social networking site that offers unlimited storage to its members for uploading photos. You can thus put away your storage space concerns for your vast collection of images.
34. ReverbNation: This is the ideal social networking platform for musicians and professionals to connect with others in the music industry. It offers different tools to musicians to manage their careers and offers them the right access to their music industry partners and fans.
35. Flixster: This is an American social networking site for people who love movies and want to connect with like-minded people by sharing their movie reviews and ratings. Its users are likely to learn about movies and get information about new movies.
36. Care2: This social media site helps activists connect around the globe with similar individuals, businesses and organisations that are making an impact on society. It also encourages people to lead a healthy and green lifestyle

37. Capemom: This ad-supported social networking website is a community for mothers and mothers-to-be that enables them to get support and advice on various topics, such as pregnancy, fashion, health and food. It also helps them learn from the experiences of other mothers.
38. Ravelry: Ravelry is a community-based social network that is targeted at people who are interested in fibre arts, such as spinning, knitting, weaving and crocheting. Such people can share their own collections, different ideas and learn from the experiences of other members for better collaboration possibilities.
39. Nextdoor: This is a private social networking platform for neighbourhoods in the US. The objective is pretty simple: allowing users to get connected with the people in their area.
40. Wayn is a travel- and lifestyle-based social networking platform and offers its users the ability to discover where to go, what to do and how to meet like-minded people to share their experiences.
41. Cellufun: This social gaming community can easily be accessed on the move from any mobile device. With this mobile gaming-based social network, users can socialise, create avatars, play games and purchase virtual goods.
42. YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.

43. Classmates: This is an entertainment-based, short-form video sharing social media site where members can easily share videos that are six seconds long. It belongs to the Twitter family and allows easy integration with other social networking platforms to share and watch videos.
44. Vine: This is an entertainment-based, short-form video sharing social media site where members can easily share videos that are six seconds long. It belongs to the Twitter family and allows easy integration with other social networking platforms to share and watch videos.
45. Myheritage: This is an online genealogy social platform which supports more than 42 languages and empowers its users to create family trees, upload and browse through family photos and manage their own family history. It could also be used by people to find their ancestors and get more information about them.
46. Viadeo: is an online business-based social networking site that helps business people, mostly those in Europe, connect with one another. It is available in about different languages.
47. Xing: This professional social networking sites offers features that are similar to LinkedIn's with its main users based in Switzerland, Austria and Germany. However, it is unique because it enable group discussions between the members of a certain company or business.
48. Xanga; This blogging-based social networking platform hosts weblogs, photo blogs and social networking profiles for its users
49. LiveJournal: This San Francisco-based social networking site is available in

Russia, as Zhivoy Zhurnal or ZheZhe. It enables users to maintain a diary, blog or journal, along with privacy controls.

50. Friendster was previously a social networking site to find friends and stay in touch, but is now a social gaming network for game lovers in Asia.
51. Funny or die: This comedy video social website is aimed at bringing together the funniest videos from the web. Celebrities follow this social platform a lot and it enables users to share, upload and rate videos.
52. Gaia Online is an anime-themed social networking and forums-based website. It gives users access to avatars, virtual world, games and so on.
53. We heart it: This photo-sharing social media site, which is available in more than 20 languages, is ideal for users' daily dose of inspiration or motivation. It enables users to view and share highly inspirational images with their friends
54. Buzznet: This social media site allows users to share content on the basis of their personal interests in the form of videos, photos and journals. It also seamlessly integrates with Facebook.
55. Deviant Art: is regarded as the largest online social networking community for art lovers and artists. It enables users to take photos of their artwork and share them with others.
56. Flickr: This is another highly popular photo-sharing website. It serves as a platform to upload numerous high quality images, especially by photographers or people who love photography. It is also an efficient online photo management and sharing service.

57. Meetme: Formerly known as my Yearbook, MeetMe is aimed at users who want to find new friends and chat with them. This makes it highly popular among teens and young students.
58. Meet up: This social networking portal enables you to find groups of like-minded people, who have similar interest to you, near your locality (anywhere in the world). It also facilitates offline group meetings and you can become a part of such groups and their discussions.
59. Toutis a social networking cum micro-blogging platform that allows you to view and share videos that are 15 seconds long. The videos that are shared on this platform are known as touts.
60. Mixi: This is a popular Japanese social networking service that has around 20 million active users. It enables you to connect with your friends and loved ones in a convenient way and even based on your areas of interest.
61. Quora is a place where people can share and gain knowledge by asking and answering questions.
62. Douban: This Chinese social networking site has something for registered as well as unregistered users. It enables registered users to record information and create content based on music, films, books and events in the cities of China.
63. Vero: says that its “a social network for anyone who loves anything enough to share it and wants control over who they share it with. Just like we do in real life.”
64. Spreely: is a social media platform that is free from censorship and free from

shadow bans. The name Spreely is made up from speak freely and promotes freedom of speech for all its users.

65. Discord: is one of the most popular platforms right now with over 250 million users, and is growing with at least a million every week. It's designed for gamers to voice and text chat. It's 100% free, secure, and works on both your desktop and phone. A great free alternative to the premium services such as TeamSpeak.
66. TikTok is a social video app that allows its users to share short videos. There's plenty of stickers, filters and augmented reality features to add to your videos. It was the 4th most downloaded app in 2018 and looks like it'll top that list in 2019. TikTok is insanely popular with the kids these days. If you're under 16 then this is the place to be.

Regarding the type social networking platforms to be used for research and academic activities, Kist (2022) opined that the effect of social networking usage would depend on the type of social networking sites that students and researchers found appropriate in the cause of pursuing their activities. In essence, there is no recommended types of social networking sites to be used by an institution to interact with its clients. Services oriented institutions are to apply the use of the most popular and commonly used social networking sites appropriate to address the purpose of their existence, to interact with its users. In relation to this study, archival institutions are to identify the most popular and commonly used social networking sites platforms to interact with the users and promote the use of archival resources as well. However, in the Nigerian context, the types of social networking sites used for enhancing effective utilization of archival resources in the National Archives of Nigeria are unknown, It is in view of this knowledge gap, that this study investigates the types of social networking

sites use for facilitating utilization and promoting the use of archival resources in the National Archive of Nigeria.

2.8 Purpose of Social Networking Sites

Technological integration and application transforms practices in information handling, processing and dissemination. Apart from individuals, many brands, companies, organizations, public institutions (local national as well as international level), and both traditional and citizen-based media make use of SNSs, by having a public Facebook page, a Twitter account or YouTube channel among others. SNSs thereby provide a huge amount of information, as well as different types of information compared to those available from many other sources, and covering a wide range of topics. SNSs can therefore be considered as effective hubs through which information flows, as is demonstrated in the recent agreement, called “Instant Articles” between Facebook and nine press publishers to submit articles directly to its members. This by implication means that the application of the technology (SNSs) among different establishments exists for the purpose of sharing information that require instant attention and action (Liu, 2021).

Realising the roles of the platform as information providers, SNS have been shown to play an important role in participation and political engagement. Recent history has demonstrated that these communication platforms allow people to challenge the establishment by publishing and sharing anti-establishment views or opposing debates, and facilitate people gathering to demonstrate commitment, or even for strikes or riots (Michelle, 2011). On this note, social networking platforms can be employed for the purpose of influencing people or staff attitude towards the required changes especially the one that can address the welfare.

Furthermore, recent works point out that SNSs could be used as direct information sources explicitly by students (Kyung-Sun *et al.*, 2019). This is not surprising given the availability and increasingly popularity, of user generated content. Moreover, many young people, and most information searchers in general, rely on sources easily accessible even though the trustworthiness of information may be questionable (Flanagin & Metzger, 2010). In line with this, considering the views that SNSs are regarded as being one of the most simplest sources for students academic and other related activities, there is need for archival institutions to apply the use of social networking sites technology to reach users of archival resources and at same time promote the use of archival holdings for research and reference activities.

However, the purpose for which individual and institutions are utilizing SNSs need to be better understood especially from an empirical point of view. Some of the most significant studies that demonstrate the use of SNS as direct information source concern undergraduate students such as the several studies conducted by research team led by Kyung-Sun *et al* (2019) which carried out a first online questionnaire that aimed to investigate what kinds of SNSs are used as information sources and why they are used by undergraduate students from a public university (446 participants). This study also examined what kinds of actions users take in order to evaluate the trustworthiness of information provided by social sources. The study found that Wikipedia was the most widely used source (98%) while SNSs such as Facebook, MySpace and LinkedIn were also used as information sources (97%), followed by online user reviews (72%), YouTube (53%) and Q&A sites (for example Yahoo! Answers) (53%), blogs (32%) and microblogs such as Twitter (24%). The authors concluded that a range of SNSs and social media are used for everyday life information seeking while some are used for both everyday life information and academic purposes (Wikipedia,

YouTube, Q&A sites). Furthermore, this study shows that different sites are used for different purposes: Wikipedia was used mainly for getting background/introductory information and a quick overview, while sites like Facebook were used mainly for keeping in touch with others, getting updates/news and for getting others' opinions. User review sites were used for getting others' opinions/comments on products and help with purchase decisions. YouTube was used for recreational information and for finding solutions to a problem or how-to instructions, while for problem-solving, Q&A sites were also used often (Kyung-Sun *et al*, 2019). Therefore, it is clear from the reviewed that SNSs are being used among individual and institutions for different purposes, there is still absent of empirical evidences that specifically reveals or describes the state and that of utilizing social networking sites and the purpose for its usage in the National Archive of Nigeria.

Sei-Ching and Kyung-Sun (2013) conducted additional studies, which involved 1286 students from a public university filling out a web based survey. Findings showed that sources used by students for information seeking related to academic purposes were, firstly, wikis, followed by blogs, social Q and A, media-sharing sites, and forums. In 2014, two further surveys were launched to collect data via a web-based survey with 809 undergraduate students (Kyung-Sun *et al*, 2019) and web-based survey plus focus groups from 1355 students in US and 194 in Singapore (Sei-Ching & Kyung-Sun, 2019). Findings of the first study showed that most of the SNSs and social media platforms are used as information sources, and wikis, user reviews, and media-sharing sites emerged as the top platforms. Results also revealed differences in the frequency of information seeking and in the purpose of use depending on gender, class level, academic discipline and Big Five personality traits (McDowell & Mirinda, 2011). In the second study, little difference was found between the

two countries, while different platforms seemed to be used depending on different contexts. Q&A sites and forums tended to be used in the academic context. 5 SNSs, user reviews, and microblogs were used in the everyday life situations, while wikis and media-sharing services were most often used in both contexts.

The study by Dana (2014) has examined the use of media by young people in Switzerland every two years. In 2014, 1086 young people (age from 12 to 19) were interviewed. This study showed that SNS are an important information channel for them: SNSs were in third position, after videos sharing websites and search engines, with 78% (n = 854) consulting them every day or several times a week. Indeed, for the 2014 session, video sharing websites such as Youtube have been included in the survey as an information channel. The participants declared that this kind of sites is not useful for leisure exclusively but for information seeking as well. This study also demonstrated a greater tendency for girls to seek information through SNSs.

However, these findings are disputed slightly by other results however. For instance, Candice (2009) interviewed 34 Australian students (aged 18 to 25) about their topics and sources when seeking information in everyday life information seeking situations. This study did not focus especially on SNSs. These results suggest that print media such as books and newspapers still played an important role for young people while SNSs were perceived as important for interaction with friends rather than for news gathering. Although Facebook, could be used to get some types of news e.g. about friends, family, clients or users of a particular product or services for the purpose of communication related to the purpose of interaction, it was still mostly used for communication. Therefore, it's against this

background that this study investigates the state of utilizing social networking sites for the purposes of promoting the use of archival resources in the National Archives of Nigeria.

2.9 Factors Facilitating the Utilisation of Social Networking Sites

The rapid development of information communication technology (ICT) has changed much of contemporary society. ICT's influence extends to the working context with ramifications not only for employees but also for the entire organization. The technology also changed how the workplace functions. Social networking sites are seen as a powerful tool that can be used for a variety of purposes within the workplace, resulting in the need for a dedicated separate budget for this activity. The decision to include social networking sites in the organization's business strategies is motivated by several factors. These include the convenience of using social media services, greater awareness of the benefits that may be gained through social media tools and access to potential recruits with the possibility of disseminating information to a wider audience (Palonka & Porebska-Miac 2020).

Going by the scholarly arguments on the potential benefits associated with the application of social networking sites especially among information service orientated institutions which include: increased user participation, interaction and engagement. These benefits are considered positive and can promote the services of archival institutions in terms of rapport building, frequent visits, referrals and utilization of archival resources. Abdullahi, (2016) examined the benefits of adopting social media among academic libraries of health related institutions in Kano state, she noted that applying the platforms can lead to "increase in professional development, current awareness of information service trend, expansion of professionals network as well as improve potential collaboration with other colleagues".

Despite the highlighted benefits of social networking sites, still there are several factors influencing the use of the technology among information services oriented institutions as identified and examined by researchers. Donald (1999) examined the conditions that should facilitates the applications and use of new technologies:

1. Dissatisfaction with the status quo. Something is not right. Things could be better. Others are moving ahead; we are standing still. There must be something we can do to improve our situation. Whether the dissatisfaction is an innate feeling or an induced state (as brought about by marketing campaigns, for example), it is an emotion that calls for change. In most of the studies, this condition was not the most important factor in bringing about implementation, but it was generally agreed that it has a place in the mix of conditions.

2. Existence of knowledge and skills. The knowledge and skills are those required by the ultimate user of the innovation. It seems evident that such a condition should be in the list and, indeed, it was consistently near the top of the list as one of the most important factors leading to implementation.

3. Availability of resources. This condition refers to the things that are required to make implementation work. It includes hardware, software, publications, audiovisual media, and other teaching materials. Reference to funding in general is also an indicator of the money required to obtain these resources. Other examples are access to a copy machine, clerical help, and instructional supplies.

4. Availability of time. Implementations need time to acquire knowledge and skills, plan for use, and adapt, integrate, and reflect upon what they are doing. This means good time, "company" paid time arranged for by the organization where the innovation will be

implemented. It sometimes means the willingness of individuals to contribute some of their own personal time to the process.

5. **Rewards or incentives exist.** An incentive is something that serves as an expectation of a reward or fear of punishment. It serves as a stimulus to move an individual to action. A reward is something given for performance - an action that demonstrates satisfaction with a job well done. The complication is extended by the difference between an extrinsic reward and an intrinsic reward. Extrinsic rewards can be observed; intrinsic rewards are internal to the individual. It is difficult to measure the "satisfaction" that may be felt by users of the innovation. It may be that the potential conflicts in interpretation of rewards and incentives led to less importance of this factor in most of the studies. Even though the condition was present in all of the studies, it was reported to be of lesser importance.

6. **Participation.** This is another ambiguous term that may have caused some variation in interpretation. However, it was confirmed as an important factor in all of the studies. Participation means shared decision-making, and communication among all parties involved in the process. When direct participation is not possible, the implementors should feel that their ideas are represented through a surrogate. Participation was often reported as a strong condition.

7. **Commitment.** This condition demonstrates firm and visible evidence that there is endorsement and continuing support for implementation of the innovation. This factor may be expressed by the primary leader (a principal of a school, for example) or a group, such as a board of directors. This condition is usually measured by the perceptions of the implementors, rather than public acknowledgment of policy.

8. Leadership. Leadership, in this case, is two-pronged:

(1) Leadership of the executive officer of the organization, and sometimes of a board, and

(2) Project leadership, which is more closely related to the day-to-day activities of the innovation being implemented. Once the executive leadership is evident, then the project leadership becomes even more important because the person who can help with the implementation is closer to the user. Relating these factors as examined by Donald (1999) to the context of this study, will help enhance the archive personnel utilization of social networking sites as a tools for promoting the use of archival resources,

Accordingly, in a study conducted by Nengomasha and Nyanga (2015) examined the barriers affecting the application and use of social networking sites and the conditions that will assist librarians and archivists in addressing these challenges, hence facilitating the application and use of the platforms for promoting the use of information resources. In similar study the author mentioned that librarian/archivist and computer skills (skilled manpower and facilities) are the main factors for successful application and use of social networking sites for promoting the use of information resources. He further added that belief and attitude are also determinants factors. This in the context of this study denotes that utilisation of social networking sites depends largely on archive personnel skills and attitude. Meanwhile, archivists who have positive attitude towards social networking sites and perceived it to be useful will evidently use it as a tool for promoting the use of archival resources. Equally, Mittal and Elias (2016) reported that access to computer and internet facilities remains a significant factor in the use of social media for effective service delivery.

In a similar view, Yusuf (2011) in his study findings revealed reveals that in Nigeria generally, there is low internet bandwidth, low participation in the development of IT equipment as well as low development of software applications. Moreover, Abdullahi (2016) in her study on the factors facilitating the use of social media among librarians in institutions of higher learning in Kano metropolitan she reveals that majority of the respondents were unanimous on the factors that facilitate the use of social media for information service delivery. She further stated that 10.0% of the respondents indicated that other factors such as establishment of unit to take the responsibility of the use of social media in the library, and exposing the librarian to the simplicity of social media application in library operation. From the reviewed literature, there is no study conducted to reflect the factors that facilitate the utilisation of social networking sites in archival institutions. Therefore, it's based on this knowledge gap the researcher investigates the factors that can facilitate the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

2.10 Challenges Associated with the Utilisation of Social Networking Sites

Just as variation in tools and their application makes it challenging to assess the general effectiveness and value of social networking sites, so, too, is identifying and assessing the problems that application and use brings. There are many types of social networking sites and many ways in which they are used. Notwithstanding this variance, researchers find much to be concerned about. Ifijeh (2014) identified the challenges associated with technological adoption as follows:

Copyright issues: It is a common challenge when making use of social networking sites to disseminate information and this is not restricted to information disseminated in print format

alone but it also cuts across information disseminated in audio and video format. Information professionals (archivists and librarians) may infringe on some authors' copyright if they are not well knowledgeable in the process of making information accessible on social media, hence it is paramount that information professionals even in the bid to satisfy information needs should not go beyond the dictates of the copyright law.

Skills: Technical competence is a point that cannot be overlooked when using SNS and this could sometime pose as a challenge as some information professionals may not possess needed skill to function effectively in this area. Ifijeh (2014) reiterated that high level of expertise is required when using social media; they noted that in some instances the information professional may require skills for customizing applications that aid in the process of accessing online catalogs and archival simple list.

Cost: Cost of carrying out information services using social networking sites could be enormous. The cost here includes cost of purchasing and maintaining needed infrastructure and equipment, remunerations for technical staff, cost of regular training, cost of bandwidth, electricity, etc.

Time consuming: Use of social media or SNS for carrying out information services can be time consuming; this is because any information professional that wants to be effective and efficient enough in quenching the information thirst of clientele would need to spend a lot of time on the internet. Clients could get frustrated if they send in a query and do not get the needed response in good time; hence to avoid this, the information professionals should always have to spend hours on the internet answering queries

Technophobia and Techno stress: Despite the level of infiltration of ICTs in libraries and other information service institutions, today some information professionals still have that

inert fear of technology. They would rather stick to the manual means of carrying out information services. Also there is the challenge of technology related stress; information professionals that make use of ICT tools for a long period of time usually experience this kind of stress.

Isiakpona & Adebayo (2011) explained that techno stress is usually caused by the use of obsolete technology, power fluctuation, slow network, poor sitting position, poor computer proficiency skill, etc.

Similarly, during a conference for the integration of social media features in the services of information oriented institutions, Jonathan (2014) examined five barriers to social media integration as follows:

Hiring the right people

In an interview with Pierce last year, finding the right people was a major challenge. In spite of the fact that there is no shortage of qualified candidates applying for social media jobs, this remains an issue. The challenge, he says, is hiring successful people that have the right breadth and flexibility to understand social media and the importance of customer service, people who can think on the spot, are collaborative, can react efficiently and so on.

Existing technology infrastructure

Every company is unique but the big question, says Pierce is, “how do you join up social data which is very free form and very unique is constantly evolving comp with existing technology infrastructure and the type of data you have there”.

Competing priorities

Every business has many demands and requirements for investment. For social media teams, the challenge is getting social high up on that list for investment. So the role of the social media team today is changing. It's not just about managing a customer service channel, its about proving the worth and value of social to the business. "What is needed is people who can have strategic conversations with management as well as folks who can fill day to day customer tasks," says Pierce.

Evolving customer behavior

Just when you think you have understood your customer, expect a shift in behaviour. Not only are brands seeing how customers use social media change, they also face the challenge of keeping up with the evolving business models of each different social network. How stable are they? Will they still be in business in six months' time? "Some aspects of social media is out of your hands but when it's evolving so quickly and you don't know where companies are going, that's a barrier to integration," says Pierce. One mistake some brands have made is jumping too quickly when a new social media channel appears on the scene, instead of waiting until customer behaviour settles down. "It's about knowing where to put your chips," says Pierce. While this is different for every business.

Education and consistent metrics

Getting everyone to be on the same page when using social tools is another challenge and requires careful training. According to Pierce, you can't measure social with one consistent metric across every channel because they are all so different. "All have different ways of comparing information and different success factors to consider," he says. So it's important to

establish metrics for each social network that are understood by the social team, by stakeholders and by each business unit. You also need to talk a language that C-suite executives will understand. “They don’t want to talk about reach of a Facebook page they want to talk about how social is impacting sentiment towards the brand. They want to hear what customers are saying now about the brand versus what they were saying last month,” says Pierce.

However, there are scarce literature on the utilisation and use of social networking sites especially in developing countries of the world. To that regards, the major barrier associated with the adoption of IT is the poor condition and limited availability of physical infrastructures in developing countries. Existing telecommunication networks are often limited to urban areas only, and even these offer poor services in contrast with the ultra-high-speed system present in Information Technology advanced countries (Arnout *et al*, 2021). In another related view in Nigerian context, Archibong (2013) has outlined three major obstacles towards ICT application in Nigerian universities. These obstacles are: the conservative nature of Nigerians of not liking change, poor maintenance culture of Nigerians and inconsistent government policy.

Ezeani and Igwesi (2012) equally reveals the factors militating against the adoption of social networking sites in Nigerian University Libraries. These factors cut across librarians’ problems, users’ problems, technical problems and government problems. One of the major challenges towards adoption and use of social networking sites among librarians is lack of awareness. Most information workers not only librarians in developing countries are not aware of social networking services other potentialities associated with the platforms and the few ones that are aware are still struggling to find out the productive uses of these sites for promoting the services of libraries and other information oriented institutions.

Technophobia, many librarians and users are afraid of handling computers in our libraries. They make traditional library services their comfort zone and are not eager embrace change. There is also lack of training of library staff on how to use social networking sites. They concludes that most librarians lack the 21st century.

Bichi (2017) studied the adoption and use of social networking sites for information and library services among librarians of Nigerian Federal Universities. The author found that there were three factors found to constitute a challenges toward adoption of social networking sites by librarians in Nigerian Federal University Libraries. These were lack of SNS's skills, poor internet service and fear of compromising their security. He further stated that these challenges cut across all the respondents, those from libraries with SNSs account and without.

Going by the surveyed literature on the challenges faced by the institutions and organisations towards the application and use of social networking sites from both developed and developing countries. The reviewed reflects that most of the identified and examined challenges faced in relation to utilisation of social networking sites were focused on libraries, in essence there is literature gap in this regards in relation to archival institutions especially in Nigerian context. It is against this background that the researcher investigates the challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

2.11 Review of Related Literature

The importance of promoting and maintaining the visibility and utilisation of archival holdings to the public by archival institutions in the digital era cannot be overemphasized.

As the world continues on its rapid pace of constant change (including the development of new technologies such as internet and social media), the distinctions between local and global organizations are disintegrating across the planet with the increasing sameness of product offering and services. This makes it increasingly difficult for archival personnel to point to local archival materials as having value, when there are several others available to access and use (Mason, 2016).

Social networking sites are a new and remarkable trend of the Internet, with many benefits both for persons and corporate bodies. For corporate bodies, among which are archival agencies; the use of Social networking sites can promote their image to the public and hence improve their public relations and facilitate effective utilization of archival resources. It is important to note that for archival institutions to remain relevant and sustained their recognitions in the society, there is highly needs for the institutions to realised the immense benefits and potentials of social networking sites and apply the use of the technology to follow the trends of modern contemporary society. There are exist related empirical based studies conducted in relation to the utilisation of social networking sites in archival operations basically for improving and promoting visibility and use of archival resources.

Maidabino (2010) conducted a surveyed on the availability, organization and use of archival records with particular reference to public archives agencies in the North-Western states of Nigeria. The author target objectives for carrying out the study were to examine the availability of public archives agencies in the North-Western states of Nigeria; identify the archival records available in these agencies; determine how the records or archives were organized in the identified agencies; and examine how public access is provided to the resources. The writer used survey research technique for the purpose of the study. The

researcher first conducted a pilot study to obtain information about the public archives agencies in the seven states that make up the North-Western part of Nigeria. Seven states of North-Western Nigeria namely Kano, Jigawa, Kaduna, Katsina, Kebbi, Zamfara, and Sokoto were used as geographical scope and questionnaire were used to obtain data on availability and existence of public archives in the states studied. The data was collected from the Directors of Information in the Ministries of Information, Youth, Sports and Culture of each state. The result of the pilot study revealed the existence of five public archival agencies available in all the seven states. The author also designed a separate questionnaire which was administered to the archival staff and the directors of all the five public archival agencies. The questionnaire elicits data on the types of archival resources available in the five public archival agencies. It also sought data on how these archival resources are described, organized as well as how access to them was provided.

The findings of the researcher reveals that there are a total of five public archival agencies founded in different period in the North-Western states of Nigeria. In relation to the outcome of the study, the analysis reveals that there are more public archival agencies in existence in Sokoto and Kaduna states respectively. Each of the two states has two public archival agencies. The author findings also reveals that all the five public archival agencies retained a number of archival records which includes administrative records, historical and judicial or legal records. Others include financial records, minutes of meetings and security or internal records. The studied also reveals that the use of source of records creating agency, date of creation and the provenance factors are common to all the five public archival agencies in establishing the intellectual control of their records. The findings further reveals that all the five public archives provide access to their archival records. Accessibility to the

archival records is achieved through a number of archival services which include search room services and information and reprographic services. These archival services were earlier mentioned in this work as some of the traditional services of archives.

The present study differed with this study as the former focused mainly on the availability and management of archival holdings in the archival agencies studied while the later deals with the application of modern technology (social networking sites) for enhancing the visibility and promoting the use of archival resources in all the three stations of the Nigerian archival agencies.

Abioye (2009) carried out a study on searchers' perception of access regulations in Nigerian National Archives. The writer sought to determine the caliber of searchers that patronize the National Archives of Nigeria; investigate the purposes for which archives are used; find out whether searchers are familiar with access regulations; ascertain the attitude of searchers to different aspects of access regulation; and determine which of the regulations searchers consider repugnant and due for review. Questionnaire and personal interview were the instruments used for data collection. A questionnaire containing 26 items, most of which were structured, was designed to elicit information on the familiarity of the respondents with the search room regulations as well as their attitude to each of the regulations. The respondents comprised students of tertiary institutions, scholars, legal practitioners, litigants, government officials and politicians. The reliability co-efficient of the questionnaire is $\alpha=0.62$ using the Cronbach-Alpha method. Personal interviews were also conducted with six searchers made up of two scholars, two government officials, one legal practitioner and one politician. A total of 100 copies of the questionnaire used for the study were all administered out of which 72 copies were duly completed and returned, representing a return rate of 72%.

Results of his findings show that most of the searchers (66.6%) used archives for research purposes, 33.3% used it for informational purpose while 11.1% and 5.5% used the archives for litigation and administrative purposes respectively.

This finding is in line with that of Koc and Akbiyik (2020) which established that majority of searchers in Kenya National Archives and Documentation Service used archival information for research work. Abioye's findings reveal that majority of searchers (88.9%) were familiar with the regulations that governed search activities in the National Archives of Nigeria while a very small percentage (11.1%) claim that they were not familiar with the regulations. The study found that searchers held different opinion towards different aspects of the access regulations. Majority of the searchers (99.4%) were in support of the minimum age limit of over ten years set in the regulations for engaging in search work in the National Archives of Nigeria, while a negligible number (5.6%) are indifferent of it. Most of the searchers were not satisfied with the regulation requiring prospective users of archives to give sufficient notice in writing of their intention to visit the archives to conduct search. The study further reveals that most searchers (67%) considered it unsatisfactory that access is granted to only papers of at least twenty-five years old. His findings further reveal that most of the searchers (67%) were in support of the regulation requiring searchers to obtain permission of the depositors before they could be granted access to private records while the rest (33%) considered it unnecessary. Majority of the searchers (72.2%) were in favour of the regulation requiring searchers to submit their notes to the reference archivist or any search room staff for scrutiny if requested to do so while 27.8% of the searchers frowned at this regulation.

This study differed with the earlier analysed research, as the present study tends to establish the actual reality in relation to archival personnel awareness and use of social networking and its subsequent utilization in the services and operation of archival institutions in Nigeria. The earlier focused on archival users and their perception towards the use of archival resources in the Nigerian National Archive. The similarity between the two studies was the two surveyed were all focused on the same institution and how to improve its services and operation.

Alhassan and Idodoh (2013) carried out a study on acquisition, preservation and retrieval of archival materials in the National Archives in Kaduna. The objectives they sought to achieve in the study are to find out: (i) the methods of acquisition of archival materials at the National Archives Kaduna; (ii) the methods of preservation of archival materials at the National Archives Kaduna; (iii) the adequacy of staff for effective service delivery at the National Archives Kaduna; (iv) the nature of resources kept in the National Archives Kaduna; (v) the methods of retrieval of archival information in National Archives Kaduna and; (vi) the problems of acquisition, preservation and access to archival information at the National Archives Kaduna.

The researchers adopted the case study approach for the study. The population of the study comprised of the twenty-five (25) staff of the National Archives Kaduna who were all used as the respondents of the study. Structured questionnaire was used for data collection. The method of analysis of the data collected was by direct interpretation of responses to each question posed by the questionnaire by means of frequency count and simple percentage. The findings of their study show that the methods of acquisition of archival materials in National Archives Kaduna include purchase, donations, willful submission, soliciting and

forceful takeover. This was attested to by over 84% of the respondents. The materials acquired in the archives include old newspapers, Arabic manuscripts, colonial records, operational files and manuscripts as was confirmed by majority (99%) of the respondents. The study also reveals that the methods of preservation of the archival collections included air-conditioning, fumigation, binding, microfilming and electro-copying. This was the opinion of all (100%) the respondents.

The study also discovered that the National Archives Kaduna lack sufficient staff to meet their service delivery, however, the staff are trained internally and have requisite qualification to meet the requirements. Over 70% of the respondents affirmed these views. The findings of the study equally show, as attested to by over 80% of the respondents, that the archival materials/collections are arranged for easy retrieval. The archival materials/collections are arranged by office of provenance, by title and by subject while retrieval is done with catalogue and index. The present study differed with the former, as the former only focused and unveil the nature of acquisition preservation and access to archival resources while the later dwelled on how to promote access and utilization of archival resources through the integration of social networking sites technology as among the modern tools used to improve professional practices, operations and services.

Yusuf (2013) also conducted a study on the role of archives in national development focusing on National Archives of Nigeria. The study examines the role of archives and its advantages in national development. It discusses the National Archives of Nigeria, its functions, organization, programmes, and highlights the contributions of the National Archives to national development. The author employed cross-sectional surveyed with 50 respondents and questionnaire as instruments for data collection. The data was collected and

analyses using descriptive statistics with percentages to make a decision. The research explores some of the problems confronting National Archives of Nigeria. The author offered suggestions for effective management of archives to transform them into information power houses fit for an information society. The writer recommends that government should take all necessary steps to preserve our written and unwritten (oral) heritage and to improve the holding capacities and the facilities in the National Archives in the various parts of the country. This study differed with the present research as the later tends towards promoting the use of archival holdings considering the roles of the agencies and its contributions to national development.

Onyeneke (2016) equally, conducted a study on the accessibility of records in the National Archives of South East Nigeria. The researcher investigated accessibility of records in the National Archives of South Eastern Nigeria. The study concentrated on the two National Archives in Owerri and Enugu. Five (5) research questions were posed and five (5) hypotheses were formulated for the study. The sample of the study comprised of twenty two (22) senior staff of National Archives, Enugu and sixteen (16) senior staff of National Archives, Owerri making a total of thirty eight (38) respondents. The instrument used for data collection was a four point modified Likert type rating scale. The face validity of the instrument was first ascertained by the researcher before using it for data collection. Reliability coefficient of 0.96 was obtained using the Cronbach Alpha Analysis of the SPSS 17 model. The data collected were analyzed using the mean score to answer the research questions and Spearman's statistical analysis method to test the hypotheses.

The findings from the results of the data analyzed revealed that: Proper awareness, arrangement and description of records promote access and use of records in National

Archives of South East, Nigeria; Disasters hardly occur in the National Archives of South East, Nigeria and therefore do not constitute impediment to access of records in the Archives; Finding aids assist researchers in providing access to records of the National Archives of South East, Nigeria; The operation hours of the National Archives relates to access to records of the National Archives of South East, Nigeria; The availability of indexes greatly facilitates access to records of National Archives in South East, Nigeria. Based on the findings of the study, these recommendations were made: That National Archives of South East, Nigeria should recognize the value of longer search hours and extend the hours of operation; and digitize the indexes of the National Archives to improve access and enable faster and more reliable access to records.

Present study differed with the former as the former reveals the state of access to archival records in a restricted geographical area of Nigeria, while the present study unveils the state of utilising social networking sites for promoting the use of archival resources across all the three zonal stations of the agencies and recommended how access to archival resources can be improve through the use of social networking sites, so that archival personnel can serve users regardless of time and space factor.

Based on a survey studied on resource allocation in the USA in 1984 for improving the status of services oriented institutions using survey observation method, it is reported that archives failed to win financial support over other institutions because of a lack of visibility within the archives repositories (Goerler, 1991). In this regard, the surveyed recommended that for archival institutions to receive a generous financial intervention and support, the institutions must prove its existence relevant to society by employing new innovative ways of marketing and promoting their services and activities to their target audience. Equally, archive

personnel therefore, must seek ways to justify and validate their existence, through expanding customer/user relation and by making archival holdings well known to the public through proper preservation and safekeeping of old documents, important papers, photos and genealogical records for which the user groups need to be aware and utilise effectively.

Based on the results of the stated surveyed, the present study tends to establish the related associated facts in the Nigerian context, by revealing the reality of technological application in the services oriented institutions which National Archive of Nigeria was inclusive and the agencies readiness to utilize social networking sites platforms to promote its services and operation as well as to satisfy the information needs of target audience. That is why the study recommended that reasonable fund should be allocated so that archival agencies in Nigeria can perform better and in line with global practices.

In a comparative online survey on the use of social media in archives conducted by Bountouri and Giannakopouloa (2014) explore the use of social media in archives for various purposes, such as content delivery and promotion of their work where online survey was carried out to the target archival institutions in order to see how they are using social networking platforms and aiming to present comparative results between Greek and non-Greek archival services. The results revealed, among others, that there is an extended use of Facebook, YouTube and blogs by the archival services, while the comparison between Greek and non-Greek services revealed a “gap” between the two cases. In the same study the authurs reveals that majority of the archival services used Facebook (78%), YouTube (45%) and blogs (45%). Twitter and Wikis are used by 34% of the services. Flickr is used by 23% of them, while Tumblr (11%) and Foursquare follow (11%). Note that the Greek archival services are only using Facebook, while the other archival services are using a wide variety

of Social Media platforms, one of the National Archives chosen to participate in this research uses eighteen different platforms.

In a scholarly viewed attributed to the recommendation of Kamatula (2013) on the role of archives in the promotion of documentary national heritage the study reported that Facebook and Twitter, have become very popular, can be used to increase the visibility of documentary heritage housed in archival repositories of South Africa and other parts of sub-Saharan Africa. The present study differed with the former as the former was purely comparative in nature with the reality found among archival institutions that already utilising the technology for services delivery. While the present study mainly focused on the status of Nigerian archival agencies as it relates to the use of social networking sites to promote the use of archival resources.

In addition also, a surveyed study conducted on the adoption of social media as an innovative tool to promote archives in South Africa, Mason (2014) found that the use of social media, such as YouTube, Facebook or Twitter, has enormous potential to increase the visibility of archival collections positively. In terms of response to social change, public archives should embrace social media as a new method to support their visibility programme. The author further reported that few public archives in South Africa and Sub-Saharan Africa are not yet integrate the use of the platforms for promoting the use of archival holdings. This study therefore related with the present research only differed in scope and some other elements detailed in the objectives of the study. The present study tends not only to report the integration of social networking sites in the operations and services of Nigerian National Archive, but to also unveil issues such as archival personnel awareness of social networking sites, attitude of archival personnel towards social networking sites, types of social

networking sites use, factors facilitating the use of the technology and challenges associated with the utilization of social networking sites among others.

However, in another related study on enhancing visibility and accessibility of public archives repositories in South Africa and Sub-Saharan Africa, Mukwevho (2017) reported that thirteen percent (13%) of the respondents indicated that their institutions proactively developed the social media strategy and were ever ready to apply the technology to enhance their services and use of their resources, compared to 69% (9) of the respondents that did not have one. The study concludes that a number of the public archives repositories did not proactively develop the social media strategy.

In connection to the presented studied, Liew *et al.* (2015) studied the assessment of the barriers towards the implementation of social media features in archival operation reported that “for institutions that did not implement social media, a lack of support from senior management and a lack of fit between social media and the institutions’ strategic objectives and priorities appear to be the main reasons”. This finding further suggests that public archives do not recognised and accepted that they are key players in preserving the global unique cultural heritage; hence it becomes difficult to use the available social media at no cost to market the archival materials and services.

The present study was therefore reported the situation in respect of the utilization of social networking sites in the Nigerian Archival stations.

Similarly, on assessment of the rationale for adopting social media tools in archival institutions in Mukwevho (2017) Seventy-three per cent 73% (11) of the respondents indicated that the objectives of adopting the social media tool was to reach new user groups and increasing visibility of the collections, followed by 67% (10) whose aim was to engage

with students and young people, 60% (9) whose aim was to connect and share with other archivists at professional level, 53% (8) whose aim was to establish communities around archival products and services, 33% (5) whose aim was to follow similar organizations using social media and 27% (4) whose aim was to increase traffic to the institutional blog or website. The result is encouraging, unlike the findings of the study of by Liew *et al.* (2015) which revealed that there is very pragmatic attitudes toward the use of social media in cultural heritage institutions, with many grassroots activities, but little on strategic vision and few strategic objectives. In other words, this result shows that public archives recognised the importance of having purpose in adopting the social media as a tool to make archival holdings known to the public.

Equally in a study on the utilisation of archives among different categories of users group in the National Archives of Namibia conducted by Nengomasha and Nyanga (2015) revealed that regarding the access to archives at National Archives of Namibia, eighty per cent 8% (12) of the respondents were researchers, followed by genealogists at 73% (11), historians, young people and teachers at 67% (10), politicians at 53% (8) and journalists at 47% (7). The study concludes that the access to archives at National Archives of Namibia was facilitated with the archive personnel familiarity with social networking technology and its integration in the process of providing archival services.

Similarly, Ngoepe and Ngulube (2014a) in a study on holistic measure of the reputation index of the National Archives of South Africa: implications on access to archives found that national archives do not use social media platforms such as Facebook, blogs, podcasts, wikis, YouTube or Twitter to reach out to people, especially the youth who use ICT tools in their daily lives.

Despite the importance of accessibility and use of public archival resources, several scholars such as Ngoepe and Ngulube (2014b), Saurombe (2015), Venson *et al.* (2014) Njobvu *et al.* (2012), Ngulube and Tafor (2006), Wessels (1997) as well as Ngoepe and Ngulube (2014b) concurred that archives repositories in eastern and southern Africa are unknown to and are accessed only by few people. This situation must change if archives are to play a greater societal role and maintain their resource levels in severe economic time. Considering all the different resources (for example, financial, human, information resources) that are currently available, there is highly need for public archives repositories to develop a programme geared towards promoting their visibility as much as possible (Mason, 2016).

Going by the presented empirical related studies that were framed to approach archival science research from different perspectives on the adoption and use of social networking sites in archival operations and services, from the experienced of both developed and developing countries. There is no empirically based study conducted on the utilization of social networking sites for promoting the use of archival resources, particularly in Nigerian context. It is again this background therefore, this study investigates the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

2.12 Summary of Literature Reviewed

This chapter has presented literature on assessment of utilization of social networking sites for promoting the use of archival resources in the National Archive of Nigeria. The areas examined in this review includes theoretical framework, Unified Theory of Acceptance and Use of Technology, conceptual framework, concept and significance of social networking sites, awareness of social networking sites, utilization of social networking sites, attitude of

archival personnel towards social networking sites, overview of types of social networking sites, purpose for utilising social networking sites, factors facilitating the utilization of social networking sites, challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archive of Nigeria.

Review conducted indicated the application of social networking sites is more prominent in developed societies and some developing nations where the utilisation of the technology gains more attention and strong positive perception. There is absent of literature in respect to developing countries like Nigeria more especially in the services and operation of archival institutions. It was in line with this, the researcher assessed the actual state of utilising social networking sites in the Nigerian archival institutions, with the aim of closing up this information gap.

It's against this knowledge gap this study was considered very necessary to describe the awareness and utilisation of social networking sites for promoting the use of archival resources in the National archives of Nigeria, and was assessed the actual state of utilisation of social networking sites for promoting the use of archival resources in the National archives of Nigeria. It is in view of this, this study becomes necessary, so as to fill the existing gap reflected in reviewed of literature by embarking on a study on the assessment and utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

The utilization of social networking sites was still at an experimental stage in the field of archive and records management globally as shown by the literature. The literature review reflects that there is no any empirical study conducted on the application and use of social networking sites in the Nigerian public archival repositories for promoting their archival

holdings and services to the Nigerian public. It's in view of the above therefore, the study investigates the application and use of social networking sites and how the technological adoption of social networking sites platforms can promote the use of archival resources in the National Archives of Nigeria.

From the reviewed literature, it is apparently cleared that very little is known in relation to the attitude of archival personnel in Nigerian context, as there is gap of literature or any empirical established facts about the state of Archival institutions in Nigeria with regards to the attitude of archive personnel towards utilising social networking sites for promoting the use of archival resources in the National Archives of Nigeria. It is against this background that the researcher investigates the attitude of archive personnel towards the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

However, in Nigerian context, the types of social networking sites used for enhancing effective utilization of archival resources in the National Archives of Nigeria are unknown, it is in view of this knowledge gap, this study investigates the types of social networking sites use for facilitating utilization and promoting the use of archival resources in the National Archive of Nigeria.

Therefore, it's against this background this study investigates the state of utilizing social networking sites for the purposes of promoting the use of archival resources in the National Archives of Nigeria.

From the reviewed literature, there is no study conducted to reflect the factors that facilitate the utilisation of social networking sites in archival institutions. Therefore, it's based on this knowledge gap the researcher investigates the factors that can facilitate the utilisation of

social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

Going by the surveyed literature on the challenges faced by the institutions and organisations towards the application and use of social networking sites from both developed and developing countries. The reviewed reflects that most of the identified and examined challenges faced in relation to utilisation of social networking sites were focused on libraries, in essence there is literature gap in this regards in relation to archival institutions especially in Nigerian context. It is against this background that the researcher investigates the challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research Design

The study employed convergent parallel mixed-method design. Convergent parallel design refers to the integration/mixing of both quantitative and qualitative data results when interpretation is planned to help a researcher to gain a complete understanding of the one provided by quantitative and qualitative results alone (Creswell & Plano, 2018). It is an approach therefore, in which two data sets are combined to get a complete picture of the issue being explored and to validate one set of findings with the other.

3.2 Population of the Study

The population of the study comprised the three Zonal Coordinators of National Archives of Nigeria, and 127 archives personnel of the National Archives of Nigeria from the three zones thus: Ibadan zonal office which represent the entire state in South West geo-political zone with 62 archive personnel, Kaduna zonal office which represent the entire Northern states with 33 archive personnel and Enugu zonal office which represent all states in the South South with 32 archive personnel.

Table 3.1: Distribution of the Population

National Archives of Nigeria (Zonal Offices)	Ibadan	Kaduna	Enugu	Total
Zonal Coordinator	1	1	1	3
Archive Personnel	62	33	32	127
Total	63	34	33	130

Source: Department of National Archives of Nigeria Staff Nominal Roll as at 1st September, 2019.

3.3 Sampling Procedure

Complete enumeration method was used for the study, this is due to manageable size of the population which is three Zonal coordinators and 127 archive personnel as the overall total number of staff from the three zonal offices of the National Archives of Nigeria. Complete enumeration method refers to the procedure that involves the collection of information from all the members of a given population. Complete enumeration method according to Arnab (2017) is the non-sampling method which involves studying the entire population of the study to get the correct value of the parameter, provided all the values of the population obtained are correct. i.e response from each unit is obtained, and there is no measurement error in measuring the values.

3.4 Data Collection Instruments

Two set of instruments were used for data collection namely questionnaire and interview schedule. The questionnaire for the assessment of utilisation of social networking sites for promoting the use of archival resources in the National Archive of Nigeria was self-developed for archival personnel by the researcher and it was designed into 8 sections with eighty four items in line with the research questions and objectives of the study, using likert-scale and alphabetical rating scale as response category. Accordingly, an open-ended interview guide for archival coordinators on the assessment of utilisation of social networking sites for promoting the use of archival resources in the National Archive of Nigeria was also self-developed by the researcher and comprises of 8 sections in line with the research questions and objectives of the study.

3.5 Validity of the Data Collection Instruments

The instruments for this study were subjected to content validity by three lecturers from the Department of Library and Information Technology, Federal University of Technology Minna, Niger State. The instruments were further presented to a Professor of records and archival science in the Department of Library and Information Science, Bayero University, Kano, who went through the content of the instruments made observations, inputs and adjustments all to ensure the instruments address the purpose for its development. Equally, the instruments were also presented to an expert in the field of test and measurement from Science and Technical Education Department; Bayero University, Kano, for inputs and standardization. It was after the validation criteria the researcher administered the instruments for reliability test.

3.6 Reliability of the Data Collection Instruments

In order to further measure the internal consistency of the items in the questionnaire, Cronbach's Alpha was used to justify the adaptability of the questionnaire structured for this study. Cronbach's alpha was the most commonly used when assessing the internal consistency of a questionnaire (or survey) that is made up of modified five point Likert-type scales items to determine if the scale is reliable (Taber, 2017). The instruments were administered to 30 respondents from Arewa House Centre for Research and Historical Documentation Kaduna, and National Monument and Museum, popularly known as Gidan Makama Museum, Kano. However, a total of 19 copies of questionnaire were returned which were used to conduct the reliability test using SPSS (23.0 version). Cronbach Alpha

reliability standard was used to calculate the reliability prospects for all the variables; and the reliability statistics stands as 0.770 of the total scale as presented in Table 3.2 below:

Table 3.2: Result of the Reliability Test

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	10	83.3
	Excluded ^a	2	16.7
	Total	12	100.0

a. Leastwise deletion based on all variables in the procedure.

Reliability Statistics			
Cronbach'sAlpha		N of Items	
		.770	130

Taber (2017) stated that “the Cronbach’s Alpha reliability standard recommended Alpha coefficient below 0.6 as weak in reliability, 0.6 – 0.8 as strong while 0.8 -1.0 as very strong. Going by this, the proposed instrument for this study has a strong reliability based on the Taber’s scholarly view.

3.7 Procedure for Data Collection

The researcher collected an introduction letter from the Head of the Department Library and Information Science, Federal University of Technology, Minna. The researcher personally administered the data collection instruments together with the help of three research assistants one each from the three study centers visited. The data was collected and analysed within the period of two months.

The interview was conducted by the researcher in separate session with the questionnaire administration, conveniently in the offices of the zonal coordinators. The researcher presented himself and the purpose of the interview and solicit maximum support from the coordinators so that relevant information can be obtain and employ towards promoting the use of archival resources

3.8 Method of Data Analysis

The data collected for this study was analysed with the used of descriptive and inferential statistics. Descriptive statistical elements inform of mean, frequency, tables, percentages and standard deviation were used to answer the research questions, while inferential statistics was used to interpret the result obtained. Equally, Pearson product-moment correlation (PPMC) was used for testing the hypotheses at 0.05 level of significance.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

This chapter presents the data collected through the use of questionnaires distributed to the target respondents at the three Zonal Offices of National Archives of Nigeria. It consists of research questions, Demographic Analysis of the respondents, and analysis of sections using frequency counts and percentage, means and discussions of major findings as analyzed from the information obtained from questionnaires. Data collected were analyzed using IBM SPSS Version 20.0.

4.1 Demographic Analysis of the Respondents

The demographic characteristics of the respondents captured from the study area includes gender distribution, age, educational qualification, and years of experiences of the respondents, were analyzed in this section using the simple descriptive statistical analysis.

Table 4.1: Demographic Distribution

S/N	Variables	Response	Frequency`	Percentages
1	GENDER	Male	49	51.6
		Female	46	48.4
2	AGE	20 -30 year	8	8.4
		31 – 40 years	27	28.4
		41 – 50 years	37	38.9
		51 – 60 years	23	24.2
3	Educational Qualification	Diploma	29	30.5
		Higher Diploma	21	22.1
		First Degree	39	41.1
		Postgraduate	6	6.3
		Diploma/Master's Degree		
4	Working Experience in Archival Agency	1 - 10 years	29	30.5
		10 - 20 years	44	46.3
		20 - 30 years	21	22.1
		30 - 40 years	1	1.1
5	Position	Senior Staff	83	87.4
		Junior Staff	12	12.6

Table 4.1 shows the demographic distribution of the respondents. The gender distribution shows that 49(51.6%) of the respondents are males while 46(48.4%) of the respondents are females. This implies that there more male working in the three Zonal Offices of National Archives of Nigeria.

In the aspect of the age distribution of the respondents it was discovered that 8(8.4%) of the respondents are between the ages of 20 -30 years as 27(28.4%) of the respondents are between the ages of 31-40 years. Also, 37(38.9%) of the respondents are between the ages of 41-50 years as 23(24.2%) of the respondents are within the ages of 51-60 years. By implication the average ages of the staffs working in three Zonal Offices of National Archives of Nigeria are between 30-40 years. In a nutshell we can say that most of the staffs are above 30 years of age.

Furthermore, on the educational qualifications of the respondents, 29(30.5%) of the staff have attained diploma certificate as their highest qualification while 21(22.1%) of the respondents have higher diploma as their highest qualification. Also, 39(41.1%) of the respondents have first degree as their highest qualification while 6(6.3%) of the respondents have postgraduate diploma/master's degree as their highest qualifications. This implies that majority of the respondents have at least a diploma as their educational qualification in three Zonal Offices of National Archives of Nigeria.

On the working experience, 29(30.5%) of the respondents have been working for 1-10 years as 44(46.3%) of the respondents are been working for 10-20 years. Also, 21(22.1%) and 1(1.1%) of the respondents have been working for between 20 -30 years and 30 - 40 years

respectively. This by implication means majority of the staff working in the three Zonal Offices of National Archives of Nigeria have at least 10 years and above working experience. Likewise, the distribution of ranking of staff working in 3 Zonal Offices of National Archives of Nigeria shows that 83(87.4%) of the staff are senior staffs as 12(12.6%) of the respondents are junior staffs in the 3 Zonal Offices of National Archives of Nigeria. By implication, majority of the respondents are senior staff. This is due to the fact that majority of respondents are from Ibadan archives give credence to the large number of senior staff involved from the 3 Zonal Offices of National Archives of Nigeria. In addition, the Ibadan zonal office also housed the staff training center for both new and existing archival personnel of the National Archive of Nigeria.

Research Question 1: What is the state of awareness of Social networking sites among archive personnel as tools for promoting the use of archival resources in the National Archive of Nigeria?

The research question is based on the level of awareness among archive personnel regarding the potential of social networking sites as tools for promoting the use of archival resources is being examined or evaluated in the context of the National Archive of Nigeria. It implies that the researcher wants to assess how well archive personnel understand and utilize social networking platforms to enhance the visibility and accessibility of their archival holdings

Table 4.2: Mean responses of archive personnel on the state of awareness of social networking sites as tools for promoting the use of archival resources in the National Archives of Nigeria

S/N	Awareness Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	I am aware of Facebook as a social networking site	53(55.8)	40(42.1)	0(0)	2(2.1)	0(0)		4.52	.616	Agreed
2	I am aware of LinkedIn as a social networking site that used for promoting professional communication among archivists	33(34.7)	56(58.9)	5(5.3)	1(1.1)	0(0)		4.27	.609	Agreed
3	I am aware of You tube and its being utilized for sharing archival resources with multimedia status	20(21.1)	62(65.3)	11(11.6)	2(2.1)	0(0)		4.05	.642	Agreed
4	Twitter as a social networking site, I am aware of it with its distinct features capable of sending short message at a time to million followers	18(18.9)	68(71.6)	8(8.4)	1(1.1)	0(0)		4.08	.559	Agreed
5	I am aware of Myspace as a social networking site with its features of reflecting the profile of important personality	13(13.7)	59(62.1)	17(17.9)	5(5.3)	1(1.1)		3.82	.772	Agreed
6	I am aware of Flickr as a social networking site and it can be used to enhanced the visibility of archival resources	14(14.7)	60(63.2)	14(14.7)	6(6.3)	1(1.1)		3.84	.790	Agreed
7	I am aware of WhatsApp as a social networking site and it can be used to post information to thousands of registered archival users at a time.	23(24.2)	63(66.3)	7(7.4)	2(2.1)	0(0)		4.13	.623	Agreed
8	I am aware of Wechatt as a social networking site as it can be used to share mobile messages to users of archival resources	24(25.3)	54(56.8)	11(11.6)	4(4.2)	2(2.1)		3.99	.857	Agreed
9	I am aware of Tumblr as a social networking site, it link users with their interested archival resources locating else where	16(16.8)	58(61.1)	15(15.8)	4(4.2)	2(2.1)		3.86	.820	Agreed
10	I am aware of Instagram as a social networking site with its potentiality for sharing photo and archival related video	20(21.1)	58(61.1)	13(13.7)	4(4.2)	0(0)		3.99	.722	Agreed
11	I am aware of Google+ as a social networking site, it can used by archival institutions to share information by integrating different features of google search engine	20(21.1)	57(60.0)	16(16.8)	2(2.1)	0(0)		4.00	.684	Agreed
12	I am aware of Skype as a social networking site which can be used directly to communicate and engaged with users from far distance location	17(17.9)	59(62.1)	17(17.9)	2(2.1)	0(0)		3.96	.667	Agreed
13	I am aware of Pinterest as a social networking site with the popular platform characteristics of sharing photos and video to other sites for facilitating the utilisation of pictures kept in archival repositories	17(17.9)	60(63.2)	14(14.7)	2(2.1)	2(2.1)		3.93	.775	Agreed
14	I am aware of Telegram as a social networking site and it can be used by archival institutions to share information with security and privacy attributes	17(17.9)	63(66.3)	12(12.6)	2(2.1)	1(1.1)		3.98	.699	Agreed
15	I am aware of Delicious as a social networking site, its being utilised to discover web archival links to other accessible archival holding else where	16 (16.8)	62 (65.3)	15 (15.8)	1 (1.1)	1 (1.1)		3.96	.683	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, X= mean, SD= Standard Deviation and Decision. (Decision mean = 3.0)

4.2 Analysis of the Research Questions

Table 4.2 shows the awareness of Facebook among the personnel of National Archive of Nigeria is the commonest with a mean score of 4.52 and standard deviation of 0.616. This is followed by LinkedIn with a mean score of 4.27 and standard deviation of 0.609. Therefore, from the reflected outcome of the study been the most popular and commonly utilised platform across all age group, Facebook can be employed to increase the visibility of archival holdings among all the category of users and create more awareness as well as facilitate the use of archival resources in the National Archive of Nigeria.

The least is Myspace with a mean value of 3.82 0 and standard deviation of .772. Therefore, despite its relevant features of capturing and reflecting the personality profile, archival personnel are not fully aware of such, which if better familiar and employ in the services of archival institutions; it would help archival personnel to feature the life and history of prominent personality which can help the upcoming generation to learn a heritage norm and value and develop a model as well. Other social networking sites used by archival personnel includes WhatsApp with a mean value of 4.13 and standard deviation of 0.623, Twitter with a mean value of 4.08 and standard deviation 0.559, YouTube with a mean value of 4.05 and standard deviation of 0.642, Google+ with a mean value of 4.00 and standard deviation of 0.684, with a mean value of Weechat 3.99 and standard deviation of 0.857, with a mean value of Instagram 3.99 and standard deviation of 0.722, Telegram with a mean value of 3.98 and standard deviation of 0.699, Delicious with a mean value of 3.96 and standard deviation of 0.683, Skype with a mean value of 3.96 and standard deviation of 0.667, Pintrest with a mean value of 3.93 and standard deviation of 0.775, Tumblr with a mean

value of 3.86 and standard deviation of 0.820 and Flickr with a mean value of 3.84 and standard deviation of 0.790.

Equally, from the findings of the interview conducted with the zonal coordinators from the three zonal offices of the National Archives of Nigeria in relation to their awareness of social networking sites, the key stakeholders maintained that “they were all aware of the technology more especially the popular platforms such as Facebook, WhatsApp, Instagram, LinkedIn and many more of the commonly used social networking platforms in the contemporary ICT society”. Also, apart from their awareness, they further stated that “the technology can be integrated in promoting the services and use of archival resources in the National Archives of Nigeria”

Research Question 2: What are the state of utilization of Social Networking Sites among Archive Personnel for Promoting the Use of Archival Resources in the National Archive of Nigeria?

The research question is based on how archive personnel in the National Archive of Nigeria are using social networking sites to promote the use of archival resources. The researcher want to evaluate or analyses the current level of utilization of social networking sites by personnel in the National Archive of Nigeria.

Table 4.3: Mean responses on the state of Utilization of Social Networking Sites among Archive Personnel for Promoting the use of Archival Resources in the National archives of Nigeria.

S/N	Utilisation Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Utilisation of Facebook can enhances the promotion of archival resources by connecting and sharing information to users subscribed with the platform as archival users	45(47.4)	45(47.4)	5(5.3)	0(0)	0(0)		4.42	.594	Agreed
2	Utilising LinkedIn can improve professional communication and collaboration among archivists which can further enhance awareness and promoting the use of archival holdings	35(36.8)	50(52.6)	10(10.5)	0(0)	0(0)		4.26	.639	Agreed
3	YouTube can be effectively utilise to further promote the use of archival resources by making audio visual collection available online to users	24(25.3)	57(60.0)	14(14.7)	0(0)	0(0)		4.11	.627	Agreed
4	Twitter can be utilise to enhance accessibility to archival holdings by twitting important message on the activities of archival institutions to its users	24(25.3)	59(62.1)	12(12.6)	0(0)	0(0)		4.13	.606	Agreed
5	Archival resources can be promoted with the utilisation of Myspace platform especially with sounds related archival resources	19(20.0)	54(56.8)	16(16.8)	4(4.2)	2(2.1)		3.88	.849	Agreed
6	Utilisation of Flickr technology can enhance the user patronage of archival resources by sharing pictures and video related sources of archival resources	19(20.0)	53(55.8)	19(20.0)	3(3.2)	1(1.1)		3.91	.787	Agreed
7	Utilising the features of WhatsApp application can facilitate wider use of archival resources by sharing information with archival related impact	25(26.3)	54(56.8)	14(14.7)	2(2.1)	0(0)		4.07	.703	Agreed
8	Wechatt platform can be utilise to f enhance the use of archival resources through the use mobile messages to especially to registered users of archival resources	22(23.2)	58(61.1)	12(12.6)	2(2.1)	1(1.1)		4.03	.736	Agreed
9	Utilising Tumblr platform can promote the use of archival collections by linking users with their interested archival resources locating else where	20(21.1)	56(58.9)	15(15.8)	2(2.1)	2(2.1)		3.95	.804	Agreed
10	Utilising the use of Instagram platform can facilitate the use of archival resources by sharing photo and other archival related video to users	21(22.1)	58(61.1)	14(14.7)	2(2.1)	0(0)		4.03	.676	Agreed
11	Google+ utilisation can be apply to further promote access and use of archival holdings to share information by integrating different features of google search engine	19(20.0)	58(61.1)	17(17.9)	1(1.1)	0(0)		3.99	.692	Agreed
12	Utilising Skype technology can boost the use of archival holdings and facilitate direct communication as well as engaged archival users from far distance location	19(20.0)	57(60.0)	17(17.9)	2(2.1)	0(0)		3.98	.684	Agreed
13	Utilisation Pinterest technology platform can promote the access and use of archival resources by sharing photos and video to other sites for facilitating the use of pictures kept in archival repositories	20(21.1)	58(61.1)	16(16.8)	1(1.1)	0(0)		4.02	.652	Agreed
14	Utilisation of Telegram facility can facilitate the use of archival resources with security and privacy attributes	19(20.0)	59(62.1)	17(17.9)	0(0)	0(0)		4.02	.618	Agreed
15	Utilising of Delicious platform in archival services can enhance the use of archival resources by discovering web archival links to other accessible archival holding else where	22(23.2)	56(58.9)	17(17.9)	0(0)	0(0)		4.05	.642	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree Retrieved, N= Number of Questionnaire Retrieved, X = mean, Standard Deviation and Decision. (Decision mean = 3.0)

Table 4.3. Shows that Facebook is the most common utilized social networking sites among the personnel of National Archive of Nigeria, with the mean value of 4.42 and standard deviation of 0.594. This followed by LinkedIn with the mean value of 4.26 and standard deviation of 0.639. The status of Facebook as the most utilised social networking platform resulted from its popularity as the most aware platform commonly used by everyone without any affiliation or social status. This therefore make the technology to equally be a commonly used platform among every category of archival personnel.

The least is Flickr with the mean value of 3.91 and standard deviation of 0.787. The outcome was influence considering the platform form technical orientation, which was designed to share document or resources with both picture and visual features; and in most cases archival resources were dominantly in paper format. Therefore, by implication this has a least role to play in term of integrating the platform and its subsequent usage toward promoting the use of archival resources in the National archive of Nigeria. Other social networking sites utilized by the personnel of the National Archive of Nigeria include: Twitter with a mean value of 4.13 and standard deviation of 0.606, YouTube with a mean value of 4.11 and standard deviation of 0.627, WhatsApp with a mean value of 4.07 and standard deviation of 0.703, Delicious with a mean value of 4.05 and standard deviation of 0.736, Wechatt with a mean value of 4.03 and standard deviation of 0.736, Instagram with a mean value of 4.03 and standard deviation of 0.676, Pintrest with a mean value of 4.02 and standard deviation of 0.652, Telegram with a mean value of 4.02 and standard deviation of 0.618, Google+ with a mean value of 3.99 and standard deviation of 0.692, Skype with a mean value of 3.98 and standard deviation of 0.684 and Tumblr with a mean value of 3.95 and standard deviation of 0.801.

Equally, from the interview with the zonal coordinators in relation to the utilisation of the Social Networking Sites, the findings from Enugu and Ibadan offices revealed that “archival personnel from the mentioned stations are utilising the technology but not for official purpose”, i.e not for the sake of promoting the use of archival resources rather for their own personal purposes. The responses obtained from Kaduna zone revealed that “they are utilising the technology especially Facebook, Twitter, Instagram and WhatsApp purposely to share resources with different features to researchers and enquirers that found anything relevant in the pursuit of their academic or research objective”. This is possible with the ongoing digitization of the archival holding and their presence on the web.

Research Question 3: What are the attitude of Archive Personnel towards Utilising Social Networking Sites for Promoting the use of Archival Resources in the National archive of Nigeria?

The attitudes of archive personnel at the National Archive of Nigeria towards using social networking sites for promoting archival resources can vary. Some may be enthusiastic, recognizing the platforms' potential for reaching a wide audience and raising awareness. Others may be cautious, considering privacy, security, and information accuracy. Skepticism about social media's effectiveness or resource constraints can also influence attitudes. Individual perspectives may differ. The research question will examine all the attitude of vast personnel toward the use of social networking sites for promoting archival resources at the National archive of Nigeria.

Table 4.4: Mean responses on the attitude of Archive Personnel towards Utilising Social Networking Sites for Promoting the use of Archival Resources in the National archive of Nigeria.

S/N	Attitudes Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	Standard Deviation	Decision
1	I have very positive perception towards SNSs and its utilisation in my Archival institution	29 (30.5)	59 (62.1)	7 (7.4)	0 (0)	0 (0)		4.23	.573	Agreed
2	SNSs are good to an Archival institutions and their utilisation can promote the use of archival resources	36 (37.9)	54 (56.8)	5 (5.3)	0 (0)	0 (0)		4.33	.573	Agreed
3	I considered SNSs as a useful tool to the archival services and their integration in archives can promote the use of archival holdings	35 (36.8)	53 (55.8)	7 (7.4)	0 (0)	0 (0)		4.29	.599	Agreed
4	Considering the potentialities associated with SNSs with regards to facilitating sharing and use of information if utilise in archives can help archivists to perform their duty well and promote the use of archival resources as well.	35 (36.8)	53 (55.8)	7 (7.4)	0 (0)	0 (0)		4.27	.591	Agreed
5	There is no noticeable danger could be associated with the utilisation of SNSs in Archival institutions	35 (36.8)	53 (55.8)	6 (6.3)	0 (0)	3 (3.2)		4.19	.816	Agreed
6	Archives will benefit a lot by utilising the use of SN Ss especially if the technology is geared towards promoting the use of archival resources	31 (32.6)	51 (53.7)	9 (9.5)	3 (3.2)	1 (1.1)		4.14	.794	Agreed
7	SNSs do not affect the users' academic performance negatively rather the technology could help in exposing the users to more related resources and connect with users elsewhere with common academic research interest	32 (33.7)	48 (50.5)	13 (13.7)	1 (1.1)	1 (1.1)		4.15	.771	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, X= mean, SD= Standard Deviation and Decision. (Decsion mean = 3.0)

Table 4.4. shows that the greatest attitude of Archival Personnel towards utilising SNS is that SNS are good are good to an archival institutions and their utilization can promote the use of archival resources as the most common attitude of archival personnel towards the utilisation of Social networking sites with the mean value of 4.33 and standard deviation of 0.573. This is followed by the fact that SNS are considered as useful tool to the archival services and their integration in archives can promote the use of archival holdings with the mean value of 4.29 and standard deviation of 0.599. This in essence denotes that there is positive attitude among archival personnel towards social networking sites, as they perceived its integration could not only increase the visibility of archival holdings but also promote the use of archival resources to the wider world.

The least of the archival personnel attitude is that archives will benefit a lot by utilising the social networking sites especially if the technology is geared towards promoting the use of archival resources with the mean value of 4.14 and standard deviation of 0.794. Other factors indicating the attitude of archival personnel towards social networking as obtained from the findings of the study include: Considering the potentialities associated with SNSs with regards to facilitating sharing and use of information if utilise in archives can help archivists to perform their duty well and promote the use of archival resources with a mean value of 4.27 and standard deviation of 0.591, I have very positive perception towards SNSs and its utilisation in my Archival institution with a mean value of 4.23, and standard deviation of 0.573, There is no noticeable danger could be associated with the utilisation of SNSs in Archival institutions with a mean value of 4.19 and standard deviation of 0. 816 and SNSs do not affect the users' academic performance negatively rather the technology could help in exposing the users to more related resources and connect with users elsewhere with

common academic research interest with a mean value of 4.15 and standard deviation of 0.771.

By implication, archival personnel were all of the believed and opinion that as the internet technology revolutionised the entire work places and professional practices, application and use of social networking sites in archival operation facilitate the use of archival resources but also enhance the visibility of archival holdings in the custody of the Nigerian archival institutions.

The finding of the study regarding the attitude of archival personnel towards the utilisation of SNSs for promoting the use of archival resources in the National archives of Nigeria revealed that archive personnel generally have positive perception and attitude towards SNSs and equally believed that the platforms can enhance the visibility and accessibility of Nigerian archival holdings; which if utilize effectively can promote access and utilisation of archival resources in the National Archive of Nigeria.

Similarly, in an interview conducted with the zonal coordinators from the three zonal offices of the National Archives of Nigeria, regarding their attitude towards SNSs and its subsequent integration in the services of archival institutions.

Ibadan Zonal Coordinator was of the opinion that “application of ICT infrastructure like SNSs in archival operations could enhance the image of archival institutions and at same time promote awareness, access and utilisation of archival resources especially in this age electronic era”.

Kaduna Zonal Coordinator lamented that “Integrating the use of SNSs in the services of archival institutions means migration from traditional to modern method of archival operation. The Kaduna office has for long available on the web and utilizing the technology

for promoting the utilization of archival resources. In essence, the management and staff of the zone were for long positively perceived SNSs and applying the technology in the services and marketing of archival resources originated from the zone”.

Enugu Zonal Coordinator was of the believed that “application of SNSs such as Facebook, Twitter, Instagram, WhatsApp and the rest can definitely facilitate and promote the utilization of resources available in the National Archive of Nigeria”. Furthermore, the coordinator reiterate the significant associated with adopting modern ICT infrastructure like SNSs and concludes with the mentioned of the zonal office readiness and positive attitude towards the utilization of SNSs for promoting the use of archival resources.

Research Question 4: What types of Social Networking Sites Utilised by Archival Personnel in the National archive of Nigeria?

Archival personnel in the National Archive of Nigeria may utilize various social networking sites for different purposes. Some commonly used platforms include LinkedIn for professional networking, Facebook for outreach and public engagement, Twitter for real-time updates and news sharing, ResearchGate and Academia.edu for connecting with researchers and sharing research work, Slideshare for sharing presentations and educational materials, and YouTube for creating and sharing videos related to archives. The research question aims at examining the various type of social networking site used by personals of the National Archives of Nigeria.

Table 4.5: Mean responses on the types of Social Networking Sites Utilised by Archival Personnel in the National archive of Nigeria

S/N	SNSs Types Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Facebook is being utilised by archival institutions to connect and share information with users for promoting the use of archival resources	23 (24.2)	28 (29.5)	23 (24.2)	15 (15.8)	6 (6.3)		3.49	1.202	Agreed
2	LinkedIn being utilised to enhances professional communication among archivists	16 (16.8)	18 (18.9)	38 (40.0)	18 (18.9)	5 (5.3)		3.23	1.106	Agreed
3	Youtube is being utilised in promoting the use of archival holdings in a multimedia format	10 (10.5)	25 (26.3)	37 (38.9)	18 (18.9)	5 (5.3)		3.18	1.031	Agreed
4	Twitter is also facilitating the utilisation of archival resources by twitting important message on the activities and services of archival institutions to its users	13 (13.7)	22 (23.2)	37 (38.9)	18 (18.9)	5 (5.3)		3.21	1.071	Agreed
5	Myspace platform enhancing the visibility of archival resources especially with sounds related archival resources	9 (9.5)	15 (15.8)	41 (43.2)	23 (24.2)	7 (7.4)		2.96	1.041	Agreed
6	Flickr is being used to share pictures and video related sources of archival resources	7 (7.4)	10 (10.5)	43 (45.3)	27 (28.4)	8 (8.4)		2.80	.996	Agreed
7	WhatsApp is being used to promote faster sharing of archival resources	10 (10.5)	17 (17.9)	40 (42.1)	22 (23.2)	6 (6.3)		3.03	1.046	Agreed
8	Wechatt platform is being used by archival institutions to share mobile messages to users of archival resources	16 (16.8)	12 (12.6)	36 (37.9)	23 (24.2)	8 (8.4)		3.05	1.179	Agreed
9	Tumblr is being used by archival institutions to link users with their interested archival resources locating else where	9 (9.5)	14 (14.7)	40 (42.1)	24 (25.3)	8 (8.4)		2.92	1.059	Agreed
10	Instagram platform was equally being used to share photo and archival related video	10 (10.5)	16 (16.8)	39 (41.1)	22 (23.2)	8 (8.4)		2.98	1.082	Agreed
11	Google+ is being used by archival institutions to share information by integrating different features of google search engine	11 (11.6)	19 (20.0)	38 (40.0)	21 (22.1)	6 (6.3)		3.08	1.069	Agreed
12	Skype is being used by archives to directly communicate and engaged with users from far distance location	10 (10.5)	18 (18.9)	40 (42.1)	21 (22.1)	6 (6.3)		3.05	1.045	Agreed
13	Pinterest is being used to share photos and video to other sites for facilitating the use of pictures kept in archival repositories	9 (9.5)	19 (20.0)	41 (43.2)	20 (21.1)	6 (6.3)		3.05	1.025	Agreed
14	Telegram is being used by archival institutions to share information with security and privacy attributes	10 (10.5)	19 (20.0)	39 (41.1)	21 (22.1)	6 (6.3)		3.06	1.050	Agreed
15	Delicious is being used by archival institution to discover web archival links to other accessible archival holding else where	11 (11.6)	20 (21.1)	42 (44.2)	17 (17.9)	5 (5.3)		3.16	1.024	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, X= mean, SD= Standard Deviation and Decision. (Decision mean = 3.50)

Table 4.5 revealed the types of social networking sites used by the archival personnel in the National Archive of Nigeria. Facebook was indicated as the most commonly used social networking sites among archival personnel to share information and connect with people, with mean score of 3.49 with standard deviation of 1.202. The fact associated with Facebook as the major type of social networking platform used by archival personnel was due to its simplicity in operation and equally regarded as the most common platform for everyone, its why the platform became acceptable and utilized by archival staff even though most not for the sake of archival services rather for their own purposes. The lowest mean score was further noticed on the Flickr platform with a score of 2.80, and standard deviation 0.996. This means that utilisation of flickr platform among archival personnel was significantly low, as its features not associated with any elements that require towards enhancing the visibility and promote the use of archival resources as well. Other types of social networking sites used by the personnel of the National Archive of Nigeria include: LinkedIn with a mean value of 3.23 and standard deviation of 1.106, Twitter with a mean value of 3.21 and standard deviation of 1.071, Youtube with a mean value of 3.18, and standard deviation of 1.031, Google+ with a mean value of 3.08 and standard deviation of 1.069, Telegram with a mean value of 3.06 and standard deviation of 1.050, Weechatt with a mean value of 3.05 and standard deviation of 1.179, Skype with a mean value of 3.06, and standard deviation of 1.045 Pinterest with a mean value of 3.05, and standard deviation of 1.025 WhatsApp 3.03 and standard deviation of 1.046, Instagram with a mean value of 2.98, and standard deviation of 1.082, Myspace with a mean value of 2.96, and standard deviation of 1.041 and Tumblr with a mean value of 2.92, and standard deviation of 1.059.

The findings on this therefore concluded archival personnel recognized and regarded all types of social networking sites as useful towards their oriented development purposes and ever ready to utilise the technology especially the one with any elements that can be applied in the services and operations of archival institutions and promote the use of archival resources as well.

Equally, interview conducted with the zonal coordinators from the three zonal offices of the National Archive of Nigeria.

Ibadan zonal coordinator speaking on the types of SNSs utilised for promoting the use of archival resources said “actually archival personnel in Ibadan zonal office are highly utilizing SNSs, but I can tell you in most cases not for official purpose i.e. specifically not for promoting the use of archival resources”. When further asked why so? The coordinator responded that “ideally the system was not supportive to that, considering the nature of the ICT facilities available despite the Nigerian archival institutions presence on the World Wide Web”.

Similarly, in another response on the same theme from the P2 (Kaduna zonal coordinator) maintained that “Kaduna office really utilizing the SNSs for communication and professional connection with users and archivists across with the use of common platform such as Facebook, LinkedIn, Twitter, Youtube, and WhatsApp are really helping us a lot to share archival resources with researchers especially from outside Nigeria”.

Enugu zonal coordinator lamented that “very unfortunate the facilities available are not functional enough to be used for social networking activities”. The stakeholder further lamented that “it’s very obvious that with the common use of SNSs by everyone in our contemporary society, I can give you my words that our staff here were not left behind,

they are utilising different types of SNSs which I believe whenever the top management became more concerned on that, they would definitely do well and effectively utilize the technology for promoting the use of archival resources”.

Research Question 5. What are the Purposes for which Archive Personnel in the National Archive of Nigeria use Social Networking Sites?

Archive personnel in the National Archive of Nigeria can use social networking sites for several purposes. These include raising public awareness about the importance of archives, promoting specific collections and resources, networking with professionals and institutions, seeking user feedback, and sharing educational content related to archival practices. The researcher quest is to determine the various ways of utilizing social networking platforms either to engage a wider audience, collaborate with others in the field, and enhance the accessibility and visibility of their archival holdings.

Table 4.6 Mean responses on the Purposes for which Archive Personnel use Social Networking Sites in the National Archive of Nigeria.

S/N	Purpose Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Utilising the use of SNSs for the purpose of promoting the use of archival resources and enhance professional collaboration between archivists and users of archival resources	28 (29.5)	42 (44.2)	23 (24.2)	2 (2.1)	0 (0)		4.01	.792	Agreed
2	Utilising the use of SNSs for the purpose of communication and professional interaction with users of archival resources world wide	28 (29.5)	47 (49.5)	20 (21.1)	0 (0)	0 (0)		4.08	.710	Agreed
3	Utilising the use of SNSs for the purpose of informing users on general archival services and facilitate the use of archival holdings	29 (30.5)	46 (48.4)	19 (20.0)	1 (1.1)	0 (0)		4.08	.739	Agreed
4	Utilising the use of SNSs for the purpose of reference to archival resources elsewhere (Inventory services)	29 (30.5)	45 (47.4)	20 (21.1)	1 (1.1)	0 (0)		4.07	.747	Agreed
5	Utilising the use of SNSs for the purpose of sensitizing the general community of users and society on the activities and services of archival institutions	30 (31.6)	44 (46.3)	21 (22.1)	0 (0)	0 (0)		4.09	.730	Agreed
6	Utilising the use of SNSs for the purpose of creating awareness on the different services the archival institutions offers ie library services, bindery services and ephemeral services	31 (32.6)	44 (46.3)	20 (21.1)	0 (0)	0 (0)		4.12	.727	Agreed
	Utilising the use of SNSs as an opportunity for marketing and self-promotion of archival institutions to the general public world wide	34 (35.8)	44 (46.3)	17 (17.9)	0 (0)	0 (0)		4.18	.714	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, X= mean, SD= Standard Deviation and Decision. (Decision = 3.0)

Table 4.6. Showed the purpose for which archival Personnel utilize social networking sites. With the highest mean score of 4.18 and standard deviation of 0.714, on utilizing the use of SNSs as an opportunity for the purpose of marketing and self-promotion of archival institutions to the general public worldwide. Meaning that archival personnel were of the believed that the platform can be used for publicizing archival resources to the wider world. Similarly, the lowest mean score of 4.01 and standard deviation of 0.792 was also obtained on utilizing SNSs for the purpose of promoting the use of archival resources. This means that, the technology could also be of significant impact towards promoting and enhancing relation among archive personnel at both National and international level as well as in term of ensuring best common practice in the field of records and archival management.

Other purpose for which archival personnel are utilizing social networking sites in the National Archive of Nigeria includes:

Utilising the use of SNSs for the purpose of creating awareness on the different services the archival institutions offers i.e library services, bindery services and ephemeral services with a mean score of 4.12 and standard deviation of 727, Utilising the use of SNSs for the purpose of sensitizing the general community of users and society on the activities and services of archival institutions with 4.09 and standard deviation of 0.714, Utilising the use of SNSs for the purpose of informing users on general archival services and facilitate the use of archival holdings with a mean score of 4.08 and standard deviation of 0.739, Utilising the use of SNSs for the purpose of communication and professional interaction with users of archival resources worldwide 4.08 and standard deviation of 0.710 and utilising the use of SNSs for the purpose of reference to archival resources elsewhere (Inventory services).

However, from the result of the interview conducted with the zonal coordinators on the

purpose for which they are utilizing social networking sites in the services and operation of archival institutions, but Ibadan and Enugu zonal coordinators reported that they are yet to integrate the use of social networking sites in the services and operation of the two respective stations, this is due to lack of functional facilities and training on how to make use of the technology to promote the use of archival holdings. The Kaduna zonal coordinator stated that the Kaduna zonal office utilized social networking platforms for official purpose which involves employing the technology for creating awareness on the different services the zonal office offer like library services, bindery services and services associated with research and use of serials publications.

Research Question 6: What are the factors facilitating the Use of Social Networking Sites as a tool for promoting the Use of Archival Resources in the National Archive of Nigeria?

Social networking sites offer numerous advantages for promoting the use of archival resources in the National Archive of Nigeria. These include increased accessibility, as social media platforms can be accessed from various devices. The wide user base of these sites allows the archive to reach a diverse audience. Multimedia capabilities enable the showcase of digitized archival materials in engaging formats. Interactive engagement fosters a sense of community and encourages users to explore resources. Targeted marketing helps reach specific demographics, while the viral potential of social media can generate widespread interest. Collaborative opportunities allow for partnerships and knowledge-sharing. The researcher tends to examine the extent at which this factor facilitates the use of social media site as tool for promoting the use of archive resources in the National Archive of Nigeria.

Table 4.7: Mean responses on the Factors Facilitating the use of Social Networking Sites as a tool for Promoting the Use of Archival Resources in the National Archive of Nigeria.

S/N	Factors Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA= Freq.(%)	N=95	X	SD	Decision
1	Availability of computers	44 (46.3)	42 (44.2)	7 (7.4)	2 (2.1)	0 (0)		4.35	.711	Agreed
2	Availability of Internet facility	52 (54.7)	37 (38.9)	4 (4.2)	2 (2.1)	0 (0)		4.46	.681	Agreed
3	Available Internet café for users	50 (52.6)	43 (45.3)	1 (1.1)	1 (1.1)	0 (0)		4.49	.581	Agreed
4	Stable power supply	48 (50.5)	44 (46.3)	2 (2.1)	1 (1.1)	0 (0)		4.46	.598	Agreed
5	Availability of technical supporting equipment	49 (51.6)	42 (44.2)	3 (3.2)	1 (1.1)	0 (0)		4.46	.616	Agreed
6	Sufficient knowledge and skills to use the social networking sites	50 (52.6)	42 (44.2)	2 (2.1)	1 (1.1)	0 (0)		4.48	.599	Agreed
7	Frequent training, workshop and seminars on the use social networking sites	50 (52.6)	40 (42.1)	3 (3.2)	2 (2.1)	0 (0)		4.45	.665	Agreed
8	Positive attitude of archive personnel towards the use of social networking sites	50 (52.6)	37 (38.9)	3 (3.2)	2 (2.1)	3 (3.2)		4.36	.898	Agreed
9	Archive personnel involvement in decision making process	51 (53.7)	37 (38.9)	2 (2.1)	3 (3.2)	2 (2.1)		4.39	.854	Agreed
10	Commitment of Archival management	47 (49.5)	35 (36.8)	3 (3.2)	5 (5.3)	5 (5.3)		4.20	1.088	Agreed

Source: Field Survey (2019)

Decision mean 3.0

Table 4. 7 presents the factors that can facilitate the use of archival resources in the National Archive of Nigeria. It is evident that availability of internet café to users with a mean value of 4.49 and standard deviation of 0.581 is the greatest factor that can facilitate the use of archival resources in the National Archive of Nigeria. Other factors that can facilitate the use of archival resources are commitment on the archival management with a mean value of 4.20 and 1.088 as standard deviation. Sufficient knowledge and skills to use the social networking sites with a mean score of 4.48 and standard deviation of 0.559, availability of internet facility with a mean score of 4.46 and standard deviation of 0.681, availability of technical supporting equipment, with a mean score of 4.46 and standard deviation of 0.616, stable power supply 4.46 and 0.598 as standard deviation, frequent training, workshop and seminars on the use social networking sites with 4.45 and (0.665) as standard deviation, archive personnel involvement in decision making process with a score of 4.39 and standard deviation of 0.854, positive attitude of archive personnel towards the use of social networking sites with the score of 4.36 and standard deviation of 0.898) and availability of computers with a mean score of 4.35 and standard deviation of 0.711 respectively.

In addition, an interview was conducted with the zonal coordinators from the three zonal stations that study covered in respect to their view on the factors that can facilitate the use of archival resources for promoting the use of archival resources in the National Archive of Nigeria, they all concurred that social networking sites can be better utilize towards promoting the visibility and use of archival resources if the following issues were fully addressed:

1. Provision of user cape with functional computer system
2. provision of constant internet facility

3. constant and regular power supply and
4. training of archival personnel to acquire relevant skills and knowledge on how to make use of the platform for official purposes

Research Question 7. What are the Challenges Associated with the Utilisation and Use of Social Networking Sites in the National Archives of Nigeria?

The utilization of social networking sites in the National Archives of Nigeria poses various challenges. These include the preservation of social media content for long-term access, addressing privacy and data protection concerns, verifying the authenticity of information, complying with legal and ethical standards, managing technical infrastructure and expertise, understanding contextual and cultural elements, and ensuring accessible and usable records. The researcher tends to determine the extent of challenge faced by the personnel during the utilization of social networking sites in the National Archives of Nigeria.

Table 4.8: Mean responses on the Challenges Associated with the Utilisation and Use of Social Networking Sites in the National Archives of Nigeria:

S/N	Challenges Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=3 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Lack of awareness of SNSs among archive personnel in the National Archives of Nigeria	25 (26.3)	24 (25.3)	6 (6.3)	19 (20.0)	21 (22.1)		3.14	1.54	Agreed
2	Lack of adequate skills of using SNSs among archive personnel	23 (24.2)	29 (30.5)	5 (5.3)	22 (23.2)	16 (16.8)		3.22	1.46	Agreed
3	Lack of internet services	22 (23.2)	59 (62.1)	6 (6.3)	5 (5.3)	3 (3.2)		3.97	.893	Agreed
4	Lack of information privacy on SNSs	25 (26.3)	62 (65.3)	3 (3.2)	4 (4.2)	1 (1.1)		4.12	.742	Agreed
5	Access restriction policy	21 (22.1)	67 (70.5)	6 (6.3)	1 (1.1)	0 (0)		4.14	.558	Agreed
6	Lack of training opportunities for archive personnel on the use of IT in archival service	23 (24.2)	68 (71.6)	4 (4.2)	0 (0)	0 (0)		4.20	.497	Agreed
7	Irregular power supply	25 (26.3)	66 (69.5)	3 (3.2)	1 (1.1)	0 (0)		4.21	.544	Agreed
8	Attitude of archival management toward IT	26 (27.4)	66 (69.5)	1 (1.1)	1 (1.1)	1 (1.1)		4.21	.617	Agreed
9	Political factor	32 (33.7)	60 (63.2)	2 (2.1)	1 (1.1)	0 (0)		4.29	.563	Agreed

Source: Field Survey (2019)

Table 4. 8. presents the challenges associated with the utilization of social networking sites for promoting the use of archival resources with the highest mean score of 4.29 and 1.563 as standard deviation observed on political factor as the basic challenge associated with the utilization of the technology in the National archive of Nigeria. By implication, managerial commitment and support is the basic factor that can facilitate the adaptation and use of SNSs in archives, therefore lacks of stakeholders recognition, commitment and support on the positive impact of social networking sites in archival operation could no doubt be a set back and challenges that can negatively affect the application of social networking sites towards promoting the use of archival resources.

Equally, the lowest scoring mean lack of archival personnel awareness mean especially of the basic potentialities and promotional features of SNSs, with the mean score of 3.14 and standard deviation of 1.548. In essence, lack of awareness of the various features of SNSs and its potentials which can be positively impacted especially if geared towards the use of archival resources, can be regarded as a problem challenging the application and utilization of SNSs for promoting the visibility of archival holding and also for promoting the use of archival resources as well. Other findings obtained in association with the challenges that Archival institutions are encountering towards promoting the use of archival resources in the National Archive of Nigeria includes:

Attitude of archival management toward IT with a mean value of 4.21 and standard deviation of 0.617, irregular power supply, with a mean score of 4.21 and standard deviation of 0.544, lack of training opportunities for archive personnel on the use of IT in archival service with the score of 4.20 and standard deviation of 0.497, political factor with the mean score of 4.14 and standard deviation 0.558, lack of information privacy on SNSs with the score of 4.12

and standard deviation of .742, lack of internet services with a mean value of 3.97 and standard deviation of 0.893 and Lack of adequate skills of using SNSs among archive personnel with a mean value of 3.22 and standard deviation of 0.1467 respectively.

Similarly also, from the interview with the zonal coordinators in relation to the challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archive of Nigeria, the management staff reported that “so many issues confronting archival institutions in respect of adoption of new technology to improve and promote the use of archival resources in the National Archive of Nigeria includes:

1. Lack of government commitment towards cultural heritage institutions more especially archives and museums
2. public perception towards archives
3. lack of frequent training opportunities for archival personnel to equipped and update themselves with modern technical skills and knowledge

4.3 Hypotheses Testing

This section involves the test of the working hypothesis of the study. The hypothesis of the study were tested using Pearson Product Correlation Matrix (PPMC).

4.3.1 Decision criterion

Probability test of significance (p-value) of the parameters was employed in the research to verify the statistical significance of the estimates. All computations were done at 5 percent (5%) level of significance. If the probability (p-value) is less than or equal to 0.05 ($p\text{-value} \leq 0.05$) the null hypothesis will be rejected and alternate hypothesis will not be accepted, given that the estimates are statistically significance. However if the p-values is greater than 0.05 ($p\text{-value} > 0.05$) the null hypothesis will not be rejected and the alternate hypothesis will be rejected, certain that the estimates are not statistically significance. Table 4.9 presents the correlation matrix of the variables used in the study.

Table 4.9: Correlation Matrix

Variables		Awareness	Utilization	Attitude	Types	Purpose	Factors	Challenges
Awareness	Pearson Correlation	1	.589**	.247*	.167	.271**	.165	.304**
	Sig. (2-tailed)		.000	.016	.106	.008	.110	.003
Utilization	Pearson Correlation	.589**	1	.350**	.171	.155	.325**	.390**
	Sig. (2-tailed)	.000		.001	.098	.134	.001	.000
Attitude	Pearson Correlation	.247*	.350**	1	.176	.322**	.441**	.244*
	Sig. (2-tailed)	.016	.001		.088	.001	.000	.017
Types	Pearson Correlation	.167	.171	.176	1	.135	-.010	.114
	Sig. (2-tailed)	.106	.098	.088		.194	.922	.271
Purpose	Pearson Correlation	.271**	.155	.322**	.135	1	.246*	.348**
	Sig. (2-tailed)	.008	.134	.001	.194		.016	.001

*The asterisks ** and * indicate Correlation coefficient is significant at 1% and 5% respectively.*

Source: Computed by the researcher using IBM SPSS version 20 (2019)

4.3.2 Tested Hypothesis 1

HO₁: There is no significant relationship between archive personnel awareness of social networking sites and the utilization of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

Hypothesis one tested showed no relationship between awareness and utilization of social networking sites among archival personnel in Nigeria, with significant value of 0.589 at 5%. The result therefore indicates no statistical significant of the estimate as the p-value obtained is greater than the established standard which is 0.05 level of significant. The hypothetical assumption was therefore not rejected.

4.3.3 Tested Hypothesis 2

HO₂: There is no significant relationship between the attitude of archive personnel towards social networking sites and the use of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

The significant value of 0.350 at 5% showed no significant relationship between attitude of archival personnel towards social networking sites and the use of the platform for promoting the use of archival resources in the National Archive of Nigeria. The result therefore indicates no statistical significant of the estimate as the p-value obtained is greater than the established standard which is 0.05 level of significant. The null formulated was therefore not rejected.

4.3.4 Tested Hypothesis 3

HO₃: There is no significant relationship between the types of social networking sites used by archive personnel and the purpose for utilizing social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

It was discovered that significant value of 0.135 at 5%, showing no significant relationship between the types of social networking sites used by archive personnel and the purpose for utilizing social networking sites for promoting the use of archival resources in the National Archives of Nigeria, 135 meaning that, the estimate are not statistically significant at 5%. The null hypothesis on this was therefore not rejected as well.

4.4 Summary of Findings

1. The results showed that majority of archival personnel are aware of social networking sites with all their different potentialities and believes that the technology can boost the use of archival resources as tools in the National Archives of Nigeria.
2. The analysis equally showed that majority of archival personnel utilised social networking sites specifically not for promoting the use of archival resources, in essence there is less use of social networking sites in the National Archives of Nigeria for the sake of promoting the use of Nigerian archival holdings.
3. Generally archival personnel in the National Archive of Nigeria have positive perception and attitude towards SNSs and equally believed that the platforms can enhance the visibility and accessibility of Nigerian archival holdings; which if utilize effectively can promote access and utilisation of archival resources in the National Archive of Nigeria.
4. Major types of SNSs utilised by archival personnel includes, Facebook, LinkedIn, Twitter, Youtube, Google+, Telegram, Weechatt, Skype, Pintrest and WhatsApp as the most utilizing SNSs by the archival personnel in the National Archive of Nigeria, even though most not for official purpose.

5. The study findings on the purpose for which archival personnel utilized social networking sites reveals that archival personnel utilize the platform for their own personal purposes not for official purposes i.e not for the sake of promoting the use of archival resources.
6. The results showed majority of the respondents identify the following as major factors facilitating the use of social networking site in National Archives of Nigeria. They include; availability of computers, availability of internet facility, available internet café for users, stable power supply, availability of technical supporting equipment, sufficient knowledge and skills to use the social networking sites, and frequent training, workshop and seminars on the use social networking sites among others.
7. The study also identified the following as major challenges associated with the utilization of social networking site in National Archives of Nigeria. They include: political factor, lack of training opportunity for archival personnel on the utilization of ICT in archival services, access restriction policy, and irregular power supply, lack of information privacy and irregular power supply among others.
8. The findings of the study not rejected the null hypothesis on the relationship between the archival personnel awareness of social networking sites and the utilization of social networking for promoting the use of archival resources in the National Archive of Nigeria. The finding showed that there is no significant relationship between archival personnel awareness of social networking sites and the utilization of social networking.

9. The finding also showed that there is no significant relationship between the attitude of archival personnel towards social networking sites and the use of the technology for promoting the use of archival resources in the National Archive of Nigeria.
10. The finding also showed that there is no significant relationship between the types of social networking sites use by archival personnel and the purposes for utilising the technology for promoting the use of archival resources in the National Archive of Nigeria.

4.5 Discussion of the Findings

Archival personnel awareness of social networking in the National Archive of Nigeria

The finding on the archival personnel awareness of social networking sites revealed that they are mostly aware of social networking platforms such as Facebook, LinkedIn, WhatsApp, Twitter, YouTube and Google+. The respondents were equally agreed that the technology can promote the use of archival resources especially with the availability and commonly used of ICT facilities. This findings was in line with the findings of Onyeneke (2016) who reported that proper awareness, arrangement and description of records promote access and use of records in National Archives of South East, Nigeria. This is by implication, proper awareness of different social networking sites and their potentialities among archive personnel can help significantly to enhance the utilization of the social networking sites in the archival institutions, which will result in the promotion of the use of archival holdings.

Utilisation of social networking sites by archival personnel in the National Archive of Nigeria

The study findings on the utilization of social networking sites in the National Archives of Nigeria showed that utilization of social networking sites specifically for promoting the use of archival resources in the National Archive of Nigeria was significantly low. The result showed that majority of archival personnel utilised social networking sites not for promoting the use of archival resources, in essence there is less use of social networking sites in the National Archives of Nigeria for the sake of promoting the use of Nigerian archival holdings. The archival personnel equally agreed that utilizing the social networking sites platforms especially Facebook, LinkedIn, Twitter, YouTube, WhatsApp and the rest can significantly contribute to enhance the visibility and the utilization of archival resources especially in this ICT era. This findings collaborates the study of Nengomasha and Nyanga (2015) who reported that access and use of archives at National Archives of Namibia can be facilitated by the archive personnel familiarity with social networking platforms and its integration in the process of providing archival services. This finding equally tallied with the study of Mukwevho (2017), who reported that integration of social media sites in archival institutions could promote the utilization of archival resources and increase the visibility of the holdings to global audience.

Attitude of archival personnel towards social networking sites in the National archive of Nigeria

The finding on the attitude of archival personnel towards social networking sites revealed that there is a significant relationship between the attitude of archive personnel towards social networking sites and the use of social networking sites for promoting the use of

archival resources in the National Archives of Nigeria. This by implication means that, positive attitude of archival personnel towards social networking sites could promote the use of the technology in the services and activities of archival institutions which can be translated in to the promoting the use of archival resources via the social networking platforms. This was pointed by Seidman (2017) who lamented that “numerous benefits of social media platforms determine the user’s attitude and readiness to use the technology, having positive perception is a key factor normally determines institutional readiness to use the technology”.

The findings of the stud collaborates the study conducted by Szekeley (2017) who reported that with regards to the changing nature of human communication, archive personnel were exposed to the newly change environment. They have understood that in order to survive, remain relevant, attract new users and retained their professional’s image they should change their attitude and master the newest technological application and utilise them in their work environment. Equally, the findings agreed with Shirazi (2013) who empirically studied the attitude of information professionals towards the use of information and communication technologies in some selected Nigerian Universities in Edo and Delta State, and found that professional information workers in the institutions under study have positive attitude toward the implementation and use of ICT. Furthermore, knowledge of ICT and training of information professionals influence positive attitude towards ICT.

Types of social networking sites used by the archive personnel in the National Archive of Nigeria

The findings of the study revealed that social networking platforms such as Facebook, LinkedIn, Twitter, Youtube, Google+, Telegram, Weechatt, Skype, Pintrest and WhatsApp are the most utilized SNSs by the archival personnel in the National Archive of Nigeri; even

though not for official purposes. The outcome of the study was in line with the survey conducted by Kist (2022) who revealed that there is no recommended types of social networking sites to be used by an institutions to interact with its clients. Services oriented institutions are to apply the use of the most popular and commonly used social networking sites appropriate to address the purpose of their existence, to interact with its users. In relation to this study, archival institutions are to identify the most popular and commonly used social networking sites platforms to interact and communicate with archive clients and promote the use of archival resources as well.

Purpose for utilizing social networking sites by archive personnel in the National Archive of Nigeria

The finding of the study revealed that archival personnel are utilising social networking sites for their own purpose, not for the sake of promoting the use of archival resources. This finding is contrary to the study of Bountouri and Giannakopouloa (2014) who explored the various purposes for which social media are being utilised in archive, such as content delivery and promotion of their work and services. In the same study the authors further detailed that majority of the archival services used Facebook, YouTube and blogs. Twitter and Wikis are used by 34% of the services. Flickr is used by 23% of them, while Tumblr (11%) and Foursquare follow (11%).

Factors that can facilitate the use of social networking sites for promoting the use of archival resources in the National Archive of Nigeria

The outcome of the study identified the following as factors that can enhance positive performance of archival personnel and at same time enhance the utilization of the platforms: available internet café for users, availability of computers, availability of internet facility, stable power supply, availability of technical supporting equipment, sufficient

knowledge and skills to use the social networking sites, and frequent training, workshop and seminars on the use social networking sites among others. The findings corroborates the study of Nengomasha and Nyanga (2015) who reported that regarding the access to archives at National Archives of Namibia, eight per cent 8% (12) of the respondents were researchers, followed by genealogists at 73% (11), historians, young people and teachers at 67% (10), politicians at 53% (8) and journalists at 47% (7). The study concludes that the access to archives at National Archives of Namibia was facilitated by the archive personnel familiarity with social networking technology and the supporting facilities and enabling environment that can ensure effective use of the technology in the process of providing archival services.

Challenges associated with the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria

The result of the study revealed that: political factor, lack of training opportunity for archival personnel on the utilization of ICT in archival services, access restriction policy, and irregular power supply, lack of information privacy and irregular power supply among others are the major challenges. The findings was in line with the study of Mittal and Elias (2016) on the assessment of the barriers towards the implementation of social media features in archival operation who reported that “lack of support from senior management and a lack of fit between social media and the institutions’ strategic objectives and priorities appear to be the main reasons that many archival agencies did not apply the use of social media in their operations”.

Relationship between the awareness and utilization of social networking sites among archive personnel

In relation to the null formulated hypotheses in respect of the establishment of correlation between the archival personnel awareness of social networking sites and the utilization of the technology for promoting the use of archival resources, the result of the tested assumption revealed that there is no significant relation between the archive personnel familiarity of the technology and its application for promoting the use of archival resources with the statistical p-value of 0.589 obtained. The result therefore indicates no statistical significant of the estimate as the p-value obtained is greater than the established standard which is 0.05 level of significant. The hypothetical assumption was therefore not rejected. The finding on this agreed with that of Rahman and Kapoor (2017) as they reported that archivists have heard of the term social networking sites tool, but further knowledge of the subject matter is however limited.

Relationship between the attitude and use of social networking sites among archive personnel

The result of the tested hypothetical statement in respect of the influence of attitude of archival personnel toward making use of social networking sites for promoting the use of the technology, showed that the tested assumption revealed no significant relation between the attitude of archive personnel towards the technology and its subsequent usage for promoting the use of archival resources with the statistical p-value of 0.350 obtained. The result therefore indicates no statistical significant of the estimate as the p-value obtained is greater than the established standard which is 0.05 level of significant. The null formulated was therefore not rejected. The finding disagreed with the findings by Finsights (2018) who reported that power of social networking sites has a significant impact on the way archive

perform service and this can have a transformational impact in their corporate thinking and marketing capabilities.

Relationship between the types of social networking sites used by archive personnel and the purpose for the usage

In considering the likely relationship between the types of social networking sites use and the purpose for utilising the platforms for promoting the use of archival resources in the National Archive of Nigeria, the outcome of the tested hypothesis on this revealed no significant relationship between the two, as the computed result obtained is greater than 0.05 which is 0.135, meaning that, the estimate is not statistically significant at 5%. The null hypothesis on this was therefore not rejected as well. This finding corroborates the studied by Kyung-Sun *et al.* (2019) who concluded that a range of social networking sites are used for everyday life information seeking while some are used for both everyday life information and academic purpose.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the findings of the study, the following conclusion are drawn;

Majority of the staff are aware of social networking sites as tools for promoting the use of archival resources in the National Archives of Nigeria. Also, archival personnel in the three zonal offices studied do not utilise social networking sites for the purpose of promoting the use of archival resources in their respective zones. Mostly for their personal purposes but not on their official engagement.

In addition, archive personnel have positive attitudes towards the use of social networking sites, as they perceived that the technology could be of immense benefit to archival institutions and its potentialities can be geared towards promoting access and use of archival resources.

Equally, in relation to the types of social networking sites utilised by archive personnel in the National Archives of Nigeria, the study concludes that Facebook, Twitter, WhatsApp, LinkedIn, Youtube and Instagram could be utilised as platforms for promoting the use of archival resources in the National Archive the of Nigeria.

The study also concludes that social networking sites are utilised differently among archival agencies, mainly for personal purposes while others for both official and personal purposes. They use it for reference and information service and also for creating awareness on the different services the archival institutions offer as well as for marketing and promotion of archival institutions to the wider world.

Furthermore, the study concludes that the factors facilitating the use of social networking site in National Archives of Nigeria include: user internet café, availability of computers, availability of internet facility, stable power supply, availability of technical supporting equipment, sufficient knowledge and skills to use the social networking sites, and frequent training, workshop and seminars on the use social networking sites among others.

As for the challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archive of Nigeria, the study concludes on the following as the challenges associated with the utilization of the technology: Political factor, lack of training opportunity for archival personnel on the utilization of ICT in archival services, access restriction policy, irregular power supply, lack of information privacy, irregular power supply and political factor among others.

5.2 Recommendations

Based on the findings and conclusions drawn from the study, the following recommendations are made:

1. Archive personnel should be oriented and educated on the significance associated with technological integration in archival services, particularly they should be educated to be familiar and aware of the SNSs as well as the potentialities associated with the platforms when applied in archival services.
2. Archival personnel should be trained so that they can acquire basic skills for utilizing SNSs in archival operations
3. Archival institutions should create enabling service environment with standard and reliable internet facility, so that attitude of archival personnel can be directed towards

proper use of modern technology, SNSs inclusive for promoting the use of archival resources in the National Archive of Nigeria.

4. Archival institutions should identify and apply the appropriate types of SNSs with functional archival services related features and potentials, so that they can be utilized to enhance the visibility as well as promoting the use of archival resources available in the National Archive of Nigeria as well.
5. Archival institutions and personnel in Nigeria should effectively utilize the social networking sites especially the ones that functionally related to archival services, for the purpose of promoting the use of archival resources in the National Archive of Nigeria.
6. Archival institutions should be equipped and be provided with all the facilities that can create an enabling environment and ensure effective utilization of SNSs for promoting the use of archival resources in the National Archives of Nigeria. Equally, archival personnel should be trained to acquire relevant skills and knowledge on the different SNSs platforms especially the one with potentials in archival services.
7. To maintain enabling environment and standard performance in the National Archive of Nigeria, archival managers and all relevant stakeholders on the operations of National Archives of Nigeria should ensure the following:
 - i. Archival personnel should be regularly trained to acquire modern skills and knowledge especially on how to integrate modern ICT facilities and technology in the conventional operation and services of the National Archives of Nigeria.
 - ii. The National Archives of Nigeria should strictly adhere and comply with the archival restriction policy, by ensuring that SNSs can only be utilised to promote access to

archival resources with general public access status. In essence, the platforms cannot be used in relation to archival resources affected by access restriction policy. Meanwhile professional ethics should be maintain in promoting the use of archival resources.

- iii. The management of National Archive of Nigeria should provide alternative source of power to enable archive personnel to utilize SNSs even when there is power failure.
 - iv. Archival managers should embrace modern technological tools and employ the appropriate platforms with information privacy attributes in the services of archival institutions.
 - v. Government should considered archival institutions in its annual budget proposal and specifically reflects the institutions to enhance its operation and performance.
8. Archival personnel in Nigeria should be practically innovative by utilising any relevant technology they are aware and familiar with, and apply the appropriate platform in discharging and promoting their official assignment.
 9. Archival personnel in Nigeria should always be in readiness with their attitude to use social networking sites to reach users for promoting the use of archival holdings and create positive perception to users for them to understand the knowledge potentialities associated with the use of archival resources especially towards better familiar with the societal cultural heritage.
 10. Archival institutions in Nigeria should identify and apply the appropriate types of social networking platforms that are past and capable of addressing users request without considering time and space factor.

5.3 Contribution to Knowledge

This study was conducted to investigate and explore the utilization of Social networking sites for promoting the use of archival resources in the National Archive of Nigeria. The contributions of this study are highlighted in the following aspects:

5.3.1 Theoretical contribution of the study

The study contributes to the body of knowledge on the utilization of Social networking sites for promoting the use of archival resources in the National Archive of Nigeria and other developing Nations. From the literary perspectives, the reviewed literature in this study established that ideally social networking sites are being used to stay connected and share information with friends, family and users of a particular product or services. This study contributes to the existing literature for promoting the use of archival resources by empirically reporting the actual state of Nigerian archival institutions in relation to the utilization of social networking sites technology in archival institution as information system. Unified theory of acceptance and use of technology (UTAUT) was used with all its six functional related components and developed a conceptual model in relation to the major variables of the study to strictly guide the utilization of social networking sites technology particularly towards promoting the use of archival resources in the National archive of Nigeria and other information dissemination centers in general.

5.3.2 Methodological contribution of the study

The study also fills the methodological gap by cross-sectionally merging qualitative and quantitative research methods known as mixed methods to examine the utilization of social networking sites and their impact on the promoting the use of archival resources. The gap associated with archival personnel awareness, utilization and attitude towards social

networking sites has been filled by this study using quantitative research method. The qualitative data was also collected from the zonal coordinators and analysed and discussed to complement the quantitative findings of the study.

5.3.3 Practical contribution of the study

The study investigated the utilization of Social networking sites for promoting the use of archival resources in the National Archive of Nigeria. It has revealed the reality related to the utilization of social networking sites in the context of Nigerian Archival institution. The study revealed that archival personnel are aware of social networking sites more but not utilize towards promoting the use of archival resources. The study outcome also revealed among other that, archival personnel have positive attitude toward utilising the technology as they all perceived it as relevant and potentials towards enhancing the visibility and use of archival holdings. In relation to the types of social networking sites mostly use in the National Archive of Nigeria, the findings revealed that Facebook, Twitter, WhatsApp, Instagram and LinkedIn as the most popular platforms use among archival personnel in the National Archive of Nigeria even though not for official purpose rather for their personnel purposes. The study also mentioned user internet cape, availability of Computers, regular power supply, technical supporting staff and information literacy campaign as the key factors that can facilitate the use of social networking sites for promoting the use of archival resources,

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APPENDIX I

QUESTIONNAIRE FOR THE ASSESSMENT OF UTILISATIONS OF SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF IN NATIONAL ARCHIVES OF NIGERIA

SECTION ONE: Background information

Instruction: Please tick (✓) the appropriate option that best describes your opinion or response.

1. Age: (1) 20 -30 (2) 31 – 40 (3) 41 – 50 (4) 51 – 60 (5) 61 and above
2. Gender: (1) Male (2) Female
3. Educational Qualification:
 1. Diploma
 2. Higher Diploma
 3. First Degree
 4. Postgraduate Diploma/Master’s Degree
 5. Ph.D.
4. Years of working experience in archival agency
 1. 1 - 10 years
 2. 10 - 20 years
 3. 20 - 30 years
 - 4.
 5. 30 - 40 years
5. Name of Archives:
 1. Ibadan
 2. Kaduna
 3. Enugu
6. Position :
 - i. Senior Staff
 - ii. Junior Staff

SECTION TWO: ARCHIVE PERSONNEL AWARENESS OF SOCIAL NETWORKING SITES (SNSs)

1. Please indicate your level of awareness with the following social networking sites tools.
(5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	AWARENESS STATEMENTS	HA	A	UD	NA	HNA
1	I am aware of Facebook as a social networking site					
2	I am aware of LinkedIn as a social networking site that used for promoting professional communication among archivists					
3	I am aware of Youtube and its being utilised for sharing archival resources with multimedia status					
4	Twitter as a social networking site, I am aware of it with its distinct features capable of sending short message at a time to million followers					
5	I am aware of Myspace as a social networking site with its features of reflecting the profile of important personality					
6	I am aware of Flickr as a social networking site and it can be used to enhanced the visibility of archival resources					
7	I am aware of WhatSapp as a social networking site and it can be used to post information to thousands of registered archival users at a time.					
8	I am aware of Wechatt as a social networking site as it can be used to share mobile messages to users of archival resources					
9	I am aware of Tumblr as a social networking site, it link users with their interested archival resources locating else where					

10	I am aware of Instagram as a social networking site with its potentiality for sharing photo and archival related video					
11	I am aware of Google+ as a social networking site, it can be used by archival institutions to share information by integrating different features of google search engine					
12	I am aware of Skype as a social networking site which can be used directly to communicate and engaged with users from far distance location					
13	I am aware of Pinterest as a social networking site with the popular platform characteristics of sharing photos and video to other sites for facilitating the utilisation of pictures kept in archival repositories					
14	I am aware of Telegram as a social networking site and it can be used by archival institutions to share information with security and privacy attributes					
15	I am aware of Delicious as a social networking site, its being utilised to discover web archival links to other accessible archival holding elsewhere					

SECTION THREE: UTILISATION OF SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

1. Please indicate your level of agreement on the application of SNS for promoting the use of archival resources
(5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	UTILISATION STATEMENTS	HA	A	UD	NA	HNA
1	Utilisation of Facebook can enhances the promotion of archival resources by connecting and sharing information to users subscribed with the platform as archival users					
2	Utilising LinkedIn can improve professional communication and collaboration among archivists which can further enhance awareness and promoting the use of archival holdings					
3	YouTube can be effectively utilise to further promote the use of archival resources by making audio visual collection available online to users					
4	Twitter can be utilise to enhance accessibility to archival holdings by twitting important message on the activities of archival institutions to its users					
5	Archival resources can be promoted with the utilisation of Myspace platform especially with sounds related archival resources					
6	Utilisation of Flickr technology can enhance the user patronage of archival resources by sharing pictures and video related sources of archival resources					
7	Utilising the features of WhatsApp application can facilitate wider use of archival resources by sharing information with archival related impact					
8	Wechatt platform can be utilise to f enhance the use of archival resources through the use mobile messages to especially to registered users of archival resources					

9	Utilising Tumblr platform can promote the use of archival collections by linking users with their interested archival resources locating else where					
10	Utilising the use of Instagram platform can facilitate the use of archival resources by sharing photo and other archival related video to users					
11	Google+ utilisation can be apply to further promote access and use of archival holdings to share information by integrating different features of google search engine					
12	Utilising Skype technology can boost the use of archival holdings and facilitate direct communication as well as engaged archival users from far distance location					
13	Utilisation Pinterest technology platform can promote the access and use of archival resources by sharing photos and video to other sites for facilitating the use of pictures kept in archival repositories					
14	Utilisation of Telegram facility can facilitate the use of archival resources with security and privacy attributes					
15	Utilising of Delicious platform in archival services can enhance the use of archival resources by discovering web archival links to other accessible archival holding else where					

SECTION FOUR: ATTITUDES OF ARCHIVE PERSONNEL TOWARDS THE UTILISATION OF SOCIAL NETWORKING SITES (SNSs) FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

1. Please indicate your level of agreement on the attitude towards the utilisation of SNS for promoting the use of archival resources
(5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	ATTITUTEDS STATEMENTS	HA	A	UD	NA	HNA
1	I have very positive perception towards SNSs and its utilisation in my Archival institution					
2	SNSs are good to an Archival institutions and their utilisation can promote the use of archival resources					
3	I considered SNSs as a useful tool to the archival services and their integration in archives can promote the use of archival holdings					
4	Considering the potentialities associated with SNSs with regards to facilitating sharing and use of information if utilise in archives can help archivists to perform their duty well and promote the use of archival resources as well.					
5	There is no noticeable danger could be associated with the utilisation of SNSs in Archival institutions					
6	Archives will benefit a lot by utilising the use of SNSs especially if the technology is geared towards promoting the use of archival resources					
7	SNSs do not affect the users' academic performance negatively rather the technology could help in exposing the users to more related resources and connect with users elsewhere with common academic research interest					

SECTION FIVE: TYPES OF SOCIAL NETWORKING SITES UTILISED BY ARCHIVE PERSONNEL IN THE NATIONAL ARCHIVES OF NIGERIA

1. Please indicate your level of agreement with the types of SNSs utilised for promoting the use of archival resources in the National Archives of Nigeria. (5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	SNSs TYPES STATEMENTS	HA	A	UD	NA	HNA
1	Facebook is being utilised by archival institutions to connect and share information with users for promoting the use of archival resources					
2	LinkedIn being utilised to enhances professional communication among archivists					
3	Youtube is being utilised in promoting the use of archival holdings in a multimedia format					
4	Twitter is also facilitating the utilisation of archival resources by twitting important message on the activities and services of archival institutions to its users					
5	Myspace platform enhancing the visibility of archival resources especially with sounds related archival resources					
6	Flicr is being used to share pictures and video related sources of archival resources					
7	WhatsApp is being used to promote faster sharing of archival resources					
8	Wechatt platform is being used by archival institutions to share mobile messages to users of archival resources					
9	Tumblr is being used by archival institutions to link users with their interested archival resources locating else where					

10	Instagram platform was equally being used to share photo and archival related video					
11	Google+ is being used by archival institutions to share information by integrating different features of google search engine					
12	Skype is being used by archives to directly communicate and engaged with users from far distance location					
13	Pinterest is being used to share photos and video to other sites for facilitating the use of pictures kept in archival repositories					
14	Telegram is being used by archival institutions to share information with security and privacy attributes					
15	Delicious is being used by archival institution to discover web archival links to other accessible archival holding else where					

SIX: PURPOSE FOR USING SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

1. Please indicate your level of agreement with the purpose for using SNSs for promoting the use of archival resources in National Archives of Nigeria. (5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	PURPOSE STATEMENTS	HA	A	UD	NA	HNA
1	Utilising the use of SNSs for the purpose of promoting the use of archival resources and enhance professional collaboration between archivists and users of archival resources					
2	Utilising the use of SNSs for the purpose of communication and professional interaction with users of archival resources world wide					
3	Utilising the use of SNSs for the purpose of informing users on general archival services and facilitate the use of archival holdings					
4	Utilising the use of SNSs for the purpose of reference to archival resources elsewhere (Inventory services)					
5	Utilising the use of SNSs for the purpose of sensitizing the general community of users and society on the activities and services of archival institutions					
6	Utilising the use of SNSs for the purpose of creating awareness on the different services the archival institutions offers ie library services, bindery services and ephemeral services					
7	Utilising the use of SNSs is an opportunity for marketing and self-promoting of archival institutions to the general public world wide					

SECTION SEVEN: FACTORS FACILITATING THE UTILISATION OF SOCIAL NET WORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

1. Please indicate which of the following factors can facilitate the utilization of archival resources in the National Archives of Nigeria?

(5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	FACTORS STATEMENTS	HA	A	UD	NA	HNA
1	Availability of computers					
2	Availability of internet facility					
3	Available internet café for users					
4	Stable power supply					
5	Availability of technical supporting equipment					
6	Sufficient knowledge and skills to use the social networking sites					
7	Frequent training, workshop and seminars on the use social networking sites					
8	Positive attitude of archive personnel towards the use of social networking sites					
9	Archive personnel involvement in decision making process					
10	Commitment of Archival management					

SECTION EIGHT: CHALLENGES ASSOCIATED WITH THE UTILISATION OF SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

1. Please indicate which of the following constitute challenge in association with the utilisation of social networking sites in the National Archives of Nigeria.

(5= Highly Agree, 4= Agree 3= Un-Decided 2= Not Agree 1= Highly Not Agree)

S/N	CHALLENGES STATEMENTS	HA	A	UD	NA	HNA
1	Lack of awareness of SNSs among archive personnel in the National Archives of Nigeria					
2	Lack of adequate skills of using SNSs among archive personnel					
3	Lack of internet services					
4	Lack of information privacy on SNSs					
5	Access restriction policy					
6	Lack of training opportunities for archive personnel on the use of IT in archival service					
7	Irregular power supply					
8	Attitude of archival management toward IT					
9	Political factor					

APPENDIX II

INTERVIEW SCHEDULE FOR ZONAL COORDINATORS, NATIONAL ARCHIVES OF NIGERIA, ON THE ASSESSMENT OF UTILISATION OF SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES IN THE NATIONAL ARCHIVES OF NIGERIA

SECTION A: BACKGROUND INFORMATION

1. Name of Zonal Archival Agency -----

2. Position -----
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3. Educational Qualification -----

4. Gender -----

5. Years of working experience in archival agencies -----

6. Years of working experience as Zonal Coordinator/Archive Personnel -----

7. Schedules of Duty -----

8. Place of Interview -----

9. Date of Interview -----

SECTION B: ZONAL COORDINATOR'S AWARENESS OF SOCIAL NETWORKING SITES (SNSs) AS TOOLS FOR POMOTING THE USE OF ARCHIVAL RESOURCES

10. Are you aware of social networking sites technology?
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11. If yes, how can you describe your awareness with these platforms?

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SECTION C: UTILISATION OF SOCIALNETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

12. Are there any potentials associated with SNSs? If yes kindly stated below:

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13. Do you utilize any of the following SNSs platform in archival services:

- i. Facebook
- ii. LinkedIn
- iii. Youtube
- iv. Twitter
- v. Myspace
- vi. Flickr
- vii. WhatSapp
- viii. Weechatt
- ix. Tumblr
- x. Instagraml
- xi. Google+
- xii. Skype
- xiii. Pinterest
- xiv. Telegram
- xv. Delicious

SECTION D: ATTITUDE OF ZONAL COORDINATORS TOWARDS THE USE OF SNS FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

14. What is your attitude regarding the utilisation of SNS in archival operations and services?

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SECTION E: TYPES OF SNS USED FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

15. What types of SNS can you recommend to be use by the archival personnel in the National Archives of Nigeria for promoting the use of archival resources?

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SECTION F: PURPOSE FOR USING SNS IN THE NATIONAL ARCHIVES OF NIGERIA

16. What do you think can be regarded as the purposes for which the National Archives of Nigeria can adopt/adopted the use of SNS for?

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SECTION G: FACTORS FACILITATING THE USE OF SNS FOR PROMOTING THE USE OF ARCHIVAL RESOURCES

17. What do you think are the factors that can facilitate the utilisation of SNS for promoting the use of archival resources in the National Archives of Nigeria?

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18. How these factors can be put in place to ensure the total actualization of the SNS integration in archival services?

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SECTION F: CHALLENGES ASSOCIATED WITH THE UTILISATION OF SNS FOR PROMOTING THE USE OF ARCHIVAL RESOURCES IN THE NATIONAL ARCHIVES OF NIGERIA.

19. What are the challenges do you think affecting the National Archives of Nigeria with regards to the utilisation of SNS for promoting the use of archival resources in the National Archives of Nigeria?

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20. What are the possible recommended solutions to the challenges associated with the utilization of SNSs in the National Archives of Nigeria

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APPENDIX III

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RELIABILITY
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Reliability

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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	Total	12	100.0

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Reliability Statistics

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