Influence of New Media in Information Service Delivery in University Libraries in North East Geo-Political Zone, Nigeria

ADAMU, A. L. G. (CLN).
Department of Library and Information Science, Modibbo Adama University of Technology, Yola, Nigeria**.**
swiss04@live.com, +2348032095914.

BABALOLA, G. A. (PhD).
Department of Library Information Technology, Federal University of Technology, Minna, Nigeria.
g.babalola@futminna.edu.ng, gaboft7r7@gmail.com, +2348034370219.

SAKA, K. A. (PhD).
Department of Library Information Technology, Federal University of Technology, Minna, Nigeria.
s.katamba@futminna.edu.ng. +2347038706880.

Abstract
The study investigated the influence of new media in information service delivery in university libraries in North East Geo-Political Zone, Nigeria. The study was guided by three objectives, three research questions and one null-hypothesis. The study adopted descriptive survey research design. The population for the study was 352 librarians and library officers in thirteen university libraries in North East geo-political zone, Nigeria. Purposive sampling technique was adopted in selecting 144 librarians and library officers consisting of 76 librarians and 68 library officers from seven universities in three states in North East geo-political zone. The research instrument used was self-designed questionnaire with 4-point likert's scale. Descriptive statistics were used to analyse the demographic data and data generated from the research questions raised. Inferential statistics of Pearson Chi-square (X^2) was used to test the null-hypothesis at 0.05 level of significance. The study revealed that library personnel's level awareness and utilisation of new media for information service delivery were at moderate levels. Result of the null-hypothesis tested revealed that there was significant influence of utilisation of new media on information service delivery in university libraries in North East geo-political zone, Nigeria. The recommendations amongst the automation of services delivered and enlighten users on how the system operates.

Keywords: *Influence, New Media, Information Service Delivery, University Libraries, North East, Nigeria.*

1.   Introduction

Universities across the globe are established to facilitate teaching, learning, research and community services. Societal development largely depends on the quality of staff and students, as well as on the quality, quantity and of effective researches emanating from universities. The objectives of universities according to Daramola and Amos (2016) were to engage in teaching, conduct academic research, build human and material capacity and carry out community services to in order to stimulate technological and economic development of humans and their environments. University libraries are established to assist universities in achieving their objectives through provision of information resources in all formats as well as deliver various information services to faculty members, students, researchers and members of the community.

Information services in university libraries include reference, selective dissemination of information (SDI), current awareness services (CAS), circulation, document delivery and indexing and abstracting among others (Idowu, 2011).The adoption, application and use of ICT and subsequently new media platforms in university libraries have revolutionised and reshaped the way and manner information services are delivered to users regardless of distance. The proliferation of Internet and advancement in technology has made it possible for

new media, which are regarded as the emerging technologies in the ICT world to connect, interact, communicate, collaborate and share information between librarians and patrons. It also gives the users the opportunities for feedback, share their opinions and make suggestions toward the information service delivery.

New media can only be applied in university libraries when the librarians in strategic positions are technologically inclined and are able to explore the digital environment so as to deliver effective and efficient information services. Some examples of new media adopted in libraries according to Abdullahi, Adamu and Mohammed (2018) include Library 2.0 / library website, World Wide Web, search engines, Real Simple Syndication (RSS feeds), instant messaging, Facebook, twitter, WhatsApp, Instagram, blogs, mobile apps and short message service (SMS) among others. Information services could be delivered through the use of mobile technology, especially, smart phones and tablets to access library services by users through Library websites, web Search engines, social media, Wi-Fi and the Internet. As mobile technology becoming more popular than computers and other technological devices in recent times, a user can pop into the library's website and online databases remotely and access information needed without physically coming to the library environment. Rahmon, Sowemimo and Remilekun (2016) affirmed that library mobile applications developed and installed can give librarians the opportunity of uploading information contents and offer series of services to users. Smart phones are being used by the users for accessing information services for fast and easy communication. Emiri (2015) in a study revealed that librarian's level of digital literacy skills is low amongst other findings. The implication of this study as well as other similar studies is that, majority of librarians in Nigeria were not technologically inclined to operate with the emerging technological trend, perhaps, due to lack of awareness and under-utilisation of new media technologies in the libraries. This study as well as other numerous ones consulted by the researchers were conducted in Southern Nigeria and part of North Central Nigeria. Example of these studies include Iwhiwhu, Rutevan and Eghwubare (2010), Anunobi and Ogbonna (2012), Okonedo, Azubuike and Adeyoyin(2013) and Abdullahi, Adamu and Mohammed (2018) among others. None of these studies covered North East geo-political zone, Nigeria; hence, this is the gap that this study was intended to fill.

1.1   Statement of the Problem

Information services are the core functions of university libraries that are delivered to lecturers, students and researchers which helped them in carrying out their academic and research activities. These services include: reference services, document delivery, circulation, technical, serials, referral, reprographic, Current Awareness Service (CAS), Selective Dissemination of Information (SDI), and exhibition and display services. They allow library users to access current, reliable and relevant information efficiently and effectively for their teaching, research and other academic activities. Preliminary investigation in the university libraries in North East geo-political zone, Nigeria through interaction with librarians and users as well as personal observation, revealed that, most of the information services were still manually delivered, which makes them inefficient and ineffective to the satisfaction of the users. Consequently, patronage to the libraries seems to be minimal because of the increasing reliance of information obtained through search engines. Abdullahi, Adamu and Mohammed (2018) indicated that library personnel in FUT Minna Library were not utilising new media for information service delivery. Could this be attributed to lack of awareness and under-utilisation of new media by library personnel in the discharge of their duties of information service delivery? These and other factors formed the basis upon which this research was carried out to unravel the influence of new media in information service delivery in university libraries in North East Geo-Political Zone, Nigeria

2.   Literature Review

Recent studies have indicated different views regarding new media in information service delivery. In Bangladesh, Islam and Umme (2015) determined the extent of marketing library services through the utilisation of social networks in universities approved by the country's University Grant Commission and some special libraries in the country. 55 library professionals working in the selected university libraries were selected for the

study. Majority of respondents representing 95.66% indicated utilising social networks in carrying out information services, while, 4.34% indicated not using social media for that services. The results further indicated that majority of the respondents representing 95.75% were using Facebook daily, while, 86.95% of the respondents indicated using LinkedIn in the libraries under study. Marketing of library services, sharing library news, events and information, video conferencing, research work and advertisement were among the services rendered.

In India, Santosh (2016) surveyed the awareness, use and attitudes of librarians toward new media tools in selected Indian Universities. Library professionals formed the population of the study. Self-designed questionnaire was used, while, purposive sampling technique was used in selecting 150 librarians from 46 central university libraries in India. Results from the analysis revealed that majority of the respondents represented by partly 56.58% were aware of available web 2.0 tools in their libraries. It was also revealed that Facebook was the most used web 2.0 tools attracting 80.26% of the respondents, wikipedia attracted 67.11%, Blogs attracted 59.21%, while YouTube attracted 55.26% of the respondents.

In Nigeria, Iwhiwhu, Rutevan and Eghwubare (2010) examined the prospects of using mobile phones in carrying out library services in Delta State University Library. The population consisted of 110 library staff and 500 registered library users. Using simple random sampling technique, 50 library staff and 100 library users were selected as samples of the study. The study adopted questionnaire in collecting data. Findings showed that mobile phones were not used for library services for providing library services, due to the barriers identified such as unavailability of communication infrastructure, cost of resources, lack of skills, lack of awareness as well as problems associated with technology. In another study, Anunobi and Ogbonna (2012) studied librarians' use of web 2.0 tools in Anambra State. Descriptive study was used and the population of the study comprised 100 professional members of Nigerian Library Association (NLA) in the state under study. Questionnaire was also used in collecting data from respondents. The study attracted 50.0% response rate. Data collected was analysed using tables, graphs, and inferential statistics was used to test the null-hypotheses using chi square as the statistical tool. The results of the analysis indicated that only 37.5% of the respondents were aware of Instant Messaging, blogging and micro blogging; 21% were aware of Wikis; and 9.3% were aware of video-sharing. This result indicated that the level of awareness of librarians on web 2.0 was low. Furthermore, the study revealed that 21.5% were familiar with Facebook, 2.4% were familiar with Twitter, myspace attracted 7.5% familiarity, LinkedIn attracted 6.5%, google talk attracted 12.0%, Skype attracted 10.0%, image sharing attracted 9.3%, YouTube attracted 5.3%, while, flicker and picasa attracted 2.6% and 1,3% familiarity, respectively.

Similarly, Okonedo, Azubuike and Adeyoyin(2013) surveyed Library and Information Science (LIS) professionals in selected university libraries in Southwest, Nigeria. 230 LIS professionals from university libraries Nigeria were sampled out from a population of 310 and 39 selected university libraries. Questionnaire was used in collecting data, while, descriptive statistics of frequency count and percentages were used in the analysis of the collected data. Results of the analysis revealed that, majority of the respondents represented by 60.0% responses were aware of web 2.0 tools, 20.4% were very aware, while, 19.6% were not aware. The result further indicated that Instant Messaging, Facebook, Twitter, Hi5 and linkedIn were the most used, attracting 88.9% and 84.0% respectively. Moreover, Akporhonor and Olise (2015) surveyed the use of social media in library services by librarians in South-South, Nigeria. Survey research design was used, while, 304 librarians in 9 selected universities comprised the population. The findings of the study revealed that Blogs and Facebook with 3.23 and 3.01 mean scores respectively, were used in promotion of library services by the librarians in the university libraries under study, as they had mean values higher than the criterion mean.

Furthermore, Abedoh, Oyedum and Abifarin (2017) conducted a study on utilisation of web 2.0 tools as panacea to effective service delivery in the 21st century librarianship. Descriptive survey was adopted with population of 52 undergraduate students. Descriptive statistics of frequency count and percentage were used in

analysing data collected, while, inferential statistics tested the null-hypothesis. The study indicated low utilisation of web 2.0 tools by undergraduates such as Blog, Instant Messaging, Podcast, Facebook, Twitter and Wikis. Furthermore, the null hypothesis tested revealed positive relationship between web 2.0 (Blogs) and the use of library services by respondents (r=0.736, N=166, P<0.01). In another study, Abdullahi, Adamu and Mohammed (2018) conducted a study on awareness and utilisation of new media technologies on library and information services in Federal University of Technology Minna, Niger State, Nigeria. The study established that reference, circulation, document delivery, current awareness, selective dissemination of information, webliographic, serials and referral services were available in Federal University of Technology Library. The study further established that majority of librarians in the studied library were aware of new media technologies, but, utilisation of the new media technologies for library and information services was low. Moreover, the study has established that there was significant relationship between awareness and utilisation of new media on library and information services.

3.1 Objectives of the Study

The objectives of the study were to:

1. find out the types of information services available university libraries in North East geo-political zone, Nigeria.
2. find out the level of awareness of library personnel on roles of new media for information service delivery in university libraries in North East geo-political zone, Nigeria.
3. investigate the level of library personnel utilisation of new media for information service delivery in university libraries in North East geo-political zone, Nigeria.

3.2 Research Questions

The following research questions were answered in the course of the study.

1. What are the types of information services available in university libraries in North East geo-political zone, Nigeria?
2. What is the level of awareness of library personnel on the roles of new media for information service delivery in university libraries in North East geo-political zone, Nigeria?
3. What is the level of library personnel utilisation of new media for information service delivery in university libraries in North East geo-political zone, Nigeria?

3.3 Hypothesis

The following null-hypothesis was formulated and tested at 0.05 level of significance.

There is no significant influence of utilisation of new media in information service delivery in university libraries in North East geo-political zone, Nigeria.

4. Theoretical Framework

This study is anchored on Information Takeout and Delivery Model propounded by City University of New York (2006). It was created to address the weaknesses in terms of providing effective information services to library patrons (Polger, 2010). The model has six stages through which library personnel could satisfy the patrons:

4.1 Library user Request: The first stage in the life cycle of information service delivery is the request posed by library patrons. The library user must know what he/she wants in order to solve academic and research problems.

4.2   Librarian receives request from user: The second stage of information service delivery is that, the librarian must be able to receive the user request either through physical contact with the library patron or new media channels such as email and short message service (SMS) (Peterson, 2012).

4.3   Librarian synthesises query: Having received the request from user, the librarian synthesises the request to ensure that the query is in order. The extent of information service delivery depends to a large extent the ability to identify needed information by the librarian and articulate current knowledge on the topic. They must apply appropriate terminologies in searching information.

4.4   Librarian selects appropriate resources: Having synthesizes the request, the librarian selects appropriate resources from the range of information resources for improved information services.

4.5   Librarian retrieves material: This entails the librarian locating and accessing the information that a user needs. Librarians must have the ability to utilise variety of information retrieval tools and resources using different new media as well as use online resources. With this effort, librarians would be able to access variety of current and relevant information regardless of formats (Peterson, 2012).

4.6   Librarian evaluates final product(s) before delivery: The librarian is required to sort relevant from irrelevant information before delivery to users. Librarians must evaluate information to ascertain the currency and relevance of the information to the library patron in solving their academic and research needs. This is necessary especially, now that there is information explosion in this information age and not all information are relevant or can be relied upon for quality research and other academic activities.

The researchers found the Information Takeout and Delivery Model relevant for this study in the sense that, the processes involved in the model are key in delivering of information services effectively and efficiently which ultimately deliver quality and relevant information for users. Information services such as reference services, document delivery, circulation, technical, serials, referral, reprographic, CAS, SDI and exhibition and display services require these processes highlighted by Information Takeout and Delivery Model in this competitive information society.

5.   Methodology

The study adopted descriptive survey research design to investigate the influence of new media in information service delivery in university libraries in North East geo-political zone, Nigeria. The population for the study was 352 librarians and library officers in thirteen university libraries in North East geo-political zone, Nigeria. However, due to Boko Haram insurgency currently bedeviling the zone especially in three most affected states of Adamawa, Borno and Yobe, purposive sampling technique was adopted in selecting 144 librarians and library officers consisting of 76 librarians and 68 library officers from seven universities in the three safer states of Bauchi, Gombe and Taraba. The universities are Abubakar Tafawa Balewa University, Bauchi, Bauchi State, Bauchi State University, Gadau, Federal University, Kashere, Gombe State, Federal University, Wukari, Taraba State, Gombe State University, Gombe, Kwararrafa University, Wukari, Taraba State and Taraba State University, Jalingo. The research instrument used for this study was self-designed questionnaire with 4-point likert's scale which was validated by three lecturers in the Department of Library and Information Technology (LIT), Federal University of Technology (FUT), Minna. Pre-test was conducted in FUT Minna Library using test-retest method. The Cronbach's alpha reliability coefficient ® obtained was 0.93, which made the instrument reliable for the research. Descriptive statistics of frequency counts and percentage were used to analyse the demographic data of respondents, while, mean and standard deviation were used to analyse data generated from the three research questions raised. Furthermore, inferential statistics of Pearson Chi-square (X^2) was used to test the null-hypothesis at 0.05 level of significance as criterion for accepting or rejecting the null-hypothesis. SPSS version 23.0 was used for the analysis.

6.   Data Analysis

A total of 144 copies of questionnaire were administered, but, 123 (85%) copies were properly filled, retrieved and found useable.

Table 1: Types of information services available in university libraries in North East geo-political zone, Nigeria.

S/N	Information Services	SA	A	D	SD	$\bar{X}$	Std	Decision
1	Reference services	31 (25.2)	38 (30.9)	44 (35.8)	10 (8.1)	2.73	0.93	Agree
2	Circulation services	35 (28.5)	28 (22.8)	45 (36.6)	15 (12.2)	2.67	1.02	Agree
3	Delivering document delivery services	26 (21.3)	26 (21.3)	47 (38.5)	23 (18.9)	2.45	1.03	Disagree
4	Current Awareness Services (CAS)	33 (26.8)	37 (30.1)	30 (24.4)	23 (18.7)	2.65	1.07	Agree
5	Selective Dissemination of Information (SDI)	23 (18.7)	42 (34.1)	37 (30.1)	21 (17.1)	2.54	0.99	Agree
6	Serials services	24 (19.5)	34 (27.6)	46 (37.4)	19 (15.4)	2.51	0.98	Agree
7	Marketing and promotion of information services	33 (26.8)	28 (22.8)	39 (31.7)	23 (18.7)	2.58	1.08	Agree
	Overall Mean Score					**2.59**		**Agree**

SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

Table 1 presents the descriptive statistics on the responses of types of information services available. From the Table, it was discovered that reference service attracted the highest mean score of 2.73 (agree), while, document delivery service attracted the least mean score of 2.45 (disagree). The high mean score in favour of the reference services could be attributed to the fact that it is the most popular service in university libraries. On the other hand, document delivery service requires cooperation of two or more libraries, hence, not all library personnel could be conversant with that. Furthermore, the overall mean score of 2.59 implied that the library personnel generally agreed on the types of information services available in university libraries in North East geo-political zone, Nigeria. This finding is in line with that of Abdullahi, Adamu and Mohammed (2018) which established that reference, circulation, document delivery, current awareness, selective dissemination of information, webliographic, serials and referral services were available in Federal University of Technology, Minna Library. This finding concurred with that of Islam and Umme (2015) which indicated using new media in carrying out information services. Also, sharing news, events and information, video conferencing, research work and advertisement were among the services provided by the librarians. Similarly, Akporhonor and Olise (2015) indicated that, Blogs and Facebook were used in information services by the librarians as they had mean values higher than the criterion mean.

Table 2: Level of Awareness of the Roles of New Media for Information Service Delivery in university libraries in North East geo-political zone, Nigeria.

S/N		New Media	HA	MA	LA	NA	$\bar{X}$	Std	Decision
1		Library 2.0 / Library website	60 (48.8)	45 (36.6)	14 (11.4)	4 (3.3)	3.31	0.80	Moderately Aware
2		World Wide Web	65 (52.8)	49 (39.8)	8 (6.5)	1 (0.8)	3.45	0.66	Moderately Aware
3		Search engines	58 (47.2)	49 (39.8)	11 (8.9)	5 (4.1)	3.30	0.80	Moderately Aware
4		RSS feeds	19 (15.4)	49 (39.8)	35 (28.5)	20 (16.3)	2.54	0.94	Moderately Aware
5		Podcast	23 (18.7)	48 (39.0)	29 (23.6)	23 (18.7)	2.58	1.00	Moderately Aware
6	Web 2.0 Technologies	Instant Messaging/email	69 (56.1)	37 (30.1)	14 (11.4)	3 (2.4)	3.40	0.79	Moderately Aware
7		Facebook	84 (68.3)	34 (27.6)	4 (3.3)	1 (0.8)	3.63	0.59	Highly Aware
8		Twitter	65 (52.8)	44 (35.8)	11 (8.9)	3 (2.4)	3.39	0.75	Moderately Aware
9		Whatsapp	80 (65.0)	35 (28.5)	4 (3.3)	4 (3.3)	3.55	0.72	Highly Aware
10		Instagram	63 (51.2)	45 (36.6)	12 (9.8)	3 (2.4)	3.37	0.76	Moderately Aware
11	Social Media	Blogs	39 (31.7)	46 (37.4)	24 (19.5)	14 (11.4)	2.89	0.98	Moderately Aware
12		Mobile Apps	73 (59.3)	43 (35.0)	6 (4.9)	1 (0.8)	3.53	0.63	Highly Aware
13		Short Message Service	65 (52.8)	37 (30.1)	18 (14.6)	3 (2.4)	3.33	0.82	Moderately Aware
14	Mobile Technology	Internet call	59 (48.0)	34 (27.6)	22 (17.9)	8 (6.5)	3.17	0.95	Moderately Aware
	Overall mean score						3.02		

Note: HA = Highly Aware; MA = Moderately Aware; LA = Low Aware; NA = Not Aware

Table 3: Level of Library Personnel Utilisation of New Media for Information Service Delivery in university libraries in North East geo-political zone, Nigeria.

S/N		New Media	HU	MU	LU	NU	$\bar{X}$	Std	Decision
1		Library 2.0 / Library website	58 (47.2)	40 (32.5)	17 (13.8)	8 (6.5)	3.20	0.91	Moderately Utilised
2		World Wide Web	60 (48.8)	56 (45.5)	5 (4.1)	2 (1.6)	3.41	0.65	Moderately Utilised
3		Search engines	53 (43.1)	51 (41.5)	11 (8.9)	8 (6.5)	3.21	0.86	Moderately Utilised
4		RSS feeds	16 (13.0)	49 (39.8)	45 (36.6)	13 (10.6)	2.55	0.85	Moderately Utilised
5		Podcast	14 (40.7)	50 (40.7)	35 (28.5)	24 (19.5)	2.44	0.93	LowUtilised
6	Web 2.0 Technologies	Instant Messaging/email	48 (39.0)	43 (35.0)	26 (21.1)	6 (4.9)	3.08	0.89	Moderately Utilised
7		Facebook	85 (69.1)	29 (23.6)	6 (4.9)	3 (2.4)	3.59	0.70	Highly Utilised
8		Twitter	64 (52.0)	43 (35.0)	13 (10.6)	3 (2.4)	3.37	0.77	Moderately Utilised
9		Whatsapp	78 (63.4)	33 (26.8)	9 (7.3)	3 (2.4)	3.51	0.74	Highly Utilised
10		Instagram	55 (44.7)	36 (29.3)	25(20.3)	7 (5.7)	3.13	0.93	Moderately Utilised
11	Social Media	Blogs	30 (24.4)	50 (40.7)	25 (20.3)	18 (14.6)	2.75	0.99	Moderately Utilised
12		Mobile Apps	59 (48.0)	39 (31.7)	18 (14.6)	7 (5.7)	3.22	0.90	Moderately Utilised
13		Short Message Service	59 (48.0)	36 (29.3)	21 (17.1)	7 (5.7)	3.20	0.92	Moderately Utilised
14	Mobile Technology	Internet call	46 (37.4)	38 (30.9)	30 (24.4)	9 (7.3)	2.98	0.96	Moderately Utilised
	Overall Mean Score						3.02		**Moderately Utilised**

Note: HP = Highly Utilised; MP = Moderately Utilised; LP = Low Utilised; NP = Not Utilised

Table 2 presents the responses on the level of awareness of library personnel on the roles of new media. From the Table, it is obvious that Facebook attracted the highest mean score of 3.63 (highly aware), while, RSS feeds with 2.54 (moderately aware) mean score was the least aware by the respondents. This could be attributed to the fact that Facebook is the most popular new media technology, while, RSS feeds is a new technology and not

very popular among library personnel. Furthermore, the overall mean score of 3.02indicated that the respondents generally were moderately aware of the roles of the new media for information service delivery in university libraries in North East geo-political zone, Nigeria. This could be attributed to the fact that most of the library personnel were able to move with the digital age. This finding is in line with that of Santosh (2016) which reported that, majority of respondents were aware of available new media in their libraries. Also, Abdullahi, Adamu and Mohammed (2018) established that majority of librarians were aware of new media technologies in Federal University of Technology, Minna Library. Similarly, this study corroborates that of Okonedo, Azubuike and Adeyoyin (2013) which focused on awareness and usage of web new media in selected libraries in Southwest, Nigeria. The study revealed that, majority of LIS professionals were aware of new media technologies used for delivering library services. The finding of the study is at variance with that of Anunobi and Ogbonna (2012) which surveyed on librarians' use of new media compliance in Anambra State reported low awareness of the new media technologies among the professional members of Nigerian Library Association (NLA) working in different university libraries in Anambra State.

Table 3 presents the responses on the level of library personnel utilisation of new media. From the Table, it was discovered that Facebook had the highest mean score with 3.59 (highly utilised) of new media. This is because; Facebook is the most popular and easy to use among all the new media itemised. Also, most of the respondents use it to socialise with friends, colleagues and library users. On the other hand, Podcast with mean score of 2.44 (low utilised) attracted the least response from the respondents probably because it is a recent technology and respondents might not be conversant with it. Furthermore, the overall mean score of 3.12 implied that the level of library personnel utilisation of new media for information service delivery in university libraries in North East geo-political zone, Nigeria was at moderate level. This finding agrees with that of Abedoh, Oyedum and Abifarin (2017) which surveyed utilisation of new media as panacea to library services in the 21st century librarianship and reported that, technologies such as Blogs, Instant Messaging, Podcast, Facebook, Twitter and Wikis were highly used in University of Ibadan. In disagreement with the finding of the current study, Iwhiwhu, Rutevan and Eghwubare (2010) examined the prospects of using mobile phones for information services found that, mobile phones were not used for information services in DELSU Library for providing effective and efficient library services, due to the barriers identified such as unavailability of communication infrastructure, cost of resources, lack of skills, lack of awareness as well as problems associated with technology.

Hypotheses Testing: There is no significant influence of utilisation of new media in information service delivery in university libraries in North East geo-political zone, Nigeria.

Table 4: Chi-Square Result on the Influence of Utilisation of New Media by Library Personnel in Information Service Delivery in university libraries in North East geo-political zone, Nigeria.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.810[a]	9	.000
Likelihood Ratio	36.926	9	.000
Linear-by-Linear Association	29.773	1	.000
N of Valid Cases	123		

In Table 4, the Chi-Square result indicated that there is significant influence of utilisation of new media in information service delivery in university libraries at 0.05 level of significance. Therefore, the hypothesis is rejected, because, the probability value (P = 0.000) is less than critical value at 0.05 level of significance at a Chi-

Square value= 33.81.Hence, there is significant influence of utilisation of new media in information service delivery in university libraries in North East geo-political zone, Nigeria. This is not surprising, because, library personnel were able to connect and interact with users in order to serve library users better. This finding agrees with that of Abedoh, Oyedum and Abifarin (2017) which found that there was a positive relationship between new media and the utilisation of information services by the respondents in University of Ibadan.

7.   Conclusion

Based on the findings of this study, the library personnel generally agreed on the types of information services available in university libraries in North East geo-political zone, Nigeria. Also, library personnel were moderately aware and moderately utilise new media for information service delivery. The study further revealed that there is significant influence of utilisation of new media in information service delivery in university libraries in North East geo-political zone, Nigeria. The findings of this study might pose a great challenge to the library personnel and the libraries toward delivering information services to tech-savvy users. Because, without the library personnel being highly aware and highly able to utilise the new media resources, they might not be able to engage patrons in their activities and solicit for their opinions, suggestions and feedbacks, provide updates on the information services and resources available, interact with users, enlighten users on how to access information resources, communicate, share and deliver information to the doorsteps of the users regardless of their location. This could affect the libraries' efforts of delivering current and reliable information that could assist the library users in their research, academic and recreational activities.

The study recommended that:

1.   University libraries in North East geo-political zone, Nigeria should automate all the information services delivered and ensure that users are enlightened on how the new systems operates to avoid resistance from the users.
2.   Library personnel must strive to keep with technological development and be aware of subsequent development of new media technologies that could be adopted in libraries.
3.   University libraries in North East geo-political zone, Nigeria should have good Internet connectivity and increase Internet bandwidth by providing more subscription funds to the libraries so as to enhance the use of new media.
4.   Library personnel need to increase utilisation of new media to connect, interact, communicate and share relevant information with library users.

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