

## INFLUENCE OF UTILISATION OF NEW MEDIA ON INFORMATION SERVICE DELIVERY IN UNIVERSITY LIBRARIES IN TARABA STATE, NIGERIA

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### Abstract

*This paper examined the influence of utilisation of new media on information service delivery in university libraries in Taraba State, Nigeria. Two research questions and one null hypothesis guided the study. The study adopted correlational survey research design and the population comprised twenty four (24) librarians and sixteen (16) library officers, totaling forty (40) library personnel delivering various information services in Federal University, Wukari, Kwarrara University, Wukari and Taraba State University, Jalingo. Data collected were analysed using descriptive statistics to answer the two research questions, while, inferential statistics of Pearson Product Moment Correlation (PPMC) was used to test the formulated null hypothesis at 0.05 level of significance. Findings from the study revealed that new media were underutilised in the studied university libraries, because, only World Wide Web, Search engines, Instant Messaging / Email, Facebook, Whatsapp and Short Message Service (SMS) were used for information service delivery. Furthermore, the null hypothesis tested revealed that there was positive relationship between utilisation of new media and information service delivery. The study recommended provision of digital devices such as smart phones, ipads, laptops and other facilities; increase use of new media and Internet bandwidth by providing more funds to the university libraries as this would go a long way in enhancing the use of new media for information service delivery in university libraries in Taraba State, Nigeria.*

**Keywords:** Influence; Utilisation; New Media; Information Service Delivery; University, Libraries; Taraba State; Nigeria.

### Introduction

Information services are those services provided by the university libraries with the aim of serving users' efficiently and effectively. They are geared towards providing information to the users in a bid to satisfy their day-to-day information needs. These services according to Idowu (2011) include: reference, document delivery, circulation, computerised interactive search, technical, serials, exhibition and display services. Others are user education, selective dissemination of information (SDI), current awareness services (CAS), referral, reprographic, counseling and webliographic services. The adoption, application and use of ICT in university libraries have reshaped the way and manner information services are

delivered to users regardless of distance. This view is affirmed by Aina, *et. al.* (2010) who revealed that, the adoption of ICT by university libraries has led to globalisation of library services. It has changed the way and manner services are delivered. New media are regarded as the latest types of media that have been developed for communication in the contemporary world, which often rely on Internet network for utilisation. Example of new media used in libraries include Library 2.0 / Library website, World Wide Web, Search engines, RSS feeds, Podcast, Instant Messaging / Email, Facebook, Twitter, Whatsapp, Instagram, Blogs, and SMS, Mobile Apps, Internet call, Computer networks and One Drive. This paper is an attempt to examine the influence of utilisation of new media on information service delivery in university libraries in Taraba State, Nigeria.

Recent empirical studies have reported various levels utilisation of new media in libraries across the globe. AlKarousi, Jabr, AlHarrasi and Bouazza (2015) carried out a study in academic libraries in Oman aimed at adopting of new media tools. Qualitative research method was used, while interview was used in collecting data for the study. Analysis of the study indicated that two libraries under the study used facebook, two others used twitter and one other used YouTube and instagram for library services. The study further indicated that new media tools could enhance information services delivery such as current awareness services and communication about new acquisitions to library users among others. In African context, Gichora and Kwanya (2015) conducted a study in Kenya on the impact of new media tools in academic libraries. Survey research method was used in surveying nine academic libraries, and the libraries were selected through purposive sampling. The findings of the study revealed that, the major new media tools used in the libraries under study include wikis, RSS, blogs, podcast, instant messenger, YouTube, LinkedIn, and facebook among others.

Furthermore, Akeriwa, Penzhorn and Holmner (2016) conducted a study at University of Development Studies Library, Ghana. Findings from the study revealed low use of social media such as blogs, social bookmarking, instant messaging, social networking and video sharing at University of Development Studies Library, Ghana. In Nigerian, Oyovwe-Tinuoye, Krubu and Ijiekhuamhen (2017) assessed academic librarians' use of web 2.0 tools in South-South, Nigeria. Analysis of the study showed that the services rendered through these tools include reference, current awareness, marketing library services, collaborating with colleagues and friends for image and video sharing, blogging, for meeting training needs and social tagging and bookmarking. Madu, Idoko, Dirisu and Emerole (2017) conducted a study to examine the Nigerian university libraries' institutional readiness and adoption of web 2.0 tools for information service delivery. The results of the study revealed that web 2.0 tools were very useful in provision of information service as agreed by majority of the respondents. Baro, Idioidi and Godfrey (2013) surveyed awareness and use of new media tools by librarians in Nigeria. Findings from the study indicated that social networking sites, instant messaging, media sharing sites, facebook, twitter, blogs as well as wikis were the most frequently used among other web 2.0 tools due to their popularity. Singha and Sarmah (2015) disclosed that new media tools enhanced the best practices of library services in academic libraries.

### **Statement of the Research Problem**

Advances in information and communication technology (ICT) and adoption of new media have revolutionised all library and information services ranging from reference, circulation, indexing and abstracting, current awareness, selective dissemination of information and referral services. Some of the applications include: Library 2.0 / Library website, World Wide Web, Search engines, RSS feeds, Podcast, Instant Messaging / Email, Facebook, Twitter, Whatsapp and Instagram among others. However, preliminary investigation conducted by

the researchers in the university libraries in Taraba State, Nigeria revealed that there was poor information service delivery. Moreover, majority of the users relied on information obtained from search engines, which perhaps were mostly irrelevant for quality teaching, learning and research. This could have led to producing graduates with low level of intelligence and skills. Could this also be attributed to underutilisation of new media by library personnel in the discharge of their duties of information service delivery? It is against this background that this study examined the influence of utilisation of new media on information service delivery in university libraries in Taraba State, Nigeria.

### Research Questions

The study provided answers to the following research questions:-

- (i) What are the information services delivered using new media in university libraries in Taraba State, Nigeria?
- (ii) What is the level of utilisation of new media for information service delivery in university libraries in Taraba State, Nigeria?

### Hypothesis

One null hypothesis was tested at 0.05 level of significance.

H<sub>01</sub>: There is no significant relationship between utilisation of new media and information service delivery in university libraries in Taraba State, Nigeria.

### Methodology

This study adopted correlational research design and the population comprised twenty four (24) librarians and sixteen (16) library officers, totaling of forty (40) library personnel in the three university libraries selected for the study in Taraba State, Nigeria. These universities include: Federal University, Wukari (23), Taraba State University, Jalingo (9) and Kwararafa University, Wukari (8). These universities are federal, state and privately owned respectively. The entire population of 40 library personnel was used for the study. Questionnaire was used in data collection. Mean and standard deviation and PPMC were used to analyse research questions and test the null hypothesis.

### Data Analysis

#### Response Rate

Out of the forty (40) copies of questionnaire administered on respondents, 37(93%) were filled and retrieved.

**Table 1: Information services delivered using new media in university libraries in Taraba State, Nigeria**

S/ N	Statement	N	SA A D SD				F	X	SD
			4	3	2	1			
1	New media are used in delivering reference service	37	17	19	1	0	127	3.43	0.55
2	New media are used in delivering circulation service	37	2	5	18	12	71	1.92	0.83
3	New media are used in document delivery service	37	1	7	16	13	70	1.89	0.81
4	New media are used in delivering Current Awareness Services (CAS)	37	10	16	5	6	104	2.81	1.02
5	New media are used in delivering Selective Dissemination of Information (SDI)	37	1	2	19	15	63	1.70	0.70
6	New media are used in delivering webliographic service	37	1	3	14	19	60	1.62	0.76
7	New media are used in providing serials	37	1	3	20	13	66	1.78	0.71

8	service New media are used in providing referral service	37	1	2	18	16	62	1.68	0.71
9	New media are used in marketing and promotion	37	1	2	19	15	63	1.70	0.70
10	New media are used in communicating and interacting with users	37	15	21	1	0	125	3.38	0.55

**Weighted mean**

**2.19**

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

Out of the ten (10) information services listed, reference service ( $X = 3.43$ ,  $SD = 0.55$ ) was the most delivered service as indicated by the respondents, while, webliographic service ( $X = 1.62$ ,  $SD = 0.76$ ) was the least delivered. On the whole, the weighted mean of 2.19 was obtained indicating that library personnel in university libraries in Taraba State were not utilising new media for information service delivery.

**Table 2: Level of utilisation of new media for information service delivery in three university libraries in Taraba State, Nigeria**

S/No	New Media	N	HU	U	LU	NU	FX	X	SD
			4	3	2	1			
1	Library 2.0 / Library website	37	2	7	16	12	73	1.97	0.87
2	World Wide Web	37	4	21	11	1	102	2.76	0.68
3	Search engines	37	6	21	10	0	107	2.89	0.66
4	RSS feeds	37	3	8	16	10	78	2.11	0.91
5	Podcast	37	2	4	21	10	72	1.95	0.78
6	Instant Messaging / email	37	9	15	11	2	105	2.84	0.87
7	Facebook	37	7	21	6	3	106	2.86	0.82
8	Twitter	37	4	7	17	9	80	2.16	0.93
9	Whatsapp	37	13	24	0	0	124	3.35	0.48
10	Instagram	37	2	4	22	9	73	1.97	0.76
11	Blogs	37	8	8	13	8	90	2.43	1.07
12	Mobile Apps	37	8	8	12	9	89	2.41	1.09
13	SMS	37	6	21	8	2	105	2.84	0.76
14	Internet call	37	6	3	22	6	83	2.24	0.93
15	Computer networks	37	4	7	16	10	79	2.14	0.95
16	One Drive	37	1	6	18	12	70	1.89	0.77

**Weighted Mean**

**2.43**

**HU = Highly Utilised; U = Utilised; LU = Low Utilised; NU = Not Utilised**

Out of the sixteen (16) new media tools listed, Whatsapp ( $X = 3.35$ ,  $SD = 0.48$ ) was the most used new media tools as indicated by the respondents, while One Drive ( $X = 1.89$ ,  $SD = 0.77$ ) was the least used. On the whole, the weighted mean of 2.43 was obtained indicating that library personnel in university libraries in Taraba State were not utilising new media for information service delivery.

**Hypothesis Testing**

$H_{01}$ : There is no significant relationship between utilisation of new media and information service delivery in university libraries in Taraba State, Nigeria

**Table 3: Relationship between utilisation of new media and information service delivery Correlations**

Kendall's tau_b	Utilisation of new media	Information service delivery	Utilisation of new media	Information service delivery
	Correlation Coefficient		1.000	.255*
	Sig. (2-tailed)		.	.036
	N		37	37
	Correlation Coefficient		.255*	1.000
	Sig. (2-tailed)		.036	.
	N		37	37

\*. Correlation is significant at the 0.05 level (2-tailed).

The result in Table 3 showed that the critical value (r-value) ( $r = 0.255$ ) is greater than P-value (0.036) hence, the null hypothesis is rejected. This implies that there was positive relationship between utilisation of new media and information service delivery in university libraries in Taraba State, Nigeria

### Discussion

This study investigated utilisation of new media on information service delivery in university libraries in Taraba State, Nigeria. Two research questions and one null hypothesis were formulated and tested. Responses from research question one revealed that library personnel use new media for reference, current awareness services (CAS) and communicating and interacting with users. The study also revealed under-utilisation of new media for circulation, document delivery, Selective Dissemination of Information (SDI), webliographic, serials, referral as well as marketing and promotion services. This could be attributed to the fact that majority of the library personnel used the new media for social purposes rather than for library operations. This finding corroborated the findings of Oyovwe-Tinuoye, Krubu and Ijiekhuamhen (2017) but contradicted that of Madu, Idoko, Dirisu and Emerole (2017). Oyovwe-Tinuoye, Krubu and Ijiekhuamhen (2017) reported that the services rendered using new media tools include: reference, current awareness services, marketing library services as well as collaborating with colleagues and friends; while Madu, Idoko, Dirisu and Emerole (2017) revealed that, web 2.0 tools were very useful in the provision of information service as agreed by majority of the respondents. Also, this finding is in conformity with that of Baro, Idioidi and Godfrey (2013) who reported that social networking sites, instant messaging, media sharing sites, facebook, twitter, blogs as well as wikis were the most frequently used among other web 2.0 tools due to their popularity.

Furthermore, responses from research question two revealed that new media were underutilised, because, only World Wide Web, Search engines, Instant Messaging / Email, Facebook, Whatsapp and SMS were used for information service delivery in university libraries in Taraba State. This could be attributed to the fact these new media tools were more popular among library personnel and were used for various purposes including information service delivery, while, Library 2.0 / Library website, RSS feeds, Podcast, Twitter, Instagram, Blogs, Mobile Apps, Internet call, Computer networks and One Drive were not utilised for information service delivery. This finding agreed with that of AlKarousi, Jabr, AlHarrasi and Bouazza (2015) who indicated that, among the academic libraries studied in Oman, only two university libraries used facebook, two university libraries used twitter and one other university library used YouTube and instagram for information service delivery. The finding disagreed with that of Gichora and Kwanya (2015) who revealed that the major web 2.0 tools used in Kenyan libraries studied include wikis, RSS, blogs, podcast,

instant messenger, YouTube, LinkedIn, and facebook among others. Moreover, Akeriwa, Penzhorn and Holmner (2016) reported low use of social media such as blogs, social bookmarking, instant messaging, social networking and video sharing at University of Development Studies Library, Ghana.

The result of the null hypothesis tested revealed that there was positive relationship between utilisation of new media and information service delivery in university libraries in Taraba State, Nigeria. This implies that utilisation of new media influenced information service delivery. This is due to the fact that there was paradigm shift from the traditional mode of operations to modern systems in university libraries as a result of development and adoption of new media tools in libraries. The new media are geared toward enhancing the efficiency of services delivered to users. The finding from this study is in line with that of Singha and Sarmah (2015) who discovered that new media would enhance the best practices of library services in academic libraries in India.

### **Conclusion**

Based on the findings of the study, it is concluded that new media were underutilised as they were used only for reference, current awareness services (CAS) and communicating and interacting with users in the three university libraries in Taraba State, Nigeria. This was a serious cause for concern as the university libraries could not be able to efficiently provide other services such as circulation, document delivery, Selective Dissemination of Information (SDI), webliographic, serials, referral as well as marketing and promotion services.

### **Recommendations**

Based on the findings of the study, the following recommendations are made:-

- (i) Management of university libraries in Taraba State should provide digital devices such as smart phones, ipads, laptops and other facilities so as to facilitate access and use of new media for information service delivery.
- (ii) Library personnel in university libraries in Taraba State should endeavour to use new media tools in order to deliver services that would improve the academic standard of their universities.
- (iii) Universities and library management in Taraba State should increase Internet bandwidth by providing more subscription funds to the libraries as this would go a long way in enhancing the use of new media for information service delivery in the libraries.

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