

THE INFLUENCE OF BUDGETING ON COLLECTION DEVELOPMENT IN PUBLIC UNIVERSITY LIBRARIES IN SOUTH – SOUTH, NIGERIA

Ima-M. Usoro, Emem Sandy Umoh

Department of Library and Information Science

University of Uyo

Abstract

The study was carried out to determine the influence of budgeting on collection development in public university libraries in South – South, Nigeria. To achieve the purpose of the study, one research question was raised and one hypothesis formulated to guide the study. Two theories pertinent to the study were discussed; the theories were General Systems Theory of management and Ranganathan's Five Laws of library Science. The study adopted the descriptive survey research design. The population consisted of 229 professional librarians and paraprofessional librarians from five public university libraries in South-South, Nigeria. The sample size used was 229 respondents who represented the whole population since the population was small and of a manageable size. A researcher developed questionnaire titled: "Budgeting Practices and Collection Development Questionnaire (BPCDQ)" which was used to collect data for analysis of the study. The Cronbach Alpha reliability test was used to analyse the data obtained which yielded a reliability coefficient of .802. The instrument was administered to the sampled population in their respective Universities with a returned rate of 90%. The data obtained was analysed using mean statistics to answer the research questions and dependent t-test to test all the hypotheses at .05 level of significance. The result obtained showed that there is a significant influence of budgeting on collection development.

Keywords: Budgeting, Collection Development, Management, University Libraries, Nigeria

Introduction

Budgeting is an applicable concept in ensuring the effective running of a business organization and provides an effective way of managing scarce financial resources within organizational settings. Shawe (2023) posited that the budget describes the financial plan for future activities. Budgeting remains one of the vital tools that corporate librarians leverage to augment plans and control organizational resources for effective collection development. According to Ho (2018) a budget is a plan indicating the organization's objectives while showing how the top management intends to obtain and utilize various resources to attain the set organizational goals and objectives. Budgeting therefore, is an applicable concept in ensuring the effective running of a library organization and provides an effective way of managing scarce financial resources within organizational settings.

Budgeting is a powerful tool that is widely used for planning, executing, and evaluating organizational operations. A budget is a detailed financial plan for future periods. Budgets are typically prepared before the budgeted period begins. Thus, in a sense a budget also serves as a communication network especially during its preparation because each participant receives information on the preferences of others and transmits his own preferences and interests through the decisions choices he makes. There is therefore, need for a financial plan or budget which not only mobilizes resources but endeavors to allocate the same to the competing needs

of the library (Samuel, 2014). For a budget to be successful, it must be directive and must be based on a plan so that there is value for the money spent.

Successful planning requires a well-planned budget it must be directive and must be based on a plan so that there is value for the money spent. Budget remains the cardinal aspect for the development, implementation and maintenance of any programme or services in the library including collection development. The library cannot provide any information and its resources successfully without an adequate budget. Money is required for selecting acquiring, processing, and dissemination information resources to users. The meaning of budgeting is a process of overseeing and tracking income and expenses. Libraries often have budgets for individual departments plus an overall library budget, and the library management are frequently responsible for managing the budget for their department.

The process of budgeting entails allocating resources to different units, this somehow helps in assisting with determining the skills of librarians in managing and leading the library organizations as well as the collection development process. Proper budget management also illustrates the effectiveness of corporate leadership in directing, leading, and motivating team members to attain desired goals and objectives (Ralev, 2019). Team members play essential roles in achieving the organizational objectives, thus the need for active participation in the business organization's daily running. The budgeting process entails examining the existing programs and reducing or reallocating financial resources to attain improved efficiency in the management of the desired project.

Budgeting is inevitable and critical in ensuring the “prudent utilization of financial resources while providing essential services to the targeted populace” (Stone & Can, 2019). A widely used device for managerial control is the budget. Indeed, it has sometimes been assumed that budgeting is the primary device for accomplishing control. As will be noted, however, many non-budgetary devices are also essential. The budget is the product of a collaborative process requiring a clear understanding of the organizational (library) goals for improving outcomes and its plans for achieving them. Budgeting therefore involves the setting of targets and monitoring of actual performance against the anticipated performance. It is a technique, which is essential and critical to most businesses and it requires the involvement of all levels of management and all functions of the organization.

Jean (2012) defined a budget as a financial document used to project future incomes and expenses. The main purpose of budget in an organization is to estimate whether the organization can carry on with its project effectively or not. Though the electronic library unit is part of the academic library as a whole, but it is a unit on its own hence a separate budget is needed to be prepared especially for this unit. The budget is a planning instrument that establishes goals and objectives. Budgets provide control over the immediate environment, assist in mastering the financial aspects of the job and department, and help in anticipating and resolving difficulties. And this is necessary for planning a good collection in the library.

Statement of the Problem

Libraries are established to provide information services to the users and other members of the parent institutions and one of the ways this can be achieved is through effective budgeting, but observations and interaction with library staff revealed that, there seems to be ineffectiveness. It is sad to note that most university libraries do not seem to have an effectively developed collection, and one wonders why this should be so. Thus, many reasons had been attributed to

this problem. And the question is, what could really be the cause of this? It is against this background, that the researcher deems it necessary to investigate budgeting practices as they influence collection development in public university libraries in South – South, Nigeria.

Purpose of the Study The purpose is to determine the extent of influence of budgeting on collection development in public university libraries in South-South Nigeria

Research Question: What is the extent of influence of budgeting on collection development in public university libraries in South-South Nigeria?

Hypothesis: There is no significant influence of budgeting on collection development in public university libraries in South-South Nigeria

Theoretical Framework

General Systems Theory of Management by Von Bertalanffy, L. (1968).

Von Bertalanffy (1968) believed the human body is the sum of all parts. For example, your nervous system works together with your digestive system, which work with each organ and muscle group to allow a person to function. If one function of the body fails to work, the body as a whole cannot effectively operate. Humans are most healthy and functional when all aspects of their being are working together effectively. Von Bertalanffy also argued that the environment can affect each of the parts. A broken leg can prevent you from walking or the flu can have you bedridden for days. Each of these issues can damage the overall productivity of a person. The theory shows that external factors can prove to be toxic to an environment. Although he was referring to the human body, the same can be said for the workplace. Negativity and other toxic outlooks can have a harmful effect on motivation and performance at all levels in an organization. And, as the theory states, even when only one component of the organization is not executing properly, it will have an undesirable effect on the rest of the organization.

The theory is related to the work in the sense that it has to do with the bringing together of the different activities of management to achieve effective collection development. It is true that if the collection is not properly planned, and organized with a well-defined budget, adequate staffing and proper controlling it may have an ineffective or an undesirable effect on the library. If any of the management practices are overlooked, the issue can damage the overall productivity (that is the overall process collection development) in the library.

Ranganathan's Five Laws of Library Science (1936)

This theory was propounded by Ranganathan in (1936). The theory is based on the idea that the purpose of a library is to provide access to information for its users. The five laws are meant to guide the design and operation of libraries, and they emphasize the importance of user needs, access to information, and the role of the library in promoting knowledge and understanding. The five laws are:

- i. Books are for use.
- ii. Every reader his or her book.
- iii. Every book its reader.
- iv. Save the time of the reader.
- v. The library is a growing organism.

The theory is related to the study in the sense that all the books selected for collection development should be selected in such a way that it will be useful to the target audience and will meet the needs of the users. This law truly demands that all efforts should be made through proper management activities to ensure that all the collection in the library are used because it is developed for use. And also, that the collection should grow through continuous acquisition in all areas of subjects keeping in view the needs and requirements of all the readers.

Review of Related Literature

Ogunjimi, *et al* (2018) conducted a study on “Institutional budget and impact of internally generated revenue on funding of academic library in a developing economy”. Findings from the study revealed that three of the university libraries (Adeleke University, Kings University and Bowen University) disagreed that 40% of the university budget is allotted to the library while the remaining two university libraries (Fountain University and Redeemers University) in this study agreed that 40% of the university budget is allotted to their library. The library being a growing organism is constantly in need of money to finance its multifarious projects in the ever-changing technological age.

Another study was conducted by Scott and Enu-Kwesi (2018) on “rule of budgeting practices in service delivery in the public sector: a case study of district assemblies in Ghana”. The study investigated the role played by budgeting as practiced in the district assemblies of Ghana towards service delivery. The findings showed that citizens rated service delivery poorly, while district assembly officials rated service delivery as satisfactory. The study established that budgeting practices had a positive significant influence on service delivery. The study findings have significant implications on the public administrators, citizens and scholars as they established the importance of having in place proper budgeting practices if the public sector decentralized governments and agencies will be able to deliver satisfactory services to the public especially in the African context.

Similarly, Ojua (2016) carried out a study on the importance of budget and budgetary process among micro sized enterprises and the relationship between the budgeting and business performance among the entities. These results indicated that budgets are not given the required pre-eminence by micro-sized firms and therefore cannot enjoy the expected benefits accrued to such. The findings of the study may have implications for the firm’s management, as they revealed the several lost benefits of budgeting.

Samuel (2014) carried out a study on “budgeting and service delivery in Plateau State: A case study of Plateau State Ministry of Finance”. The researcher’s intention was to find out the extent of the impact of budgeting and service delivery in Plateau State, using the Ministry of Finance as a case study. The discovery made through the research shows that the problems associated with budgeting and service delivery in Plateau State include poor funding, corruption, lack of continuity, poor planning and lopsidedness of projects.

Furthermore, Oyelude and Ola (2008) surveyed budgeting for library technical services in an electronic age. The response rate shows that budgeting is not prioritized in Nigerian libraries. In many libraries, expenditures are controlled by the chief librarian. None of the websites examined included information on the funding of their libraries. It was concluded that No matter how small the resources, a plan must be made and or implemented. Some recommendations were that Librarians should embrace the principle of decentralized budgeting.

Methodology

Descriptive survey design was used for the study. With a population of 229 librarians (93 professional librarians and 136 paraprofessionals) from five public universities in South-South Nigeria. The sampling technique for the study was census. Hence, the entire population was studied because of its size and manageability. A researcher-designed questionnaire titled “Budgeting Practices and Effective Collection Development Questionnaire (BPECDQ)” that was face validated was used for data collection. The reliability coefficient of .802 was established using Cronbach Alpha statistics. Out of 229 copies of the questionnaire administered, 221 were valid for data analysis. The research questions were answered using Mean statistics and the hypothesis was tested using a dependent t-test at .05 level of significance.

Results and Discussion

Research Question: What is the extent of budgeting on collection development in public university libraries in South- South Nigeria?

Table 1: Mean and standard deviation of the influence of budgeting on collection development in in public university libraries in South- South. (N=221)

Budgeting:	<i>x</i>	SD	Decision
1. Helps to determine revenue sources	3.16	1.16	VHI
2. Helps in establishing estimates of expenses	3.19	1.13	VHI
3. Involves tracking income	3.03	1.12	VHI
4. Helps in providing for contingency plan	3.10	1.05	VHI
5. Ensures a detailed financial plan for future time periods.	3.10	1.05	VHI
6. Serves as a way of communicating the financial plan of the organization	3.20	0.96	VHI
7. Involves overseeing expenses	2.91	1.16	HI
Cluster Mean	3.10	1.09	VHI

The result in Table 1 shows the mean range for the response of the students on the influence of budgeting on collection development in public university libraries in South-South Nigeria for items 1,2,3,4 5, 6 on budgeting influence collection development to a very high extent while item 7 to a high extent influence collection development in public university libraries in South-South Nigeria. The result also showed standard deviation scores of the respondents which ranged from 0.96 to 1.16 and since the standard deviation scores are small, it means that the spread of the scores is not wide apart. Also, the cluster Mean of 3.10 for all the items indicates that there a very high extent budgeting influence on collection development in University libraries in South-South Nigeria.

Hypothesis: There is no significant influence of budgeting on collection development in public university libraries in South- South.

Table 2: Result of dependent t-test analysis of the influence of budgeting on collection development in public university libraries in South- South. (N=221)

Variables	\bar{x}	N	SD	t-value	Sig.	Decision
Pair 1	Budgeting	3.10	221	0.90	17.81	0.01
	Collection development	2.52	221	0.97		Significant

*significant at $P < .05$; $df = 220$

The result in Table 2 shows the t-value of 17.81 and the corresponding probability level of significance of .01 alpha at 220 degrees of freedom. This level of significance is less than .05 in which the decision is based. With this result, the null hypothesis was rejected. This implies there is a significant influence of budgeting on collection development in public university libraries in South-South Nigeria.

The finding led to the conclusion that there is a significant influence of budgeting on collection development in public university libraries in South-South Nigeria. This result could be explained in the sense that the resources of any library be it human or material are determined greatly by the budgeting process. The significant empirical evidence from the result shows that collection development depends on adequate budgeting. However, in a situation where the budget does not meet the required collection, this will hinder collection development. The implication of the result shows that collection development depends largely on the budgeting process. The finding of the study upholds the findings of Shawe (2023) who posited that budget describes the financial plan for future activities. Budgeting remains one of the vital tools that corporate librarians leverage to augment plans and control organizational resources for collection development. The finding is also supported by the findings of Ho (2018) a budget is a plan indicating the organization's objectives while showing how the top management intends to obtain and utilize various resources to attain the set organizational goals and objectives. Budgeting, therefore, is an applicable concept in ensuring the effective running of a library organization and provides an effective way of managing scarce financial resources within organizational settings. Also in support are the findings of Stone and Can, (2019) who said that budgeting is inevitable and critical in ensuring the "prudent utilization of financial resources while providing essential services to the targeted populace. The finding of the present study concludes that budgeting is a management practice that enhances collection development.

Conclusion

Budgeting is a strong predictor of collection development and therefore should be considered greatly and strictly put in place when regarding collection development in public university libraries in South-South. The result of the study demonstrates that management practices ensure adequate collection development which is crucial to the present day libraries. This also will help the library to optimize its operations, enhance the users' satisfaction and ensure efficient use of resources. Conclusively, these practices help the libraries in public Universities to remain vital and responsive institutions in an ever-changing information landscape.

Recommendation

Funds should be allocated based on the budgeting standard to ensure collection development

References

Ho, A. T. (2018). From performance budgeting to performance budget management: Theory and practice. *Public Administration Review*, 78, 748-758. <https://doi.org/10.1111/puar.12915>

Jean, C. (2012). *The art of budgeting: A practical guide for nonprofit organizations*. Jossey-Bass

Ojua, M. (2016). the importance of budget and budgetary process among non-publicly accountable entities (NPAEs): A survey of micro-sized firms in Nigeria. *International Journal of Business and Management*. 4., 305-312.

Ralev, R. (2019). *Guidelines for effective management of the municipal budget*. [Paper presentation]. International Scientific and Practical Conference Bulgaria of Regions. <http://regions.uard.bg/index.php/regions2018/regions2018/paper/view/281>

Ranganathan, S. R. (1936). *Five laws of library science*. Publications Division, Ministry of Information and Broadcasting, Govt. of India.

Samuel, D. M. (2014). *Budgeting and service delivery in Plateau State: A case study of Plateau State Ministry of Finance*. Research work, Department. of cooperative administration, Chartered Institute of Administration, Lagos.

Scott, G. & Enu-Kwesi, F. (2018). Role of budgeting practices in service delivery in the public sector: A study of district assemblies in Ghana. *Human Resource Management Research*. 8(2), 23-33 <https://www.doi.org/10.10.5923/j.hrmr.20180802.01>

Shawe, R. (2023) Budget and organization management. *Open Journal of Business and Management*, 11, 910-919. <https://doi.org/10.4236/ojbm.2023.113049>

Stone, J. A. & Can, S. H. (2019). Investigating factors of Twitter use among municipal Governments. *Journal of Computer Information Systems*, 61, 267-274.

UTILISATION OF SOCIAL MEDIA AND LIBRARY SERVICE DELIVERY IN PUBLIC AND PRIVATE UNIVERSITIES IN SOUTH-WEST NIGERIA

Daniel T. O. Kolawole¹, Uduak U. Enang², Affiong E. Effiong³

University of Uyo

¹*kolawoledaniel@rockmail.com*

²*uduakenang@uniuyo.edu.ng*

³*affiongeeffiong@uniuyo.edu.ng*

Abstract

This study examined the differences between the utilisation of social media and library service delivery in public and private universities in south-west, Nigeria. Five objectives with corresponding research questions were raised and hypotheses were formulated to guide the study. The study was premised on two models, namely the Technology Acceptance and Service Quality models. The descriptive survey research design was adopted with a population of 162 library staff and a purposive sampling technique was used to select all 162 staff. The technology acceptance model contends that any technology will be adopted based on perceived ease of use and perceived usefulness. The diffusion of innovation theory suggests that integrating social media into libraries is achievable. The service quality model states that a user's perception of exceptional service is influenced by their degree of satisfaction and loyalty to the services. A face-validated researcher-developed instrument titled: Utilisation of Social Media and Library Service Delivery Questionnaire" (USMLSDQ) was used for the collection of data. Using Cronbach alpha reliability statistics, a reliability coefficient of 0.83 was achieved, indicating the instrument's reliability. To address the study objectives, the obtained data were analysed using mean and standard deviation. Additionally, Multivariate Analysis of Variance (MANOVA) was employed to test each hypothesis at a significance level of 0.05. The study's findings demonstrated that private university libraries use social media more frequently than public ones. Accordingly, the study concluded that social media use is critical to the efficient provision of library services in South-West Nigeria.

Keywords: Social Media, Library Service Delivery, Universities, Innovative Technologies.

Introduction

The history of social media began around the introduction of computer networking and the Internet in the 1960s. The earliest form of social media was primitive emails (Hendricks, 2013). The first email sent was "qwertyuiop" according to Luttrell (No date). By the 1970s, social media had improved with Bulletin Board Systems (BBS) - 1970s, Usenet - 1980s, Internet Relay Chat (IRC) – 1988, SixDegrees – 1997, Friendster – 2002, MySpace – 2003 and many other social media platforms that is created. Social media makes use of internet-based platforms that let users create, share, or trade content in a variety of formats, including audio, text, photos, and videos.

Social media are crucial instruments for luring and keeping consumers who are already adept at using and engrossed in technology according to (Yemi-Peters & Oladokun, 2021). It has revolutionized library service delivery by providing new avenues for engagement, outreach, and information dissemination (Umeozor, 2022). Social media has a significant benefit in library service delivery in its ability to reach a wide audience. By establishing a presence on popular social media platforms, libraries can engage with their existing users and attract new

users (Ogunbodede & Iwighreghweta, 2020). Social media allows libraries to share information about their collections, services, and upcoming events, reaching individuals who may not have been aware of the library's offerings otherwise.

Awurdi (2019) observed that social media have increasingly permeated the world of librarianship by providing interactive spaces for libraries to engage in two-way communication with their users. Libraries can respond to inquiries, provide assistance, and gather feedback directly from patrons through comments, direct messages, or online polls. Social media has a significant impact on how librarians' roles and responsibilities are changing (Anwar & Zhiwei, 2019). Librarians utilising social media, are no longer located in the library building but now offer library services via their social media, hence many have become digital librarians. Users can also share their experiences, recommendations, and reviews, further enhancing the library's online presence and reputation.

Statement of the Problem

Social media has significantly influenced various sectors, including libraries. Social media can positively influence and transform library service delivery and enhance user access to information. However, a lack of understanding and benefits of social media in library services, and inadequate awareness of the accessibility and importance of social media in handling library service delivery are seen to pose challenges for libraries in effectively adopting the use of social media to enhance their services. Therefore, it is necessary to investigate the specific opportunities and challenges related to the introduction of social media in the context of library service delivery. Therefore, this research investigates the extent of the difference between the utilisation of social media and library service delivery in libraries in public and private universities.

Purpose of the Study

The purpose of this study was to examine the difference between the utilisation of social media and library service delivery in public and private university libraries in South-West, Nigeria.

Research Question

What is the difference in the utilisation of social media and library service delivery in public and private university libraries in South-west, Nigeria?

H₀₂: There is no significant difference between utilisation of social media and library service delivery in public and private university libraries in south-west, Nigeria.

Theoretical Framework

Technology Acceptance Model (TAM) (Davis, 1986)

The TAM, developed by Davis in 1989, is a widely used theory in the field of information systems and technology adoption research. According to the TAM model, "Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) determine an individual's attitude, which in turn determines the individual's intention to use a system. Here, intention to use is a mediator of actual system use. Perceived usefulness is also considered as being directly impacted by perceived ease of use. It explains users' acceptance and adoption of new technologies based on two primary factors: PU and PEOU. The model proposes that the perceived usefulness and perceived ease of use directly influence users' attitudes toward using the technology, which in turn affects their behavioural intention to use the technology. If potential consumers do not

adopt and apply emerging information technology, it cannot boost organisational effectiveness”.

In the framework of this study, the paradigm shift in libraries is a direct consequence of social media. Social media platforms are used to provide services to users for information access. The way libraries operate has changed as a result. Libraries' efforts to accept, assess, and gauge the influence of social media will provide staff members with the knowledge they need to enhance services. TAM provides opinions on how social media is being adopted and how it affects the provision of library services. It can assist in investigating how university libraries view social media's value in improving their offerings and how users' comfort levels affect these platforms' uptake. The TAM is also capable of identifying variables that influence how library personnel and patrons embrace and use social media.

Service Quality Model (Parasuraman, Zeithaml, and Berry, 1985)

The Service Quality Model, also known as the SERVQUAL model was developed by Parasuraman, Zeithaml, and Berry in 1985. It focuses on customers' perceptions of service quality and its impact on their satisfaction and loyalty. This framework emphasizes five dimensions of service quality: tangibles, reliability, responsiveness, competence, and understanding the customers. The model is commonly applied through survey questionnaires that measure customers' expectations and perceptions across the five dimensions of service quality. The gaps between customers' expectations and perceptions are calculated and analysed to identify areas for improvement and develop strategies to deliver better service”.

In the context of library service delivery, the Service Quality Model can help assess the impact of social media on these dimensions. It can examine how the introduction of social media influences users' perceptions of tangible resources and facilities, the reliability and responsiveness of library services, the assurance of accurate and trustworthy information, and the empathy and personal interaction provided by library staff.

Review of Related Literature

Social media describes online communities and networks that enable people to produce, share, and engage with other users, material, and information. Social media empowers libraries with the platform to showcase their resources and services in engaging and creative ways. Libraries can share book recommendations, highlight interesting collections, provide behind-the-scenes glimpses of library operations, and promote upcoming events through visually appealing posts, videos, and live streams.

This multimedia approach captures users' attention and encourages them to explore library offerings beyond traditional print materials. Social media's visual and interactive nature enhances the overall user experience and encourages users to actively participate and interact with the library. Another key delivery of social media in library service is its role in community building (Ogunbodede & Ivwighreghweta, 2020). Libraries can create online communities and interest groups based on specific topics, genres, or programmes. These virtual communities enable users to connect with like-minded individuals, share their interests, and engage in discussions. Social media platforms provide a space for users to form connections, exchange ideas, and collaborate with fellow community members, creating a sense of belonging and promoting lifelong learning (Nv, 2020).

Akpolorhonor and Olise (2015) established that university libraries utilise various social media platforms intending to connect to their users and enhance their service delivery. According to Adewoyin, *et al*, (2017), Anwar and TangZhiwei (2020) and Umeozor (2022) some commonly used social media platforms by libraries include:

- i. *Facebook*: Facebook, a social networking site that simplifies online connections and sharing with family and friends, was created by Mark Zuckerberg in 2004. Facebook is a popular platform used by university libraries to create official pages or groups. Libraries use Facebook to share updates, promote resources, announce events, and engage with their users through comments, messages, and posts.
- ii. *Twitter (X)*: Twitter (X) is an American microblogging and social networking service where users engage in posting and interacting. The individual posts on this platform are referred to as "tweets". Twitter (X) is utilised by university libr It is an online video-sharing platform. It is used by university libraries to upload and share video content such as tutorials, library tours, presentations, and recorded events. aries to share quick updates, news, and announcements within a limited character count. Libraries use Twitter (X) to engage in conversations, share relevant articles and resources, and respond to user inquiries or feedback.
- iii. *Instagram*: Instagram is a visual-centric platform that allows university libraries to share photos, graphics, and videos related to their resources, services, and events. Libraries can showcase new book arrivals, highlight library spaces, and provide visual glimpses into their activities.
- iv. *YouTube*: It is an online video-sharing platform that is used by university libraries to upload and share video content such as tutorials, library tours, presentations, and recorded events. Libraries can create their own channels to provide educational and informational videos to their users.
- v. *WhatsApp*: While not traditionally considered a social media platform but a messaging platform. WhatsApp is increasingly being used by university libraries for direct communication with users. Libraries create WhatsApp groups or provide dedicated phone numbers where users can seek assistance, ask questions, or receive updates.
- vi. *LinkedIn*: LinkedIn is a social media platform that provides employment-oriented online services. University libraries may maintain a presence on LinkedIn to connect with the academic and professional community. Libraries can share information about research support services, job opportunities, and collaborations with other institutions or organizations.

Social media plays crucial roles in libraries, transforming the way they engage with their communities, deliver services, and provide information and resources (Guest, 2017; Ogunbodede & Iwighreghweta 2020), and some of these key roles are:

- i. *Community Engagement*: It is a method of working cooperatively with and through a set of individuals who are concerned about or impacted by an issue that affects their well-being. Social media provides libraries with a platform to engage with their community members regularly. Libraries can share updates, news, and information

about their services, programmes, and events through social media channels. This enables libraries to foster a sense of connection and build relationships with their users, keeping them informed and engaged.

- ii. *Outreach and Promotion:* Outreach and promotion via social media is the process of using social networks to raise awareness for the library, and content, or to build new relationships. Social media platforms allow libraries to reach a wider audience and promote their resources and services effectively. Libraries can share book recommendations, highlight special collections, and showcase upcoming events through engaging posts, images, and videos. Social media enables libraries to attract new users, raise awareness about their offerings, and encourage community members to visit the library physically or explore its digital resources.
- iii. *Information Dissemination:* It is the distribution or broadcast of information to the public or specific audiences. It can be done through oral, visual, written, or technological means. Social media can be used by libraries to share valuable information and educational content with their community. They can curate and share articles, blog posts, videos, and other resources related to various topics of interest. By providing relevant and informative content, libraries establish themselves as reliable sources of knowledge and encourage continuous learning among their users.
- iv. *User Interaction and Feedback:* User interaction and feedback is the process of engaging with users to get their opinions, suggestions, and ideas about services in the library. Social media platforms facilitate direct and immediate interaction between libraries and their users. Users can ask questions, provide feedback, and share their experiences with the library through comments, messages, or mentions. Libraries can respond to inquiries, address concerns, and gather valuable feedback, fostering a sense of community and demonstrating their commitment to user satisfaction.
- v. *Promotion of Digital Resources:* Social media is an effective tool for promoting digital resources offered by libraries, such as electronic books, digital collections, audiobooks, and online databases. Libraries can highlight these resources through posts, videos, or dedicated campaigns, raising awareness about the availability and benefits of digital materials. This helps libraries maximize the usage of their digital collections and provides convenient access to information for users.
- vi. *Collaboration and Partnerships:* Social media tools allow libraries to work together and develop partnerships and other institutions or organizations. Libraries can connect with local businesses, community groups, educational institutions, and other libraries to promote joint initiatives, share resources, and expand their reach. Social media serves as a networking tool, enabling libraries to form alliances and work collectively for the benefit of their communities.
- vii. *Promotion of Literacy and Lifelong Learning:* Libraries have a vital part in supporting literacy and lifelong learning, and social media enhances their efforts in this area. Libraries can share literacy tips, reading recommendations, and educational resources through social media, inspiring and encouraging users to engage in reading and learning activities. Social media can also facilitate virtual book clubs, online discussions, and learning communities, fostering a culture of lifelong learning among library users.

There is no technology without challenges, therefore social media though very useful, comes with challenges. These challenges include:

- i. *Information Overload*: Masses of information frequently overflow social media sites. Amid disharmony of information, libraries may find it difficult to stand out and guarantee that their crucial announcements and resources are seen by their intended audience.
- ii. *Time and Resource Constraints*: It takes time and money to operate social media effectively. It may be difficult for libraries, especially those with small staff, to continuously generate high-quality information and provide timely user service.
- iii. *Privacy and Confidentiality Concerns*: Information about sensitive users is handled by libraries. It can be difficult to strike a delicate balance between the requirement to participate on social media and preserving handler privacy and confidentiality.
- iv. *Platform Selection and Audience Engagement*: It can be difficult to select the social media channels that would best serve the library's objectives and target audience. The demographics and engagement levels vary between platforms.
- v. *Social Media Algorithms and Short Attention Spans*: Users' exposure to material is determined by social media algorithms. Libraries may find it difficult to guarantee that their posts show up in users' feeds due to the unpredictable nature of the algorithms. Users of social media have limited attention spans.

Social media is a valuable tool for enhancing library service delivery in university libraries due to its ability to effectively engage with users, provide information, and create a dynamic and interactive online presence. Social media is crucial for university library service delivery in the following ways:

- i. Social media platforms facilitate instantaneous and direct connections between libraries and their users. Libraries can share announcements, updates, events, and important information instantly, ensuring that users are well-informed about library services and collections.
- ii. Social media encourages two-way communication. Libraries can engage in discussions, respond to queries, and gather feedback from users, creating a sense of community and fostering meaningful connections.
- iii. Libraries can work with other university departments with the help of social media, to share details about courses, campus activities, and student events. The library's contribution to the larger university community is strengthened by this integration.
- iv. Through aesthetically engaging postings, videos, and graphics, libraries may highlight their variety of resources, including e-books, databases, and research tools. This raises awareness and motivates patrons to check out the library's resources.
- v. Libraries can post real-time updates via social media regarding their opening and closing times, activities, workshops, and lectures.

University libraries can connect with their users in new ways, promote resources, and offer helpful services thanks to the potent instrument of social media. Libraries may build a lively online community, increase user engagement, and be sure that their services are still applicable and available in the digital era by utilising social media platforms.

A study by Umeozor (2022) examined “Social media and personalized mobile application: the future of reference service Facebook, a social networking site that simplifies online connections and sharing with family and friends. The study found out that the social media was used for rendering defined reference services. Also, there was no policy for the utilisation of social media in rendering library services and librarians welcomed the idea of a mobile library application.

Adayi *et al.* (2021) undertook a study on “the extent of utilisation of social media for effective library service delivery in selected university libraries in Abia State, Nigeria. The study looked empirically at how much social media was being used in a few university libraries in Nigeria’s Abia State to supply library and information services. The results revealed that social networking sites are not used to provide library and information services because none of the university library studied had any official social media website. Social media was viewed favourably by the respondents as an excellent tool for efficiently delivering library services.

Furthermore, Uwandu and Osuji (2022) carried out a study on “the use of social media for service delivery by library staff in academic libraries in Imo State: A case study of Public University of Technology, Owerri. The findings of the study revealed that the types of social media used by library staff for service delivery are Facebook, WhatsApp and Blog and library staff use social media for service delivery to a low extent.

Methodology

This study adopted a descriptive survey research design. This study was conducted in South-West, Nigeria. A population of 162 library staff comprising Librarians, Paraprofessionals and Technical staff were used for the study. A sample size of 162 library staff using the purposive sampling technique. The researcher developed an instrument titled: “Utilisation of Social Media and Library Service Delivery Questionnaire” (USMLSDQ) that was face-validated by experts in the field. Cronbach alpha statistic was used to establish a reliability coefficient of .83. The instrument was administered on the respondents, out of which 99 copies were returned representing 60% and used for data analysis. The data collected were analysed using mean and standard deviation to answer the research questions, while Multivariate Analysis of Variance (MANOVA) was used to test the hypotheses at a 0.05 significant level.

Results and Discussion

Research Question: What is the difference in the utilisation of social media and library service delivery in public and private university libraries in South-west, Nigeria?

Mean and standard deviation on the difference between utilisation of social media and library service delivery in public and private university libraries in south-west, Nigeria (n = 99)

Type of Institution	N	Mean	Std. Dev	Mean difference Subtractions from the Weighted mean (3.0)	Remarks
---------------------	---	------	----------	--	---------

					Private Univ	Public Univ	Diff	
The use of Twitter (X) platform enhances our communication with library users.	Private University	45	3.00	1.12	.00	..34	.34	*P.D
	Public University	54	2.66	1.20				
We use the library Facebook page in promoting library events.	Private University	45	3.00	1.12	.00	-0.78	.78	P.D
	Public University	54	2.22	0.96				
We regularly post contents on the library's social media platforms to help users stay updated.	Private University	54	3.13	1.17	-0.13	.39	.52	P.D
	Public University	54	2.61	1.26				
WhatsApp groups are being used by our library to promote library resources.	Private University	45	3.33	1.37	-0.33	.39	.72	P.D
	Public University	54	2.61	1.24				
We post new updates on library Twitter (X) pages for users.	Private University	45	2.60	0.83	0.40	.50	.10	P.D
	Public University	54	2.50	1.10				
The library posts videos of library events and other engagement on the YouTube channels.	Private University	45	2.20	0.05	0.80	.56	-0.24	P.D
	Public University	54	2.44	1.14				
Our Facebook page helps navigate our users to the library easily, through our contents.	Private University	45	2.66	0.85	0.34	.50	.16	P.D
	Public University	54	2.50	1.10				
Cumulative	Private University	2.84	0.99	.15	.49	0.34	P.D	
Public University	2.50	1.14						

*P.D-Positive Difference **Source:** Researcher's computation

Table 1 presents a summary of the mean responses of private and public university librarians on social media utilisation and library service delivery. The result shows that the mean range is 2.50-2.84. The standard deviation range is 0.99-1.14. The difference between public university and private university is 0.34. The low spread of the standard deviation indicates that the responses cluster around the mean and are not dispersed from each other. The result shows all the items have mean responses above 3.0, indicating that both private and public university librarians agreed on the utilisation of social media for library service delivery in the southwest of Nigeria. 0.34 difference indicates that social media are utilised more in private universities than public universities. The result also shows more positive than negative mean difference mean, when the mean values were subtracted from the expert weighted value of 3.0. This reveals that there is a positive effect of social media utilisation and library service delivery.

Hypothesis

H0₂: There is no significant difference between utilisation of social media and library service delivery in public and private university libraries in south-west, Nigeria.

Table 2: MANOVA analyses of the difference between utilisation of social media and library service delivery in public and private universities in South-West, Nigeria (N = 99)

Criterion	Test		DF			P
	Statistic	F	Num	Denom		
Wilks'	0.21339	17.564	17	81	0.001	
Lawley-Hotelling	3.68632	17.564	17	81	0.001	
Pillai's	0.78661	17.564	17	81	0.001	
Roy's	3.68632					

$$s = 1 \ m = 7.5 \ n = 39.5$$

Table 2 presents the outcomes of a Multivariate Analysis of Variance (MANOVA) investigating the difference between social media utilisation and library service delivery in public and private university libraries in the South-West region of Nigeria. The MANOVA employs multiple test statistics, including Wilks' Criterion (0.21339, $F = 17.564$, $P = 0.001$), Lawley-Hotelling Criterion (3.68632, $F = 17.564$, $P = 0.001$), Pillai's Criterion (0.78661, $F = 17.564$, $P = 0.001$), and Roy's Criterion (3.68632). Additionally, the values of $s=1$, $m=7.5$, and $n=39.5$ provide additional parameters for understanding the analysis.

The low probability values ($P = 0.001$) associated with Wilks', Lawley-Hotelling, and Pillai's criteria strongly indicate that there are statistically significant differences between the utilisation of social media and library service delivery in both public and private university libraries within the South-West region, with the private university libraries utilizing social media for library service delivery than public university libraries. Providing a significant statistic of 3.68632.

Discussions

The result revealed a high level of utilisation and a significant difference between the variables. This means that the level of social media utilisation in the universities under study is high or necessary for enhanced service delivery. The application of social media in academic libraries strongly supports the diffusion of innovation theory based on innovators, early adopters, early majority, late majority and laggards to social media use. This is because social media is perceived to have different levels of use by its users. Some librarians can use social media better than their colleagues. This implies that accepting the use of social media helps library staff to provide better services to the users.

In support of this finding, Adayi *et al.* (2021) study revealed that the respondents positively perceived social media as a great instrument for the provision of effective library services. Ogunbodede and Iwighreghweta (2020) study supported the finding by listing Facebook and WhatsApp to be the most used social platforms by libraries in offering their services. In corroboration with this study's findings, Yemi-Peters and Oladokun's (2021), study concluded that using social media would help librarians serve patrons who are not in the library physically by offering resources and services. Also in agreement with the study is the finding from Adewoyin *et al* (2017) that the most popular social media used by libraries are Facebook, WhatsApp, YouTube and Instant Messaging. This indicates that the use of social media offers the librarian a new way to decimate information and knowledge.

On the other hand, Umeozor's (2022) differs from the finding of this study as the scholar's finding made it known that there is no policy backing the utilisation of social media when rendering library services. Also in disagreement is Uwandum and Osuji's (2022), study revealed a low use of social media in libraries.

Conclusion

This study clarifies the ways in which social media is transforming the way that library services are delivered in public and private universities in South-West Nigeria, as well as how public and private university libraries use social media differently. There are still problems with usage, accessibility, and digital literacy even though these technologies provide enhanced accessibility and more effective operations. The results highlight the necessity for private university libraries

to use social media appropriately. Accordingly, the study concluded that social media use is critical to the efficient provision of library services in South-West Nigeria.

Recommendation

The library staff should create plans to guarantee that all patrons, irrespective of their experience or ability, can efficiently utilise and gain from the social media available at the library.

References

Adayi, I. O., Kudu, D., Dutse, L. I., and Oche, N. A. (2021). Empirical investigation of the extent of utilisation of social media for effective library and information service delivery in selected university libraries in Abia State, Nigeria. *Library Philosophy and Practice (e-journal)* 5412. <https://digitalcommons.unl.edu/libphilprac/5412>

Adewoyin, O., Onuoha, U., and Ikonne, C. (2017). Social media use and service delivery by librarians in public universities in South-West, Nigeria. *Library Philosophy and Practice (e-journal)* 1641. <https://digitalcommons.unl.edu/libphilprac/1641>

Akporhonor, B., and Olise, F. (2015). Librarians' use of social media for promoting library and information resources and services in university libraries in South-South Nigeria. *Information and Knowledge Management*, 5(6), 1-8

Anwar, M., and TangZhiwei (2020). Social media and libraries: The perfect combination of the next generation. *International Journal of Library and Information Studies*, 10(3), 108-116

Asengua, S. (2022, April 22). South West Region. *My Guide Nigeria* <https://www.myguidenigeria.com/regionalinfo/south-west-region>

Awurdi, A. P. (2019). Perception of librarians towards use of social media for information service delivery: A conceptual paper. *American International Journal of Multidisciplinary Scientific Research*, 5(1), 12-17. <https://doi.org/10.46281/ajmsr.v5i1.342>

Davis, B., Carmean, C., and Wagner, E. (2009, October 15). The evolution of the LMS: From management to learning: Deep analysis of trends shaping the future of e-learning. *The ELearning Guild*. <https://www.cedma-europe.org/newsletter%20articles/>

Guest, A. (2017). *Social media in the library: Part of the 'In The Library' Series*. <https://librarianresources.taylorandfrancis.com/insights/library-advocacy/social-media-library/#>

Hendricks, D. (2013, May 8). Complete History of Social Media: Then and Now. *The Small Business Trend* <http://hiskingdom.us/wp-content/uploads/2019/10/Complete-History-of-Social-Media.pdf>

Luttrell, G. (n.d.). *The History of Social Media*. <https://ginaluttrellphd.com/pdf-the-history-of-social-media/>

Nv, N. D. (2020). *Social media and libraries*.
<https://www.researchgate.net/publication/340116105>

Ogunbodede, K. F. and Ivwighreghweta, O. A. (2020). Librarians' use of social media in promoting effective library service delivery in university libraries in Edo and Delta States. *Library Philosophy and Practice (e-journal)*. 4577.
<https://digitalcommons.unl.edu/libphilprac/4577>

Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.
<https://doi.org/10.2307/1251430>

Rogers, E. M. (1962). *Diffusion of innovations*. Free Press of Glencoe

Umeozor, S. (2022). Social media and personalized mobile application: The future of reference services in academic libraries. *American Journal of Education and Information Technology*. 6(1), 46-52. <https://doi.org/10.11648/j.ajeit.20220601.18>

Uwandu, L. and Osuji, C. (2022). Use of social media for service delivery by library staff in academic libraries in Imo State: A case of Public University of Technology, Owerri. *International Journal of Research in Library Science (IJRLS)*, 8 (2), 1-8
<https://doi.org/10.26761/IJRLS.8.2.2022.1523>

Yemi-Peters, O., and Oladokun, B. (2021). Social media application for effective library and information services delivery in academic libraries. *A Journal of NLA IT Section*, 1(1and2),