The Impact of Twitter Usage among Federal Government Owned University Libraries in South-South Nigeria

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How to cite this article: Ufuoma E, Ikhimeakhu DS, Chigozie NM. (2022). The Impact of Twitter Usage among Federal Government Owned University Libraries in South-South Nigeria. *Library Progress International*, 42(1), 77-83.

ABSTRACT

This study investigates the impact of twitter usage among federal government owned university libraries in South-South Nigeria. A descriptive survey method was adopted for the study. A total of one hundred and eight (108) copies of questionnaire were distributed to the librarians in the federal university libraries in South-South, Nigeria, only ninety-five (95) were filled and returned, which was used for study. The instrument for data collection was the questionnaire. Data collected were analyzed using descriptive statistics mean and percentage mean score of 2.5 and above and percentage score of 50% were considered as acceptable by respondents. Its major findings revealed that the impact of twitter usage among federal government owned university libraries in South, South, Nigeria are: to disseminate information, to engage their communities, to engage directly with researchers, creating a virtual service point, scholarly communication for formal and informal learning, free messaging service for researchers and so on. Problem associated with the usage are: Poor adaptation of new technologies by older librarian, poor network coverage, ability to recharge data always, frequent changes in technology, non implementation of twitter policy, and twitter ban in some countries as well as solutions to the usage of twitter in academic libraries which includes adaptation of new technology by older librarian , network should be improve on , recharging of data always is critical , adaptation to change in technology , and proper implementation of twitter policy The study recommended that libraries should adopt the usage of twitter by implementation of twitter policy in university libraries.

KEYWORDS: *Twitter Usage, University libraries*

INTRODUCTION

University libraries support a school's curriculum as well as the research of university teachers and students. A university library, according to the Dictionary of Library and Information Science (2011), is a library or library system that is developed, administered, and supported by a university to meet the information, research, and curriculum needs of its students, professors, and staff. Libraries all across the world use

social media, including Twitter, to communicate and share information. It is impossible to overstate the importance of using Twitter in university libraries. Twitter is a free social networking microblogging website that allows users to submit short messages known as tweets. Members of Twitter can utilize a variety of platforms and devices to broadcast tweets and follow the tweets of other users. Twitter is a 140-character microblogging service that has quickly become the most popular social networking platform for libraries. It allows these organizations to communicate information, highlight resources, and interact with their users.

Many libraries utilize Twitter to communicate with their constituents. They post a variety of information to their Twitter accounts, both original and retweeted from other Twitter users. Events, new resources, answering user inquiries, and opening hours are just some of the types of content that may be found in tweets. Twitter has presented libraries with numerous obstacles and opportunities to communicate and disseminate information. It has made it possible for libraries to communicate with their patrons (Kenchakkanavar, 2015). Twitter is also being used by libraries for a variety of communication objectives. It is used by some libraries to listen to what their consumers have to say about the library. Twitter provides a "great opportunity to communicate with members of the library community," according to Steven Bell (2012). Some libraries utilize Twitter to communicate with people and organizations in their communities in order to foster online community. Gunton and Davis (2012) Twitter is used by certain libraries to promote their activities and services. According to Barnes and Lescault (2013), "almost 84 percent of higher education libraries have at least one Twitter account. Kimmons, Veletsianos and Woodward (2016), set out to disprove prior research which 'suggests that twitter in academic libraries can serve as a vehicle for institutions to extend their reach and further demonstrate their value to society'. Twitter's microblogging feature allows academic libraries and their users to publish their ideas and opinions in "real-time messaging" format by writing tweets limited to certain number of characters (initially 140 but now up to 280). Furthermore,

by features such as hashtags, mentions, and replies, users can network and dialog with other Twitter users (Steckenbiller, 2016).

When Nigeria's federal government banned Twitter on June 4, 2021, it did so without considering the platform's relevance to all government and private institutions, including university libraries. This has had a significant impact on information communication and distribution to library users and other libraries in Nigeria. This circumstance necessitates the discussion of the influence of Twitter usage among federal government-owned libraries in South-South Nigeria.

STATEMENT OF THE PROBLEM

Twitter provides university libraries with a new way to share material with its internal clientele as well as anyone outside the school who are interested in their subjects. It's becoming increasingly popular among libraries as a way to reach out to people and sell their services. Twitter is being used by university libraries for a number of communication objectives. It is used by some libraries to listen to what their consumers have to say about the library. Twitter is a fantastic way to connect with other library professionals. Some libraries use Twitter to promote their own activities and services, as well as those of other organizations.

Although there are research subjects on the use of Twitter in libraries, none has been conducted on the impact of Twitter usage among federal government-owned university libraries in South-South Nigeria. As a result, the researcher decided to conduct this study in order to improve the use of tweeters in university libraries.

OBJECTIVE OF THE STUDY

The general purpose of the study is to examine the impact of twitters usage among federal government owned university libraries in South-South Nigeria. The specific objectives:
1. To examine the impact of twitter usage among federal government owned university libraries in South-South Nigeria.
2. To find out the problem associated with the usage of twitter usage among federal government owned university libraries in South-South Nigeria.

3. To proffer solution as to the usage of twitter usage among federal government owned university libraries in South-South Nigeria.

LITERATURE REVIEW

The literature will be reviewed under twitter usage in university libraries.

Twitter Usage in university libraries

Twitter came in first, ahead of YouTube and Facebook, with 45 percent of adults in that age bracket using the platform to get news (Mitchell, Holcomb, & Page, 2013). Twitter is a large-scale microblogging system with social networking features that has over 230 million monthly active users. On a daily basis, its users send out around 500 million tweets (microblog entries). According to a Pew Center survey, 73 percent of Americans aged 16 and up would be likely to use an online Ask a Librarian service (Zickuhr, Rainie, & Purcell, 2013). Libraries, too, are building a social media presence in order to promote the library and deliver services to user populations via social media platforms and information and communication channels.

The use of Twitter in libraries was the subject of one of the first studies on library social media posting patterns. Between August and October 2009, Aharony (2010) collected tweets from 30 public and academic libraries around the United States. The content that everyone created was comparable in these tweets. Harrison, Burress, Velasquez, and Schreiner (2017) looked at the social media habits of six academic libraries in the Midwest and discovered a lot of common themes in the types of posts, which they divided into three categories: "Make community connections, create an inviting environment, and provide content." The content that libraries publish has not altered substantially in the period that has passed between the two previous investigations.

Twitter is being embraced as a supplement to traditional intellectual communication in both formal and informal settings. Students, scholars, and professionals from a variety of academic fields utilize the network to connect with colleagues and the general public in order to discuss discipline-specific and other relevant information in order to further their academic interests and goals (Holmberg & Thelwall, 2014; Veletsianos & Kimmons, 2016). A number of recent studies have also demonstrated the value, impact, and acceptance of Twitter in the context of education.

The study conducted by Del Bosque, Leif, and Skarl (2012) of Twitter use by 296 academic libraries is closely related to this research. In that study, the authors identified seven content types in the libraries' Twitter streams: campus events, community events, hours, library events, responses to reference questions, links to outside sites, and resources. In a different study describing the implementation of a Twitter-based information service in a health sciences library, Cuddy, Graham, and Morton-Owens (2010) identified five topics the library tweeted about: library facilities, resources, staff, services, and library and campus events. In addition, Thomas (2010) has argued that Twitter could be used for community building and employee interaction in organizations, including libraries. Kim, Abels, and Yang (2012) investigated the different categories of users that retweeted tweets from academic libraries. They found 12 different groups, with university organizations and students being the most retweeted. It's worth noting that the number of retweets was rather evenly spread throughout the groupings. The difference between the most frequently retweeting group (university organizations) and the least frequently retweeting group (non-university organizations) was only 14%. (professional groups).

Some libraries have discovered that publicizing their messages to their users is ineffective. They've started asking their users directly what they want and tailoring techniques to their specific interests. This tactic is known as "responsive communication," which involves figuring out what sorts of messages, platforms, and methods people prefer then preparing to accommodate those preferences. Users can access information in a variety of ways, so it's important to learn the preferences of the library's audience before making broad assumptions about how to reach them. Since the results vary so significantly, the librarians who have written about their experiences with responsive

communication stress the significance of each library looking at its specific community. Booker and Bandyopadhyay (2017) conducted a survey that inquired about library patrons' social media habits and preferences. The vast majority of respondents utilize social media platforms and believe that having a social media presence is crucial for the library. They favor email and library fliers over social media for library information. Before using social networking sites, users under 35 prefer to acquire information through the library's website or newsletter. They still feel that the library should be present on social media platforms, but not mainly for promotion.

However, Stvilia and Gibradze (2017) conducted a survey to measure the perceived value of various sorts of library tweets. They polled 120 undergraduate students about their favorite library services and how essential different types of social media posts were to them. Students overwhelmingly regard the library as a study space (90 percent), with access to information and resources coming in second (58 percent). Operations updates,

study support, and event information were the most valuable social media postings.

METHODOLOGY

The descriptive survey design was used in this investigation. The study's participants are 108 librarians selected from all federal university libraries in South-South Nigeria. The study's sample size is made up of 108 librarians from university libraries. Only ninety-five (95) of the 108 copies of the questionnaire issued to librarians in federal university libraries in South-South, Nigeria, were filled and returned, resulting in an 88 percent return rate, which was employed for study due to the manageable size of the population. The questionnaire served as the data gathering tool. The data was analyzed using descriptive statistics, which yielded a mean and percentage mean score of 2.5 and above, as well as a percentage score of 50%, which the respondents deemed acceptable, whereas a mean score of less than 2.5 and a percentage score of less than 50% was deemed unacceptable by the respondents.

Table 1: Population of the Study

S.N.	Name of the Library	Librarians
1	University of Benin Library(UNIBEN)	18
2	University of Calabar Library(UNICAR)	18
3	Federal University of Petroleum Resources Effurun Library (FUPRE)	9
4	University of Portharcout Library (UNIPORT)	23
5	University of Uyo Library (UNI-UYO)	28
6	Federal University of Otuoke Library	12
	Total	**108**

Source: This information was gotten from the establishment units of the university under study through personal contact in 2019/2000 academic session.

As shown in the table 1 above, the populations of this study consist of 108 recruited librarians in the federal university libraries under study. The breakdown of the number of librarian's in the federal university libraries in South South Nigeria is as follows: University of Benin library (18); University of Calabar library (18); Federal University of Petroleum Resources Effurun Library (9), University of Portharcout

Library (23); University of Uyo (28); and Federal University of Otuoke Library (12).

Research Question 1 What is the impact of twitter usage among federal government owned university libraries in South-South Nigeria?

Table 2: Impact of twitter usage among federal government owned university libraries in South-South Nigeria

S.N.	Items	SA	A	D	SD	-x	Decision
1	To disseminate information	44	31	15	5	3.2	Accepted
2	To engage their communities	38	34	17	6	3.0	Accepted
3	To engage directly with researchers	45	32	18	0	3.0	Accepted
4	Creating a virtual service point.	58	31	5	1	3.5	Accepted
5	Scholarly communication tool for formal and informal learning.	34	43	15	18	3.7	Accepted
6	Free messaging service for researchers	51	31	10	3	3.2	Accepted
7	It is fast with feedback almost immediately	31	41	3	10	3.1	Accepted
8	It helps to share ideas, what's happening at conferences, seminars etc	45	40	9	1	3.4	Accepted
9	It gives opportunities to collaborate on research	40	45	8	7	3.3	Accepted
10	For fun	23	21	34	17	2.1	Rejected

The data presented in table 2 revealed that nine (9) identified items on the impact of twitter usage in the academic libraries under studies are: to disseminate information (3.2), to engage their communities (3.0), to engage directly with researchers (3.0), creating a virtual service point (3.5), scholarly communication for formal and informal learning (3.7), free messaging service for researchers (3.2), it is fast with feedback almost immediately (3.1), it helps to share ideas, what's happening at conferences, seminars etc (3.4), it gives opportunity to collaborate on research (3.3) While one (1) item such as for fun is against the impact of twitter in academic libraries in the libraries under study.

Research Question 3 What are the problems associated with the usage among federal government owned university libraries in South-South Nigeria?

Table 3: Problems associated with the usage among federal government owned university libraries in South-South Nigeria

S.N.	Items	SA	A	D	SD	-X	Decision
1	Poor adaptation of new technologies by older librarian	45	40	9	6	3.4	Accepted
2	Poor network coverage	33	53	8	1	3.2	Accepted
3	Ability to recharge data always	47	33	13	2	2.6	Accepted
4	Frequent changes in technology	55	40	0	0	3.1	Accepted
5	Non implementation of twitter policy	44	41	8	2	3.1	Accepted
6	Twitter ban in some countries	67	23	2	3	3.5	Accepted
7	being technophobia	21	39	25	10	2.7	Accepted
8	Lack of staff training on the usage of twitter in libraries	45	43	11	6	3.5	Accepted
9	Lack of interest in tweeting	34	36	20	5	3.0	Accepted

Table 3 revealed problems associated with the usage of twitter in academic libraries in Southern Nigeria. This includes, Poor adaptation of new technologies by older librarian (3.4), Poor network coverage (3.2), Ability to recharge data always (2.6), Frequent changes in technology (3.1), Non implementation of twitter policy (3.1), Twitter ban in some countries (3.5), Twitter ban in some countries (3.5), being technophobia (2.7),

Lack of staff training on the usage of twitter in libraries (3.5) and lack of interest in tweeting respectively.

Research Question 4 What are the solutions as to the usage among federal government owned university libraries in South-South Nigeria?

Table 4: Solutions as to the usage among federal government owned university libraries in South-South Nigeria

S.N.	Items	SA	A	D	SD	-X	Decision
1	Adaptation of new technology by older librarian	42	23	5	15	2.6	Accepted
2	Network should be improve on	43	32	10	10	3.1	Accepted
3	Recharging of data always is critical	30	25	30	10	2.7	Accepted
4	Adaptation to change in technology	33	40	22	0	3.1	Accepted
5	Proper implementation of twitter policy	44	31	18	2	3.2	Accepted
6	Twitter ban should be lifted for easy dissemination of information	34	31	16	4	2.7	Accepted
7	Technophobia should be overcome	39	26	20	10	2.9	Accepted
8	Seminars on the importance of twitter in libraries	51	34	10	2	3.4	Accepted
9	Librarians should develop interest in tweet	33	42	15	5	3.0	Accepted

Table 4 shows that an item 1 -9 takes care of the solution as to the usage of twitter in academic libraries in Southern Nigeria. They are: Adaptation of new technology by older librarian (2.6), Network should be improve on (3.1), Recharging of data always is critical (2.7), Adaptation to change in technology (3.1), Proper implementation of twitter policy (3.2), Twitter ban should be lifted for easy dissemination of information (2.7) Technophobia should be overcome (2.9), Seminars on the importance of twitter in libraries (3.4), and Librarians should develop interest in tweet (3.0) respectively. The findings could therefore be generalized that the above items in the table are the solutions to the usage of twitter in academic libraries in Southern, Nigeria.

RECOMMENDATIONS

The use of Twitter in university libraries is crucial for information dissemination and communication between librarians and library users. This study suggests that libraries could incorporate Twitter usage by enacting a twitter policy to make library services more accessible to users.

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