

Full Length Research

Social media as podia for information sharing in Selected University in Nigeria

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Abstract

The world-wide development on the use of social media has boosted expert information sharing and interaction. This expansion has fashioned spaces for groups that regulate who acquires informed, efficient, encouraged and linked as members. The population for the study comprised 90 library staff in three Federal universities in the South-West geo-political zone of Nigeria. A stratified random sampling technique was adopted to subdivide the universities into samples. The instrument for the study is an Online Structured Questionnaire (OSQ) based on four (4) point scale rating, a midpoint mean of 2.5 was used as positive response criterion mean and accepted as a positive response. The result showed that WhatsApp was universally accepted as social medial podium used by the library staff, followed by Facebook and twitter. The findings discovered some benefits of using social medial, such as minimized travelling for meeting/share image/audios/text/animation, ideas/ knowledge/sharing/maintains chat history and scholarship among others. Findings further showed higher cost of data subscription, disregard to rules and regulation of the group, privacy and security, verbal attacks/open quarrel, unwanted copy/paste, delay/dragging of crucial matters in the podium, and information explosion /hacking into the podium were challenges encountered while using social media platforms. It was therefore, recommended that group must not be permitted to disintegrate due to the attitudes of a few members and violators of a group's rules should be warned, and strict measures can be taken to maintain the group's media's dignity among others.

Keyword: Group media podiums, Information sharing, Library staff, Nigeria

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INTRODUCTION

Today, library employees in Nigeria have many social media groups to which one may find himself subscribing to over ten groups and counting. These are all consequences of strategic sharing, which ensures that the information organisation is maintained alive by specialists who are willing to share. Information is shared among friends and colleagues, according to Ghasisani, Handayani and Munajat (2017).

In closed organizations, information sharing might become endless as long as it serves the group's goals or regulations. This indicates that there is information about the community that pulls individuals together, which usually leads to professional and personal gain (Munar & Jacobsen 2014). Thus, the number of closed groups for information sharing on social media platforms is growing. The groups' members use digital platforms to communicate, generate, share, and process information (Lewis, 2010). This has made it easier for people to share information and has sped up the transfer of expertise. There are several things social media do to information services and sustainable relationship of library staff as partners in information professional. It indulges, includes, engages, informs, inspires and connects. Library and others in other sectors in Nigeria embrace and use social media tools to their full potential. In 2013, there were over 5 million active social media platform users in Nigeria (Terragon, 2013).

The Nigerian Library Association has different sections and chapters with aims and missions for information sharing. There are also institutions and other groups where library staff belong. These groups have avenues of engagement and information sharing (Igberaese & Akpojotor, 2014). The majority of library personnel in Nigeria are said to belong to a WhatsApp group run by a professional association, followed by a group that serves the entire library, a staff union group, and a group started by a colleague (Adomi & Solomon-Uwakwe, 2019). Twitter, Facebook, Instagram, WhatsApp, Youtube, and a slew of other social media platforms have brought people of like thoughts together to build a virtual community. Social media platforms, on the other hand, appear to have presented new obstacles for library employees in terms of sharing information and meeting user information needs and expectations. They have not studied the various closed groups in social media podiums and information exchange using different regions/institutions. As a result, this study evaluated the social media platforms for tactical information sharing in Nigeria, as well as the benefits and problems for Nigerian library workers.

Scope of the study

Social media were investigate as podiums for information sharing among library staff in selected universities (1) federal University of Technology Akure (2) Federal University of Agriculture, Abeokuta and (3) Obafemi Awolowo University Ile-Ife. The selected Universities are all located in Nigeria. The scope was chosen based on the observation of the researchers and to provide relevant information for the study.

Purposes of the study

The goal of this study was to evaluate the use of social media podiums for tactical information exchange among library professionals at a few Nigerian colleges. Specifically, the goal of this paper was to:

1. Highlight the social media podiums widely used by library professionals in Nigerian universities.
2. Determine which professional social media groups the library's staff is a member of;
3. Grab the benefits of social media groups of library staff
4. Challenges of social media podiums used by library staff in selected universities in Nigeria

Review of Related Literature

Library Staff and Social Podiums Usage

Young folks, in particular, are spending more time on social networking sites cheers to their improved communication abilities. As a result, there is growing worry around the world about pupils spending too much time on social media platforms. 75% of young adults claim that they would not be able to last one day without using social media and that a similar percentage of teenagers admitted that they would text a family member who is in the same house as them (Jones, 2015). Instant messaging apps like WhatsApp make it simple to communicate with individuals across large distances. The procedure has become rapid, simple, and low-cost. In a study conducted by (Si, L, 2012) it was discovered that instant messaging boosted social connectedness and the desire to communicate face to face. It's also suggested that the more you IM someone, the closer you are to them (Si, L, 2012). Users of instant messaging networks like WhatsApp, on the other hand, experience seven negative emotions: anxiety, guilt, pressure, distraction, shame, suspicion, and uncertainty (Si, L 2012). When faced with extended replies, these emotions can cause fear and a loss of self-esteem, as well as pressure to respond to messages rapidly, relationship suspicion of who another person is contacting, and uncertainty about the message's intended meaning. While there are benefits to using WhatsApp for interpersonal communication, such as being able to communicate quickly with loved ones who are far away, it can also create communication obstacles due to diverse interpretations of a message, which can lead to a variety of negative emotions (Si, L, 2012).

The studies revealed numerous specific SM tools such as Twitter, Facebook, Blogging, Orkut, Badoo, Sky Blog, Google, LinkedIn, WhatsApp, Skype, My Space, Yahoo messenger, zoom, academic community blogs, online article bookmarking wikis, lib website for academic and social activities, SkyDrive, Google group used by students in a recent study by Njideka-Nwawih, Mutula, and Sambo (2021) on social media usage for academic purpose: A systematic literature review 2010 to 2020. The goal of social media usage has been identified as a determinant element for academics, as well as the effects of social media on learning. The study also identified difficulties that may limit the

usage of social media for academic purposes. There are approximately 700 million active Facebook users, over 100 million LinkedIn members, 5 billion+ photographs on Flickr, 24 million articles on Wikipedia, 300 million Twitter users producing over 7,000 tweets each second, and over 2.9 billion hours of YouTube watching per month, according to statistics (Tortorella, 2012). High cost of data subscription/Internet access, poor battery, high rate of theft on campus, and lack of technical experts on repairs when faulty within campus are among the factors affecting the use of smart phones for information seeking by undergraduate students, according to Sambo, Lawal, and Helen (2021). According to Olajide, Otunya, and Omotayo (2017), the use of social media has boosted reach, socializing, knowledge, and information transmission. The National Library of Australia (NLA, 2010) adopted social media as a tool for business communication and community building. The Library of Congress utilizes social media to promote its services and engage with its online visitors (Braziel, 2009). WhatsApp is now a widely used social media platform for information sharing around the world. WhatsApp is a popular social networking platform in Malaysia.

According to a recent survey conducted by the Digital News Report (2017), Malaysians are the world's largest WhatsApp users, with 51%. More specifically, Mudzingwa (2018) claimed that in Zimbabwe, cell phones were primarily utilized for WhatsApp. Furthermore, according to recent study, WhatsApp was mostly employed as a communication tool (Tarisayi & Manhivi, 2017). Furthermore, according to the GlobalWebIndex (2020) study, WhatsApp was the most popular mobile application in 2019 based on monthly active users. WhatsApp was the third most popular social media network in the world, behind Facebook and YouTube (GlobalWebIndex, 2020). At Ankara University, Cetinkaya (2017) investigated the impact of WhatsApp use on academic accomplishment, finding that students formed positive attitudes toward the use of WhatsApp in their courses (Cetinkaya, 2017). Students attributed their favorable attitudes to content sharing and communication. More so, Tarisayi and Manhivi (2017) discussed how WhatsApp was used in Zimbabwe to implement a new curriculum.

Whatsapp as the Latest Trend among Library Staff

WhatsApp is a social media platform that allows users to send and receive messages as well as share media such as voice chats, videos, and photographs (Steele, 2014). Because it uses both data and Wi-Fi, it is not covered by your monthly text-messaging plan. WhatsApp is a messaging app that can be used on almost any device (and was originally free on smartphones) and is considered to be relatively safe and secure. WhatsApp's features, such as group chats and location sharing, are one of the reasons for its ever-increasing popularity among teenagers and young adults (Webwise, 2016). Furthermore, according to Ngozi and Oluchi (2020), WhatsApp was rated 100 percent as the most popular social media platform among librarians, followed by Facebook with 80 percent, Twitter with 50 percent, Instagram with 41.7 percent, and LinkedIn with 41.7 percent, while Skype and blogs were rated 33 percent and 25 percent, respectively. On WhatsApp and Facebook, it was also observed that 50% of the respondents belonged to 6-10 professional groups, while 33% and 25%, respectively, belonged to over 11 professional groups. According to a study by Oyovwe-Tinuoye and Adomi (2019) on the use of WhatsApp for the 2019 Nigerian Library Association election, the majority of their respondents used the NLA State chapter group WhatsApp to campaign for candidates; the WhatsApp platform also allowed respondents to receive election timetable, arrival of ballot papers, voting, election results, election results reactions, and so on; the use of harsh language by some people for campaigning, inability to keep track of campaign posts due to their frequency, unfavorable reactions to posts by supporters of some candidates, more so, impossibility of the administrator to summon some violators in group WhatsApp, among other things, were disadvantages of using WhatsApp for the election process.

RESEARCH METHODOLOGY

This study adopted a quantitative method because it involves statistical means of presentation. The study used descriptive survey research design as it is appropriate to provide detail explanation of events. Three universities were selected out of six federal universities in the south-west, Nigeria for the study (see below table 1). A stratified random sampling technique was adopted to subdivide the universities into samples. The sample from each university was randomly selected made up of ninety (90) Library staff. The instrument for the study is self-constructed Online Structured Questionnaire (OSQ) with Likert scale. Strongly Agreed (SA), Agreed (A), Disagree (D), and Strongly Disagree (SD). The OSQ was used to collect data and administered online via an assistant (Staff) who was able to compile their what Sapp phone numbers so as to use for sending the link to the OSQ to be filled and submitted. Google software was used to develop the OSQ. A Cronbach alpha index of 0.7 was obtained to determine the reliability of the OSQ. For the responses, it was based on four (4)-point rating scale, a mid-point mean of 2.5 was used as positive response criterion mean and accepted as a positive response because the average of individual mean score was 2.5

Table 1: Population of the Study

S/N	Names of the University	Library Staff
1	Federal University of Technology Akure (FUTA), Ondo State	30
2	Federal University of Agriculture, Abeokuta, Ogun (FUNNAB)	30
3	Obafemi Awolowo University, Ile-Ife (OAU) Osu State	30
	Total	90

RESULTS

Purpose 1: Social medial podiums widely used by library professionals in Nigerian universities

Table 2.

SN	Social media podiums used by library staff	SA	A	D	SD	\bar{X}	Decision
1	What Sapp	67	13	8	2	3.9	Accepted
2	Facebook	76	14	0	0	3.8	Accepted
3	Twitter	22	32	29	7	2.7	Accepted
4	Instagram	12	10	45	23	2.1	Rejected
5	LinkedIn	33	42	7	8	2.1	Rejected
6	Skype	10	11	49	20	2.1	Rejected
7	Blogs	2	12	43	33	1.9	Rejected
8	Snap chat	9	10	31	40	1.9	Rejected

Criterion Mean=2.50

Table 2 illustrates the social media podiums used by library personnel; 3.9 of the respondents strongly agreed that WhatsApp is the most popular accepted whereas Facebook 3.8 is the second accepted while Twitter 2.7 is the fourth most popular accepted whereas Instagram/LinkedIn/Skype/2.1 and Blogs/Snap chat/1.9 were rejected by the respondents. Participants also responded that, as long as one has internet access, WhatsApp was the most convenient and fastest way to share information. Furthermore, people use social media for diverse reasons based on their age, gender, social standing, and other characteristic

Purpose 2: Professional social media groups the library's staff is a member of;

Table 3

Professional social media podiums the library staff belong	SA	A	D	SD	\bar{X}	Decision
WhatsApp	82	8	0	0	3.9	Accepted
Facebook	52	35	2	1	3.5	Accepted
LinkedIn	21	51	12	6	3.0	Accepted

Criterion Mean=2.50

Table 3 displays the most popular social media podium's library staff belong to. WhatsApp was accepted by 3.9 percent of respondents, while Facebook was accepted by 3.5 percent and LinkedIn was accepted by 3.0 percent. This could be due to the convenience, popularity, and speed with which information is disseminated as long as data is available.

Purpose 3: Grab the benefits of social media groups of library staff.

Table 4

SN	Benefits of social media groups	SA	A	D	SD	\bar{X}	DECISION
1	Minimized travelling from meeting	67	13	8	2	3.9	Accepted
2	Share image/audio/videos/text/animation	82	8	0	0	3.9	Accepted
3	Ideas/ knowledge/sharing	54	23	9	4	3.7	Accepted
4	Maintains chat history	70	20	0	0	3.7	Accepted
5	Scholarship	55	32	0	3	3.6	Accepted
6	Employment prospect	45	39	4	2	3.4	Accepted
7	User friendly	51	20	11	8	3.2	Accepted
8	Award	21	51	12	6	3.0	Accepted
9	Fast and quick update	39	22	15	14	3.0	Accepted
10	Last seen feature	39	22	15	14	3.0	Accepted
11	Group writing and publication	33	23	24	10	2.9	Accepted
12	Collaboration/ partnership/ networking	20	44	13	13	2.8	Accepted
13	Building relationships	58	22	4	6	2.8	Accepted
14	Better search engine rankings	33	28	16	13	2.7	Accepted
15	Supports/volunteer	33	28	16	13	2.7	Accepted

Criterion Mean=2.50

Table 4 shows various benefits of social media groups, benefited by the respondents and all items were accepted by the respondents, as an advantages in using social media podium in the library. Such as minimized travelling from meeting/share image/audios/text/animation 3.9, ideas/ knowledge/sharing/maintains chat history 3.7, scholarship 3.6, employment prospect 3.4, users friendly 3.2, award/last seen feature/fast and quick update 3.0, group writing and publication 2.9, collaboration/ partnership/ networking 2.8, better search engine rankings 2.7, employment prospect 3.4, scholarship 3.6, award 3.0, building relationships 2.8, and supports/volunteer 2.7 respectively.

Purpose 4: Challenges of social media podiums faced by library staff in selected universities in Nigeria**Table 5**

SN	Challenges of social media podiums used	SA	A	D	SD	\bar{X}	DECISION
1	Higher cost of data subscription	76	11	3	0	3.8	Accepted
2	Disregard to rules and regulations of the group	54	23	9	4	3.7	Accepted
3	Privacy and security	55	32	4	3	3.6	Accepted
4	Verbal attacks and open quarrel	45	39	4	2	3.4	Accepted
5	Unwanted copy/paste	33	23	24	10	2.9	Accepted
6	Delay/ dragging of important issues in the podiums	20	44	13	13	2.8	Accepted
7	Information explosion	33	28	16	13	2.7	Accepted
8	Hacking into the podium	33	28	16	13	2.7	Accepted

Criterion Mean=2.50

Table 5 displays challenges faced by the respondents in accessing social media podium. Higher cost of data subscription 3.8, disregard to rules and regulation of the group 3.7, privacy and security 3.6, verbal attacks/open quarrel 3.4, unwanted copy/paste 2.9, delay/dragging of crucial matters in the podium 2.8, and information explosion /hacking into the podium 2.7 respectively.

Discussion of the findings

The findings in table 1 shown that WhatsApp is the most popular social media podium used by the respondents with 3.9, follows by Facebook 3.8 whereas Twitter 2.7 became third. It also, indicated that WhatsApp, Facebook and LinkedIn was accepted as social media podium library staff belonged to. This is in line with the findings of Global WebIndex (2020) with opined that WhatsApp was the most popular mobile application in 2019 based on monthly active users. Buttressed by Ngozi and Oluchi (2020) with opined that WhatsApp was rated 100 percent as the most popular social media platform among librarians, followed by Facebook with 80 percent, Twitter with 50 percent, Instagram with 41.7 percent, and LinkedIn with 41.7 percent, while Skype and blogs were rated 33 percent and 25 percent, respectively. Supported by Digital News Report (2017) emphasized that Malaysians are the world's largest WhatsApp users, with 51%. More specifically, Mudzingwa (2018) claimed that in Zimbabwe, cell phones were primarily utilized for WhatsApp.

The results in table 4 revealed that social media podiums had numerous benefits that made the library staff used it and belonged. According to the findings such benefits are; minimized travelling from meeting/share image/audios/text/animation ideas/ knowledge/sharing/maintains chat history, scholarship, employment prospect, users friendly, award/last seen feature/fast and quick update, group writing and publication, collaboration/ partnership/networking, better search engine rankings, employment prospect, scholarship, award, building relationships and supports/volunteer. This is in consonance with the finding of Steele, (2014) with opined that WhatsApp is a social media platform that allows users to send and receive messages as well as share media such as voice chats, videos, and photographs. Buttressed by Si, L (2012) enumerated benefits of using WhatsApp for interpersonal communication, such as being able to communicate quickly with loved ones who are far away.

The results in table 5 indicated that users of social media podiums were facing a numerous challenges while accessing the podiums such as higher cost of data subscription, disregard to rules and regulation of the group, privacy and security, verbal attacks/open quarrel, unwanted copy/paste, delay/dragging of crucial matters in the podium and information explosion /hacking into the podiums. This is in line with the findings of Si, L (2012) with opined that, it can create communication obstacles due to diverse interpretations of a message, which can lead to a variety of negative emotions This is supported by Sambo, Lawal, and Helen (2021) with opined that High cost of data subscription/Internet access, poor battery, high rate of theft on campus, and lack of technical experts on repairs when faulty within campus are among the factors affecting the use of smart phones for effective communication.

Implication of the findings

According to the study, social media podiums are popular among Nigerian library employees, with many of them preferring to participate in closed groups that transmit useful information for growth and development. It has also been demonstrated that professionals occasionally flout the rules of online communities. The consequence is that if professional etiquette is not observed and offenders are not sanctioned, meaningful information sharing may be impossible. The group's goal will not be met, and professional progress may be inhibited as a result, the ideals established by the exclusive group of social media platforms must be maintained in order for best practices to thrive.

CONCLUSION

The foundation of social media podiums with closed groups and active member input has become obvious. The information society of the twenty-first century, with professionals in the information industry, must stay relevant for an inclusive knowledge economy. Every library area is crucial, just as every employee has something to say on the social media stage. As a result of this research, staff should try to gauge other social media platforms besides Whatsapp and Facebook in order to recover more information. Furthermore, for members of any closed group, active participation is the only way to contribute to updates. Meanwhile, the advantages are great, and everyone should be encouraged and motivated to gain from them.

It was suggested that, based on the findings:

1. The group must not be permitted to disintegrate due to the attitudes of a few members.
2. Violators of a group's rules should be warned, and severe measures can be taken to maintain the group's media's dignity.
3. Library staff should be encouraged to investigate more social media sites for additional benefits, knowledge generation, networking, and sharing opportunities.
4. The rules and regulations of the professional social media group platform should be updated on a regular basis to remind members of the group's emphasis.
5. Unwanted posts should face severe consequences, as should members who make mistakes.

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