APPLICATION OF SOCIAL NETWORKS MEDIA FOR REFERENCE SERVICES IN ACADEMIC LIBRARIES IN DELTA STATE

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A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY, ZARIA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF INFORMATION SCIENCE (MIS) DEGREE

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OCTOBER, 2015

DECLARATION

I hereby declare that this thesis entitled "Application of Social Networking Media for Reference Services in Academic Libraries in Delta State" is written by me. It is the record of my research and it has not been presented previously for any higher degree. Sources of information cited and consulted are acknowledged in the references.

…… ……..

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CERTIFICATION

This thesis titled "Application of Social Networking Media for Reference Services in Academic Libraries in Delta State" meets the requirement governing the award of the degree of Master of Information Science in Ahmadu Bello University, Zaria Nigeria.

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DEDICATION

This work is dedicated first to the Almighty God, Who gave me the divine inspiration to achieve my predetermined goal.

I also dedicate this to my family and all my friends.

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I wish to express my sincere gratitude to God Almighty who brought me thus far. To Him be glory and honour, now and forever amen. I am grateful to my supervisors Professor TijjaniAbubakar and DrGbaje S. Ezra for their encouragement, constructive criticism, patience and guidance throughout the course of this work.

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ABSTRACT

This study was carried out to investigate the application of social networks media for reference services in academic libraries in Delta State. Thus, the study discovered among others, the meaning of social networking media and the types of social networking media tools that can be applied in the reference section by the reference librarian for the provision of reference services in Delta State academic libraries. To achieve the objectives of this study, six (6) research questions were formulated. The study adopted a survey research method which gives room for the collection of data through questionnaire. The data collected were presented using frequency distribution, tables, figures and percentage. Data collected were also interpreted and analyzed to arrive at the findings of the study. The study discovered among others, that the major types of reference services which are direct and indirect reference services are in use in the Delta State academic libraries except for Federal University of Petroleum Resources does not have a reference section due to the available space they are having.Social networks media tools are already available at the disposal of the respondent although they are not currently available in the academic libraries in Delta State for the provision of reference services in meeting the needs of library users. It also discovered that the facilities such as computer, internet, webcam and cellphones that will enable the application of social networking media for the provision of reference services are readily available in the reference section. The study pointed out some problems that could hinder the application of social networking media and they are network bandwidth problem, lack of access to internet, unavailable power supply, lack of staff training and the problem of maintenance culture. The study recommended that the academic libraries especially the reference section should adopt the social media tool in the provision of reference services to library clientele.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Over the years, there has been invention of new technologies to better the lives of mankind as well as organizations. At first, it was the invention of the printing technology which made it possible to reach several persons in the world. As time goes on, man quest for something new and different led tothe invention of Information and Communication Technologies (ICT). ICTs are technologies made by man for the purpose of executing activities in organizations for effectiveness and efficiency.

Information and Communication Technologies has been defined by various scholars from different perspectives. In the work of Ogbomo and Ogbomo (2008) citing Anyakoha (1991),information technology is seen asman-made tools used for the collection, generation, communication, recording, re-management and exploitation of information. It includes those applications and commodities, by which information is transferred, recorded, edited, stored, manipulated or disseminated. Afolabi and Abidoye (nd) defined ICT as the use of electronic devices such as computers, telephones, Internet, satellite system to store, retrieve and disseminate information in the form of data, text, image and others.

Kpangban (2010) also defined ICTas electronic technologies that are used for information storage and retrieval. Alberta (2003) stated thatICT is about the new ways in which we can communicate, inquire, make decisions and solve problems. It is a processing tool and techniques for gathering and identifying information; classifying and

organizing;summarizing, synthesizing; analyzing and evaluating; speculating and predicting.Ogochukwu and Charles (n.d) pointed out that Information and Communication Technology (ICT) is the processing, maintenance and integration of information, and the use of all forms of computer, communication, network and mobile technologies to mediate information.

For the purpose of this study, ICT shall be seen as a device that helps in the processing, storing, packaging, retrieving and communicating information to those who have need of them. The Information and Communication Technologies is an immense leap in the field of communication and it has made a tremendous impact all over the world. In line with this therefore, the birth of the Internet which has been an outstanding innovation in the coming of technologies in the history of mankind was brought into existence.

Technological changes have always been seen as a strong evolutionary force but the coming of the Internet is something that has shook almost all spheres of personal, social and professional human life. Right from the mere ways of interaction to the running of huge systems, there has been conveniences provided by the existence of the Internet. A lot of developments have been made in the Internet applications which are beyond our imagination. No one would have imagined that the networking tool that was developed solely for military purpose in U.S in 1969 would become a rich source of knowledge, entertainment, communication and many more. The Internet has been of great importance right from its inception due to the fact that it serves as a medium of connection and communication tool. Internet users all over the world have received tremendous help especially researchers to achieve many things in their various fields of study. Due to this, the World Wide Web was created which made the Internet to see a tremendous growth in

the technological sector leading to the development of other tools that are used with the Internet such as the ***social networking media*** that finallyboost the communication process.

1.1.2 Social Networking Media

In recent years there has been a tremendous growth in the utilization of social networking media amongst people mainly for the purpose of communication, recreation, entertainment and acquiring information. This single act was made possible after the creation of the World Wide Web by Timothy Barners Lee in 1989, which made it easy for the Internet facilities to be accessed far and wide in different countries all over the world.

Social networking media is a channel that gives room for interaction or relationship between individuals, two or more people using computer systems such as phones, laptops or desktops with the aid of Internet connection services. In the same vein, Mislove (2009) defined social networking media as a system where (a) users are first class entities with semi-public profile (b) users can create explicitly links to other users or items and (c) users can navigate the social network by browsing the links and profile of other users. In addition to this, Boyd and Ellison (2007) also asserted that "social networking media is a web based service that allow individual to (1) construct a public or semi-public profile within a bounded system (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connection and those made by others within the system." The growth in this social networking media such as Myspace, Facebook, Youtube, Fickretc became so popular as a result of the increase in their usage. A social networking media is a huge leap in technological evolution in the world of Internet. The social networking media began to grow and also expanded. That was why Ahmed and

Tehmina (2011) opined that the evolution of the social networking media started with Classmates.com which was founded in 1995.

The purpose of its creation was to provide students a means of connection during or after the completion of their degree programme. Recently, social networking media is no longer seen as the only platform for students to connect themselves after the completion of their degree rather it is seen as a source and a means of communication that can be employed into the academic library to perform operations or services. Currently, the activities of the library is no longer limited to its four walls which means, the library is set to reach out to its users wherever they might be.Socialnetworking media is useful because it is a collaborating tool that can help both thelibrarians and patrons in an active interaction and communication processes.

1.1.3 Academic Libraries

Libraries have always been repositories of learning resources. From earliest time, they have been source of information for scholars and researchers. The primary role of the library is to provide information service to support the educational,recreation, cultural, economic and technological endeavours of members in their respectivecommunities. The National Policy on Education (2004) identified the library as one of the mostimportant aspect of educational support services. They are used as media for disseminatinginformation and enhancing literature search and as a tool for the development of intellectualcompatibilities and promotion of cultural and social integration. There are six types of libraries and the various types of libraries play their roles based on the nature theypossess but for this study, the researcher will be considering the academic library.

According to Uwaifo (2010) academic library is a libraryestablished and maintained by tertiary institutions of learning such as universities, polytechnics, college of education, schools of nursing, petroleum training institutes etc.

In the same vein, Okiy (2012) stated that:

> *Academic libraries are libraries established in tertiary institutions. They include libraries in Universities, Polytechnics and Colleges of Education. The roles of these libraries are similar andthat is to effectively support institutions to attain the key functions of teaching, research and community service. These institutions are responsible for the production of middle and higher level manpower for national development. The extent to which they are able to effectively accomplish that task depends largely on how well their libraries are equipped with the relevant information resources.*

Okiy(n.d) citingAkintunde (2004), stated that:"the libraries in many tertiary institutions have either earned the institutions accreditation or failed them because libraries are regarded as a tool for academic excellence." The libraries in the tertiary institutions assist them in the discharge of their functions by acquiring all the varied and relevant in-depth information resources necessary for pursuing the teaching, learning, research and public services functions of these institutions which enable them to produce high caliber graduates into the labour market to further national development. Thus, the academic institutions play a major role in the manpower development of any nation providing the high as well as middle level manpower for the acceleration of social, economic and political advancement of a nation. According to Edoka (2000), the academic libraries is set to provide the following functions: to provide information materials required for the academic programmes of the parent institution;to provide research information resources in

consonance with the needs of faculty and research students; to provide information resources for recreation and for personal self- development of users; to provide study accommodation in a useful variety of locations; to provide protection and security for these materials;to co-operate with other libraries at appropriate levels for improved information services; and to provide specialized information service to appropriate segments of the wider community.

Academic libraries are relevant entities that any higher or tertiary institution of learning needs not to take for granted because of the kind of roles they play to the parent body as such, the library should be given a priority and a sense of belonging because academic institutions play a vital role in man power development of any nation since they provide the high as well as the middle manpower needed for the social, economic and political advancement of a nation. This can be actualized through the programme of teaching, learning, research and community service which is aided by the role of the academic library. In an academic library, there are several resources and services rendered to its users. One of these services is reference services. This is a very important service rendered in the academic library and it is seen as the root of librarianship or library and information science. Reference services arepersonal assistance librarians in academic libraries provide to users that come to make use of information resources in the library. The librarian working in the reference section is called a reference librarian and the reference librarian serves as a good communicatorwho links the library users to the resources of their choice.

1.2 Statement of the Problem

The reference section is the image maker of the library because of the essential role it plays. It is an aspect of the academic library that seeks to assist the library clientele either directly or indirectly.However, academic library users today are less dependent upon the traditional library due to the rise of electronic and Internet resources, library patrons no longerfeel the need to step inside the physical library or use a librarian in their research. It is discovered with evidence both anecdotal and recorded that increasing number of people have turned to the Internet as their preferred source of information and it is reflecting in the reference desk (McMillan 2003). In addition to the above Wurman (1989) in Gbaje (2007) noted that "several studies have shown that somewhere between 60 and 80 percent of people searching the web for information failed to find what they were looking for"

Thus, many reference librarians advocate reaching library patrons in their preferred environments in order to extend library services beyond the traditional library walls. Academic library is a strong advocate of reaching patrons where they are, in doing so, they may help the library patron that may be stranded in trying to make use of the electronic and internet resources.

1.3 Research Questions

The study is structured to provide answers to the following questions:

1. What reference services are offered by reference librarians in Delta State academic libraries?
2. What facilities are available for the provision of reference services in Delta State academic libraries?
3. What type of social networking media do reference librarians in Delta State academic libraries apply to reference services?
4. How often do reference librarians in Delta State academic libraries use social networking media
5. To what extent are reference librarians satisfied with the application of social networking media for reference services
6. What are the constraints to the application of social networking media by reference librarians in Delta State academic libraries?

1.4 Objectives of the Study

Specifically the objective of the study is to:

1. Ascertain the kind of reference services offered by reference librarians in Delta State academic libraries.
2. Identify the facilities available for the application of social networking media in Delta State academic libraries
3. Identify the social networking media reference librarians in Delta State academic libraries use for reference services.

4. Determine how often reference librarians utilize social networking media for reference services in Delta State academic libraries.
5. Investigate the extent reference librarians are satisfied with the application of social networking media for reference services.
6. Discover the constraints to the application of social networking media by reference librarians in Delta State.

1.5 Significance of the Study

It is no longer strange neither is it surprising to hear that the academic library is the heart of the institution it serves. It is the repository of information resources where both students and lecturers go to seek for answers to their individual academic challenges. It is widely and generally known that the reference section or the reference services rendered in the library helps to publicize the good image of the academic library.

The significance of this study is that, it will help the libraries to render services to patrons beyond the four walls of the library building. The study will also give room to patrons who are having difficulties to confront librarians face-to-face due to one reason or the other to seek the assistance of a librarian with the aid of social networking media. This study will instill in students, lecturers or library users a new belief over the already existing notion they are having that the academic library is a store house of outdated information materials or resources.

The study will help academic libraries to improve on their existing consortia role or to begin one in case there is none with the application of social networking media. This study

will also help to reverberate the activities of the academic libraries in order to attract the attention of patrons to the library.

1.6 Scope of the Study

This study focused on ascertaining the application of social networks media for reference services in Delta State academic libraries. This research is concerned with reference librarians working in Delta state academic libraries.

1.7 Limitation of the Study

Due to distance, time factor and financial constraint the researcher will be delimited this study to five academic libraries in Delta State and they are:

1. Federal University of Petroleum Resources Ogbomo, Delta State;
2. Delta State University Abraka;
3. Western DeltanUnivesirty, Oghara;
4. Delta State Polytechnic Oghara
5. College of Education Warri.

1.8 Operational Definition of Terms

Academic Library: These are libraries established and funded by tertiary institutions of learningwhich include libraries in Universities, Polytechnics and College of Education.

Reference services: This is the help or assistance a reference librarian gives to library users that come to use the library either directly or indirectly.

Social Networks: These are web based tools that communities of people who share the same interest use to communicate and interact with each other.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter is set out to review related literatures on the topic of study. This is with the view of establishing this study in the mainstream of existing studies in this area. This chapter will be presented under the following sub-headings outlined below:

2.1 Reference and Information Services in Academic Libraries

2.2 Social Networking Media

2.3 Types of Social Networking Media

2.4 Facilities available for the Utilization of Social Networking Media

2.5Application of Social Networking Media for Reference Services in Academic Library

2.6 The Constraints to Effective Utilization of Social Networking Media by Reference Librarian in an Academic library

2.7 Summary of Literature Review

2.1 Reference and Information Services in Academic Libraries

Reference service as a concept has been defined severally by different scholars in the field of librarianship. However, a reference service is seen as the personal assistance provided to the users and potential users of information (Bunge in Bhatia and Vohra 2007). This is seen as the degree of interaction between the reference librarian and individual users or specifically identified group of users. Gbaje (2007) noted that reference service is a platform where human intermediation occurs in a face-to-face modes and users express their information problems (or what they know about them) to intermediaries. Giving out

this personalized information service has been the main aim of library and information profession.

In another definition Madu (2010) defined it as the personal assistance eagerly given to library users in pursuit of information by a librarian working in the reference section. Sing (2004) also sees reference service as "the personalized guidance to library users in accessing appropriate information resources to meet their information needs."Chowdhury (2001) quoting Bunge (1999) pointed out that reference service which is sometimes referred to as ``reference and information services'',can be regarded as the personal assistance provided to users in the pursuit of information. Libraries are not only willing to render help to the different readers that comes to the library; instead they consider the help as an important aspect of their duties to the users and justification for their training. The assistance provided by the reference section does not stop at the reference section alone it cut across all the activities done in the library to satisfy the needs of library users this was why Reih (nd) statedthat "reference service is a variety of activities associated with personal assistance to library users, including selection, liaison activities, bibliographic instruction and the implementation of electronic product".

The provision of reference services in a library or information centre therefore, should be regarded and also be recognized as a serious aspect of library services which seek to satisfy the hunger of the user for information. In view of this therefore, reference services thrive to utilize the available resources in the library to meet this critical responsibility of providing personal assistance to users. This was why Gama (2008) cited Jackman (1989) who declared that reference services was not just about answering questions posed by users, it's about the maintenance of the reference sources, and making available materials needed by

patrons. He further stated that reference work encompassed series of processes, which include:

1. The collection and acquisition of appropriate materials, books, pamphlets, newspapers, periodicals, maps, atlases, charts, microform, standards, reports, illustrations, records, videos etc., in response to the needs of clienteles
2. The compilation of union list of holdings and specialized indexes related to those topics in which the service has a specialized interest.
3. The organization arrangement and maintenance of those materials so that they can be used easily and effectively by both staff and users
4. General information files giving details of searches and strategies employed in the answering of queries which are likely to be raised again.
5. In-service training of staff to ensure that optimum use is made of all facilities and that a sense of team work is fully engendered.
6. Production of printed and other guides to the library and the services it can offer, that is, publicity and education
7. Adequate signposting and guidance to layout of the library
8. Instructional guidance to users in the exploitation of the library and the use of reference materials.
9. The search for, location and presentation of sought information on behalf of users.

In the words of Anyira (2011) the following were said:

> *Libraries are no longer what they used to be. This implies that librarians are also no longer who they used to be. This evolution or revolution has led to the evolution or revolution of librarians' roles all over the world, and Nigeria is no exception. Nevertheless, librarians in the developing countries (Nigeria Included) are lagging behind the changes brought by advances in ICT. Many librarians assume that a 21st century-library means a collection of MARC records, CD-ROMs, and other physical collections. However, that has already been displaced by virtual libraries. Meanwhile, only a few libraries in Nigeria are 21st century libraries and only a few librarians are 21st century librarians. There are a number of reasons for this trend. One important one is the librarian him- or herself.*

From the above statement it implies change is the only constant thing on earth, since every other things are experiencing changes of which the library should not be excluded therefore, the reference section which is a part of the library is expected to join the trend if truly it wants to meet up to the demand of patrons. The reference section of the library is an important part of the library that should not be taken for granted due to the kind of role it plays in achieving the goals and mission of the institution for which the academic library is established. In view of this therefore, the reference librarian is expected to be acquainted with the rudiment of providing the necessary help that the library users need.

2.1.2 Types of Reference Services

A reference service is one of the services provided in any of the libraries all over the world. The academic libraries are not an exception,Ruteyan and Akporhonor (2007) and Pegah (2009) stated that a reference service is divided into two types and they are direct and indirect reference services.

1. Direct reference services
2. Indirect reference services

2.1.3 Direct Reference Service

Pegah stated that this form of reference services is performed on a face-to-face process between the librarian and the library clientele in the traditional way in meeting the needs of users. Under this form of reference services, the reference librarian helps in providing answers to user's question directly. These services consist of information services and library instruction. In providing these services, the reference librarian ensure that he or she helps the users to retrieve the information. Library instruction which is vital to the library profession is seen as an inseparable part of the direct reference services (Pegah, 2009). Ruteyan and Akporhonor stated in their work that reference service is acclaimed to be direct when the reference librarian is rendering a personal assistance to meet the need of information seekers.

2.1.4 Indirect Reference Services

Ruteyan and Akporhonor (2007) opined that indirect reference services consist of all the activities that are done behind the scene to ensure that the needs of library users are met and they include selection, acquisition, processing, and maintenance of library catalogue, bibliographies, other reference aids and the administration of the reference section. In similar vein,Pegah in his work also stated that indirect reference services include reference sources selection, provision and publishing of bibliographies, union catalogues, guidelines, newsletters and reference sources evaluation.Madu (2010) enumerated some forms of reference services obtainable in an academic library which can also be a means of helping

users that visit a library and they include: information and referral services, bibliographic verification, inter library loan and document delivery, selective and dissemination of information.

2.1.5 Online Reference Services

This is the type of services that is rendered to library users under the platform of the Internet facility. Chandwani (n.d) noted that online reference services can be regarded as "the provision of reference services involving collaboration between the library users and reference librarian, in a computer based medium. These services uses various media which include e-mail, web forms, chat, video, voice over Internet protocol (VoIP) all of these are performed in an online environment.Online reference service is a site that offers reference information online. Users can ask questions and get answers anytime, anywhere online without having to go to a library or a reference desk.

Online reference services can provide many benefits for libraries. These services can be operated 24 hours a day and 7 days a week as supported in the work of (singh 2004). Berube (2003) pointed out that online reference services can add to the overall library service in that it supports social inclusion by extending reference services to the physically challenge users who cannot come to the library. Francuoeur (2002) noted that online reference services can take many forms and they are divided into two broad categories:

1. Asynchronous
2. Synchronous

Asynchronous

This form of online reference services take place where there is a conversation between the reference librarian and the clientele and the response between the two parties is not always immediately. In this, there is a delay between the question being posed and the answer being given. Asynchronous online reference services generally take the form of;

- **E-mail:** this is an online reference services whereby a user sends a question or a request to the librarian or the reference section and the librarian sends answers back to the library user who is in need of help from the reference librarian.
- **Web forms:** this is a platform whereby users click on a button on a library's website, which pops up a form where questions can be typed in and other specific information.

Synchronously

This is the other form of online reference service where conversation or transaction takes place in a real-time with almost immediate response to a query or request. Under this form of online reference service, the information seeker receives the answer to the question that is posed instantly. Carolyn (2012) noted that Synchronous transaction takes the form of chat reference using simple technologies, chat reference using web contact software, video conference.

2.1.6 Reference Librarian

This is a librarian that is employed in a reference section who is responsible for providing helpful information in meeting the need and questions posed by users of the library.Okeke et al (2012) noted that the reference librarian is a professional library staff who is in charge

of the reference section of the library where user's queries are answered. The reference librarian is very vast in knowledge. Therefore, he/she can perform operation information services that are central to the realization of the library objectives. Odede (2012) posited that the reference librarian is part of the overall professionals working to bring the required desire to fulfillment and therefore has a lot to contribute to make the services of the library a success. To this effect Lawal (2001) stated that the functions of reference librarians are assistance and instruction in library use, location of materials, use of the catalogue, and use of basic reference tools and sources. They also provide brief, factual information of the ready reference type, conducting literature searches, interlibrary loans for users, selective dissemination of information to clients and public relations. A Reference Librarian must be responsive to the needs of users, think critically and be organized as well as organize or coordinate projects and services for the user. A reference librarian must be aware of current trends and have a wide base of knowledge. They must also keep tabs on the new types of reference and user services. They must effectively evaluate the sources that they come into contact with so as to provide the user with the best information possible. They must also be able to collaborate with others to improve services and implement new services, in the profession and also with the user

2.2 Social Networking Media

Social networks media is a phenomenon that has existed since society began (Cachia2008). Human beings have always wanted to live together in the environment wheretheyfind themselves.The proliferation of social networks media and their pervasion amongst the masses is beginning to boost their communication process. Social Media has been defined in several ways. Oxford Dictionary (2013) defines Social Media as "websites and

applications that enable users to create and share content or to participate in Social Networking". According to Bradley (2012) the term Social Media refers to "the use of web-based and mobile technologies that turn communication into an interactive dialogue". Kaplan &Haenlein (2010) described Social Media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". Brian Solis, one of the most published authors in new Media, defines Social Media as "the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, many-to-many model, rooted in conversations between authors, people, and peers" (Solis, 2010).

After the coming of the Internet and the World Wide Web which was serving as a means of communication and interaction, other information and communication technology sprang up which seems to be helpful on the area of reference services as a result of the role they play. These set of technologies are known as social networks media.

Mishra (n.d) submitted that:

> *"Social Networking Media" refers to a range of web-enabled/it-enabled software programs that allow users to interact and work collaboratively with other users. It includes ability to browse, search, invite friends to connect and interact, share film reviews, comments, blog entries, favorites, discussions, events, videos, ratings, music, classified ads, tag and classified information and more. A social network allows individual to join and create a personal profile, then formally connect with other users of the systems as social friend.*

Furthermore, Penuel and Riel (2007) in Jones and Simone (2008), regarded social networking media as "a set of people and the relationship between them.

In the 21st century that we are in, a lot of technological facilities had been developed which seems to change the nature of communication and socialization, the private versus public information. Social networking media is been defined according to Cain (2008) as online spaces that allow individual to present themselves, articulate their social networks, and establish or maintain connection with others. This is to prove to you that social networking media serves as a medium through which connection can be made which implies that by the time it is been adopted into the library system it can be used as a medium for connecting with the library users through which their needs can be met. They are considered as sites where a user can create a profile and build a personal network, and then share and exchange information with others (Lenhart& Madden, 2007)

Stroud (2008) opined that social networking media is a platform that provides room for users to create a profile pages that enable individuals to describe themselves in terms of their age, sex, location, interest and a host of other variables. After joining a social networking site, users can easily identify others who are registered on the site, with whom they can communicate with.

By definition, Neeama (2011) citing (Ellison, Steinfeld, and Lampe, 2006) noted that " social networking media is considered as online spaces that allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others [all within an online environment]".Ahn (2008), describes SNM as private spaces for individuals, which allow them to establish a forum for discussion, to share news and exchange photos. They support people in establishing an online presence, building social networks and maintaining their relationships with others. In similar vein,Omotayo (2011) noted that "social networking media is an act of interacting, sharing fun and some

information popularly called profiles with known or unknown people (called friends) freely online". Social networks media is an online interface, service, platform or page that enable users exchange information and relate socially.

Parveen (2011) submitted that " a social networking media is an online service, platform or site that focuses on building and reflecting on social network or social relations among people who share interests and activities. Most social networking media also provide a mechanism for users to send messages append content to their friends' profile.

Alkindi et al (2013), described SNM as an online communication and marketing tool in which individuals as well as organizations can build online profiles in order to share information, exchange messages with others, maintain relationships in social networks and to communicate with the majority of SNM members. The social networking media is a process of interacting and sharing some information popularly called profiles with known and unknown people which are regarded as friends freely online. This service serves as an online interface or platform that enables users exchange information or relate socially. Social Networking Media does not only serve a social interaction purposes rather it serves as a resource centre where members can get instant data/information on any assignment, project and research from Textbooks, Journals, Editorials, Magazines, etc.

Boyd and Ellison (2007) defined social networking media as a web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. Ezeani and Igwesi (2012) also regarded social networking media "as an evolutionary development of online participation where people of common interest communicate, share and contribute content

on the social cyberspace. It is a viable tool for cooperation and sharing of knowledge in an open access platform". In the Social Network Space (SNS), people with common interests are able to share information with each other via a huge variety of social networking sites (sites created specifically to make sharing, communicating, and creating information as simple and efficient as possible).

Social networking media is a platform where people from different background create a profile of themselves, connecting each other and in this profile are unique pages where one can type oneself into being. This social networking media has been on the increase in recent years, most people now embraced it as a medium of communication through which they connect each other irrespective of where they are from and where they are located. Due to the increase in technology used for communication with others coupled with the popularity of the internet, social networking media has become the activity that is done primarily on the internet, with sites like Facebook, Myspace, Twitter etc.

Landis (2008) stated that: "Social networking media are sites that allow users to interact with each other in three different ways. First, a user creates a profile that will represent him or her to other users. This profile is a Web page that include element such as demographic information, hobbies, and interests (such as favorite bands, movie,books, and TV programs). Secondly, social networking sites allow users to interact witheach other by sharing media such as videos, photos, music, and Websites. Thirdly, social networking sites allow users to communicate with each other using public messages private messages and blogs.

Social networking media as rightly stated byLicardi et al (nd) it is a structure of nodes that represent individuals (organizations) and the relationships between them within a certain domain. This implies that social networks are built based on the strength of relationships and trust between the members. Social media are defined as "forms of electronic communication (as Web sites for social networking and microblogging) through which users creates online communities to share information, ideas, personal messages, and other content (as videos)." While there are different ways to categorize social media, its typology is often based on the main function and purpose of use, such as blogging, microblogging (e.g., Twitter), social networking (e.g., Facebook), collaborative knowledge production and sharing (e.g., Wikipedia), multimedia sharing (e.g., YouTube), and sharing reviews and opinions. (Yoo Lee et al 2013).

2.3 Types of Social Networks Media

Due to the significance of social networks media, different forms or types of social networks were developed by different persons. Some of the types of social networking mediaare:

1. Facebook
2. MySpace
3. Delicious
4. Twitter
5. Youtube
6. Skype
7. RSS Feeds
8. Flickr

Facebook

In the work of Omatayo (2011) Facebook was developed and founded by Mark Zuckerberg. At first, it was known as Facemash which happens to be the predecessor of

Facebook on October 28, 2003 and it was rejected by all. Zuckerberg came back with a new name known as Facebook in 2004 and it was accepted. Page et al (2008) submitted that …it is an environment that encourages people to connect with others through a social networking platform. Users create profiles to share information about themselves, including their education, interests, and their social goals. Facebook users are also encouraged to find all of the people they are connected to, whether through contacts made offline or through common interests. Facebook makes it particularly easy to publicly share interests or loyalties with others and to promote connections based on interests. The founder of this social networking tool was an undergraduate student of Harvard, his purpose for creating this application was for students of Harvard to be able to contact either within or outside the school. Initially, the utilization of Facebook was restricted only to students of Harvard University. The relevance of this networking media made Zuckerberg to declare it open not only to those within the school community but also for those outside the school.

Facebook is a great way to meet friends and also keep up to date with what they are doing. Once a friend has been added to your Facebook list, you will be able to know when they are adding things to their blog or updating their profile. In Facebook, users can create a profile with photos, list of personal interest, contact information and other personal information. There is room for user to be able to communicate with friends either through private or public messages and a chat feature. Ezeani and Igwesi (2012) submitted that "Facebook can help librarians to interact with users to know their information need." Ogedebe and Musa (2012) stated that Facebook has two features: "News Feed", which appears on the homepage of each user, and "Mini- Feed", which appears in each

individual's profile. "News Feed" updates a personalized list of news stories throughout the day generated by the activity of "friends". Thus, each time users log in, they get the latest headlines in their social networks. "Mini- Feed" is similar, except that it centers around one individual. Each person's "Mini-Feed" shows what has changed recently in their profile.

Ekoja (2011) posited that the important requirement for libraries and librarians that are using or intend to use Facebook in service offerings is that they must update their contents at least weekly. Therefore, it is recommended only for "active" libraries where a lot of events like exhibitions, workshops, seminars, meetings, etc take place regularly at short intervals.

MySpace

This is a social networking media that was founded by Chris Dewolfe and Tom Anderson in the year 2003. The internet tool was originally created by current CEO Tom Anderson's company eUniverse. As the largest shareholder of eUniverse, Anderson recognized that online communities were the future of the internet and made decision to use the technology, resources, and capital of eUniverse to launch MySpace.com in august 2003. The first users of MySpace were eUniverse employees who participated in contests to see who could recruit the most friends to the site. The growth of MySpace was generated mostly by word of mouth as members began inviting more friends and acquaintance to join the site. Indie-rock bands from Los Angeles region were some of the earliest users of MySpace. These bands began creating profiles and local promoters used MySpace to advertise. By 2004, teenagers started joining MySpace, as these teens signed up; they

encouraged their friends to join. This word of mouth made MySpace what it is today, the third most popular website.

Delicious

This social networking media performs the role of social bookmarking services that allows users to tag (describe), save, manage and share Web pages. This site was founded by Joshua Schacter in 2003 and it was been acquired by yahoo in 2005.Corrado (2008) stated that "delicious provide a one-click method to bookmark a Web site, allowing librarians to describe and categorize Web sites." Delicious help users to group links with similar topics together to form a stack and include title and description for the stack page. Bryant (2006) posited that delicious is a social bookmarking tool that helps users save web addresses under their accounts online and tag these sites with keywords to organize them and make them searchable. With emphasis on the power of the community, delicious greatly improves how people discover, remember and share on the internet. User's bookmarks are accessible from any computer with an internet connection.

All bookmark posted to Delicious are publicly viewable by default, although users can mark specific bookmarks as private, and imported bookmarks are private by default. To facilitate newcomers, Delicious provides an option to import bookmarks from the web browsers to its site so that new users can quickly get started with the site.

Twitter

This is a social networking media that is based on micro blogging. This implies that each text post must be text based and allows only 140 or less character. Lomas Et al (2008) stated that "twitteris designed to support micro-interactions the incessant flow of the

thoughts of a friend or colleague that stream across the screen. Lomas stated that tweets are short limited character within the range of 140. These posts are called tweet. Twitter allows the user to send messages to friends and family quickly and easily, and it gives room for thousands of people to see the answer immediately.

Twitter can be linked to other social networks, blogs, and websites. A user can follow other users, and it is easy to have conversations with other people, for this to be possible, one must create an account which will take a minutes and it is free to join, a complete profile includes uploading of pictures to a cell phone, web page, or instant messenger program, which allows the user to receive and send message to and from others. There is usually an update that is sent to friends and it is called "tweet"

YouTube

YouTube is another social networking media that was founded by Chad Hurley, Steve Chen and Jawed Karim. They were employees of PayPal. Hurley studied in Indian University of Pennsylvania, while Chen and Karim studied computer science together at the University of IIlinois. The idea behind this tool was developed by them February 2005, when they had difficulties in sharing videos that has been shot during a dinner party in one of their apartment San Francisco.

This networking tool is a video sharing website on which users can upload, view videos. This site uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips and music videos, as well as amateur content such as video blogging, short original videos and educational videos. In

this site, unregistered users can watch videos, while registered users can upload and download an unlimited numbers of videos.

Skype

Skype was founded in 2003 by Janus Friis, NiklasZenstrom. It was written by Estonian developers, the service allows users to communicate with peers by voice using a webcam, and instant messages over the internet. Lomas et al (2008) describedSkype as "VoIP application that allows users to collaborate over voice channels by calling one another. Skype users download and install a client application, allowing them to use their computers as phones.Educause (2007) submitted that: "skype is an application that turns a personal computer into a telephone. Skype uses voice over Internet protocol (VoIP) technology, which converts voice signals into data streams that are sent over the Internet and converted back to audio by the recipient's computer. They can make free voice calls to other Skype users on the network Phone calls can also be placed to recipients on the traditional telephone networks. Calls to other users within the skype service are free of charge while calls to land line telephones and mobile phones are charged through via a debit-based user account system. It became popular for its additional features, including file transfer and video conferencing. Unlike other Voice over Internet Protocol (VoIP) services. Skype is a hybrid peer-to-peer and client-server system. It makes use of background processing on computers running Skype software.

RSS Feed

Gibbons (n.d) described RSS as an acronym for Really Simple Syndication or Rich Site Summary, denotes a class of web feeds, specified in XML(Extensible Markup Language)

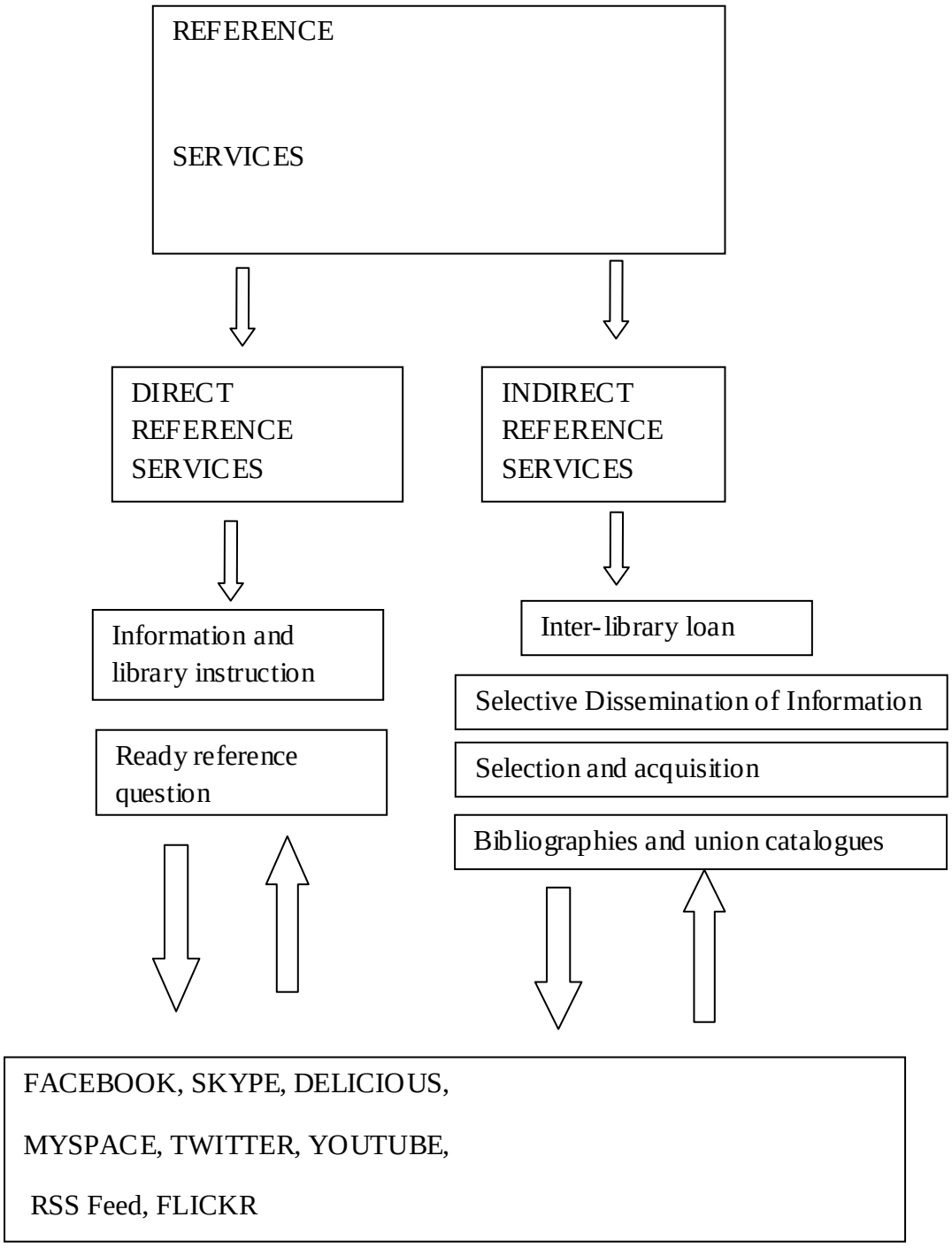
.This is a family of web of feed formats used to publish frequently updated works such as blog entries, news headlines, audio and video in a standardized format. The document of RSS is known as “feed”, “web feed” or “channel”.

Ekoja (2011) stated that Really Simple Syndication (RSS) Feeds are special computer programs (aggregators) or readers that are installed on systems using web 2.0 to enable libraries and information services using them distribute up-to-date web content from their sites to thousands and even millions of users. This social networking media is of great benefit to publishers because it allows them to syndicate content automatically. A standardized formats allows the files to be published once and there after it can be viewed by many different programs. It is of great benefit to readers who want to subscribe to timely updates from favorite websites or to aggregate feeds from many sites into one place. The RSS document can be read using software called RSS reader or feed reader. These readers can be desktop based or mobile device based. Users subscribe to a feed by entering into the feeds URL or by clicking a feed icon in a web browser that initiate the subscription process.

RSS is a family of web feed format used for syndicating content from blogs or web pages, RSS uses an XML that to blogs or websites, which are interested by the users. Many web browsers have built-in-feed readers or aggregators, and can easily add feeds to web page, summarize information items and links to the information sources. It informs users of updates.

Flickr

This is also a social networking media that is responsible for hosting images and video on a website, web service suite online community. It was been created by Ludicorp in 2004 and it was been acquired by yahoo in 2005. Lomas et al (2008) posited that "flickr is a communication tool and a site where people meet and discuss images. Besides it being a popular websites for users to share personal photographs, the service is widely used by bloggers to host images that are embedded in blogs and social media. Educause (2008), defined flickr as a photo-sharing website where anyone can upload and tag photos, browse others' photos, and add comments and annotations. Users can create photo sets and collections to manage content, and participate in topical groups to cultivate a sense of community. This is a popular tool that is used for sharing photos, especially among photo lovers. It can also be used by librarians to promote events, to advocate with images to let their stakeholders know what they are doing, as well as offer outreaches where others can find images of their libraries (Ekoja 2011). In 2011 it was discovered by yahoo, about six million images were hosted by this networking site and the network continue to grow. Flickr is such a networking media where photos and videos can be accessed without you registering an account but for a user to be able to upload any into the website an account must be created. Registering an account in Flickr enables the user to create a profile containing photos and videos which gives the user the ability to invite or add another Flickr contact.



Source: PagehTager (2009) A proposal model for reference services in Library 2.0

What and how to utilize social networking media for reference services

1. The library should create an account with the above listed types of social networking media
2. The library users should also have an account with any of the above listed social networking media
3. Every academic library users should register their account with the library social networking media account
4. A group should be created whereby the librarian can meet the need of users either asynchronously or synchronously.
5. Library clientele can be updated of every development taking place in the library.
6. The library should have an application alerting librarians of every references service needed by the library users.

2.4 Facilities Available for the Application of Social Networking Media

Social networking media as a concept is regarded as a platform through which individuals from different locations connects each other for the purpose of communication, entertainment, sharing of ideas and also reaching out for information. Social networking media are information communication technology that cannot function on its own without the availability of information technology facilities that will aid their functionality.

The below listed items are facilities that must be available for the proper utilization of social networking media in any given organization

1. Computers
2. Internets
3. Cellphone

Computers

Computers are no longer just mathematical tools; different operations can be handled with a computer that is why it's being regarded as a system. Therefore, a computer is seen as an electronic device which accepts and processes data by following a set of instructions (PROGRAM) to produce a result (INFORMATION). The ultimate aim of a computer is to produce information while the art of computing is referred to as information processing (Ayo, 1994).

Social networking media is seen as a platform for connectivity, interactivity, communication and to collaborate. This functionality cannot be possible without the availability of computers. The computers will be the medium through which the reference librarian will reach patrons both within and outside the library walls and the traditional activities that were done by the reference librarian will be aided by the usage of computers as such the activities or the duties of the reference librarians will be made faster and quicker.

With the computer, such activities as information generation, processing, analyzing, storage and communication for sustainable development could be executed easily. It has been known to all that computers have brought about speed, cost effectiveness and optimal utilization of available resources.

Internet

Social networking media cannot function in any system without the presence of internet, which is why it has been proven to be the most valuable vehicle for accelerated information flow. According to Ogbomo (2004), Internet is a network of computers that communicate with each other, often over a telephone lines. The Internet is a globally interconnected set of computers through which information could be quickly accessed. Internet has become an invaluable tool for learning, teaching and research. Internet could be regarded as technology that evolved in furtherance of the concept of paperless society. It is a super high wave invention, which is already advancing the cause of humanity of the greatest height especially in this millennium (Onatola, 2004). The potentials of social networking media lies in the availability of Internet connectivity which enable it to function. Any library that wants to keep up with the development that is taking place needs Internet connectivity. Libraries has gone beyond the level of meeting the needs of client just within the library walls, that is, the activities of librarians to patrons is not limited to the library alone and for this to be properly done , there is need for the provision of internet for the utilization of social networking media. Chigbu (2012) opined that Internet is a connection of computers around the world to share data and information, which means when the Internet is made available, the reference librarian can now utilize the social networking media in sharing information between libraries or patrons that has a request concerning any given information resources.

Cellphones

Besides the computer as a facility that should be made available in order to utilize social networking media in rendering reference services, the cellphone is also a system that needs to be provided for the utilization of social networking media in rendering of reference services. Communication is the process of exchanging information using a common protocol (Iwhiwhu, 2010). Cellphones has revolutionized the daily lives of the ordinary people. It is seen as systems that do not make use of wires or cables but work with radio waves and can be carried about and use anywhere (Homby, 2001 cited by Iwhiwhu 2010).

The library is a place where librarians work for nine hours and there could be instances a patron may want to make enquiry andthe reference librarian may not be there to render the assistance the patron may need. The provision of cellphone to the reference librarian, their assistance can be extended to twenty-four hours assistance and this can be possible when social networking media are utilize alongside the cellphone.

2.5 Application of Social Networking Media for Reference Services in Academic Library

Shafique (2011) opined that the application of social networking media in libraries has affected their libraries in a positive way on the ground that it helps librarians in providing services to their clients. It is imperative at this junction that librarians especially reference librarians in Nigeria to be acquainted with these social networking media and also utilize them in rendering services in academic libraries

For the role of reference service to be felt in the present dispensation that we are currently, it is necessary that social networking media be applied in the operation of the reference section in the bid to meet the information needs of the library users. Ekoja (2011)

submitted that we cannot share in the vast information offered by technologies or contribute to it unless we migrate into the electronic environment. This will help us to contribute our quota satisfactorily to universal availability of information if we possess the knowledge of the technology that can launch our local content into the information superhighway. The application of social networking media in the library will help librarians to be able to attract the attention of library users to materials that libraries are having which users are not aware of. Jain (2013) stated that Facebook as one of the social networking media, when it is applied in the academic library, librarians can draw users' attention to useful hidden treasures of the library through the library Facebook page or account. Chu and Meulemans (2008) showed that Facebook or MySpace could help librarians enhance their libraries' social visibility, by creating profiles that show a uniform identity to users.

Barsky and Purdon (2006) opined that the application of social bookmarking tool such as delicious in the library will help users to collect their favouriteresources in an online, open environment that other users are free to read. Wawta (n.d) noted that the presence of social networking media will enable libraries to use social bookmarking services such as "del.icio.us" to help users to share web resources. In the work of Ekoja (2011) and that of Wawta (n.d) they pointed out that the application of Rich Site Summary or Really Simple Syndication in the library can help to keep the library users updated or informed of all the activities that are taking place in the library such as new issues of journals, the arrival of new books and special occasions. It will show the links in the RSS feeds to users so that they can access the full information whenever they feel like. The application of skype into the library will help the reference librarians and the library users to have video calls

whereby the reference librarian will be communicating with library users via the internet with the help of skype. Social networking media serves libraries as an innovative and effective way to meet the needs of users who are seeking for information from the library. The application of twitter in the library operations such as reference services will help to keep the reference librarian and the library users updated on library's daily activities, for example, frequently updated library collections. The patron of the library can use this platform to type short messages or status update. To this effect therefore, Ezeani and Igwesi (2012) noted in their work that "Twitter helps to create library service alert". Flickr as one of the tools of social networking media is so relevant in the provision of reference service by the reference librarian on the ground that it will help them to generate a new means of access to an interaction with their patron as well as broaden the knowledge of such heritage to a larger and more diverse audience (Thanuskodi, 2011).

Millions of people are using social media tools as part of their everyday lives for work, studies and play because of its ubiquity. Academic libraries abroad have found the use of social media as an effective communication tools to interact with faculty staff and students in new ways(Daluba and Maxwell, 2013). The following can be used by academic libraries to spread the word about different events, services that they offer and the marketing of new library products, initiatives, new addition to library collections, links to articles, videos, community information, solicit feedbacks, respond to people, talk to people, give instructions, link wherever possible. In addition to marketing, the simple act of having conversations and creating relationships with patrons is immediately useful. Through conversations on social media, reference librarians can gain insight into what their users want and can ultimately satisfy their users need better.

2.6 Constraints to the Application of Social Networks Media by Reference Librarian in Academic Library

Social networks media have become a thing almost everybody uses in the society of Nigeria but it has not really been made visible in libraries so that reference librarians can make use of them in rendering their services to patrons both within that is those that will be coming to their reference desk for help and outside the library that is, those that will be seeking for assistance from a remote area. Social networking media has not really been fully embraced by libraries due to some challenges or factors that hampers it effective utilization in meeting the needs of patrons. According to Ezeani (2012) the following factors were enumerated as some of the challenges that seem to affect the application of social networking media in library service delivery as follows:

Lack of Awareness; bandwidth problem; technophobia; lack of maintenance culture; unreliable power supply; lack of training of staff; government intervention; copyright issue. This challenges hinders most of the libraries from adopting and applying social networking media tools in the running the activities of the library. In similar vein Oloruntoyin and Adeyanju (2013) noted that there are myriad of problems that confronts the usage of technologies such as social networking media in developing countries such as Nigeria and they include: low tele-density; insufficient telecommunication infrastructures leading to congestion; unreliable network design; poor interconnectivity; insufficient human resources development; poor maintenance culture; vandalization of facilities; exorbitant/unjustifiable billings and poor recovery strategy. If a library is set to adopt SNM in the running of the library's activities, the above factors could deprive them from applying them. Besides the above mentioned challenges, Qutab(2014) also noted some other challenges that poses problem to the effective utilization of technologies in the

running of the various services found in the academic libraries. The challenges put forward by Qutab are: lack of funding; lack of trained staff; staff attitude towards ICT adoptability; administration/management attitude towards ICT adoption; lack interest by library users; unavailability/slow Internet connection; unavailability of back up services i.e electricity/generator.

2.7 Summary of Literature Review

This chapter reviewed literatures considered to be relevant and related to the topic or problem of study. The review pointed out that, there are many studies and writings on the subject matter. The summary shows that reference service is a paramount thing that should be given adequate attention because of its relevance in meeting the needs of clients that is seriously in need of help or assistance on how to access the library resources.

The review of related literatures also revealed that there has been an exponential growth in technologies which term as social networking media. This technology is discovered from the literatures reviewed that they can be applied in the area of reference services in providing effective and efficient services either within or outside the library premises due to the way people are tending towards the utilization of electronic resources.

The review revealed that for a proper utilization of the academic library there has to be the application of social networking media by librarians in the day to day running of the academic library operations and activities which was outline from the literature reviewed. The review pointed out that, there are constraints such as technophobia, lack of awareness, lack of power supply etc that impede the utilization of these technologies.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the methodology adopted for this study under the following: research design, population of the study, sample and sampling technique, instrument for data collection, procedures for data collection, validity of instrument, and analyses and interpretation of data.

3.2 Research Method Adopted for the Study

Thesurvey research method was adopted for this study. Survey method was adopted because it allows gathering of data from a sample of a given population to estimate the true value of the population. Suleiman (2007) noted that the objective or goal of survey research is to collect information from sample of respondents that relate to the problem being investigated. In addition,Ary, Jacobs and Razavieh (2002) stated that survey research is a widely used technique in which data are gathered by asking group of individuals' questions. The main focus of the survey research is directed towards research situation whereby the research subjects run into hundreds or even thousands. The main target of survey research is to get the opinion of respondents on a specific problem. The target of this study therefore will be on how academic libraries can apply social networking media in rendering reference services in Delta State.

3.3 Population of the Study

The population of this study consists of five (5) academic libraries in Delta State. The target population of the study cuts across the heads and reference librarian of the Reference Service Section of Delta State Academic Libraries. The distribution of the population of the Delta State Academic Libraries is represented in table 3.1 below.

Table 3.1 Distribution of Population

S/NO	Name of Institution	Numbers of Reference Librarian
1	College of Education, Warri	2
2	Delta State Polytechnic Oghara	2
3	Delta State University, Abraka	5
4	Federal University of Petroleum Resources, Warri	3
5	Western Delta University, Oghara	2
6	Total	15

Source: Nominal role of research officers employed in the academic libraries

3.4 Sample and Sampling Technique

Sample is a part or subset of a selected population meant for a study. Rudolph (2002) stated that a sample is a proportion of an entity. Afolabi (1998) pointed out that if a sample is well selected, time, energy and expenses of the researcher will be saved. Anikweze (2009) opined that the purpose of studying a sample is to enable the researcher to make a reasonable generalization.

In selecting sample for this study, the researcher made use of the entire fifteen (15) reference librarians since the population for the study is not large. Hence no sampling technique was required for this study. To support the selection of the sample for this research, Egbule and Okobia (2001) asserted that 'the entire population for a study can be used as sample when the given population is not large'

3.5 Instrument for Data Collection

In collecting data for this study, questionnaire, as instrument of data collection was put to use. Ekeh (2003) asserted that questionnaire as one of the instruments for data collection is the most suitable instrument for survey or cross-sectional descriptive research such as this. In this study the researcher made use of questionnaire because of the reason put forward by Ndagi (1999) that questionnaire is an instrument that is easy to administer, it helps to keep the respondents mind fixed to the subject.The survey method is always associated with questionnaire as the main instrument for data collection as such, the researcher decided to make use of questionnaire which is divided into three sections. Section A: demographic variables, section B: types of reference services and section C: application of social networking for reference service.

3.6 Validity of Instrument

Mohammed (2005) asserted that "the instrument for data collection is said to be valid when it is able to produce the correct responses from the subject of sample study. Validity is usually determined by experts' opinion on the face and content validity of the instrument. To establish the face and content validity of this instrument therefore, a sample copy of the drafted questionnaire was given to the board of supervisors in the Department

of Library and Information ScienceAhmadu Bello University, Zaria for necessary inputs and corrections in order to ascertain the clarity and relevance of items in the questionnaire, after which the researcher effected all the necessary corrections made before going to the field

3.7 Procedure for Data Collection

The researcher personally visited the academic libraries to administer the questionnaire and was also assisted by a staff from each of the academic libraries where the questionnaire for data collection was distributed. Withthe assistance of these staff, the researcher was able to collect back the questionnaire administered or distributed.

3.8 Procedure for Data Analysis

The data collected through questionnaire wereanalyzed using descriptive statistics of simple percentage, frequency tables. This provided some measure of comparison among the academic libraries in Delta State. It also enabled the researcher to draw some conclusions in the study.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter deals with the analysis of data collected for the study. The findings for this study were based on the responses obtained from reference librarians that are working in the reference sections. The analysis of data collected are presented in tables of frequencies, percentage and illustrated with graphical presentation.

4.2 Response Rate

A total of fifteen (15) copies of questionnaire were administered to each of the reference sections of the Delta State academic libraries.

Table 4.1: Summary of the questionnaire.

Questionnaires	Number	Percentage%
Returned questionnaires	14	93.3%
Unreturned questionnaires	1	6.7%
Total	15	100%

Source: Field survey, (2014).

Table 4.1 shows the total copies of questionnaires administered by the researcher to the respondents in Delta State academic libraries. Fifteen copies of the questionnaire administered to the reference section in Delta State academic libraries, 14 (93.30%)were successfully filled and returned. This high rate of responses were achieved purposely because the researcher and research assistant from each of the school were personally involved in the distribution and collection of the questionnaire administered. The 1(6.70%)

unreturned questionnaire was due to the absenteeism of one of the staff from office in one of the academic libraries.

Table 4.2: Age Distribution of Respondents.

Age group	Number	Percentage
20-30 years	2	14.2%
31-40 years	6	42.8%
41-50 years	3	21.4%
51-60 years	3	21.4%
61-70 years	0	0%
Total	14	100%

Source: Field survey (2014).

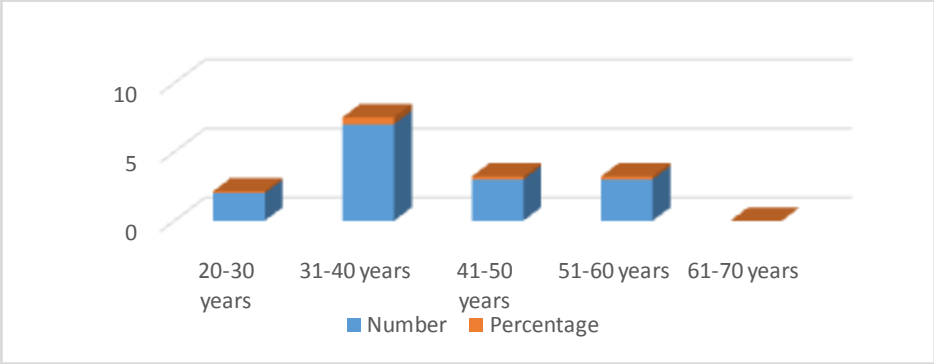


Table 4.2 and Fig 2show the age range of reference librarians working in the academic libraries in Delta State. From table 4.2 the highest age range of respondents is represented by 6 (42.8%) and they are within the categories of age 31-40, this is so because majority of job applicant do secure their employment within this age level in this nation Nigeria. The second category of respondents on the table is within the age range of 41-50 and 51-60 that is represented by 3 (21.4%). This is so becausestaff of the reference section in Delta State academic libraries within this age range was possible because these set got their job with a

Secondary School Certificate Examination (SSCE) before furthering their studies in the area of librarianship in order to function effectively and efficiently in the library.

The last on table 4.2 is within the age range of 20-30 years which is represented by 2 (14.2%). This figure appeared low on the table because people within this age range; very few of them are gainfully employed in any parastatal. This is made possible because of the time spent before securing admission into tertiary institution of learning and those of them that may have been there early, experienced delay due to the situation that is pertinent in the country which has to do with insufficient employment opportunities.

Table 4.3: Qualification of Respondents.

Qualification	Number	Percentage
National Diploma	0	0%
Higher National Diploma	0	0%
Bachelor's degree	7	50%
Master's degree	4	28.7%
M. Phil	1	7.1%
PhD	2	14.2%
Total	14	100%

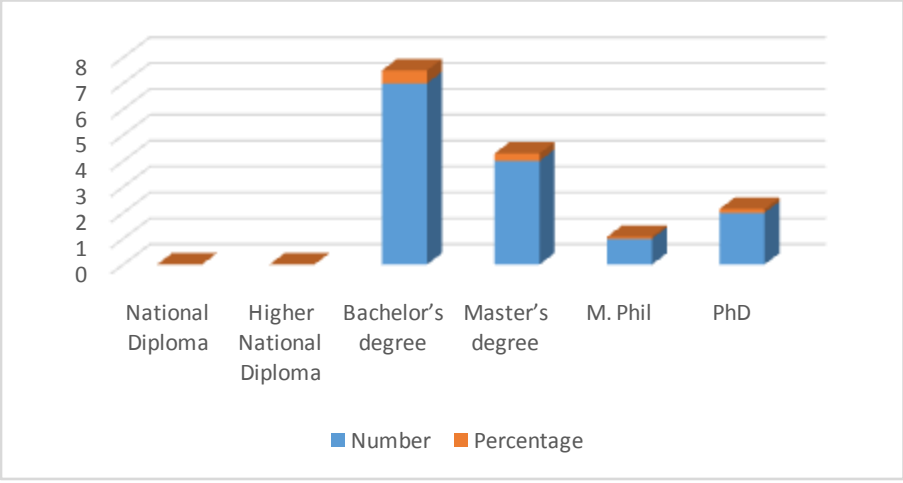


Table 4.3 and Fig 3shows the qualification of reference librarians that are working in the reference section of the academic libraries in Delta State. From the responses 7 (50%) is a clear indication that majority of the respondents are working with their first degree while on the other hand those with master degree came second on the table with 4 (28.7%) respondents and the third on the list comprises of two respondents with (14.2%). The least on the table is an M Phil holder with (7.1%) respondents.

From the information the researcher can infer that the respondents that are working as a reference librarians in the various academic libraries in Delta State poses the needed qualification that will enable them practice the profession in meeting the need of users that visit the academic library especially the reference section of the library. The researcher also deduced that most of the workers in the reference section are young graduates with their first degree. The others that appear with Masters, M Phil and PhD are those heading the sections and those who are senior staff.

Table 4.4: Experience of Respondents

Year	Number of Responses	Percentage
1-5 years	7	50%
6-10 years	5	35.8%
11-15 years	1	7.1%
16-20 years	1	7.1%
21-25 years	0	0%
Total	14	100%

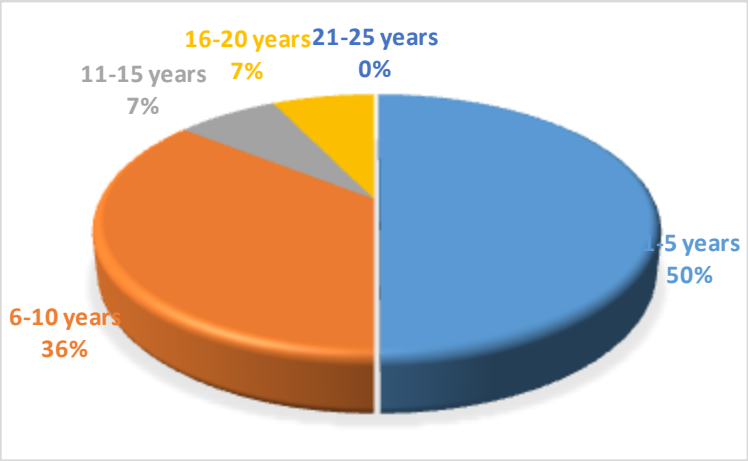


Table 4.4 and fig 4 shows the years of experience the respondents have had on the job over time. From the table, 7 (50%) of the respondents are within 1 – 5 years' experience bracket in course of dishing out their duties to library clientele. From this, the researcher can infer that this set of respondents of few years of experienced workers are newly employed into the academic library and they have not worked for long in the library

The second highest on the table are those that fall within 6 – 10 years of experience bracket in the job with 5 (35.8%). The third which happens to be the last on the table are those that fall within 11-15 years and 16-20 years with 1 (7.1%) for each of them. The researcher wants to infer that few experienced respondents are the ones with the highest qualification degree in their various place of work and they have been practicing librarianship for several years.

Table 4.5 Types of Reference Services Offered

Type of reference service	COE Warri	DELTA State Polytechnic	DSU Abraka	FUPRE	WDU Oghara	Total
Direct Reference Services						
Ready reference	√	√	√		√	4
Directional Service	√	√	√	×	√	4
Information and referral services	√	√	√	×	√	4
Indirect Reference Services						
Selection	√	√	√	√	√	**5**
Acquisition	√	√	√	√	√	**5**
SDI	×	×	√	×	×	**1**
Cataloguing	√	√	√	√	√	**5**
Classification	√	√	√	√	√	**5**
Inter- Library loan services	×	×	√	×	×	**1**

√= Offered ×= Not Offered

The information from the table 4.5 shows the forms of direct reference services offered to meet the information need of library users in four of the tertiary academic libraries which are College of Education Warri, Delta State Polytechnic Ozoro, Delta State University Abraka except for Federal University of Petroleum Resources Effurun. These services in

FUPRE are currently unavailable due to the fact that the academic library in Federal University of Petroleum Resources Effurun is not having reference section although they are trying to render such services without a section carved out for that purpose which means every librarian is seen as a reference librarian.

The information also indicates that indirect reference service is provided in all the academic libraries. The information shows that selection, acquisition, cataloguing and classification are strongly provided in the five academic libraries except for Selective

Dissemination of Information and Inter-Library loan services which is only provided in Delta State University, Abraka academic library. The reason is because this institution has been there for long and it is strong enough to provide or offer such services to library clientele. These findings are in line with the work of Ruteyan and Akporhunor(2007) and Madu (2010) where they listed selection, acquisition, cataloguing, bibliographies, selective dissemination of information, interlibrary loan and information and referral service as indirect reference services.

Table 4.6 Facilities Available for the Application of Social Networking Media

Facilities	COE Warri	DELTA State Polytechnic	DELSU Abraka	FUPRE	WDU Oghara	Total
Internet	√	√	√	√	√	5
Computer	√	√	√	√	√	5
Cellphones	×	×	×	×	×	0
Webcam	√	√	√	√	√	5

√= Available ×= Not Available

These responses in table 4.6 shows that almost all the facilities needed for the application of social networking media for reference services in meeting the needs of library users and to also answer questions that may be posed to the reference librarians by every library user that comes to make use of the academic library. In each of the institutions, there are availability Internet, Computer and Webcam except for Cellphones. The reason for singling cellphone out is that the respondents are of the view that the cellphones they are using are not the ones provided by the academic libraries solely for the provision of reference services rather they are the ones they acquired themselves which they used personally.

Table 4.7 Social Networking Media applied for Reference Services

SNM for Reference Services	SA		A		U		D		SD	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Facebook	8	57.1	5	35.7	0	0.0	0	0.0	1	7.1
Myspace	4	28.7	7	50.0	1	7.1	0	0.0	2	14.3
Twitter	5	35.7	6	42.8	2	14.3	0	0.0	1	7.1
Delicious	3	21.4	0	0.0	9	64.3	2	14.3	0	0.0
Youtube	5	35.7	4	28.7	3	21.4	0	0.0	2	14.3
RSS Feed	4	28.7	3	21.4	3	21.4	0	0.0	4	28.7
Flickr	5	35.7	0	0.0	6	42.8	1	7.1	2	14.3
Skype	4	28.7	3	21.4	3	21.4	1	7.1	3	21.4

Source: Field survey (2014)

SA= Strongly Agreed, A= Agreed, D= Disagreed, SD=Strongly Disagreed, U= Undecided

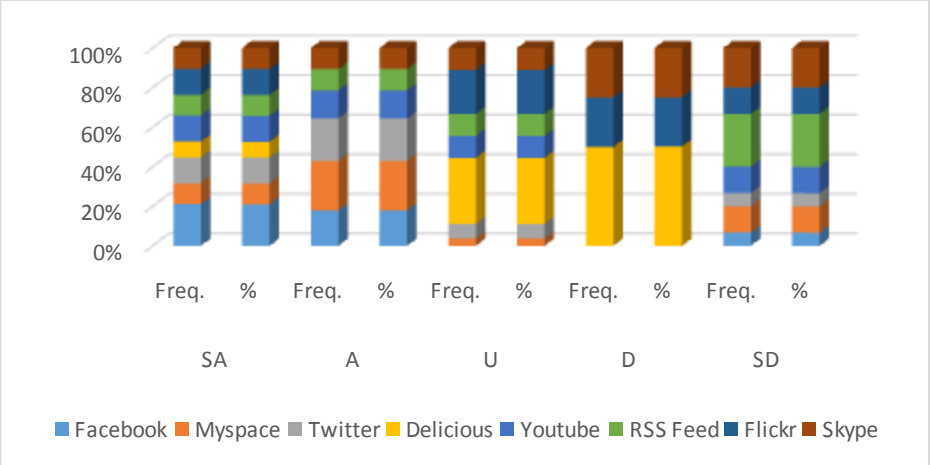


Table 4.7 and Fig. 7 shows the responses of the various respondents from the various academic libraries in Delta state on the question asked by the researcher if social networking media applied for reference services. From the responses they gave, the respondents agreed that social networking media can be applied to the provision of reference services to this effect therefore, the information from the table is indicating Facebook has 8 (57.1%) respondents of those who strongly agreed and 5 (35.1%) of those who just agreed. From this, the researcher can infer that this particular response was possible because they believe that Facebook has the wherewithal to provide reference services to meet the need of users due to its functionality for this purpose, Ogedebe and Musa (2012) stated from their findings that Facebook has two features: "News Feed", which appears on the homepage of each user, and "Mini- Feed", which appears in each individual's profile. "News Feed" updates a personalized list of news stories throughout the day generated by the activity of "friends". Thus, each time users log in, they get the latest headlines in their social networks. "Mini- Feed" is similar, except that it centers around one individual. It is a platform where one can perform synchronous and asynchronous communication process.

Myspace and Twitter are the next social networking media tools that they still picked interest in. from the table 4.7Myspace has 4 (28.7%) of respondents who strongly agreed and 7 (50%) of those who just agreed while Twitter on the other hand also has 5 (35.7%)

while those who just based their response on agreed are with 6 (42.8%) of respondents. This is to show that after Facebook, the next preferred social networking tools that can be used in the reference section to provide reference services areMyspace and Twitter. As in the case of Twitter, it is selected by respondents after Facebook because it is a microblogging social networking tool that the reference librarians and the library users can use to communicate with themselves asynchronously. Youtube has 5 (35.7%) of respondents who strongly agreed and 4 (28.7%) of respondents who just agreed. This shows thatYoutube can be applied in the provision of reference services due to it functionality. It is a platform both the library users and the reference librarians can upload and download video resources. From table 4.7 it shows that Skype and RSS Feed has 4 (28.7%) and 3 (21.4%) this is an indication that very few of the respondents that actually know about the role Skype and RSS Feed can play in the provision of reference services in meeting the needs of academic library.

Table 4.8: Social Networking Media Registered with by the Academic Library

Social media	Yes		No	
	Freq	%	Freq	%
Facebook	-	0.0	14	100
Myspace	-	0.0	14	100
Twitter	-	0.0	13	93
Youtube	-	0.0	14	100
RSS Feed	-	0.0	12	86
Flickr	-	0.0	14	100
Skype	-	0.0	14	100

Source: Field survey (2014)

Note: These values were arrived at based on the multiple choice questions

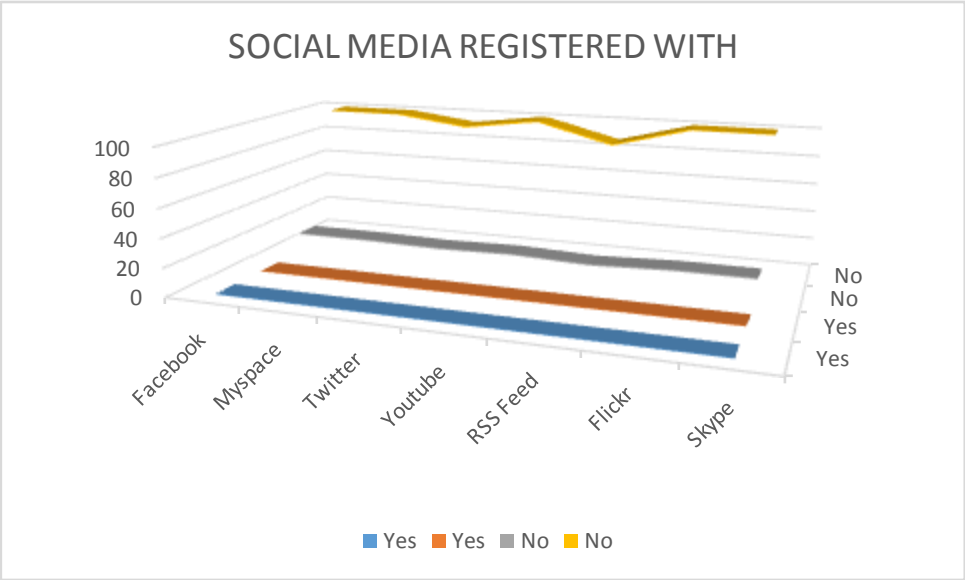


Table 4.8 shows that the academic libraries in Delta State are not registered with any of the social networking media which means there is no existence of social networking media in the library for the provision of reference services. That is why Facebook has 14 (100%), Myspace 14 (100%), Twitter 13 (93%) Youtube 14 (100%) RSS feed 12 (86%), Flickr 14 (100%) and Skype with 14 (100%) respondents. Twitter and Flickr has the lowest value because of the knowledge the respondents have about them. This analysis is in line with the research findings of Onoriode and Oghenetega (2012) stating that there is no presence of social media in the running of the library activities.

Table 4.9: Social Networking Media Registered with by Reference Librarians.

Social networking media	Yes		No	
	Freq.	%	Freq.	%

Facebook	13	92.8	1	7.1
Myspace	5	35.7	9	64.3
Twitter	10	71.4	4	28.6
Youtube	6	42.8	8	57.1
RSS Feed	3	21.4	11	78.6
Flickr	0	0.0	14	100
Skype	4	28.6	10	71.4

Source: Field survey (2014)

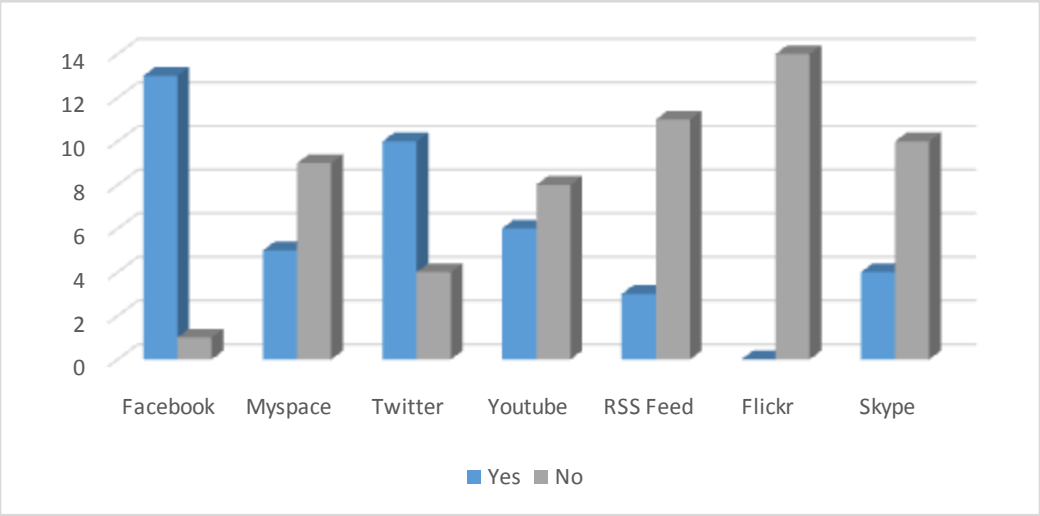


Table 4.9 and Fig 9 shows the responses of respondents to the question the researcher asked which says: Which of these social networking media tool are the reference librarians registered with? From table 4.9 Facebook has 13 (92.8%). This reveal that majority of the reference librarians are already aware of the existence of Facebook and they are not registered with it. Facebook is picked majorly because it is one of the most popular social networking media which almost everybody is using to communicate on the internet. The second has 10 (71.4) of respondents, Twitter came second because it happens to be next well known social media as such majority of the reference librarians have also registered

with it to be carrying out their communication process between and amongst themselves.

Reference Service	FB	Mysp	Delicio	Ytube	Twit	RSS F	Flickr	Skype

The third social networking media on the table that most of respondents are registered with is Youtube with 6 (42.8%) of respondents.

Myspace came fourth on the table because the respondents do not really know a lot about it. It has 5 (35.7%) of respondents, while Skype has 4 (28.8%) of respondents. This value for Skype is low not because the respondents lack knowledge of its existence rather it is lack of the facility that will enable them maximize it functionality to the fullest is what made their response to be low. RSS Feed as one of the social networking on the table above has the least responses purposely because it is very few of them that really know what it is all about and the role it can play to meet the needs of users, due to this the percentage value it has is 3 (21.4%).

Table 4.10 Types of Reference services Social Networking Media applied to

	F.	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Ready Reference	10	71.4	1	7.1	1	7.1	1	7.1	8	57.1	1	7.1	5	35.7	13	92.8
Selection	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Acquisition	4	28.6	0	0.0	3	21.4	0	0.0	3	21.4	0	0.0	0	0.0	7	50
Classification	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Cataloguing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Inter-library loan	2	14.3	1	7.1	0	0.0	12	85.7	5	35.7	8	57.1	0	0.0	10	71.4
Information and Referral Services	5	35.7	0	0.0	3	21.4	1	7.1	6	42.8	0	0.0	6	42.8	7	50
Selective Dissemination of Information	5	35.7	1	7.1	0	0.0	11	78.6	10	71.4	6	42.8	5	35.7	8	57.1

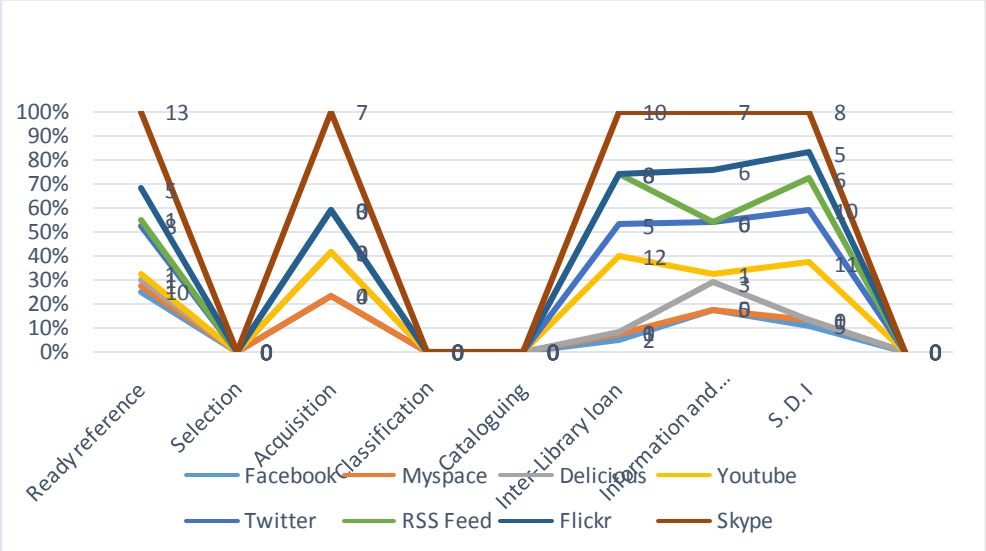


Table 4.10 and Fig. 10 shows the responses of the respondents to the question asked by the researcher which says: "which of these reference services are social networking media

applied to?" From the responses given by the various respondents it reveals that ready reference has13 (92.8%), Facebook 10 (71.4%) Twitter 8 (57.1%). These social networking media are picked by the respondents purposely because they have the chat platform in them which will enable the reference librarians to provide an instant ready reference services to library clientele or user that need help from the reference librarians.

Selective Dissemination of Information (SDI) is picked by respondents as one of the reference services social networking media are applied to. Base on this, Twitter has 10 (71.4), Facebook 5 (35.7%), Youtube 11 (78.6%), Skype 8 (57.1%), RSS Feed 6 (42.8%). These various social networking media were picked by the respondents on the premise that they are used to disseminate information to users wherever they are located in the country. They are crucial because they have the quality that will enable information material to be spread far and wide. The next favoured reference services from the table 4.10 is Information and Referral Services. This form of reference services is picked based on the fact that its functionality can be influence by them. This is so because some of these social networking media have the quality that will enable reference librarians to provide referral services to patrons in order for them to locate the library that has the information material they are seeking for. Therefore, information and referral service has the following respondents for Skype 7 (50%), Twitter 6 (42.8%), Facebook 5 (35.7%), and Delicious 3 (21.4%).

From the responses given by the respondents it reveals that inter-library loan has the following: Facebook 2(14.3%), Youtube 12 (85.7%) Twitter 5 (35.7%), Skype 10 (71.4%). Youtube is more favoured because it has the ability for information materials to be loaned to users in a soft copy. The information materials are video tutorial that can help users to

watch and listen to in order to learn things themselves and update their knowledge. Skype on the other hand is picked by the respondent which shows that it can be used to loan information resources by various academic libraries. This is possible because Skype possess the quality to provide reference services. The other form of reference services that is not left aside is acquisition. Acquisition as a concept simply means the medium through which information resources can be acquired either through purchase, exchange, gift, bequeathal.This form of reference services is picked purposely because some of these social networking media are platform for acquiring information materials into the library. For this reason, the following respondents were arrived at, Facebook 4 (28.6%), Delicious (21.4%), Twitter 3 (21.4%) Skype 7 (50%).

Table 4.11: Social networking media satisfied with?

Social	VS	S	U	D	VD

Networking Media	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Facebook	7	50	2	14.3	5	35.7	-	-	-	-
Skype	-	-	5	35.7	9	64.3	-	-	-	-
Delicious	-	-	1	7.1	11	78.6	2	14.3	1	7.1
Myspace	-	-	-	-	11	78.6	2	14.3	1	7.1
Twitter	3	21.4	4	28.6	7	50	-	-	-	-
Youtube	2	14.3	4	28.6	8	57.1	-	-	-	-
RSS Feed	-	-	1	7.1	10	71.4	3	21.4	-	-
Flickr	-	-	-	-	12	85.7	2	14.3	-	-

Source: Field survey (2014)

VS= Very Satisfied, S= Satisfied, U= Undecided, D= Dissatisfied, VD= Very Dissatisfied

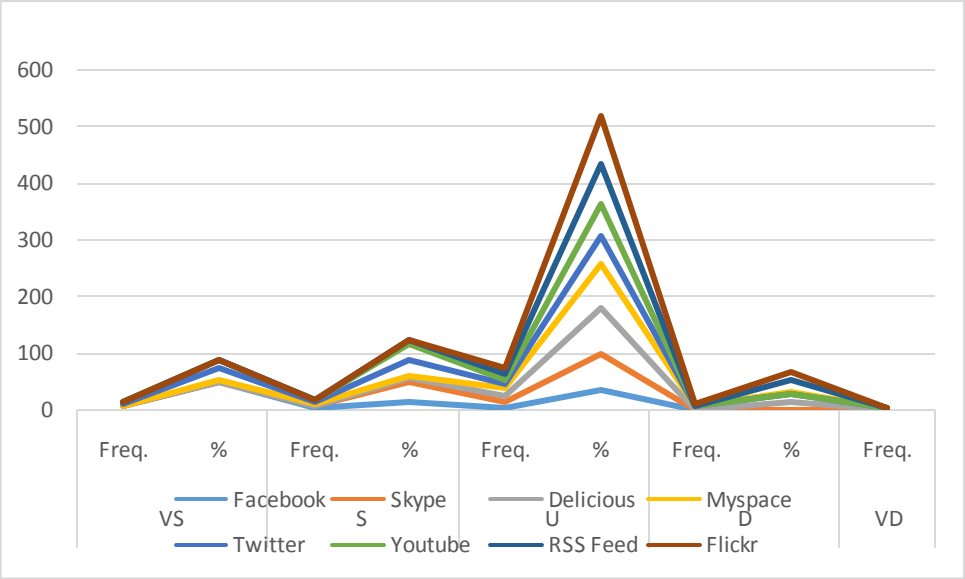


Table 4.11 and Fig 11shows the responses of the respondents to the question asked by the researcher about the social networking media they are satisfied with. From table 4.11 and fig 11, the respondents indicated that they are very satisfied with the services Facebook renders with 7 (50%) respondents, while those that are just satisfied has 2 (14.3%) of respondents. From this the researcher can infer that the respondents who are the reference librarians derive great satisfaction from the services Facebook provides. Twitter has 3 (21.4%) of respondents while those on the level ground of satisfaction alone has 4 (28.6%) these set of responses were made possible because twitter is a platform where users can link their tweet to the public to follow and have access. It is an avenue for broadcasting latest news for people to follow.

The respondents also derived satisfaction from the services of Youtube because it is a platform where users can upload, download, view and share videos of events. To this effect, Youtube has the following respondents 2 (14.3%) for very satisfied 4 (28.6%) satisfaction alone. 5 (35.7%) of respondents said they are satisfied with the role Skype plays. These responses were made possible because Skype is a social networking tool that enables user to exchange files and images, send video messages and it can be used to make conference calls.

Table 4.12: Problems Affecting the Application of Social Networking Media

Challenges	Frequency	Percentage
Lack of access to the internet	2	14%
Bandwidth Problem	4	29%
Unreliable power supply	5	36%
Lack of staff training	2	14%
Lack of maintenance culture	1	7%
Total	14	100

Source: Field survey (2014)

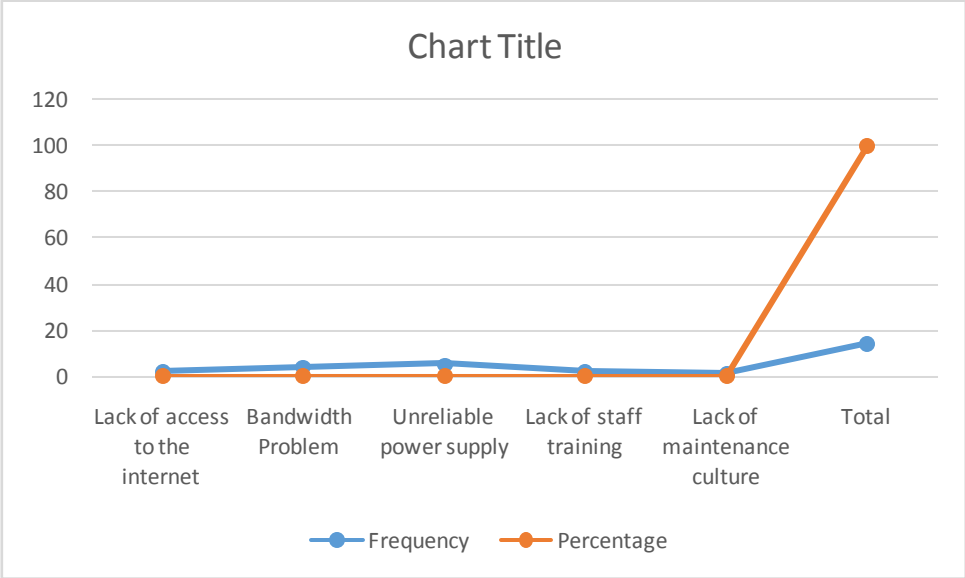


Table 4.12 and Fig 12 shows the responses of the various respondents for the question asked by the researcher about the problems that hinders the application of social networking media in the provision of reference service.Table 4.12 indicates that unreliable power supply has 5 (36%)of respondents, bandwidth has 4(29%) of respondents,lack of training for staff and lack of access to the internet have2(14%) of respondents and lack of maintenance has 1(7%) of respondents. All these challenges are indication for a proper and effective application of social networking media for reference services, modality for solving these problems has to be in place. These findings are in line with Okonedo et al (2013) who identifies inadequate training, low bandwidth, inadequate power supply and also in the work of Akomolafe (n.d)

Table 4.13: Period of time Social Networking Media is used

Time of usage	Frequency	Percentage
Daily	8	57%
Weekly	5	36%
Monthly	1	7%
Quarterly	-	-
Biannually	-	-
Annually	-	-
Total	14	100

Source: Field survey (2014)

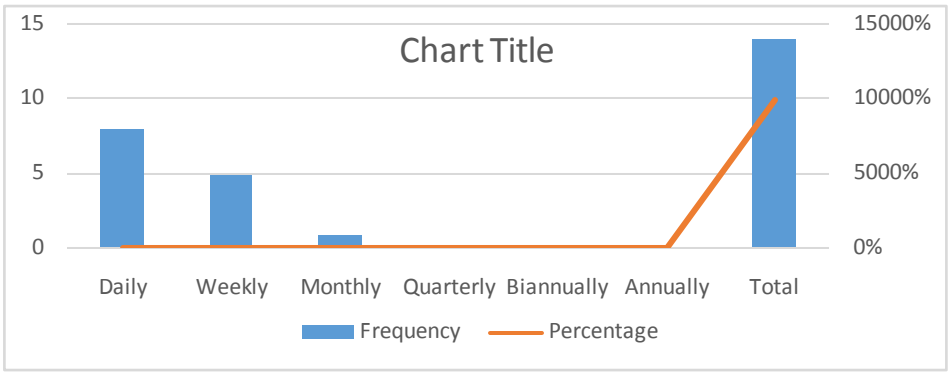


Table 4.13and Fig. 13 shows the responses of respondents' frequent use of social networking media which 8 (57%) of the respondents visit the platform on a daily bases, 5 (36%) surf the social networking media tool on a weekly bases while 1 (7%) of the respondents visit the site on a monthly bases. This is so because majority of the respondents use the platform to interact with their friends and colleagues. They also use the platform to keep themselves updated based on notifications that used to pop up to keep everyone informed about every new development that is taking place.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the study, findings, conclusion and recommendations.

5.2 Summary of the Study

This study focused on the application of social networking media for reference services in academic libraries in Delta State. In order to achieve the objectives of the study, six (6) research questions were formulated amongst which are: what reference service are offered by reference librarians in Delta State academic libraries? What facilities are available for the provision of reference services in Delta State academic libraries? What type of social networking media do reference librarians in Delta State academic libraries apply to reference services? How often do reference librarians in Delta State academic libraries use social networking media? To what extent are reference librarians satisfied with the application of social networking media for reference service? What are the constraints to the application of social networking media by reference librarians in Delta State academic libraries?

This study reviewed related literatures. This is with the view of establishing this study in the mainstream of existing studies. To this effect, the following subheadings: Reference and Information Services in Academic Libraries; Social Networking Media; Ypes of Social Networking Media; Facilities Available for the Utilization of Social Networking Media; Application of Social Networking Media for Reference Services in Academic Library;

Constraints to Effective Utilization of Social Networking Media by Reference Librarian and Summary of Literature Review.

Survey research method was adopted for this study. The population of this study consist of the reference librarians in Delta State academic libraries. No sampling technique was used in selecting the staff in the section which includes the various heads in the section and their subordinates because the population for study was not large. Questionnaire was the instrumentused for collecting data for this study. A total of fifteen (15) copies of questionnaire were distributed amongst the five academic libraries used as a case study in Delta State. Out of the fifteen copies of questionnaires distributed, fourteen (14) copies were returned and used for the analysis.

5.3 Summary of Major Findings

From the analysis of data in chapter four (4), the findings of this study are presented as follows:

1. The study revealed that the two major types of reference service which are direct and indirect reference services are in used by the Delta State academic libraries in exception of Federal University of Petroleum Resources that is currently not having a reference section due to the current space they are having although, they are trying to meet the needs of users in that capacity.
2. The study revealed that the academic libraries in Delta State already have the facilities such as internet, computers, cellphones and webcam that will enable them to apply social networking media as a tool in the provision of reference services in meeting the needs of library users.

3. The study revealed that the academic libraries in Delta State are not applying any of the social networking media to reference services purposely because the libraries have notregistered with any of the social networking media in order to achieve that purpose.
4. The study discovered that social networking media are not visited by reference librarians on daily bases because the academic libraries are not registered members with some of the social networking site such as facebook, twitter, skype.
5. The study reveals that reference librarians in Delta State academic libraries do not derive any satisfaction from the services of social networking media, purposely because these networks are not yet available in the library to enhance the provision of reference services.
6. The study revealed that there are some factors that hinders the application of social networking media for the provision of reference services in Delta State academic libraries. Thus, Bandwidth problem, unreliable power supply and lack of staff training were the serious factors that were indicated.

5.4 Conclusion

Arising from the findings of the study, it could be concluded that academic libraries in Delta State already possess ICT facilities such as Internet, cellphones, computers, webcam which will enable the application of Social Networks Media in the provision of reference services. And it was discovered that the academic libraries have not registered with any of these Social Networking media coupled with the issue of some factors that will prevent the effective application of Social Networking Media for reference services. To these effects therefore, the researcher is recommending.

5.5 Recommendations

1. The academic libraries in Delta State especially the Federal University of Petroleum Resources should endeavour to create a reference service section in order to enable the reference librarians to provide an effective and efficient reference services that will meet the needs of library users.
2. All the academic libraries that already have facilities such as computers, Internet, cellphone and webcam should incorporate social networking media tools in the reference section and it should be sustained in order to ensure continuity and usability in the provision of reference services.
3. The academic libraries in Delta State should register with some of the Social Networking Media so as to enable the reference librarians to use them to provide reference service.
4. The academic libraries should make sure that modalities are put in place such constant power supply, good network provision and retraining of staff.

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APPENDIX I

QUESTIONNAIRE ON THE APPLICATION OF SOCIAL NETWORKING MEDIA FOR REFERENCE SERVICES IN ACADEMIC LIBRARIES IN DELTA STATE.

Department of Library and Information Science
Faculty of Education
Ahmadu Bello University, Zaria
16th May, 2014.

Dear Sir/Madam,

I am a postgraduate student of the above named department currently conducting a research on the above subject matter. I am soliciting for your cooperation to kindly respond to the attached questionnaire. All information provided will be used for the purpose intended for the research. So, no part of the questionnaire will be used for any other purpose without the consent of the respondents. All information provided will be treated confidentially.

Thanks in anticipation for your cooperation.

Okolo, Efe S.

Researcher

APPENDIX II

Section A

DEMOGRAPHIC VARIABLES

1. Institution
   ……
   ……

2. Department……
   …….

3. Designation……
   ……

4. Gender: Male [ ] Female [ ]

5. Age range:
   a 20-30 [ ] b. 31-40 [ ]

   c. 41-50 [ ] d. 51-60 [ ]

   e. 61-70 [ ]

6. Academic qualification:

   a. PhD. [ ] b. M. Phil. [ ] c. Master [ ] d. Bsc [ ]

7. How long have you worked in this institute?

   a. 1-5 years [ ] b. 6-10 years [ ]

   c. 11-15 years [ ] d. 16-20years [ ]

   e. 21-25 years [ ] f. 26-30 years [ ]

   g. 31 years and above [ ]

SECTION B

TYPES OF REFERENCE SERVICES

7. Which of these types ofreference services are rendered in your library?.

i. Direct reference services

(a) Ready reference services [ ]

(b) Directional services [ ]

(c) Information and referral services [ ]

(d) Others (specify)……..

ii. Indirect reference services

(a) Selection [ ]

(b) Acquisition [ ]

(c) Selective dissemination of information [ ]

(d) Cataloguing [ ]

(e) Classification [ ]

(f) Inter-library loan services [ ]

(g) Others please specify……

……

SECTION C

APPLICATION OF SOCIAL NETWORKING MEDIA FOR REFERENCE SERVICES

9. Are these facilities available for the utilization of social networking media?

a. Internet [ ]

b. Computers [ ]

c. Cellphones [ ]

d. Webcam [ ]

f. Others (specify)……

……..

10. Which following social networking media are used to render reference services (Tick as many as possible)

Social Networking Media	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed	Undecided
Facebook					
Myspace					
Twitter					
Delicious					
Youtube					
RSS Feed					
Flickr					

11. Which ofthese social networking media areyou registered with? (Tick as many as Possible)

Social Networking Media	Yes	No
Facebook		
Myspace		
Twitter		
Delicious		
Youtube		
RSS Feed		
Flickr		

12. Which of these social networking media is your library registered with? (Tick as many as possible)

Social Networking Media	Yes	No
Facebook		
Myspace		
Twitter		
Delicious		
Youtube		
RSS Feed		
Flickr		

13. Which of these reference services is social networking media applied to

Types of Reference Services	Facebook	Myspace	Delicious	Youtube	Twitter	Flickr
Ready Reference						
Selection						
Acquisition						
Classification						
Cataloguing						
Inter-library loan						
Information and refereral services						
Selective dissemination of information						

14. How satisfied are you with the services of the following social networking media?

Social networking media	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Undecided
Facebook					
Skype					
Delicious					
Myspace					
Twitter					
Youtube					
RSS Feed					
Flickr					

15. What are the challenges faced in the application of social networking media?

a. Lack of access to the internet [ ]

b. Bandwith problem [ ]

c. Unreliable power supply [ ]

d. lack of staff training [ ]

e. lack of maintenance culture [ ]

others please specify……

…….

16. How often do you utilize social networking media?

a. Daily [ ]

b. Weekly [ ]

c. Monthly [ ]

d. Quarterly [ ]

e. Bi-annually [ ]

f. Annually [ ]