LIBRARY SERVICES PATRONAGE AS PANACEA FOR COMBATING SOCIAL MEDIA IMPLICATIONS TO UNDERGRADUATE STUDENTS IN NORTH WEST, NIGERIA

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Abstract

The aim of the study was to determine the implications of social media to patronage of library services by undergraduate students in North West, Nigeria. Two research questions were formulated to guide the study. . Descriptive survey research design was employed for the study. The population of the study are thirty seven thousand, four hundred (37400) Undergraduate students. The entire sample chosen was three hundred and eighty eight (388) using purposive sampling technique. This comprises UG II Students of five universities under study. The purposive sampling or judgmental was used based on the characteristics of the population, the reason for this, is that UG II students are most conversant (that is, they are not new and they are not old enough). This would give the researcher an insight into undergraduate commitment to patronage of library services. The sample size from the population would be considered adequate as it conform in Krejcie and Morgan table for determining sample size. The questionnaire was used as instrument for data collection. The instrument was face validated by three experts one from Measurement and Evaluation unit and two experts from library department, Sokoto State University, Sokoto. Data collected was analyzed using percentage score. The major finding of the study revealed extent use of social media which includes: Facebook, WhatsApp, Twitter, Badoo, Instagram, Messenger, YouTube are used by the Undergraduate students at very high extent, that implies they dedicated their time on social media which may eventually denied them to patronize University library services. It also revealed provision of relevant services, good human relation, hybridization of library services are the strategies to increase the level of patronage to university library services. Some of the recommendations made were includes: Libraries can also curtail use of social media by providing staff and students with a full range of print and electronic resources to support teaching and learning and thereby enhancing students patronage to library services. Librarians should do their best within their abilities to promote reading among the students by organizing literacy activities such as book discussion, library orientation, library seminar and friendly demeanor of librarians, will go a long way.

Keywords: Library services, social media implications, Patronage, Undergraduate students

Introduction

University libraries offer a wide range of services catering to their users' diverse needs. From providing access to a vast collection of books and resources to delivering

innovative programs and technologies, libraries have become dynamic hubs of knowledge and community engagement. The library services that contribute to the enrichment of individuals, support education and research, foster literacy and lifelong learning, and promote community development. Whether it's traditional services like lending materials and reference assistance or modern initiatives like digital resources and maker spaces, libraries play a vital role in connecting people with information and creating inclusive spaces for exploration, discovery, and personal growth.

According to Ezeabasili and Umeji (2021) Stated that, libraries have evolved beyond traditional repositories of books to dynamic hubs that offer diverse services to cater to the ever-changing needs of their patrons. In today's digital age, libraries have become multifaceted institutions, providing an extensive range of services that extend far beyond the lending of physical books. From digital resources and online databases to community engagement initiatives and educational programs, libraries now serve as comprehensive information and cultural centers. Different library services encompass a spectrum of offerings, including research assistance, technology access, multimedia resources, and specialized collections. Additionally, libraries often provide a variety of educational programs, workshops, and events to promote literacy, lifelong learning, and community development. Whether through maker spaces, computer labs, or collaborative workspaces, libraries have transformed into dynamic environments that foster creativity, innovation, and knowledge exchange (Ashikuzzaman, 2024)

Effective, high quality library services successfully support the undergraduate/ postgraduate programs of the institution. To facilitate academic success, library services to the students must provide access to a broad range of information resources. Reference services, Referral services, Orientation activities, and instruction sessions that teach students the skills necessary for using library resources are basic services provided to undergraduate by library personnel. Varied and innovative teaching programs include teaching by personal contact and through the preparation and use of instructional materials in various formats. The Library services are being provided and make students to acquire information literacy skills that enable students to identify the needed information, ethical use of intellectual and physical resources, knowledge of when to ask for help as well as the confidence to gateway to all future library inquiry. The services also prepare students for graduate work and research, but also teaching them to use information sources as citizens, as consumers, as professionals, and for recreational purposes (American library Association, 2019).

Undergraduate Students who have access to computers and internet facilities prefer to browse, chat, send email, sms, Facebook, yahoo messenger, and play computer games. While at home students most times play football, watch Television entertainment programs such as drama, films, comedies, listening to music, watch dancing competitions and so on in the absence of house hold chores. Occasionally we see isolated cases of students engaged in reading as a recreation, something must be wrong somewhere a few years back the situation was different. According to Boyd and Ellison (2023) stated that, Social networking sites are any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few.

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks, despite all the

abundance potentials in information and communication technology and social media which can enhance students reading ability and improve their performance but are being under-utilize (Humphrey, 2008). Similarly, Boyd and Ellison (2023) define social networking sites as Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, expressive a list of other users with whom they share connections, view and negotiate their list of connections and those made by others within the system.

The advancement in technologies such as television; computer, social media and internet are expected to be agent of deteriorating reading habit among undergraduates which is a means of entertainment and getting information and enables us to create online presence very easily. Part of the side effect social media is reducing reading habit and decrease the level of library patronage by the Undergraduate student. Besides that, Undergraduate students academic achievement is the ability of student to study, remember facts and being able to communicate his/her knowledge orally or in written form even in an examination conditions. The main focus here is on social network not goggle or internet where electronic databases are found and readable (Kolan and Dzandza, 2018). Despite all the techno wonders there is no substitute for books when it comes to encouraging reading and expanding imagination. Therefore, Undergraduates need to adequately patronize university library services (Asiedu, 2017).

Similarly, Neal (2012) describes social media as easy to use services which hinder student to patronize library services by contributing to aliteracy, because Undergraduate use it to interact with other people online such as Facebook, YouTube, Blog, Twitter and so on and so forth. Therefore, being social media site as easy and simple services, too much usage is a challenge because part of the side effect social media reducing reading habit decreases the level library patronage by the Undergraduate student.

Social media could be seen as a process of communicating, interacting, marketing through information communication Technology and internet connectivity. Social media is a 21st century term used to broadly define a variety of networking tools or technologies that emphasized the social aspect of the internet as channel for communication, collaboration and creative expression. The examples of social media sites include: Facebook, twitter, WhatsApp, Instagram, MySpace, YouTube, LinkedIn, Wikipedia to mention but a few. Kaplan and Haenlein (2010) defined social media as "Internet based applications that allow the creation and exchange of content which is user generated".

Technologies are gashing our young people away from the good habit of reading. The technologies such as television, computer, social media and internet are gradually replacing reading as an accepted form of entertainment and getting information. The emergence of social media simplified the process, because they do not call for advanced internet knowledge or experience and are made up of a wide array of different formats and topics. This means that anyone can connect through social media (Sudha and Kavitha, 2016). Preliminary investigations revealed that, nowadays Undergraduates were spending more than two-hour charting with friends, sending pictures, short clips, text and music that are contrary to their intellectual benefit, thus fail to achieve academic success (Kpolovie, Joe and Okoto, 2014).

Furthermore, Jha, Jaipuria, Jha, and Sinha (2016) asserted that students are more probably affected by social media to some extent; it absolutely affects the lives of

undergraduate university student's academic performance. They added that social media is attractive as it gives university students another world to make friends, also provides a good way to release pressure upon all this it takes students time, which may deny them to patronize and make judicious use of the abundance resources in the library.

Nathanson, Pruslow and Levitt (2008) stated that, high percentage of university undergraduate students do not read regularly and should be considered alliterate. As frequent voluntary reading has been connected with high level of performance in other areas, it is expected that university student as professionals in training, should practice literacy beyond the functional level. They are expected not only to read what is required for their courses, but also read advanced text critically. The latest literacy skills not only enable the new way of generating and preserving knowledge, but to disseminate it to various users (Showman, Cat, Cook, Holloway and Wittman, 2023).

The technological innovation has brought changes in the way people carry out their day to day activities, the internet made available for the undergraduate students to carry out their daily activities of which social media are part of it, social media have changed the undergraduate students the way they do things in such areas like communication, education, socialization among others. In this information age, social media seem to be growing popularity rapidly, especially among young adult.

Sudha and Kavitha, (2016) also believed that social media have a negative effect on student library patronage and academic performances compared with positive effects, due to lack of awareness among the students and faculty members about the appropriate usage of social media topics of educational interest. In the meantime, the positive effects of student use of social media on academic performances appeared to be very low. Moreover, Heffner and Tara (2016) stated that, social media do not have a positive effect on the students' academic achievements. Because the student GPA decreased as much as they are not patronizing library services and engaged in social media activities. Furthermore, the undergraduate students should manage and monitor their time spent using social media such as Facebook, WhatsApp, Twitter among others.

Junco (2012) stated that social media has an implication to students on library patronage, the relationship between multiple files of Facebook and academic performance; it was revealed that the time students spent on Facebook and checking Facebook were negatively related to student performance and time spent on Facebook is slightly negatively related to time spent on library services and studying. In addition, the availability of time spent on Facebook negatively effecting students who use Facebook in certain ways. Paul, Baker and Cochran, (2012) argued that, online social networking has effect on student patronage to library services, whereas the time spent by students on online social network are more than the time given to their studies.

Patrick and Lorraine (2023) opined that, University library is an academic library which is situated in an academic environment of higher institutions of learning university libraries included. University libraries can be seen as dynamic and vibrant places and spaces in which learners, cast in the role of discursive consumers with a manifold of mutable needs and expectations, are socially and academically networked, supported and developed in a myriad of ways (Vogus & Frederiksen, 2019). In the same vein, Salisbury and Peseta (2018) posited that, University libraries play a vital role in responsive and receptive disposition of knowledge and educational innovations. University libraries are operating with a range of versatile and interactive learning and study spaces that utilize

the rapid advances in digital technologies as well as supporting the changing practices in research, teaching and learning as well as creating social and inspirational spaces to both scaffolds. University library services provide a gateway to all future library inquiry, not only preparing students for graduate work and research, but also teaching them to use information sources as citizens, as consumers, as professionals, and for recreational purposes (American Library Association, 2019).

Library patronage is a physical and remote access to and consultation or use of libraries' collections by undergraduate students and or any clientele in the university. Schoenberger (2018) stated that patronage of the library by intended users is a vital measure of output services provided by libraries. One of the fundamental laws of library is that the information resources such as books and non-book materials must be well consulted by the intended users. Library users are very significant in the practice of librarianship. This is because library practice revolves around the users. Francisca and Goodluck (2013) defined library patronage as access to libraries collections and services by the university community.

However, Potnis, et al (2018) reported that the frequency of library patronage by undergraduate students in the university has been slowly declining. Similarly, Odu (2016) reported that there is a decline in library patronage, while Onuoha and Subair (2013) also reported that studies and observations suggest that there is a decline in library patronage. Even though, Yusuf and Iwu (2010) observed that libraries are being patronized, they are however, reduced to seasonal places as most students make use of the library to read their books when preparing for examinations. Statement of the problem

The university library engages in provision of various services to its users which ranges from technical services to reader services (conventional and electronic services) are what the Undergraduate students ought to patronize in order to inculcate good reading habit. Without access to books, academic success among undergraduates must absolutely suffer. Social media has become a great concern to undergraduate students whereby they become reluctant readers and addicted, because they no longer see reading and writing as a pleasure, they prefer to watch events on the screen rather than read about them on the pages of paper. This problem seems to be as a result of the embracement of social media and interaction with new technologies that Undergraduate students may find it difficult to patronize the library services available for their consumption. In line with the deficiency and challenges that prompted the study to investigate the implications of social media that hinder undergraduate students to patronize library services in North West geopolitical zone, Nigeria

Objectives of the study

The main objective of this study is to determine social media implication to undergraduate student's patronage to library services in North West geopolitical zone, Nigeria. Specifically, the study is intended to:

   I.   Find out the extent to which the library services are used by the undergraduate students in North West geopolitical zone, Nigeria.
   II. Determine the effect of social media on the patronage of the undergraduate university student to library services in North West geopolitical zone, Nigeria

Research questions

    I.   What is the extent to which library services are used by Undergraduate students in North West geopolitical zone, Nigeria?

   II.   What are the effects of social media on the patronage of the undergraduate university student to library services in North West geopolitical zone, Nigeria?

Methodology

Descriptive survey design was adopted for the study. The descriptive survey is appropriate and suitable as a guide to examine the opinion of the respondents on the subject under study. The population of the study is thirty seven thousand, four hundred (37400). The populations are two hundred level Students in the Five (5) Universities under study. Proportionate sampling technique or judgmental was used based on the characteristics of the population, the reason for this, is UGII students are the most conversant (that is they are new and they are old enough) to sample three hundred and eighty eight (388) with the view of getting adequate information. The sample size from the population would be considered adequate as it conform in Krejcie and Morgan table for determining sample size. Three hundred and eighty (380) questionnaires were filled and return. Data was collected through the use of questionnaire as an instrument with 19 items, the instrument was face validated by three expert one from measurement and evaluation unit and two experts from the library department Sokoto State University, Sokoto. The data collected was analyzed using percentage frequency.

Result

Table 1: Biodata of the respondents

Biodata	Frequency	Percentage
Faculty		
Arts and social sciences	131	34.4%
Sciences	126	33.1%
Education	123	32.3%
Total	**380**	100%
Gender		
Male	256	67.3%
Female	124	32.6%
Total	**380**	100%
Level		
200	380	100%
Total	**380**	100%
Age		
16-19	62	16.3%
20-24	86	22.6%
25-29	122	32.1%
30-34	75	19.7%
35 and above	35	9.2%
Total	**380**	100%

Source: Questionnaire 2024

The bio data of the respondents presented in Table 1 above reveals that: 131(34.4%) of the respondents are from faculty of Arts and social sciences.126 (33.1%) are the number of respondents from faculty of sciences and 123 (32.3%) are respondents from Faculty of Education. The results on the distribution of respondents by gender revealed that 256 respondents representing (67.3%) are males, while 124 respondents representing (32.6%) are females. This shows that a majority of the respondents in this study were males. The results on the respondent's levels of study are two hundred level alone which stands at 380 (100%).The age distribution reveals that 62(16.3%) of the respondents were within the age range of 16 - 19 years; 86(22.6%) were within the age group of 20 - 24 years, 122(32.1%) of respondents who were within the age group of 25 - 29 years and 75(19.7%) respondents were in the age group of 30 - 34 years and 35(9.2%) respondents were in the age group of 35 years and above.

Research Question 2. What is the extent to which library services are used by Undergraduate students in North West geopolitical zone, Nigeria?

Table :

S/N	Items statement	VHE	HE	LE	VLE
1	Selective and Dissemination Information	26(6.8%)	9(2.3%)	216(56.8%)	129(33.9%)
2	Reference services	17(4.4%)	9(2.3%)	198(52.1%)	156(41.0%)
3	Internet services	101(26.5%)	123(32.3%)	100(26.3%)	56(14.7%)
4	Serial/periodical services	15(3.9%)	6 (2.0%)	211(55.5%)	148(38.9%)
5	Borrowing services	19(5.0%)	8(2.1%)	199(52.3%)	154(40.5%)
6	Current Awareness Services	65(17.1%)	68(17.8%)	126(33.1%)	121(31.8%)
7	Photocopying services	76(20.0%)	86(22.6%)	118(31.0%)	100(26.3%)
8	Electronic resources services	29(7.6%)	50(13.1%)	139(36.5%)	162(42.6%)
9	Binding services	65(17.1%)	84(22.1%)	117(30.7%)	114(30.0%)
10	Documentation	42(11.0%)	54(14.2%)	128(33.6%)	156(41.0%)

KEYS: VHE (very high extent) HE (high extent) LE (low extent) VLE (very low extent)
Source: Questionnaire, 2024

From the table two above data revealed 42.6% of the respondents patronize electronic resources services at very low extent, that implies the e- resources are not patronize at very extent 41.0% of the respondents uses reference services at very low extent, 41.0% of the undergraduate students patronize documentation services at very low extent 40.5% of the respondents patronizes borrowing services at very low extent, 38.9% of the respondents patronizes serial/periodical services at very low extents, 33.9% of undergraduate students uses SDI services at low extent, 31.8.% of the respondents patronizes current awareness services at very low extent binding services at very low extent and the remaining services provided by the library are being patronize at low extent,

Research Question 3 What are the effects of social media on the patronage of the undergraduate university student to library services in North West geopolitical zone, Nigeria?

Table :

S/N	Items state	SA	A	D	SD
1	Social media distract student from their studies	235(61.8%)	124(32.6%)	19(5.0%)	2(0.5%)
2	Social media require spending of money like buying of data	251(66.0%)	70(18.2%)	32(8.2%)	27(7.1%)
3	Addiction to social media affect students' academic life	244(64.2%)	100(26.3%)	22(5.7%)	14(3.6%)
4	Social media activities do not allow student to patronize library services	239(62.8%)	92(24.2%)	30(7.8%)	19(5.0%)
5	Online games on social media denies students to concentrates on their studies	254(66.8%)	115(30.2%)	11(2.8%)	0(0.0%)
6	Extensive use of social media leads students to live in introversion	195(51.3%)	84(22.1%)	59(15.5%)	42(11.0%)
7	Time spent on social media can never be compared that of reading	249(65.5%)	100(26.3%)	25(6.5%)	6(1.5%)
8	Chatting denies students to benefit from the abundance resources in the library	242(63.6%)	136(35.7%)	2(0.5%)	0(0.0%)
9	Social media activities contribute to the aliteracy	193(50.7%)	124(32.6%)	37(9.7%)	26(6.8%)

KEYS: SA (strongly agree) A (agree) D (disagree) SD (strongly disagree)

Source: Questionnaire, 2024

The data gathered from table three above indicated that, 66.8% of Undergraduates strongly agree Online games on social media denies students to concentrates on their studies and it require spending of money like buying of data, 65.5% of the respondents strongly agree upon Time spent on social media can never be compared that of reading, 64.2% of the respondents strongly agree Addiction to social media affect students' academic life, and 62.8% of the respondent also strongly agree Social media activities do not allow student to patronize library services.

Discussions

The findings of the study revealed the extent of use of library service by undergraduate Students. The result indicated that the use of these services was at varying extent. Services such as electronic services, reference services, literature search, borrowing services, and Photocopying services were made use at very low extent; Lamination services, binding services, Indexing services, Current Awareness Services were at low extent this implies undergraduate are not patronizing library services effectively. This is in line with the opinion pointed out by Potnis, Deosthali, Zhu and McCusker (2018) that, frequency of library patronage by undergraduate students in the university has been slowly declining due to increase interaction with social media.

The findings of the study also made it clear that implication of social media on Undergraduate students which includes: Social media activities do not allow Undergraduate students to patronize University library services, Social media affect students spelling, Social media distract student from their studies, Social media require spending of money like buying of data, Addiction to social media affect students' academic life, Time spent on social media can never be compared that of reading books. This is line with idea of Neal (2012) and Jha, Jaipuria, Jha, and Sinha (2016) Who describes social media as easy-to use services which hinder student to patronize library services, because student use it to interact with other people online such as Facebook, YouTube, Blog, Twitter and so on and so forth. At the same time, it affects their academic performances.

Recommendations

The findings of the study recommends, libraries can also curtail social media implications by providing staff and students with a full range of print and electronic resources to support teaching and learning activities and thereby enhances students' achievement. The finding of the study also recommends librarians to adapt social media sites to disseminate information resources and services to the students, Librarians should promote reading habit among undergraduates by organizing literacy activities such as book discussion, library orientation, these would minimize the effect of social media among Undergraduates Students and the need for the students to pursue an excellent academic performance, frequent library patronage and gain adequate knowledge that will help them in the future.

Conclusion

This study investigated Library services Patronage as Panacea for combating Social media Implications to Undergraduate Students in Sokoto State Nigeria. Descriptive survey design was used, the respondents comprises undergraduate students in Sokoto State. The study made use of questionnaire as instrument of data collection. The findings disclose that undergraduate students have become reluctant readers in the sense that, they see reading as a task not pleasure, too much interaction with technological devices and social media which has an effect that denied them and or led to low level of patronage to University library services.

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