

Availability of Factors Facilitating Implementation of Social Networking Sites in Nigerian Federal University Libraries

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Abstract

This study was on the availability of resources that facilitate the implementation of SNSs in Nigerian federal university libraries. The objective of the study was to identify the availability or otherwise of the resources facilitating SNSs implementation in Nigerian federal university libraries. Using survey research, a total of 12 university libraries were purposely sampled, and 419 (100%) questionnaire was administered to all the professional librarians out of which 293 (70%) was retrieved and analysed in the study using percentages and frequencies. The findings of the study revealed the inadequacy of the resources facilitating the implementation of SNSs in Nigerian Federal University Libraries. The study concludes that the implementation of SNSs in Nigerian federal university libraries is hindered by the inadequacy of these facilitating resources. Based on the findings of the study, it is recommended that for effective implementation of SNSs for information service delivery in the Nigerian universities, resources such as internet services should be made adequate.

Introduction

Social Networking Sites (SNSs) have proved to be a very good tool in facilitating and providing effective library and information services to users by all types of libraries across the globe. SNSs are avenues for fun and other social interactions, but they have become a forum whereby vital information is exchanged for academic and other developmental purposes. They support and improve the provision of library and information services. They facilitate the free and unobstructed flow of information and sharing of resources beyond boundaries. SNSs enable individuals and organisations to post and share private messages, videos, photographs as well as make comments. These features of SNSs, observed Barrett-Maitland and Lynch (2020), led to their acceptance by librarians as tools for the provision of library and information services. With the availability of SNSs, libraries can easily reach out to their numerous users regardless of location and time (Etebu & Dime; 2020). SNSs provide a quick way to generate, maintain web-based guides, and act as a communication tool to enable social interaction among LIS Professionals (Ratkanthiwar, 2020).

Over the years, SNSs have become very popular and pervaded educational agencies, including libraries and information centres. SNSs are useful for the promotion

of library resources and services and the speedy collection of feedbacks from library users. Promoting library services with SNSs not only helps librarians to advocate library services but also makes library users become library advocators (Omini & Ayanlade, 2019). They provide ample opportunities for libraries to promote and deliver services effectively and efficiently. Studies have revealed that the adoption and use of SM tools have climaxed in libraries of the developed countries such as the USA and the UK. On the other hand, an appreciable number of academic libraries in developing countries have embraced SNSs even though studies have revealed that they are yet to maximally harness their potentials (Emiri & Lulu-Pokubo, 2019).

Libraries of the developed world have adopted SNSs for information services provided for more than two decades now (Yalung, Tuliao, Gabriel, Oluyinka, Superio, & Daenos, 2020). Libraries of developing countries like Nigeria have also adopted SNSs like their counterparts in the developed countries, and they have been using the tools for the provision of library services (Akorhonor & Olise, 2015). However, the adoption of SNSs by the Nigerian university libraries is yet to be considered a successful adoption. Acquiring or adopting of innovation is not considered a successful one until and unless it passes series of stages and the adopter becomes satisfied with it. Simply owning technology is not enough to ensure its implementation (Murphy, 2015). The new innovation has to be institutionalised, embedded in the culture, and after sufficient passage of time, they become internalised; users can not think they would ever revert to the old way again (Heijstek & Vliet, 2006).

Therefore, for an organization to achieve successful implementation of innovation, some conditions have to be fulfilled, which were outlined by scholars, Ely (1990, 1999); Klein & Andrew, (2005); Klein and Ralls, (1995); Ensminger, Surry, Porter, & Wright (2004). These factors include, among other things, good policies, knowledge, structures, and motivation. They are conditions that facilitate the effective implementation of technological innovation. Among these various conditions, Ely's eight conditions (1999, 1990) facilitating innovation implementation were adjudged to be the most popular and transcends various types of innovation implementation (Ensminger ... et al., 2004). These factors were further ranked according to their relative importance in a different study conducted by Ensminger et al. (2004). The authors found that three of the eight Ely's conditions were the most important conditions facilitating the implementation of innovation; resources, knowledge, and time.

Therefore, based on the Ensminger et al. (2004) research findings, this research was concern with only two conditions facilitating the implementation of innovation; resources and knowledge, as they are the most important conditions. In the context of technological innovation, resources were such facilities as computers and other hardware, software, and internet services, while knowledge refers to users possessing and or acquiring the needed skills and knowledge to employ the innovation (Ely, 1999,1990).

This study is very important because most of the previous studies on SNSs were concerned with their adoption and usage by libraries. Previous studies were majorly concerned with the adoption or the use for which individuals/organisations make with SNSs. They tend to ignore a very important segment of innovation adoption, that is, the availability of favourable conditions that facilitate the implementation of SNSs in libraries. Therefore, the objective of this study is to investigate the availability of the factors that facilitate the implementation of SNSs in Nigerian federal university libraries to fill this gap. The study will help libraries to understand what they may require to inject to achieve successful implementation of SNSs in their libraries.

Objectives of the Study

1. To what extent are resources that facilitate the implementation of SNSs available in Nigerian federal university libraries?
2. To what extent are qualified staff to manage SNSs available in Nigerian federal university libraries?

Literature Review

Defining what constitutes social networking sites (SNS) is becoming challenging due to their proliferation and continues evolvement (Ellison and Danah, 2013). Some of the features that initially distinguished SNSs have faded in significance, while others have been reproduced by other genres of social media (Ellison and Danah, 2013). Ratkanthiwar (2020) defined SNSs as online services or sites that focus on the building of social networks or social relations among people who share the same interests and activities. SNSs are described as computer-based technologies that facilitate the sharing of ideas, thoughts, and information through the building of virtual networks and communities. (Saileela & Kalaivani, 2019). Mican, Sitar-Taut, and Mihut, 2020 added that SNSs permit users to connect by creating profiles through which they can provide a variety of personal information. Such profiles can include a series of information and information types, including photos or videos.

There are varieties of SNSs that serve different purposes. Wikipedia, for example, enables people to share collaborative knowledge, Blogs for sharing their interests or hobbies, Flickr enables people to share their images, and Youtube to share videos. Other platforms like Facebook enables friends making while World of Warcraft for building communities (Ledbetter, 2021). The importance and purposes SNSs serve were discussed by Kenton (2021). According to him, SNSs serve various purposes, including but not limited to social, business, educational and cultural, through sites like Facebook, Twitter, LinkedIn, and Instagram. SNSs have become a significant base for public relations and the marketing of services. They allow organisations to connect with new and existing clients. They enable organisations to create, promote, and increase brand awareness.

On the other hand, implementation is execution or carrying out a task or an operation (Ismail, 2014). It is a process of putting to use or integrating innovations within a setting (Rabin, 2008). This is when an innovation is introduced into the organization and fosters its use (Ensminger et al., 2004). Other definitions of implementation were stated by Pankake (2013) as follows:

- i. Making things happen
- ii. Putting programs and change efforts into action
- iii. Facilitating, coordination, and collaboration of tasks.
- iv. Establishing project checkpoints and monitoring progress

However, in a lengthy explanation of what implementation connotes. Pankake (2013) pointed out that; "Implementation is the point which things move beyond talking and planning and begin to happen." Implementation involves the what (a state or destination desired) and the how (strategies for making the journey to that state or destination). Implementation has both an activity and an accomplishment dimension. It is during the implementation stage where the difficult tasks related to the actual introduction and utilization of an innovation take place. Fostering the actual use and eventual institutionalization of innovation can be an extremely difficult and frustrating process. A wide variety of variables interact to facilitate or impede the implementation of an innovation. These variables include organizational issues, social, cultural, technical, and economical. Thus, the implementer may need technical assistance from change agents and others to reduce the degree of uncertainty about the consequences.

In view of these enormous challenges faced by the implementers, scholars have identified and recommended some conditions that facilitate the implementation of an innovation. Ensminger et al. (2004) reviewed some of these conditions and identified so many of them. Among the conditions were the organizational leaders who were responsible for the plan of action, provision of the needed resources, including finance. Other conditions identified were infrastructure (i.e., resources), skills, and the trained personnel. The importance of resources and trained personnel were on successful implementation were emphasised. In work by Herson et al. (2000), knowledge and skills of users, involvement of the intended users in the development of the product, and a perceived need to change old methods were identified as conditions that facilitate implementation of innovation. Support from upper-level management in the form of "funding," "job redesign," "rewards and incentives," "operational support," and "training" were additional conditions that are essential for the successful implementation of innovation.

One of the popular works on the conditions that facilitate technology implementation is that of Ely (1999). The work was first published in 1976 titled *Creating the Conditions for Change* and was later refined and generalized theory of the conditions of change that included implementing technology innovations in educational settings. These conditions, regardless of order, are essential to any successful change. Although organizations may address these conditions at different times, each condition must be addressed for any implementation to become sustainable.

These conditions were examined by Brown (2008):

1. Dissatisfaction with the Status Quo. A general agreement that things could be better, that something needs to change within the organization.
2. Knowledge and Skills. People must have the technical skills to bring about the change. People need training and support to implement the change with fidelity.
3. Resources. Those who are expected to change need access to resources. Support materials and access to technology are critical for the success of an educational change. Resources could be either hardware or software, but all relevant tools must be made available.
4. Time. Time is essential, as teachers must learn, experiment, adapt, and reflect with the innovation. This time should be paid time or contract time, either through in-service training, group support sessions, or planning time.
5. Rewards and Incentives. People will not change for the sake of change. There must be a sufficient reason for people to change. Ely argues that some kind of incentive should be offered to motivate people to implement the change.
6. Participation. Participation gives every stakeholder a voice in the implementation process. Participation means shared decision-making among all parties involved.
7. Commitment. Support from all stakeholders and the administration is important to the implementation process. This means not just commitment by teachers that the technology will sit in their classrooms, but a firm commitment that they will use it in their teaching.
8. Leadership. Leaders must be committed from the top-down executive to the project leader (superintendent to the principal or department head).

Ensminger et al. (2004) studied the Ely's conditions and analysed their relative importance. They found that three of these conditions are the most important conditions that facilitate the implementation of technological innovation.

Skills & knowledge, and time were closely grouped as the three most important factors in facilitating implementation for the combined group. This shows the combined group perceived that in order for an innovation to be successfully implemented, workers need supporting resources, the skills and knowledge necessary to use the innovation effectively, and time to learn about the innovation.

Some scholars were, however, of the opinion that innovation implementation commences right from the planning period. Kerl (2020) stated five conditions for successful implementation as follows:

- i. [Investigation of technologies that will solve problems for an organisation,](#)
- ii. [Assemble an implementation committee once a new technology has been chosen](#)
- iii. [pilot program to work out kinks and gain buy-in.](#)
- iv. [Rain your employees to use the new tool.](#)
- v. [Launch, fine-tuning the tool to fit your needs as you go.](#)

Acuite Construction Intelligence (2016) was also of the opinion that successful innovation implementation commences with having or choice of the right technology capable of solving the problem at hand, having the right or qualified personnel to work with the innovation, training, and re-training of personnel and a well-designed process of working with the new innovation.

Methodology

Descriptive Survey Research was used for the purpose of this study. The researcher had conducted a preliminary study in order to ascertain the availability of SNS or otherwise in Nigerian university libraries. Out of the nineteen university libraries found to had SNSs, twelve libraries were selected using cluster and purposive sampling. A questionnaire was the instrument used for data collection. The respondents of this study were 419 academic libraries in the twelve sampled university libraries out of which 293 (70%) questionnaire was retrieved underused for this research. The data collected for this study were analysed using percentages and frequencies.

Data Analysis

An effort was made by the researcher to find the availability of factors that facilitate the implementation of SNSs in the Nigerian Federal University Libraries. Respondents were asked to indicate their level of agreement or disagreement with statements pertaining to the availability of factors that facilitate the implementation of SNSs in their institutions. Respondents have indicated their level of agreement and disagreement using a five-level Likert scale, and their responses are summarised in Table 1.0 below.

Response Rate

A total number of 419 (100%) copies of the questionnaire were administered to the academic librarians working in the 12 purposely sampled university libraries, and 293 (70%) copies of the returned questionnaire were found usable and used for this study.

Table 1 summarizes the distribution of the questionnaire and responses received from each of the university libraries sampled for the study.

Table 1 Response Rate

S/No	University Library	Copies Questionnaire Administered	Copies of Usable Questionnaires Returned	Percent % (Usable Questionnaire)
1	Kenneth Dike Library, University of Ibadan	30	21	70
2	Kassim Ibrahim Library, Ahmadu Bello University, Zaria	114	75	65
3	Nnamdi Azikiwe Library, University of Nigeria, Nsukka	66	40	61
4	University Library, Bayero University Kano	35	26	74.3
5	Donald Ekong Library, University of Port Harcourt Library	23	19	83
6	Ramat Library, University of Maiduguri	52	36	69
7	Idachaba Library, University of Agriculture, Makurdi	22	16	73
8	Nimble Adedipe Library, University of Agric Library Abeokuta	25	18	72
9	University Library, Nnamdi Azikiwe University, Awka	18	13	72
10	Federal University Library, Otuoke, Bayelsa	8	7	88
11	University Library, Federal University Dutsima	9	8	89
12	University Library, University of Ilorin	17	14	82.4
Total		419	293	70

Therefore, the analysis was based on the 293 (70%) questionnaire returned and found usable for the study.

The extent of Availability of Factors Facilitating Implementation

Respondents were asked to indicate the extent of the availability of the factors facilitating the implementation of SNSs, and their responses were summarised in Table 2.

Table 2: Extent of Availability of Factors Facilitating Implementation

Factors	Very Adequate		Adequate		Moderate		Inadequate		Very Inadequate		Total	
	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc
Internet Services in Offices	53	18	11	4	16	5.5	50	17	235	75	293	100
Internet Services for Users	27	9.2	16	5.5	42	14.3	43	14.7	165	56.3	293	100
Computers in Offices	46	16	14	4.8	18	8.2	42	14.3	177	60.4	293	100
Available Computers for Users	19	6.5	12	4.1	64	22	37	12.6	161	55	293	100
Electric Power Back-Up	11	4	6	2	24	8.2	46	16	206	70.3	293	100
IT Staff in the Library	44	15	18	6.1	21	7.2	33	11.3	177	60.4	293	100
Support from the University ICT Unit	25	8.5	22	7.5	29	9.9	51	17.4	166	57	293	100
Qualified Library Professionals to Manage SNSs	50	17.1	19	6.5	33	11.2	38	13	153	52.2	293	100

It is noted from table 2.0 that there were 163 (55.6%) respondents who indicated that internet service in the staff offices was very inadequate; only 53 (18%) believed it was very adequate. This shows that more than half of the respondents believe that the internet service in the staff offices was very inadequate. As far availability of internet services for users, 165 (56.3%) respondents believed that internet services for users were very inadequate, and 27 (9.2%) indicated that it was very adequate.

More than half of the respondents, 177 (60.4%), were of the opinion that computers in the staff offices were very inadequate and 27 (9.2%) believed that they were very adequate. Availability of computers for the users were also very inadequate, as indicated by more than half, 161 (55%) of the respondents, with only 19 (6.5%) respondents who believed they were very adequate. Pertaining back up for electricity supply, the response showed that it was very inadequate having the majority with 206

(70.3%) believing that it was very inadequate and only 11 (4%) indicated that it was very adequate. There were 177 (60.4%) respondents who indicated that the availability of IT staff was very inadequate in their libraries, while 44 (15%) respondents indicated that IT staff availability was very adequate. The opinion pertaining support to the library by the ICT Unit had 166 (57%) respondents who indicated that it was very inadequate while 25 (8.5%) of the respondents indicated that it was very adequate as per the opinion of respondents on the availability of professional staff of the library to manage the SNSs, 153 (52.2%) respondents indicated that they were very inadequate while 50 (17.1%) indicated that they were very adequate.

Discussion of Findings

These resources, as earlier mentioned, are necessary ingredients in SNSs implementation. Implementation of SNSs requires competent library staff with SNSs skills to ensure that the job gets done and done well (Fullan, 1982). The world of SNSs continues to evolve and change easily. All libraries are supposed to provide training on the use of SNSs and managing them. Resources are essential to achieve the full implementation of SNSs. Resources such as internet services and computers are needed to do SNSs work effectively and be easily accessible. The findings of this study have generally indicated inadequacy of resources facilitating SNSs implementation in the Nigerian federal university libraries. Availability of electricity back-up was the resource that had the highest percentage of inadequacy (70.3%). However, lack of resources such as poor internet services and inadequately qualified staff to manage SNSs constitute a significant number and is a serious impediment toward implementing SNSs by librarians in the Nigerian federal university libraries under study. The findings of this research were in line with the discovery of previous studies carried out by Atulomah and Unuoha, 2011; Ekwelem, Okafor, and Ukwoma, 2013; Okonedu and Adeyoyin, 2013. The authors reported that lack of skills, poor internet services, and fear of cyberbullying were the major factors that challenge the adoption and use of SNSs among librarians and libraries in Nigeria.

Conclusion

University libraries in Nigeria have already adopted SNSs, realising that SNSs are inevitable in today's world, and they believe that SNSs are tools that libraries can use in reaching out to their users easily very. There is, however lack of essential resources to ensure full implementation of SNSs by Nigerian federal university libraries, and this will seriously hinder the achievement of the goals of SNSs adoption.

Recommendation

Based on the findings of this study, it is recommended that managers of university libraries should provide the essential resources required for the implementation of SNSs. It is very necessary for the managers of Nigerian university libraries to address these

problems. Very good internet services, sufficient and good computers as well skills on how to use SNSs are fundamental before any library achieves successful implementation of SNSs for information services provision. It is through the availability of these resources that effective implementation of SNSs by libraries will be achieved.

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