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Research

Librarians Perception on Social Media and its Influence on the Academic Performance of Students of Universities in Benue State Makurdi-Nigeria

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This paper examines Librarians perception on Social Media and its Influence on the Academic Performance of Students of Universities in Benue State Makurdi- Nigeria. The paper uses the descriptive survey research design to gather data collected. The targeted population for this study will consist of all registered users of University of Agriculture Makurdi library, Benue State University Library and University of Mkar, Mkar. The population of the registered students in Benue State University library is estimated at ten thousand (10,000) including undergraduates and postgraduate's students. A sample size is limited number of elements selected from population which is a representative of that population. Random sampling technique will be used to draw 100 Librarians and 150 students from the population making a total number of 250. Finding of the paper shows the percentage response on use of social media by the librarians in the university libraries in Benue state. Five (5) question items were presented to the respondents, 55% said yes and 45% said no to the question item of having constant internet facilities in the libraries. 30% of the respondents say yes to availability of social media site in their libraries while 70% respond no. on the use of social media site of the libraries 40% said yes while 60% respond no meaning most of the librarians do not use the social site of their libraries. Furthermore, 30% of the respondents find the library social media site very interesting while 70% of the respondents say no. in area of the effectiveness of the social media 30% said yes while 70% said no. It was observed that there is low usage of social media by the librarians in Benue state libraries and most library users hardly use the libraries social media site if there is any. The paper made recommendations such as University management must design time and opportunities for the use of social media activities into their course syllabi, Both instructors and students must be open to learning and using new social media class- room approaches that extend and enhance instructor-student interactions, Class size needs to be limited to areas on cable number that will enhance effective use of social media and University management must be prepared to allocate more time to supporting courses with social media components. Both instructors and students must be open to learning and using new social media classroom approaches that extend and enhance instructor-student interactions. University management should encourage all Postgraduate students to use social media for academic purposes.

Keywords: Librarians, Social media, Use, Influence, Academic performance and Students

INTRODUCTION

Education is at the centre of a nation's development; through education people are empowered both academically and in skill acquisition. Research has also revealed that a nation that has a strong stable and functional educational system invariably has not only the powerful instrument to fight and eliminate poverty but also has a solid foundation to build a sustainable economy upon.

The benefit of a good educational system to any nation is further emphasized when the United States Embassy in Nigeria stated that education is the most "important way to approach community (national) development. A sound educational system is [therefore] prerequisite to achieving progress, from the individual to the society to the economy." Manu Goel corroborates this thought when he observed that: "the quality of human resource of a nation is easily judged by the number of literate populations living in it." This is to say that education is a must if a nation aspires to achieve growth and development and more importantly sustain it (Astin, 2010).

Social Media has not only changed the way users socialize and communicate, it has also redefined the idea of friendship, community and learning. The widespread adaptation of Social Media, particularly amongst students, all over the world has engendered researches on the impact of Social Media on students' educational outcome (Whiting and Williams, 2013).

Most students in today higher education institutions are using technology informally in every aspect of their lives, like playing computer games for communication and collaboration. For instance, Lenhart, Purcell, Smith, and Zickuhr (2010) found that 72% of all college students have a social media profile with 45% of college students using a social media site at least once a day. The needs and expectations of 21st century learners and learning environments are changing enormously. Students are now frequent users of Facebook, Twitter, MySpace, and other social networking technologies (Oradini and Saunders, 2008; Whiting and Williams, 2013).Boyd and Ellison (2008) define social networking sites are as web based services that allow individuals 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 connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd and Elliso, 2008).

The emergence of social media changes the way students communicate, interact, and develop academic skills. Facebook, Twitter, YouTube have become an important part of students' life of entertainment, socialization, and classroom activities. As a result of this development, studies on social media among the students in higher institutions is gathering momentum and receiving attention from scholars and classroom teachers alike. In the beginning of social media popularity, scholars wrote about their negative impact and for that many school authorities banned their usage in their schools as they are seen as elements of distraction. However, recent studies (Choi and Kang, 2014; Hodgson and Wong, 2011; Ma and Yuen, 2008) revealed their positive impact.

That is why institutions such as Havard and Oxford introduced courses on social media.

Some researchers (Yunus, Salehi, and Chenzi, 2012) lamented that the frequent use of "teacher-centred pedagogy" prevents students from interacting among themselves and their educators. This method affects the students' learning performance and confidence. However, integrating social media in the students' learning process gives them an opportunity to take control of their learning activities and this boost their confidence. This student-centred learning approach is what is changing the culture of many of today's learning classrooms. An ongoing debate divides that social media platforms support students' learning performance and also affect their academic skills as they waste too much time on them (Kirschner and Karpinski, 2010, Yoo and Kim, 2013). For this reason, it is worth to investigate the usage of social media among students of mass communication as Balaban-Sali (2012) supported that they (students of communication) supposed to know the existence of social media and know how to use them better than students from other disciplines. In addition to this, although, studies on students' use of social media are establishing ground, Bosch (2009) complained that most of these studies are based in Europe and the US. This shows that, there are limited studies on them in Africa. Therefore, the purpose of this study is to contribute to the dearth of literature on social media in Africa by investigating the social networks the students use and why. The study also intends to inquire about the educational stance of social media among them.

One basic factor underlying learning is communication. Communication is an exchange of ideas between the sender and the receiver; and basically, the idea behind every learning process is to either expand the field of experience of the learner or to see a change in the attitude or behaviour of the identified persons, group or individuals undergoing the learning process. Halvverson (2012) defines learning as acquiring new knowledge, behaviors, skills, values, preferences or understanding, and may involve synthesizing different types of information.

In effect, learning can only take place when the learner takes in new information which has the same meaning for all participants and which must be communicated through a medium that both the instructor and learner have access to. This is what Oloyede (2008:29) referred to as

"information sharing activity". That is, all participants in a communication process has something to give, either in the form of information which will kick-start the conversation or the feedback which will tell whether the meaning is interpreted as intended by the instructor.

Academic performance is the extent to which a student, teacher or institution has achieved their short or long-term educational goals (*Bossaert, Doumen, Buyse and Verschueren, 2011*).

Academic performance is a way wherein a person excels in terms of school requirements, tasks, awards and achievements. Academic performance means being a successful student who does well in school and engages in student activities.

An observation by the researcher has shown that academic performance by most of the students of Universities in Benue State has been very low. This is mostly traced from non-utilization of social media resources and services that support academic work. It is believed that non-utilization of social medial resources and services is caused by poor academic Performance.

OBJECTIVE OF THE STUDY

The main purpose of the study is Librarians Perception on Social Media and its Influence on the Academic Performance of Students of Universities in Benue State-Nigeria. Specific objectives are:

i.   To ascertain if students of Universities in Benue State use social media
ii.   To examine the benefits of the uses of social Media and its influence on academic performance of students of Universities in Benue State.
iii.   To identify the factors inhibiting the use of social Media and its influence on academic performance of students of Universities in Benue State.
iv.   To identify the challenges to effective use of social Media and its influence on academic performance of students of Universities in Benue State.
v.   To proffer solution to the problems mentioned.

RESEARCH QUESTIONS

The following are the research questions:

i.   Do students of Universities in Benue State use social media?
ii.   What are the benefits of the uses of social Media and its influence on academic performance of

Students of Universities in Benue State?
iii.   What are the factors inhibiting the use of social Media and its influence on academic performance of students of Universities in Benue State?
vi.   What are the challenges to effective use of social Media and its influence on academic performance of students of Universities in Benue State e?
iv.   What are the solutions to the problems mentioned?

METHODOLOGY

The researcher would use the descriptive survey research design to gather data collected based on librarians perception on social Media and its influence on academic performance of students of Universities in Benue State. The survey method would be most appropriate because it is unique in enhancing the development of education process and good for handling data from heterogeneous population. The study is carried out at Universities in Benue State to investigate librarian's perception on social Media and its influence on academic performance of students of Universities in Benue State. The targeted population for this study will consist of all registered users of University of Agriculture Makurdi library, Benue State University Library and University of Mkar, Mkar. The population of the registered students in Benue State University library is estimated at ten thousand (10,000) including undergraduates and postgraduate's students. A sample size is limited number of elements selected from population which is a representative of that population. That is a sample is a representative of whole population (Singh and Masuku 2012). While sampling according to Singh and Masuku (2012) is the act of selecting a portion of a population for investigation. Random sampling technique will be used to draw 100 Librarians and 150 students from the population making a total number of 250. Therefore, the sample size is justified by Macfartane (2012) who stated that for a sample size of more than a few thousand, simple random sampling is appropriate. The instrument for the study will be a structured questionnaire titled "librarians perception on social media and its influence on academic performance of students of Universities in Benue State". The questionnaire will be made up of twenty (30) items.

This will involve collection and analyzing data to access the accuracy of an instrument which will be used to measure and perform the survey. The instrument to be used by the researcher will be taken to the supervisor for proper validation and approval. The data for this study will be collected using questionnaire. The researcher will employ the direct delivery technique in the administration

of the questionnaire by visiting University of Agriculture Makurdi, Benue State University and University of Mkar, Mkar library where he will administer the questionnaire to the respondents and allow them time to complete after which the copies will be collected back. This is done so as to ensure a high return rate. The data collected will be descriptive statistics analysis to generate frequencies and percentages to answer the research questions.

RESULT AND DISCUSSION

Do students of Universities in Benue State use social media?

s/no	Items	YES	NO
1	Do you have constant internet facilities in your libraries	55%	45%
2	Is there social media network site for your library	30%	70%
3	Do you normally make use of social media site of your library	40%	60%
4	Do you find the social media of your library very interesting	30%	70%
5	Is there effectiveness in the social media site of your library	30%	70%

The table presents the percentage response on use of social media by the students in the universities in Benue state. Five (5) question items were presented to the respondents, 55% said yes and 45% said no to the question item of having constant internet facilities in the libraries. 30% of the respondents say yes to availability of social media site in their libraries while 70% respond no. on the use of social media site of the libraries 40% said yes while 60% respond no meaning most of the students do not use the social site of their libraries. Furthermore, 30% of the respondent fined the library social media site very interesting while 70% of the respondents say no. in area of the effectiveness of the social media 30% said yes while 70% said no. It was observed that there is low usage of social media by the students in Benue state libraries and most library users hardly use the libraries social media site if there is any.

What are the benefits of the uses of social Media and its influence on academic performance of students of Universities in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	The Social media site helps in sharing of information among librarians and library users effectively	20	120	10	80	20	3.16	Accepted
2	Social media enhances prompt receive of information, access, sharing and dissemination	60	140	20	30	-	2.8	Accepted
3	The social media can be used to collect information from places	100	110		20	20	4.00	Accepted

4	The use of social media has increased the libraries services and improve knowledge	30	70	30	88	30	2.90	**Accepted**
5	Social media can help in choosing of library resources available for use	80	120	10	20	20	3.88	Accepted
6	Social media helps in enhancing reference service	80	130	10	20	5	3.98	Accepted
7	Social media can be used to update library users' profile at any time	100	120	5	10	15	4.12	Accepted
	Overall mean						3.55	

The table presents the frequency and the mean response of the respondent on the benefits of using social media to students in the Universities in Benue State. Seven (7) question items were presented to the respondents; all the question items were accepted on the benefits of using social media based on the 2.50 decision point set in the study. The benefits include helping in the sharing of information among library users, prompt access and receive of information, capacity to receive and send information from and to different places at the same time among many other benefits. The overall mean was 3.55 an indication that social media has a lot of benefits as listed above and much to the students in the universities in Benue state.

What are the factors inhibiting the use of social Media and its influence on academic performance of students of Universities in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	Poor internet facilities in the university libraries hinders the use of the social network	110	120	-	20	-	4.28	Accepted
2	Lack of highly skilled staff in area of ICT in most libraries reduced effective use of the social network	120	80	10	20	20	4.04	Accepted
3	Poor power supply hinders the effective use of social network site always	30	30	30	100	60	2.40	Rejected
4	Attitude of the librarian towards the new development on the use of social media facilities	40	150	5	32	20	3.60	Accepted
5	Low knowledge of the technicality involves in the use social media usage	100	80	20	28	22	3.83	Accepted
	Overall mean						3.62	

The table presents the frequency and the mean response of the respondent on the factors inhibiting the use of social media by students of universities in Benue state. Five (5) question items were presented to the respondents, four of the question items were accepted based on 2.50 decision point set in the study. Among the accepted question items are poor internet facilities, like of skilled worker in the use of the facilities, attitude of some libraries staff toward the use of the social media effectively and low knowledge of the technicality involves. However, the question item on the poor power supply was rejected. This implies that there is constant power supply in most libraries in the universities in Benue state. However, the overall mean was 3.62. This indicates that some of the listed factors are inhibiting the use of social media by students of Universities in Benue state.

What are the challenges to effective use of social Media and its influence on academic performance of students of Universities in Benue State?

s/no	Items	SA	A	UND	D	SD	Mean	Decision point
1	The social media is a new concept that has not been appreciated by all staff and people using library services	80	140	-	25	5	4.06	Accepted
2	Lack of the required facilities for effective use of social media in the universities	100	120	10	20		4.20	Accepted
3	Staff attitude towards accepting the new development in the ICT world	50	150	10	30	10	3.80	Accepted
4	Poor economic stability of the university to purchase and maintain the facilities needed	100	130	10	10		4.28	Accepted
5	Little or no research on the effectiveness of the social media in the use of library resources	130	100		20		4.36	Accepted
	Overall mean						4.14	

The table presents the frequency and means response to what are the challenges to effective use of social Media and its influence on academic performance of students of Universities in Benue State. Five (5) question items were presented to the respondents where which all the question items were accepted by the respondents. This include social media as a new concept not yet widely accepted for library usage, inadequate facilities for its effectiveness, staff attitude towards the concepts, economic status of some of the universities and absence of research on the effectiveness and benefits of social media to the librarians and library users in Benue state. The overall mean was 4.14; this implies the listed challenges were actually affecting the use of social media effectively in University libraries in Benue state.

DISCUSSION OF FINDINGS

Finding of the study shows response on use of social media by the students of the universities in Benue state. Five (5) question items were presented to the respondents, 55% said yes and 45% said no to the question item of having constant internet facilities in the libraries. 30% of the respondents say yes to availability of social media site in their libraries while 70% respond no. on the use of social media site of the libraries 40% said yes while 60% respond no meaning most of the students do not use the social site of their libraries. Furthermore, 30% of the respondent fined the library social media site very interesting while 70% of the respondents say no. in area of the effectiveness of the social media 30% said yes while 70% said no. It was observed that there is low usage of social media by the students in Benue state libraries and most library users hardly use the libraries social media site if there is any.

Findings also reveal respondent on the benefits of using social media to students in the Universities in Benue State. Seven (7) question items were presented to the respondents; all the question items were accepted on the benefits of using social media based on the 2.50 decision point set in the study. The benefits include helping in the sharing of information among library users, prompt access and receive of information, capacity to receive and send information from and to different places at the same time among many other benefits. The overall mean was 3.55 an indication that social media has a lot of benefits as listed above and much to the students in universities in Benue state.

Finding shows respondent on the factors inhibiting the use of social media by students of universities in Benue state. Five (5) question items were presented to the respondents, four of the question items were accepted based on 2.50 decision point set in the study. Among the accepted question items are poor internet facilities, like of skilled worker in the use of the facilities, attitude of some libraries staff toward the use of the social media effectively and low knowledge of the technicality involves. However, the question item on the poor power supply was rejected. This implies that there is constant power supply in most libraries in the universities in Benue state. However, the overall mean was 3.62. This indicates that some of the listed factors are inhibiting the use of social media by students of Universities in Benue state.

Findings final show means response to what are the challenges to effective use of social Media and its influence on academic performance of students of Universities in Benue State. Five (5) question items were presented to the respondents where which all the question items were accepted by the respondents. This include social media as a new concept not yet widely accepted for library usage, inadequate facilities for its effectiveness, staff attitude towards the concepts, economic status of some of the universities and absence of research on the effectiveness and benefits of social media to the librarians and library users in Benue state. The overall mean was 4.14; this implies the listed

challenges were actually affecting the use of social media effectively in University libraries in Benue state.

Findings of the study are similar to Tion, Ilo and Beetseh, (2019) "Evaluation of the Uses of Social Media in Libraries Operation in University Libraries in Benue State", Okike, Terna and Beetseh (2019) "Social Media Use and its Influence on Academic Performance of Postgraduate Students of Benue State University, Makurdi" and Tor-Akwer (2019) Librarian Perception on the Influence of Social Networking on the Behaviour of Secondary School Students in Benue State

CONCLUSION

The importance of the use of social media in universities is highly recommendable. This study identified challenges and strategies that would improve the use of social media. The study concludes social media is an important instructional method and cannot be misused.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations are made:

i.   University management must design time and opportunities for the use of social media activities into their course syllabi.
ii.   Both instructors and students must be open to learning and using new social media class-room approaches that extend and enhance instructor-student interactions.
iii.   Class size needs to be limited to areas on cable number that will enhance effective use of social media.
iv.   University management must be prepared to allocate more time to supporting courses with social media components.

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