CHAPTER TWELVE

SOCIAL MEDIA AS INDISPENSABLE TOOLS FOR RESOURCE SHARING AMONG ACADEMIC LIBRARIES IN NIGERIA

Abstract
This article examines the social media as indispensable tools for resources sharing among academic libraries in Nigeria. Despite the fact that there is high level of awareness of social media as tool for library practices, it has been observed that there is low extent of usage of social media for resource sharing among academic libraries. This is partly due to constraints such as technophobia on the part of some librarians, conservative attitude and inadequate facilities among others. The paper used both primary and secondary sources of information as the methodology approach. The study revealed the relevance of resources sharing among academic libraries as means of realising the objectives of the institutions. Hence, social media becomes imperative for efficient and effective resource sharing in this digital age. The paper recommended among others, that academic libraries should adopt and take side in the new media for effective and efficient library services. Librarians must also develop themselves to get along with the new technologies.

Keywords: Social Media, Resource Sharing, Academic libraries and Indispensable Tool.

Introduction

The new technology has brought a great change to the development and advancement of library services. The library is not only seen as physical wall but now existing through the cloud whereby users of the library can visit the library through Internet without moving out of their house. This has brought about proximity for usage and sharing of resources. The new media has encouraged socialisation among librarians and libraries with their users. According to Adebayo (2013), social media is Internet based tool that is used for sharing and discussing information among people, this integrates technology, social interaction and construction of words, video, audio and pictures. The adoption of social media by academic libraries facilitate resource sharing and enables provision of efficient and quality library services, which is the mandate of the library.

Due to the fact that the present age is the information explosion era, where knowledge and book production are high, no library can acquire all printed literatures in the world even on the smallest area of spectrum of knowledge (Idakwo, 2013).He explained further that, apart from the fact that resource sharing has become a practice and desire of academic libraries ,increase in the volume of information materials and some other factors such as, increased costs of acquiring and processing, the need for skilled trained personnel, space for storage and demand by library users are some of the reasons for resources sharing among academic libraries. Also, literature has revealed that Africa libraries are less funded in acquisition of literatures in their libraries (Hoskin and Stilwell, 2011). Even no matter how libraries in Africa are funded they cannot acquire literatures in all areas of knowledge to meet their user's needs. It is on this note that libraries and librarians are encouraged to collaborate in order to share their resources at local, national and international (globally) level in order to meet the needs of their clientele, since the library is created for them.

The new media has encouraged partnership and collaboration among academic libraries for ensuring efficient resource sharing among academic Libraries. Through the social networking sites, libraries can discuss and disseminate information to meet their users' needs. The social media have removed the boundary and brought about proximity. Social media is an indispensable tool for resource sharing among academic libraries due to the fact that, it enables the libraries to reach every user of the media and as well as promote free flow of information resources. Social media are relevant in this dispensation, yet it has been observed that it has not been used effectively and efficiently in most academic libraries especially in the area of resources sharing. Some academic libraries use it to pass personal information among themselves but not for sharing information resources.

Conceptual Explanation:
Social media, Social Networking Resource sharing in Academic Libraries.

Academic libraries are libraries that are found within an institution of higher learning (higher education) in order to support teaching, learning, research and community development; they are built to support the aims and objectives of an institution. Such libraries include libraries found in colleges of education, Polytechnics and Universities. The libraries established in an academic environment support its parent institutions in diverse ways of academic development of students. The users of this library include students, lecturers and administrative staff. They are meant to support the institution by providing information resources (books and non-books) to meet their user's needs. The users of an academic library are large, heterogeneous with diverse needs; this necessitates the need for provision of diverse information needs in diverse areas of disciplines. It is difficult for an academic library to meet the needs of their clientele because of their diverse area of spectrum, therefore academic libraries sought for information elsewhere in order to meet it user's needs. Since libraries has a mandate to fulfill which is "information provision". Resource sharing becomes paramount. Resource sharing in academic libraries is the means at which libraries can collaborate, exchange and share information in order to meet the needs of their clients. Resource sharing entails apportioning, allocating, distributing or contributing something on a voluntary basis for mutual benefit among group of Libraries that is geared towards achieving library information and service provision (Benson, Umunnakwe and Nwauwa, 2017). According to Oladokun (2014), resources sharing among staff and Universities of Botswana library leads to overall better performance of staff in their various obligations.

The term library cooperation, library linkage, library collaboration, library networking, library consortia, partnership and resource sharing are used interchangeably. Resource sharing in academic libraries has now gone beyond mere exchange or sharing of resources among academic libraries. According to Musa, Mohammed and Dika (2016), resource sharing among academic libraries has improved beyond mere exchange of products (interlibrary loans and bibliography information services, document delivery) but to an extent of library networking which gave birth to library consortium. This is fully possible with the new

technology. Resource sharing in Academic Libraries has to do with the sharing of knowledge and skills acquisition (Oladokun, 2014). The social media are used for social interaction with integration of web-based technologies to transform broadcast media monologues into social media dialogue (Alonge, 2012). He further highlighted some of the social media website that allows interactivity among users as social bookmarking, consumers reviews, social networking (Facebook), social photo and video sharing (YouTube, Flickr), Wiki so, Micro blogging/IM/Mobile, MySpace etc. Social media allow libraries to partner, collaborate and share their information resources with the integration of web-based technologies for transformation to a network space. Social media becomes a relevant tool for resources sharing among academic libraries. For libraries to effectively and efficiently share resources in this dispensation it becomes indispensable tools to be adopted among academic libraries.

Ojo (2015) defines social media in a more explicit manner as" the various web-based and mobile applications that give users the ability to create a personal profile, connect with other users and create, publish and respond to content". This definition shows that web 2.0 is a product of social media, a tool that allows Library to create Library 2.0, a tool for social networking among academic libraries for free flow of information. He added that it is a tool used in organisations for publishing, rating and commenting. According to Adekunle and Olla (2015), Web 2.0 is a second generation Web development and design characterised as facilitating communication, information sharing, users centred design, content creation and collaboration among the participants. Web 2.0 is a great sociable and real media that libraries cannot do without, because of its ability to fully support their users. The media was developed to have a linear interactivity making users to be teacher and at the same time learner (Kwanya and Stilwell, 2015). Also, library 2.0 is a deduction from Web 2.0 which is described by them as the application of social media and multimedia web-based to a library collection and services that is connected to the Internet, with the integration of web 2.0 technologies in provision of library services. The adoption of the new media enhances library recognition among other profession. As it is known that majority of library users are available online.

Indispensability of Social media to effective and efficient resource sharing among Academic Libraries.

Social media tools enable the following for effective dissemination of information in resource sharing among academic libraries:

• Elimination of wall boundary among libraries that brought about proximity among academic libraries all over the world. Social media have made Academic libraries more globally and friendly united (a form of consortium).

• Prompt and quick access to provision of information: Academic libraries can now collaborate and have a quick access to information for rendering library services to their Library patrons which is the main reason for their establishment. According to Umunnakwe and Nwauwa (2017), they opine that social media integration seem to be another way for effective provision of library services at a low cost. The cost of

searching for information using the old system of resource sharing is money and time consuming.

- It has also improved the standard of academic Libraries across the globe, hence increasing librarian's recognition in the society and improving their standard of service provision.
- Easy acquisition, processing and dissemination of information among libraries and librarians: it is essential because it pave an easy platform for acquisition of current publications by using some relevant websites such as world cat, JOSTOR etc.

Social networking is a process by which two or more libraries are engaged in exchange of information through communication channels for the purpose of achieving an objective (Nwalo and Ogunniran, 2012) further noted that networking is adopted in academic libraries for research in order to avoid duplication of efforts by efficient utilisation of resources that are available

Types of Social /Media Networking sites adopted by Academic Libraries for Resource sharing.

Here are some of the types of social media applications that Libraries have integrated in connecting among counterparts around the globe. Such social media includes the following:

- **Facebook:** Applications like world cat, JSTOR can be integrated. Facebook can also be used to know the needs of library patrons, tracking RSVP, sending events update and engaging with the users of the library (Akidi & Umebali, 2017). Since these are all possible with the integration of library application, hence this can be used for resources sharing among academic libraries for provision of diverse information needs of library users.
- **MySpace:** This can be used by participating members to post pictures, calendar and custom, catalogue tools and share journal.
- **NING:** NLA use this to discuss topics and issues among their members. This platform can also be used to get connected to library users, institutions and Library Associations. (Akidi & Umebali, 2017)
- **Web 2.0:** It is a great sociable and real media that libraries used in provision of information and services to its patrons, because of its ability to fully participate their users. It was developed to have a linear interactivity making users to be teacher and at the same time learner. This is a good social media in resource sharing among academic libraries.
- **Blogs:** Article, news can be given and instant reactions received.
- **Wiki:** It is a collaborative Web page and online encyclopaedia that gives background knowledge about concept(s).
- **Z39.50:** is a web based network for sharing information internationally. The web is a creation of the international Association of Marine Science, Library and information centres (IAMSCLIC). The aim of the network is to host the periodical holdings of member Libraries.

- **LinkedIn:** Librarians can use this medium to get connected to their counterparts in their field as well as use it to link their users with specialist in their fields. It can also be used for advertisement and campaigns to promote library services and use for rendering special services such as Strategic Dissemination of Information (Jamogha, Jamogha and Udonsi, 2017).
- **YouTube:** Conferences and workshops can be disseminated via the YouTube.
- **Flickrs:** Academic libraries use this platform to share and distribute new images of the library collections.
- **Library Things:** It can be used to send a list of current publications which can be used for information provision of Library users.

Resource Sharing in Academic Libraries

Resource sharing is a practice in academic libraries in other to disseminate and render library service which is geared towards user's satisfaction. It is a mutual agreement between two or more Libraries for provision of library services to meet user's needs. Benson, Umunnakwe and Nwauwa (2017) describes resource sharing as the terminology that entails apportioning, allocating, distributing contributing something(information, knowledge and skills) that on a voluntary basis which is geared towards achieving a mutual benefit among group of participating libraries in order to satisfies the need of users.

Benefit of Resource sharing using Social media

Bassey (2017) highlights the following benefits enjoyed by various academic libraries in sharing resources using Social media networks as follow:

- It enables a library in a network to have access to diverse educational information resources, which cater for information needs of users and researchers thereby leading to growth of resources and incensement in research works. It is supported by Harande and Laden (2016) that it stirs up the growth of literatures among professionals.
- It makes individual libraries to have readily available information resources through which customer satisfaction can be enhanced and met (Oladokun, 2014).
- It leads to creativity of innovative ideas to bridge a strong relationship among participating libraries.
- There will be less dependency on library budget there by reducing the cost of running local resources and service. This is supported by Oladokun (2014) that it enables individual libraries to save cost and at the same time expanding the ability to reach both local and international collection and services.
- Resource sharing help libraries not only to share information resources, but as also share ideas, experience and skill thereby increasing recognition and removing dichotomy among libraries and its profession(Ilo, 2008; Oladokun, 2014).
- Resource sharing has also solved the ultimate problem of information explosion in acquisition, processing, storage and dissemination of information, by reducing the cost in service provision to patron of the library.

Challenges/Limitations of Resource sharing using Social media

Despite all the benefits derived from Social media in resource sharing among academic libraries yet academic libraries still face some problems. Idi (2015) describes some of the challenges of social media which are regarded as limitations to web-based resource sharing as

- Level of awareness: The level of awareness is one of the determinant factors for adoption/integration of social media in resource sharing among Academic Libraries. Benson, Umunnakwe & Nwauwa (2017) opines that there is low level of awareness in developing countries and as a result libraries are not having a full scale integration of social media in sharing resources among libraries.

- Bandwidth problem: This can frustrate effective online participation in resource sharing among academic libraries especially when there is slow and limited connectivity. It reduces the length at which resource sharing is achieved especially to remote areas.

- Technophobia: The librarians are fearful in handling the new technologies. Musa, Mohammed and Dika (2016) opines that the enabling technologies in the library for service delivery are web-based technologies such as web-based design using Hypertext Markup Language (HTML), Extensible Markup (XML) and Cascading styles (CSS) etc. Most of the librarians in academic libraries lack the skills and competence in exploring the new technologies.

- Lack of maintenance culture: most of the academic libraries lack maintenance culture of the new technology. Majority of the available technology are in stagnant condition (moribund condition) which cannot support remote access users of other libraries.

- Epileptic power supply: This can frustrate effective use of the media in resource sharing even when the technology is fully on ground and no power supply, it is as if there are no technologies for resources sharing. Most academic libraries are less funded to power and maintain generator. This becomes a great challenge to resources sharing.

- Lack and inadequate training of librarians: Some academic libraries refuse to train their staff in the use of social media due to financial constraint emanating from lackadaisical attitude of the head in charge. Likewise those that have trained their staff refuse to sustain it for development and effective dissemination of information.

- Insincerity among collaborating libraries: Some participating libraries prevent full access to resources which hamper the realisation of the objective and goals for resource sharing among academic libraries (Bassey, 2017).

Conclusion and Recommendations

Social media is an indispensable tool for resources sharing among academic libraries. Academic libraries will not effectively and efficiently carry out their functions which is information provision. Hence, social media becomes an imperative and relevant tool in the digital age in sharing of resources geared towards information provision and dissemination.

Therefore, it is recommended among others, that academic libraries should adopt and take side in the new media for effective and efficient library services delivery and librarians must also develop themselves to get along with the new technologies.

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