

COMPARATIVE STUDY OF UTILISATION OF TWITTER AND YOUTUBE FOR LIBRARY SERVICES IN PUBLIC AND PRIVATE UNIVERSITY LIBRARIES IN OGUN STATE

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Abstract

The study compared the utilisation of Twitter and YouTube for library services in public and private university libraries in Ogun State. It is a survey-style descriptive research design. Total enumeration technique was adopted to invite all the 112 academic librarians in Public and Private Universities in Ogun State, Nigeria to participate in the study. Questionnaire was used as the data collection instrument. The data was analysed using frequency count and simple percentage and mean. Findings from the study revealed that librarians in public and private university libraries make use of their personal data plan and the university's wi-fi, to access Twitter and YouTube on their computers as well as their smartphones. They both use Twitter and YouTube to render services such as, current awareness services, communication with users, library orientation etc. Also, the benefits derived from utilising Twitter and YouTube were ease of use, fast two-way communication etc. However, the challenges facing the utilisation of each are quite different while public university libraries are faced with challenges such as poor internet and inadequate training of staff etc. Private university libraries are faced with challenges such as lack of cooperation among library staffs, lack of management support/finance etc. The study concludes with recommendations.

Keywords: Comparison; Utilisation of Twitter and Youtube; Library Services; Public and Private University Libraries; Ogun State

Introduction

Twitter and YouTube as social media platforms play significant roles in the twenty first century in library, specifically for library services compared to the traditional/manual methods of providing library services. The general pattern of handling information has been altered in the twenty-first century, and library users now have high expectations and demand the swift delivery of relevant and essential services (Gwyer, 2018). By fostering new skills and competencies, librarians must make sure that libraries are able to meet the needs of these modern clients. However, services provided by libraries are continually evolving, especially in light of the introduction of technologies

like social media. Social media is a group of software-based digital technologies that give users access to digital environments where they can send and receive digital content or information across an online social network. It is a broad term for online social networking sites which includes Twitter, YouTube, TikTok, Facebook, Snapchat, Reddit, Instagram, WhatsApp and blogs etc (Kanchan & Gaidhane, 2023). Twitter is a social networking site and a free online tool for microblogging that gives users 280-character 'tweets' to communicate a variety of content, including links to photographs and videos. Unregistered users can only view tweets; registered users can read and post them. Twitter can be accessed by users via short message service (SMS), mobile device apps, or the website interface (Olaniran, 2014) while YouTube is an internet's leading video service and it is a free-hosting video streaming website that allows all members to watch, store, and share video content (Comscore, 2016). The fundamental concept behind YouTube is that people upload videos to the platform while simultaneously watching them, rating them, and leaving comments. However, using Twitter and YouTube by archives and libraries can be a new sort of exposure with global impact, cheap cost, and open access; it is also a powerful tool for raising the institutional profile worldwide and a promising channel when exploited in the marketing operations of such institutions (Tanja & Maja, 2011).

In order to meet the requirements of students, academics, and other members of the university community, universities establish, operate, and manage libraries or groups of libraries. However, there are different types of university libraries; the public and the private university libraries. Those that are owned and managed by the government are the public university libraries while those that are owned and managed by an individual are called the private university libraries. The entirety of a university's collection of books and other reference materials is known as the library; this library also houses a variety of learning and teaching materials that have been indexed for the benefit of readers and students. Those who work professionally in the library are referred to as librarians (Charles & Ebele, 2020). Librarians provide access to information and sometimes social or technical programming or instruction on information literacy to users. In addition to organizing the collection, librarians help library patrons in a variety of ways to support their academic, extracurricular, and career-related pursuits. The full range of assistance the library offers

to its patrons is referred to as library services (Mohan, 2020). These services significantly determine patrons' overall and academic well-being. The happiness of users is the primary goal of library service, Asogwa et al. (2020) said, supporting the viewpoint of the researchers already mentioned. These services help users access library resources, encourage the use of library materials, and cater to their informational needs. The types of library services that can be provided via Twitter and YouTube are quick prompt information delivery, marketing library product and services, user orientation, current awareness services, reference services, dissemination of information to users (Srikanta & Pranoy, 2019).

Twitter and YouTube are effective platforms for informing users about libraries. Academic librarians can use blogs, Twitter, and YouTube to help students with their information needs and to promote different types of library services. In addition to utilisation of Twitter and YouTube in the library, academic libraries need to build relationships with their users before essentially advertising the services they offer. The traditional information environment of libraries was drastically altered as a result and this had an impact on both library services and patrons' information-seeking habits. However, in order to increase the caliber of the service delivery and their research output, academic librarians both in public and private university library and around the world must make sure they adopt and use Twitter and YouTube and hence, the need to compare how both university libraries utilized Twitter and YouTube. These brought about the topic, and it is based on this background that the researchers sought to compare the utilisation of Twitter and YouTube for library services in public and private university libraries in Ogun State.

Statement of the Problem

With the emergence of technologies in the libraries, many Nigerian University libraries still provide library services manually and the delivery of these services through traditional means has been cumbersome and time-wasting (Muhammad & Tang, 2019). Today, the world has become a global village, and everyone has access to Twitter and YouTube to connect with other people via smart phones or computers with internet connections. Through Twitter and YouTube, librarians are attempting to build a connection between library resources, services, and patrons. This prompted the topic.

Also, it is believed that those in public university libraries have all the facilities needed to provide these services to their users via Twitter and YouTube since it is managed and owned by government while those in the private may or may not have all the facilities needed to provide these services via Twitter and YouTube since it is owned and managed by an individual or group of people. These brought about the topic, and it is based on this background that the researchers sought to compare the utilisation of Twitter and YouTube for library services in public and private university libraries in Ogun State.

Research Questions

The study is guided by the following research questions:

1. What are the means through which librarians access Twitter and YouTube for library services in Public and Private University libraries in Ogun State;
2. What are the types of library services rendered with Twitter and YouTube in Public and Private University libraries in Ogun State;
3. What are the benefits of utilising Twitter and YouTube for library services in Public and Private University libraries in Ogun State;
4. Which of the two categories of libraries provide more efficient library service delivery than the other;
5. What are the challenges hindering librarians from utilising Twitter and YouTube for library services in Public and Private University libraries in Ogun State.

Review of Literature

Twitter is a 280-character microblogging services for real-time information and communication. In the academic context, it is particularly interesting because it is like a news broadcast in which you select your own source: you decide for yourself whose news you want to read. One can do this by following those accounts that sound interesting. The tweets (or messages) of those accounts will then be collected in your personal stream, your timeline. They can contain short messages, headlines, statements etc and very often they include links to article, blogpost, podcast, or video (Iqbal, 2021). YouTube is the largest user-driven video content provider in the world; it has become a major platform for disseminating multimedia information. A major contribution to its success comes from the user-to-user social experience that differentiates it from

traditional content broadcaster. It is a video sharing app bought by Google in 2006, ranked in 2018 as the second most popular online destination. Videos are uploaded to the app by users onto their channels, YouTube's version of a profile, allowing other users to view, comment and vote on whether they like or dislike the content (Zack, 2012).

According to research by Phillips (2015), university libraries are utilising the opportunity to promote themselves and their services through Twitter. 10% of all postings on 13 out of 17 Facebook pages are advertisements for the libraries they represent or libraries in general. In light of this, the respondents agreed that Facebook, Twitter, YouTube, and Wiki are crucial for advertising and promoting library services. Khan and Bhatti (2012) reported that Twitter is essential for marketing library resources and services among online users because it attracts potential library users. The survey also demonstrated favorable attitudes regarding the utilisation of social media for marketing library resources and services. Because they enable users to create, connect, converse, share information, and bring libraries closer to their patrons, these technologies provide more than just the conventional methods of promoting library services. Also, academic libraries can promote their various programs, conferences, and seminars by uploading videos to YouTube.

Burkhardt (2010) stated that Twitter, Facebook, YouTube, RSS, and blogs are used to market library services among distance learners, which enables libraries to republish and syndicate the contents on the Web. Adewale and Omolola (2012) submitted that, academic libraries can market the following services: online information searching, CD-ROM databases, referral services, selective dissemination of information (SDI), interlibrary loans, information analysis, document delivery services, binding services, renewals, translation services, reprographic services, audio-visual services, online databases, video coverage, e-mail services, internet services, and compilation of bibliographies.

Utilisation of Twitter and YouTube for library services in public and private university libraries plays a significant role in the dissemination of information in libraries. It can be used to inform patrons about new materials in the collection and change patron behavior and impressions of the library. Increased user satisfaction and service delivery will result from libraries' desire to be in regular contact with their patrons. Twitter can be used by librarians to engage with users and gather insightful user feedback (Vassilakaki & Garoufallo, 2015). The modern means by which libraries

and librarians can advertise their services and resources include Facebook, Twitter, LinkedIn, and YouTube, which are the most popular social media sites (Muhammad & Tang, 2019). Libraries can publish insights into certain materials and collections on Twitter and YouTube to educate the public and advertise the resources and services they offer. This can raise the library's worth, inform users about new stocks, and change how they view the library (Omini & Ayanlade, 2019).

According to Asuquo et al. (2023), current awareness services, exhibition of new arrivals, reference services, posting of library and institution's activities, overdue reminder, user education, and document delivery service are among the services provided by librarians using Twitter and YouTube platforms. Also, Kizito et al. (2023) claims the following library services are provided by librarians via Twitter and YouTube, reference services, current awareness services, user orientation etc. Nancy (2020), mentioned benefits such as interaction with library patrons, Improvement of library services, encourage more people to use the library, its save money and time, it is crucial, announcement of fresh beginnings and lastly, access is available constantly. Asuquo et al. (2023), claims that challenges hindering librarians from providing services via Twitter and YouTube include poor internet connectivity, erratic power supply, concerns about user privacy and insufficient feedback, technophobia, the inability to use social media tools, poor staff cooperation, and poor library finances.

Methodology

The study used a survey-style descriptive research design. The population of this study covers all the academic librarians in Public and Private University libraries, Ogun State which cut across all the fourteen (14) University libraries available and existing within Ogun State. The Public universities are three (3) which are Federal University of Agriculture, Tai Solarin University of Education and Olabisi Onabanjo University, while the private universities are eleven (11) which are Babcock University, Bells University, Mountain Top University, Mcpherson University, Covenant University, Christland University, Crescent University, Christopher University, Crawford University, Hallmark University, and Southwest University. The total numbers of academic librarians in Ogun state stood at 112. Hence, total enumerative technique was used to cover all the 112 academic librarians in Public and Private Universities in Ogun State, Nigeria. No sampling size since the population was found to be manageable by the researcher. Questionnaire was used as a

data collection instrument. The collected data was coded and analyzed using Statistical Product and Service Solutions (IBM-SPSS) version 23:00. Data was analyzed using descriptive statistical tools of frequency count and simple percentage and mean for easy understanding.

Table 1: Distribution of Respondents

S/N	Public University Libraries	No of proposed respondents
1	Federal University of Agriculture (FUNAAB)	25
2	Olabisi Onabanjo University	12
3	Tai Solarin University of Education	10
	Total	47
	Private University Libraries	
4	Crescent University	6
5	Chrisland University	2
6	Mcperson University	2
7	Babcock University	18
8	Christopher University	5
9	Hallmark University	5
10	Mountain Top University	3
11	Southwest University	2
12	Bells University	7
13	Covenant University	11
14	Crawford University	4
	Total	65

Results and Discussion

A total of one hundred and twelve (112) copies of questionnaires were administered to the librarians of Ogun State University and ninety-eight (98) participants invariably forty (40) from Public University libraries and fifty- eight (58) from Private University libraries responded and completed the questionnaire, giving a response rate of 87.5%.

**Table 2: Demographic Status of Respondents in Public University Libraries.
(N-40)**

Gender	Frequency	Percentages %
Male	15	37.5
Female	25	62.5
Total	40	100
Age Range		
26-35 years	10	25

36-45 years	13	32.5
46-55years	10	25
56 and above	7	17.5
Total	40	100
Years of work Experience		
Less than a year	4	10
1-5 years	7	17.5
6-10 years	11	27.5
11-16 years	10	25
16 and above	8	20
Total	40	100
Qualifications		
Bachelor Degree	12	30
Masters Degree	18	45
PhD	10	25
Total	40	100

Table 2 shows that in public university libraries, 15 (37.5%) of respondents are male while 25 (62.5%) are female. Their age range, 10(25%) are within the age range of 26-35 years, 13(32.5%) are within the range of 36-45 years, 10(25%) are within the range of 46-55 and 7(17.5%) are 56 and above. In years of work experience, 4(10%) are less than a year of work experience, 7(17.5%) are 1-5years, 11 (27.5%) are 6-10years, 10 (25%) are 11-16years and 8(20%) are 16 and above. For qualification, 12(30%) are bachelor degree holders, 18(45%) are masters degree holders, 10(25%) are PhD degree holders.

**Table 3: Demographic Status of Respondents in Private University Libraries.
(N-58)**

Gender	Frequency	Percentage %
Male	23	39.6
Female	35	60.4
Total	58	100
Age Ranges		
26-35 years	18	31.1
36-45 years	23	39.6
46-55years	10	17.2
56 and above	7	12.1
Total	58	100
Years of Work Experience		
Less than a year	4	6.9
1-5 years	11	19
6-10 years	12	20.7

11-16 years	20	34.5
16 and above	11	19
Total	58	100
Qualifications		
Bachelor Degree	20	34.5
Masters Degree	26	44.8
PhD	12	20.7
Total	58	100

Table 3 shows that in Private University libraries, 23 (39.6%) of respondents are male while 35 (60.4%) are female. Their age range, 18(31.1%) are within the age range of 26-35 years, 23(39.6%) are within the range of 36-45 years, 10(17.2%) are within the range of 46-55 and 7(12.1%) are 56 and above. In years of work experience, 4(6.9%) are less than a year of work experience, 11(19%) are 1-5years, 12 (20.7%) are 6-10years, 20(34.5%) are 11-16years and 11(19%) are 16 and above. For qualification, 20(34.5%) are bachelor degree holders, 26(44.8%) are masters degree holders, 12(20.7%) are PhD degree holders.

Table 4: Research Question one: What are the means through which librarians access Twitter and YouTube for library services in Public and Private University libraries in Ogun State;

Public University Libraries (N-40)						
S/N	Statements	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Mean
1	I have unlimited access to Twitter and YouTube using personal data subscription on my smartphone/ computer	15(37.5%)	12(30%)	6(15%)	7(17.5%)	4.09
2	I have unlimited access to Twitter and YouTube using Wi-Fi connectivity provided by the University on my smartphone/ computer	20(50%)	13(32.5%)	4(10%)	3(7.5%)	4.22
3	I have unlimited access to Twitter and YouTube using general Wi-Fi	4(10%)	7(17.5%)	20(50%)	9(22.5%)	2.85
Private University Libraries (N-58)						

1	I have unlimited access to Twitter and YouTube using personal data subscription on my smartphone/ computer	20(34.5%)	17(29.3%)	11(19%)	10(17.2%)	4.26
2	I have unlimited access to Twitter and YouTube using Wi-Fi connectivity provided by the University on my smartphone/ computer	25(43.1%)	18(31.1%)	10(17.2%)	5(8.6%)	4.54
3	I have unlimited access to Twitter and YouTube using general Wi-Fi	8(13.8%)	12(20.7%)	22(38%)	16(27.5%)	2.89

Table 4 shows that in Public university libraries, I have unlimited access to Twitter and YouTube using wi-Fi connectivity provided by the university on their smartphones/computer with 33(82.2%) followed by I have unlimited access to Twitter and YouTube using personal data subscription on my smartphones/ computer 27(67.5%). It also shows that in Private university libraries, I have unlimited access to Twitter and YouTube using Wi-Fi connectivity provided by the university with 43(74.1%) followed by I have unlimited access to Twitter and YouTube using personal data subscription on my smartphone/ computer 37(63.8%).

The findings of this study imply that, Public University libraries have unlimited access Twitter and YouTube using their personal data subscriptions and wifi connectivity provided by the university while Private University libraries have unlimited access to Twitter and YouTube using Wi-Fi connectivity provided by the University and their personal data subscription. This study corroborates Mayer and Moreno's (2003) finding that accessibility to Twitter and YouTube platforms can be achieved through the use of smart phones or computers with an internet connection. Without the internet, librarians as well as library users cannot access Twitter and YouTube.

Table 5: Research Question Two: What are the types of library services rendered with Twitter and YouTube in Public and Private University libraries in Ogun State;

Public University Libraries (N-40)

S N	Statements	Strongly Agree F (%)	Agree F (%)	Disagree F (%)	Strongly Disagree F (%)	Mean
1	To Communicate with users	10(25%)	15(37.5%)	8(20%)	7(17.5%)	4.26
2	For library orientation	9(22.5%)	17(42.5%)	7(17.5%)	7(17.5%)	4.20
3	Providing referral services	9(22.5%)	19(47.5%)	8(20%)	4(10%)	2.85
4	Document delivery services	9(22.5%)	18(45%)	7(17.5%)	6(15%)	4.29
5	Providing current awareness services	10(25%)	20(50%)	6(15%)	4(10%)	4.24
6	Knowledge sharing among and services colleagues	8(20%)	14(35%)	10(25%)	8(20%)	4.61
7	Providing Reference services	5(12.5%)	13(32.5%)	12(30%)	10(25%)	3.94
8	Posting information on new books and programme of interest	5(12.5%)	13(32.5%)	12(30%)	10(25%)	3.94
9	Marketing Library products	7(17.5%)	16(40%)	9(22.5%)	8(20%)	3.63
10	Selection and acquisition of information sources	8(20%)	14(35%)	18(45%)	10(25%)	4.07
11	Dissemination of information	7(17.5%)	16(40%)	9(22.5%)	8(20%)	3.63
12	Others					
Private University Libraries (N-58)						
1	To Communicate with users	26(45%)	14(24%)	9(15.5%)	9(15.5%)	4.26
2	For library orientation	20(34.5%)	23(39.7%)	10(17.2%)	5(8.6%)	4.67
3	Providing referral services	16(27.6%)	17(29.3%)	20(34.5%)	5(8.6%)	4.50
4	Document delivery services	16(27.6%)	15(25.9%)	22(38%)	5(8.6%)	4.76
5	Providing current awareness services	19(32.7%)	26(44.9%)	9(15.5%)	4(6.9%)	4.79
6	Knowledge sharing among and services colleagues	20(34.5%)	10(17.2%)	23(39.7%)	5(8.6%)	4.36

7	Providing Reference services	21(36.2%)	18(31%)	12(20.7%)	7(12.1%)	4.69
8	Posting information on new books and programme of interest	18(31%)	21(36.2%)	10(17.2%)	9(15.5%)	4.89
9	Marketing Library products	20(34.5%)	22(38%)	10(17.2%)	6(10.3%)	4.50
10	Selection and acquisition of information sources	17(25.9%)	14(27.6%)	20(34.4%)	7(12.1%)	4.42
11	Dissemination of information	20(34.5%)	10(17.2%)	20(34.5%)	8(13.8%)	4.52
12	Others	Attract more users to the library				

Table 5 shows that librarian utilized Twitter and YouTube in public university libraries for providing current awareness services with 30(75%) followed by providing library orientation with 26(65%) and to communicate with user 25(62.5%).

It also shows that librarian utilized Twitter and YouTube in private university libraries for providing current awareness services with 45(77.6%) followed by providing library orientation with 43(74.1%) and to market library products 42(72.4%).

The findings of this study implies that both Public and Private University libraries utilised Twitter and YouTube for virtually the same services which is providing current awareness services, for library orientation, to communicate with users and to market library product and services. The study also supports the findings of Asuquo et al. (2023), who claimed that librarians used social media to promote library goods and services, disseminate information, and keep people informed. Also, Bamidele et al. (2020) concurred in the study that library employees use social media to deliver services such user education programmes, current awareness services and marketing library product and services, etc.

Table 6: Research Question Three: What are the benefits of utilising Twitter and YouTube for library services in Public and Private University libraries?

Public University Libraries (N-40)					
S/N	Benefits Derived	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)

1	Fast Two ways communication	14(35%)	16(40%)	6(15%)	4(10%)	3.79
2	Easy to communicate with users	12(30%)	13(32.5%)	10(25%)	5(12.5%)	3.67
3	Saves Time	13(32.5%)	15(37.5%)	9(22.5%)	3(7.5%)	3.50
4	Increase library users	11(27.5%)	12(30%)	10(25%)	7(17.5%)	2.76
5	Saves Cost	12(30%)	12(30%)	16(40%)	10(25%)	3.79
6	Mobilize Services	9(22.5%)	13(32.5%)	9(22.5%)	8(20%)	3.36
7	Increases Revenue	10(25%)	10(25%)	15(37.5%)	5(12.5%)	3.69
8	Others	Tiktok				

Private University Libraries (N-58)

1	Fast Two ways communication	15(25.9%)	18(31.1%)	13(22.4%)	12(20.7%)	3.42
2	Easy to communicate with users	16(27.6%)	20(34.5%)	12(20.7%)	10(17.2%)	3.52
3	Saves Time	17(29.3%)	17(29.3%)	14(24.1%)	10(17.25)	3.48
4	Increase library users	15(25.9%)	15(25.9%)	14(24.1%)	14(24.1%)	3.15
5	Saves Cost	12(20.7%)	20(34.5%)	16(27.6%)	10(17.2%)	3.79
6	Mobilize Services	14(24.1%)	14(24.1%)	18(31.1%)	12(20.7%)	3.67
7	Increases Revenue	10(17.2%)	15(25.9%)	20(34.5%)	13(22.4%)	3.50
8	Others	-----				

Table 6 shows that the benefits of utilising Twitter and YouTube in public university libraries are fast two ways communication with 30(75%) followed by saves time with 28(70%) and easy to communicate with users 25(62.5). It also shows that the benefits of utilising Twitter and YouTube in private university libraries are easy to communicate with users 36(62.5%) followed saves time with 34(58.6%) and fast two ways communication with 33(56.9%).

The findings of this study imply the benefits of utilising Twitter and YouTube in both public and private university libraries are easy to communicate with users, saves time and fast two ways communication. Researchers Akpohonor & Olise (2015) and Bakare et al. (2015) concurred that librarians use social media platforms to encourage quick two-way communication, and our study supports their findings.

Table 7: Research Objective Four: Which of the two categories of libraries provide more efficient library service delivery than the other?

Public University Libraries (N-40)

S	Statements	Strongly Agree F (%)	Agree F (%)	Disagree F (%)	Strongly Disagree F (%)	Mean
1	To Communicate with users	10(25%)	15(37.5%)	8(20%)	7(17.5%)	3.36
2	For library orientation	9(22.5%)	17(42.5%)	7(17.5%)	7(17.5%)	2.90

3	Providing referral services	9(22.5%)	19(47.5%)	8(20%)	4(10%)	3.85
4	Document delivery services	9(22.5%)	18(45%)	7(17.5%)	6(15%)	3.29
5	Providing current awareness services	10(25%)	20(50%)	6(15%)	4(10%)	3.24
6	Knowledge sharing among and services colleagues	8(20%)	14(35%)	10(25%)	8(20%)	3.61
7	Providing Reference services	5(12.5%)	13(32.5%)	12(30%)	10(25%)	3.94
8	Posting information on new books and programme of interest	5(12.5%)	13(32.5%)	12(30%)	10(25%)	3.34
9	Marketing Library products	7(17.5%)	16(40%)	9(22.5%)	8(20%)	3.23
10	Selection and acquisition of information sources	8(20%)	14(35%)	18(45%)	10(25%)	3.17
11	Dissemination of information	7(17.5%)	16(40%)	9(22.5%)	8(20%)	2.65
12	Others					
Private Universities Libraries (N-58)						
1	To Communicate with users	26(45%)	14(24%)	9(15.5%)	9(15.5%)	4.26
2	For library orientation	20(34.5%)	23(39.7%)	10(17.2%)	5(8.6%)	4.67
3	Providing referral services	16(27.6%)	17(29.3%)	20(34.5%)	5(8.6%)	4.50
4	Document delivery services	16(27.6%)	15(25.9%)	22(38%)	5(8.6%)	4.76
5	Providing current awareness services	19(32.7%)	26(44.9%)	9(15.5%)	4(6.9%)	4.76
6	Knowledge sharing among and services colleagues	20(34.5%)	10(17.2%)	23(39.7%)	5(8.6%)	4.36
7	Providing Reference services	21(36.2%)	18(31%)	12(20.7%)	7(12.1%)	4.69
8	Posting information on new books and programme of interest	18(31%)	21(36.2%)	10(17.2%)	9(15.5%)	4.89
9	Marketing Library products	20(34.5%)	22(38%)	10(17.2%)	6(10.3%)	4.50
10	Selection and acquisition of information sources	17(25.9%)	14(27.6%)	20(34.4%)	7(12.1%)	4.42
11	Dissemination of information	20(34.5%)	10(17.2%)	20(34.5%)	8(13.8%)	4.52
12	Others	Attract more users to the library				

Table 7 shows that librarian utilized Twitter and YouTube in public university libraries for providing current awareness services with 30(75%) followed by providing library orientation with 26(65%) and to communicate with user 25(62.5%). It also shows that librarian utilized Twitter and YouTube in private university libraries for providing current awareness services with 45(77.6%) followed by providing library orientation with 43(74.1%) and to market library products 42(72.4%).

Virtually, they both deliver the same services but private university libraries provide more efficient library services delivery than public university libraries this may be due to the fact that the number of librarians in private university libraries are more than the ones in public university libraries in Ogun State and also private university libraries are owned by private or group of individuals while public university libraries are owned by the federal or state government.

Table 8: Research Objective Four: What are the challenges hindering librarians from utilising Twitter and YouTube for library services in public and private university Libraries?

Public University Libraries (N-40)						
S/ N	Challenges	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Mean
1	Technophobia	10(25%)	12(30%)	9(22.5%)	9(22.5%)	2.39
2	Inadequate training of staff	12(30%)	16(40%)	8(20%)	4(10%)	3.67
3	Low awareness of Twitter and YouTube	13(32.5%)	12(30%)	8(20%)	7(17.5%)	3.50
4	Limited access to Twitter and YouTube	10(25%)	10(25%)	12(30%)	8(20%)	2.76
5	Inadequate maintenance	11(27.5%)	13(32.5%)	10(25%)	6(15%)	2.79
6	Poor internet access	15(37.5%)	15(37.5%)	7(17.5%)	3(7.5%)	3.36
7	Erratic power supply	14(35%)	11(27.5%)	10(25%)	5(12.5%)	3.69
8	Lack of cooperation among library staffs	10(25%)	11(27.5%)	10(25%)	9(22.5%)	2.89
9	No feedback from users	12(30%)	8(20%)	13(32.5%)	7(17.5%)	3.50
10	lack of management support/ finance	13(32.5%)	13(32.5%)	10(25%)	7(17.5%)	3.42
11	Copyright issues	15(37.5%)	10(25%)	9(22.5%)	6(15%)	3.52
12	Others	-----				
Private University Libraries (N-58)						

1	Technophobia	14(24.1%)	12(20.7%)	18(31.0%)	14(24.1%)	3.79
2	Inadequate training of staff	14(24.1%)	15(25.95)	16(27.6%)	13(22.45)	3.77
3	Low awareness of Twitter and YouTube	11(19%)	15(25.9%)	16(27.65)	16(27.6%)	2.50
4	Limited access to Twitter and YouTube	14(24.1%)	14(24.1%)	16(27.6%)	14(24.1%)	3.76
5	Inadequate maintenance	12(20.7%)	17(29.3%)	15(25.9%)	14(24.1%)	3.79
6	Poor internet access	18(31%)	12(20.7%)	20(34.5%)	8(13.8%)	4.46
7	Erratic power supply	16(27.6%)	16(27.6%)	19(32.9%)	7(12%)	3.69
8	Lack of cooperation among library staffs	19(32.8%)	26(44.8%)	13(22.4%)	10(17.2%)	4.56
9	No feedback from users	12(20.7%)	12(20.7%)	16(27.6%)	18(31%)	3.50
10	lack of management support/finance	17(29.3%)	16(27.6%)	15(25.9%)	10(17.2%)	3.78
11	Copyright issues	12(20.7%)	11(19%)	20(34.5%)	15(25.9%)	2.48
12	Others	-----				

Table 8 shows that the challenges hindering librarians from utilizing Twitter and YouTube for library services in Public University libraries are poor internet with 30(75%), followed by inadequate training of staff with 28(70%) and lack of management support/finance with 26(65%). It also shows that the challenges hindering librarians from utilizing Twitter and YouTube for library services in Private University libraries are lack of cooperation among library staff with 45(77.6%), followed by lack of management support/finance 33(56.9%) and erratic power supply with 32(55.2%).

The findings of this study implies that librarians in public university libraries are facing poor internet access, inadequate training of staff and lack of management while those in private university library are facing challenges such as lack of cooperation among library staff, lack of management support/ finance and erratic power supply. The study supports the findings of Omeluzor et al. (2016) and Bakare et al. (2015), who concurred that limited internet connection,

unstable power supplies, lack of cooperation among library staff and a lack of technical expertise are the obstacles preventing social media from being used to deliver library services.

Conclusion

Public and private university library plays significant roles in the life of learners. The study's findings led to the following conclusions, librarians in public and private university libraries make use of their personal data plan and the university's wi-fi, to access Twitter and YouTube on their computers as well as their smartphones. They both use Twitter and YouTube for services such as current awareness services, communication with users, library orientation, marketing of library goods and services. The benefits they derived from utilizing Twitter and YouTube easy to communicate, fast two-way communication and saves time. Private university libraries provide efficient library services delivery than the public university libraries. However, the challenges facing the utilisation of each are quite different while public university libraries are facing challenges such as poor internet, inadequate training of staff and lack of management support/finance. Private university libraries are facing challenges such as lack of cooperation among library staffs, lack of management support/finance and erratic power supply etc.

Recommendations

The following recommendations were made based on the findings of this study, as summarized below:

1. Extension of bandwidth, and uninterrupted internet access are required in order to facilitate adequate access to the internet.
2. Both public and private university libraries can form consortium and benefit from each other in order to provide adequate services in the library.
3. Both public and private university libraries can form sister library relationship whereby staff can go from one library to another and gain more knowledge.
4. Attending seminars, workshop and conferences is very essential, and thus should be encouraged by Library Management both in public and private.

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