

# COMPUTER SELF-EFFICACY AND SOCIAL MEDIA USE AMONG LIBRARIANS IN PRIVATE UNIVERSITY LIBRARIES IN SOUTH-WEST, NIGERIA

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## Abstract

The need to provide effective and efficient services has facilitated the adoption and use of social media technology in libraries. However, many librarians in Nigerian academic libraries are still not taking full advantage of social media in personal and professional activities. This study examined the influence of computer self-efficacy on social media use by librarians in private university libraries in South-west, Nigeria. Descriptive survey research design was adopted for the study. A structured questionnaire was adopted as the instrument for data collection. The instrument was tested for reliability and the result showed a Cronbach Alpha value of 0.78. The study population consists of 88 librarians from eleven private university libraries across South-west Nigeria. The entire population was included in the study due to the small size of the population. The quantitative data collected was analyzed using both descriptive and inferential statistics. The study found that computer self-efficacy ( $Adj. R^2 = 0.614, p < 0.05$ ) has a significant influence on the use of social media among the respondents. The study concluded that the use of social media by librarians remains a good strategy to enhance library and information services in academic libraries. It was therefore recommended that continuous personnel development should be an integral part of the library programmes as a way to develop computer self-efficacy for librarians.

**Keywords:** Academic Libraries, Computer Self-efficacy, Computer skills, Information Services, Library Services.

## Introduction

The need to provide effective and efficient services has facilitated the adoption and use of Information and Communication Technology (ICT) in libraries. Part of this development is the adoption and use of social media tools for promoting library services as well as for effective communication between library personnel and the users. Social media can be defined as forms of electronic communication through which users interact among their peers in order to create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the internet. Social media use refers to the actual usage and the application of social media tools among librarians in private university libraries in South-west, Nigeria for delivery of effective services to the users. Librarians refers to information professionals in private university libraries in South-west, Nigeria who are holders of Bachelor, Master or Doctoral Degree in the field of library and information science.

Studies revealed that most private university libraries and the library personnel are yet to extensively embrace the use of social media tools for information provision and services. Some libraries that have adopted social media tools are not using them effectively and extensively. There is also little or no appreciation on the part of the library personnel on how social media tools can be leveraged to enhance the provision of library services in private university libraries in South-west, Nigeria. However, factor such as computer self-efficacy have been reported to play a critical role in the adoption and use of social media in

libraries. Computer self-efficacy represents an individual's perception of his abilities to use computers to perform a task. In the context of this study, it refers to the perception of librarians, most of who have been used to traditional library services, to adopt and use social media in the marketing of library resources and services. A librarian with high magnitude of computer self-efficacy might be able to complete more difficult tasks using social media than those with lower magnitudes of computer self-efficacy. The degree of librarians' computer self-efficacy could drive and motivate librarians to use social media for effective services. Non-conversant with computer self-efficacy of librarians in private university libraries in South-west, Nigeria can make the use of social media difficult for effective service delivery and information dissemination. This is the gap that the study intends to fill.

### Research Questions

The following research questions were answered in the study:

1. What are the types of social media used among librarians in private university libraries in South-west, Nigeria?
2. What is the level of computer self-efficacy in the use of social media among librarians in private university libraries in South-west, Nigeria?

### Hypothesis

The following null hypotheses was tested in the study at 0.05 level of Significance:

Ho1: There is no significant influence between computer self-efficacy and social media use among librarians in private university libraries in South-west, Nigeria.

### Review of Related Literature

The library has always been amenable to the adoption of technology with librarians finding use for various technologies that have emerged over the years (Oladokun & Kolawole, 2018). The situation is different today with the proliferation of various technologies which means that before librarians master one, another technology has emerged. The current trend is the use of social media and related technologies. Academic libraries are being called upon to make use of social media to maintain their relevance as it enables them share new ideas, knowledge, information, interact with their users and create awareness of new services to meet up with the information needs of their users (Bakare, 2018). Use of social media offers opportunities for improved and enhanced library services. It has also been promoted as a mean of boosting the effectiveness and efficiency of library personnel (Monagle, & Finnegan, 2018).

However, while the use of social media platforms such as MySpace, Facebook, Twitter, Flickr, YouTube, Wiki, and Ning have become popular for the promotion of library resources and services and for the speedy collection of feedbacks from library patrons among librarians in other climes, the trend is in the developmental stage in Nigeria (Bakare, 2018). It has been suggested that one of the reasons for the slow adoption of social media in Nigerian libraries is lack of computer self-efficacy of the library personnel.

Computer self-efficacy has been defined as “an individual’s ability to apply his or her computer skills to a wider range of computer related tasks” (Ebijuwa & Mabawonku, 2019). Therefore, computer self-efficacy represents an individual’s perception of his abilities to use computers to perform a task. In the context of this study, it refers to the perception of

librarians, most of whom have been used to traditional library services, to adopt and use social media in the marketing of library resources and services. As pointed out by Sadiku and Kpakiko (2017) computer self-efficacy is all about perception. The perception of an individual about their level of computer self-efficacy is often driven by various factors (Loo& Choy, 2013).

According to Nwaukwa, Onyemechara, and Ndubuisi (2019), there are four sources of computer self-efficacy. These include mastery experience, vicarious experience, social persuasion, as well as emotional arousal. Mastery experience is seen as the most influential source of efficacy information because it is believed mastery experience provides the most authentic evidence of whether one can muster whatever it takes to succeed. Success builds a robust belief in one's computer self-efficacy (Sari & Krismiyati, 2021; Mensah & Misah 2019). Failures undermine perception of self-efficacy, especially if failures occur before a sense of efficacy is firmly established (Loo& Choy, 2013).

### **Computer Self-Efficacy and Social Media Use by Librarians**

Several studies have previously explored computer self-efficacy in the context of social media usage by librarians. For instance, the study conducted by Arilesere Oyiza, and Yetunde (2020). indicated that computer self-efficacy is a factor in the effective use of electronic information resources. Among librarians, Fooladi (2014) found that there is significant combined influence of library personnel's self-efficacy and social media use on service delivery in the university libraries in Lagos state. The model indicates that personnel self-efficacy and social media explain 11.3% variation in service delivery in the

university libraries in Lagos state, Nigeria. In the same vein, the study conducted by Akporhonor and Fasae (2020) revealed that majority of respondents agreed that computer self-efficacy have effect on their use of a variety of information systems, which indicates that it can also affect their use of social media technology.

It should be pointed out that computer self-efficacy is not strictly about the level of computer an individual has but their perception of adequacy and relevance of that skill to the task at hand. However, several studies on computer self-efficacy often indicate lack of understanding of this concept as scholars often focus on computer skills rather than computer self-efficacy. Studies such as Ilesanmi and Mabawonku (2020), George, Okwu, and Ogunbodede (2022) among others focused much more on computer skills rather than interrogating whether the source of self-efficacy is present for the respondents. Similarly Omini, and Osulale (2019) focused on various computer skills possessed by the respondents while Oyovwe-Tinuoye, Omeluzor, and Patrick. (2021) asked respondents to rate their level of computer skills.

The study by Oyovwe-Tinuoye, Omeluzor, and Patrick (2021) could be of help as it shows the level of confidence respondents have in their computer abilities. Similarly, 84 showed in their study that librarians have high level of computer self-efficacy through mastery experience. It was revealed that those who had used computers before were able to render online library services during the COVID-19 lockdown. It can be inferred from this that library personnel who have successfully used computer applications before would be more effective when asked to use social media for library service delivery. The test of

hypotheses reveals that there is a significant influence of computer self-efficacy of librarians on social media use in the study. The positive link suggests that these skills can help librarians perform better at work in this study.

It was found in a study that 81.4% of the respondents agreed that they have the knowledge to use electronic information resources, while 82.2% were of the opinion that they do not feel nervous at all when using electronic information, The result further reveals that, 80.7% of the respondents ascertained that they find it very convenient to use electronic information resources. Whereas 80.5% supported the ideal that they are able to confidently use electronic information resources and 81.5% of the respondents posited that they feel confident organizing and managing files. Also, 80.7% of them agreed that they feel confident moving the cursor on the monitor. 82.1% agreed that they use electronic information resources at their convenience. in addition, 81.4% opined that they feel confident using a printer to make hard copy of document, and 82.1% of them agreed that they feel confident using the computer to analyze data, the result further indicates that 80% of them agreed that they feel confident using internet and e-mail, and 78.4% noted that they have the ability to use electronic information resources.

Omodele (2021) examined the influence of self-efficacy on service delivery of library personnel in university libraries in Lagos State. The study considered three dimensions of self-efficacy such as mastery experience, verbal persuasion and physiological response. The study found that the level of library personnel's computer self-efficacy in the university libraries in Lagos State, Nigeria is high on a 5-points scale. Specifically, the result also

reveals that library personnel's mastery experience in the university libraries in Lagos is the highest with a mean score of  $x = 4.10$ ,  $SD = 0.078$  on a 5-points scale. In relation to physiological aspect of self-efficacy, it is shown that library personnel have high level with a mean score of  $x = 3.87$ ,  $SD = 0.069$  on a 5-points scale while the verbal persuasion aspect of computer self-efficacy had a lower level of a mean score  $x = 3.69$ ,  $SD = 0.054$  among the entire computer self-efficacy measure on a 5-points scale.

On the contrary, a study conducted on computer self-efficacy among librarians in university libraries in Edo and Delta states, Nigeria found that the proficiency level of librarians in digital literacy was generally low. The study further shows that some librarians acquired digital literacy skills through colleague's assistance and trial and error method. The study recommends training for librarians so as to help improve their knowledge in application of digital skills (Ajala, Adebayo-Atchimi, & Eromosele, 2023).

These studies have shown gaps in the study of computer self-efficacy among librarians in Nigeria, the lack of standard approach to the measurement of computer self-efficacy suggests that the real influence of computer self-efficacy of librarians in the use of social media may not be known yet. This justifies the conduct of this study.

## Methodology

Descriptive survey research design was adopted for the study. A structured questionnaire was adopted as the instrument for data collection. The instrument was tested for reliability and the result showed a Cronbach Alpha value of 0.78. The study population consist of 88 librarians from sixteen academic libraries across southwest

Nigeria. The entire population was included in the study due to the small size of the population. The quantitative data collected was analyzed using both descriptive and inferential statistics.

## Results

**Research Question One: What are the types of social media use among librarians in private university libraries in South-west, Nigeria?**

**Table 1: Types of Social Media Use by Librarians in Private University Libraries in South-west, Nigeria**

Social Media Types Used	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean
WhatsApp	68 (86.1 %)	10 (12.7 %)	1 (1.3 %)	--	3.84
Facebook	65 (83.3%)	12 (15.4%)	1 (1.3 %)	--	3.82
Academia.edu	43 (58.9%)	27 (37.0%)	3 (4.1 %)	--	3.54
YouTube	40 (52.6 %)	28 (36.8%)	7 (9.2%)	1 (1.3%)	3.40
Wikipedia	31 (42.5 %)	32 (43.8 %)	9 (12.3 %)	1 (1.4 %)	3.27
Twitter	28 (38.4 %)	33 (45.2%)	10 (13.7%)	2 (2.7%)	3.19
Instagram	33 (45.2 %)	24 (32.9%)	12 (16.4 %)	4 (5.5 %)	3.17
Skype	10 (14.1 %)	20 (28.2 %)	32 (45.1 %)	9 (12.7 %)	2.43
Blogs (Tumbril, Blogger)	5	23	34	6	2.39

	(7.4 %)	(33.8%)	(50.0 %)	(8.8 %)	
Pinterest	8 (11.8 %)	18 (26.5 %)	34 (50.0 %)	8 (11.8 %)	2.38
LINE	12 (16.7 %)	14 (19.4 %)	33 (45.8%)	13 (18.1 %)	2.34

Source: Fieldwork, 2023

The result of findings as shown in table 1 indicate that WhatsApp is the most widely used social media platform among respondents reporting with 98.8% usage and a mean score of 3.84, Facebook follows closely with 98.7% usage and mean score of 3.82, YouTube ranks third by 89% usage and mean score of 3.40, while others like Wikipedia with mean = 3.27, Academia.edu, mean = 3.19, Instagram with mean = 3.17, and Twitter with mean = 3.10 also shows high levels of use. In contrast, blogs such as Tumblr and Blogger shows mean of 2.39, Skype shows mean of 2.43, Pinterest, mean = 2.38, and LINE, mean = 2.34 are less frequently used. Overall, the findings suggest a moderate but varied engagement with social media, with clear preference for WhatsApp and Facebook.

### **Research Question Two: What is the level of computer self-efficacy in the use of social media among librarians in private university libraries in South-west, Nigeria?**

**Table 2: Level of Computer Self-Efficacy in the Use of social media among Librarians in Private University Libraries in South-west, Nigeria**

To what extent do you agree with the following	Very True	True	Somewhat True	Not True	Mean
<b>Mastery Experience</b>					
I have more confidence about my computer skills because I have always learned from my	15 (20%)	23 (30.7%)	6 (8.0%)	31 (41.3%)	2.40

past mistakes						
I focus on the positive even when I fail in previous attempt	59 (73.8 %)	19 (23.8 %)	2 (2.5%)	--		3.71
My confidence in usage increases as I use social media	50 (64.1 %)	27 (4.6 %)	1 (3 %)	(1.3 %)	--	3.62
<b>Weighted Mean</b>						<b>3.24</b>
<b>Vicarious Experience</b>						
I love to observe how others make use of social media	40 (50.0 %)	36 (45.0%)	4 (5.0 %)	--		3.45
I compare my computer skills with the skills of other librarians	43 (53.8%)	26 (32.5 %)	7 (8.8 %)	4 (5.0 %)		3.35
I take note of my progress in use of social media for library tasks	32 (40.5%)	37 (46.8%)	7 (8.9%)	3 (3.8 %)		3.24
<b>Weighted Mean</b>						<b>3.35</b>
<b>Social Persuasion</b>						
My level of confidence in use of social media depends on the opinion of others	55 (69.6 %)	23 (29.1%)	1 (1.3%)			3.68
I have more confidence in using social media because other librarians believe I know how to use the tools	23 (29.1%)	10 (12.7%)	9 (11.4%)	37 (46.8%)		2.24
I have people around who tell me what I need to improve on the use of social media	36 (45.0%)	24 (30.0 %)	8 (10.0%)	12 (15.0%)		3.05
<b>Weighted Mean</b>						<b>2.99</b>
<b>Emotional Arousal</b>						

I am always relaxed when using social media for library activities	22 (27.8%)	38 (48.1%)	12 (15.2%)	7 (8.9%)	2.94
I don't make mistakes when using social media except I get nervous	56 (70.0%)	22 (27.5%)		2 (2.5%)	3.65
Each time I use social media I always concentrate on what I am doing unless I am tired	32 (40.0%)	30 (37.5%)	13 (16.2%)	5 (6.2%)	3.11
<b>Weighted Mean</b>					3.23
<b>Aggregate Mean</b>					3.20

Source: Fieldwork, 2023

The table reports the analysis of computer self-efficacy in social media use among librarians in private university libraries in Southwest Nigeria, across four dimensions, which are mastery experience, vicarious experience, social persuasion, and emotional arousal. For Mastery Experience, respondents reported strong confidence gains from positive attitudes and repeated use of social media with a Mean of 3.24, other items such as focusing on positives after failure with a Mean of 3.71 and confidence growth through practice with a Mean of 3.62 highlight high levels of mastery. For Vicarious Experience, librarians frequently learn by observing peers, comparing skills, and tracking progress, reflected in a mean score of 3.35, indicating high reliance on vicarious learning. For Social Persuasion, feedback from others moderately influenced confidence showing Mean = 2.99, while external opinions boosted confidence for some with Mean = 3.68, and reliance on other's beliefs was limited with Mean = 2.24. For Emotional Arousal, respondents generally reported concentration and confidence when using social media, though some experienced

nervousness or stress. The dimension's mean score of 3.23 suggests an overall relatively positive emotional state. Taken together, the aggregate mean of 3.20 indicates a moderate level of computer self-efficacy. The findings suggest that librarians' confidence is primarily driven by personal mastery and vicarious learning, while external persuasion plays a weaker role.

**Table 3: Hypothesis: Influence of Computer Self-Efficacy on Social Media Use among Librarians in Private University Libraries in South-west, Nigeria.**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R <sup>2</sup>	F
	B	Std. Error	Beta				
(Constant)	2.039	.252		8.099	.000	.357	44.826
Computer Self-Efficacy	.519	.078	.604	6.695	.000		

Dependent Variable: Use of Social Media

Table 3 presents the results of the simple regression analysis to show the influence of computer self-efficacy on social media use among librarians in private university libraries in South-west, Nigeria. The table shows that computer self-efficacy has a significant influence on social media use among librarians in private university libraries in South-west, Nigeria. The coefficient of determination (Adj. R<sup>2</sup>) of 0.365 shows that computer self-efficacy explains 36.5% variation in the use of social media among the respondents. The F-value (44.826) and low p-value (0.000) is also statistically significant

at 95% confidence interval. Hence, the result posited that computer self-efficacy has a significant influence on the use of social media among the respondents. The results of regression coefficients also revealed that at 95% confidence level, a unit change in computer self-efficacy will lead to a 0.508 increase in the use of social media among the respondents, given that all other factors are held constant. On the strength of this result (Adj.  $R^2 = 0.365$ ,  $F(1, 79) = 44.826$ ,  $p = 0.000$ ), the null hypothesis one ( $H_{01}$ ) which states that there will be no significant influence of computer self-efficacy on social media use among librarians in private university libraries in South-west, Nigeria, is hereby rejected.

### Recommendations

Based on the findings and conclusions of this study, it is important to make the following recommendations;

1. More librarians should be encouraged to join social media to promote their professional identity as well as market the products of their libraries and institutions.
2. Continuous personnel development should be an integral part of the library programmes. This is necessary to develop computer self-efficacy for librarians, especially those who currently have low level of computer self-efficacy.
3. Librarians with experience of using social media and technologies to promote themselves and their libraries should be ready to mentor others (both old and young) to help them eliminate computer anxiety and help them to embrace the use of computers.

4. Academic libraries and institutions should develop strategic policies to guide the use of social media among library personnel especially during work hours, to ensure that the use of social media enhance, rather than hinder library operations.

## Conclusion

The use of technology is central to library operations and one of the technology tools available today for librarians is the social media. It facilitates the provision of library and information services in a very different manner. Indeed, many other professions and services with focus on people's patronage are taking advantage of social media. This study has shown that the initial state of affairs in which libraries and librarians are not leveraging social media to reinvent themselves is gradually fading away. The level of computer self-efficacy and use of relevant social media among librarians in private university libraries in South-west, Nigeria is high. There is a positive finding which must be properly maintained to blossom into a more advanced stage in which librarians would play major roles in the creation, management and dissemination of knowledge in the digital environment.

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